

USING INTERACTIVE TECHNOLOGIES AND SOCIAL MEDIA IN HIGHER ED

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TEXAS A&M UNIVERSITY

COLLEGE OF ENGINEERING



SOCIAL MEDIA IN HIGHER ED

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Blogs

Tagging



WIKIPEDIA
The Free Encyclopedia

Web 2.0

Wikis



Podcast

RSS



What is Social Media.

Find where you are comfortable Facebook, Myspace, Youtube, Flickr, Blogs. Then start there.

Learn from others by searching these sites for "college" and "universities".

Stake your claim, at least reserve a name for your college.

Get a personal account, test it out.

Where to start.

Problems.

Can't someone post something that makes us look bad? NO, NO, NO - moderation

There are problems on the web like cyber bullies, cyber stalking, etc. We don't create or perpetuate this problem our presence doesn't add to it or make us look bad.

Students are not as dumb as people treat them They know their info is out there and they are ok with it

Think positive.

Benefits.

You can pursue new marketing touch points where the students are at. You gain access to a bigger audience.

There is some control over your brand. People are suspect of “coporate voice”, especially young people. Brand very lightly.

You can syndicate content via RSS

There is is a low cost of entry, usually free

Step three, profits.

Future.

Portable Social Networks

Microformats // OpenID // Web services
Aggregation

Mobile/ Location Based Social Network
Geo location // Smart phones

Mashups

XML // Meta data // API

Tagging

Taxonomy // Meta data

What's next.

Try new things

Be adventurous

Hire a student worker if needed, they are the "target market"

You will only be as good as the people who contribute.

Have a goal!



HighEdWebDev 2007

[Leave Group](#)

Size: **1,000,000,000 members**
Type: Organizations - Professional Organizations
Network: Global

Go fo it.

Questions? Comments? ?Arguments?

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Let me have it.