

# Using Social Media and Collaborative Work Tools

Matthew Golden, executive director of communications and public relations

The College of New Jersey

# Social Media



# Social Media

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- We're all still learning.
  - Different platforms serve different audiences.
  - Platforms are continuously evolving, changing, and emerging.
  - Have a presence wherever it makes sense to do so.
  - The conversations are happening, with or without your input!
-

# facebook

facebook Keep me logged in [Forgot your password?](#)

[Sign Up](#) **The College of New Jersey is on Facebook**  
Sign up for Facebook to connect with The College of New Jersey.



### The College of New Jersey

Wall Info Events Boxes Photos Causes

The College of New Jersey + Fans **The College of New Jersey** Just Fans

 **The College of New Jersey** TCNJ Magazine is looking to interview TCNJ nursing grads who are working (or have worked) in the travel nursing industry as part of an upcoming article on the topic. If you're interested in taking part, please e-mail us at [magazine@tcnj.edu](mailto:magazine@tcnj.edu).  
January 23 at 5:19am · Comment · Like · View Feedback (1)

 **The College of New Jersey** Hoboken Alumni Reception at Liberty Bar & Grill  
(Owned by alumna Dawn Kaplan '89)  
Thursday, February 18, 2010  
6:00 – 8:00 p.m.  
Liberty Bar & Grill  
61 14th Street  
Hoboken, NJ  
[www.libertybar.com](http://www.libertybar.com)  
\$10\* per person for appetizers and drink specials.  
\*\$5 will be counted as a contribution toward TCNJ's Annual Fund and is tax deductible...  
[See More](#)

 **Hoboken Alumni Reception**  
Time: 6:00PM Thursday, February 18th  
Location: Liberty Bar & Grill (Owned by Dawn Kaplan, Class of 1989)  
January 12 at 11:10am · Comment · Like

 **The College of New Jersey** 's feed: TCNJ Magazine  
TCNJ gains a spot and again tops list of NJ publics in Kiplinger's 2010 "Best Value" ranking  
EWING, NJ ... The College of New Jersey is ranked at #23 of 100 public colleges in Kiplinger's Personal Finance Magazine. The ranking, which appears in the February issue of the mag...  
[See More](#)

**Information**

Location:  
2000 Pennington Road  
Ewing, NJ, 08628  
Phone:  
(609) 771-1855

**Fans**  
6 of 4,233 fans [See All](#)

 Alex  
 Evan  
 Karen  
 Chris  
 Neeraj  
 Lauren

**YouTube Badge**  
Videos from playlist  
1694C7CDDE783C12



# Social Media

The screenshot displays the LinkedIn interface. At the top, the LinkedIn logo is on the left, followed by navigation tabs for People, Jobs, Answers, and Companies. On the right, there are links for Account & Settings, Help, Sign Out, and a Language dropdown. Below the navigation is a search bar with the text "Explore People Search: Engineer at IBM - Internet - Senior Consultant" and a "Search People" button. The main content area is titled "Groups" and features a blue header for "The College of New Jersey Alumni (TCNJ)". The header includes a logo, the group name, and navigation tabs for Overview, Discussions, News, Jobs, Subgroups, and More. A "Share group" button is visible. Below the header, there are tabs for "Recent Activity", "Recent Discussions", and "Most Comments". On the right side, there is a section titled "Activity: Last 7 Days" showing "9 New members". A left sidebar contains navigation options: Home, Groups, Profile, Contacts, Inbox (5), and Applications, each with a plus icon. At the bottom of the sidebar is a green "Add Connections" button.

# Social Media

**twitter** Home Profile Find People Settings Help Sign out

**tcnj**

✓ Following

**Name** TCNJ  
**Location** Ewing, NJ  
**Web** <http://www.tcnj.edu>  
**Bio** The College of New Jersey (TCNJ) is a highly selective institution in Ewing, NJ.

1 following 343 followers

**Tweets** 112

Favorites

**Actions**  
block tcnj

**Following**

RSS feed of tcnj's tweets

**TCNJ News: June Walker Fund Update** <http://bit.ly/qCqvD>  
12:15 AM Sep 18th from twitterfeed

**TCNJ News: Bloomberg Terminal Preps Business Students for Demanding Job Market** <http://bit.ly/2dlC4o>  
12:15 AM Sep 18th from twitterfeed

**TCNJ News: TCNJ makes Mojo's "cool schools" list** <http://bit.ly/tCLb1>  
12:07 AM Sep 16th from twitterfeed

**TCNJ News: TCNJ opens new, energy-efficient student apartments** <http://bit.ly/3MVPRI>  
12:02 AM Sep 13th from twitterfeed

**TCNJ News: NSF funds grad school pathway for TCNJ biology majors** <http://bit.ly/ltnTy>  
12:02 AM Sep 13th from twitterfeed

**Follow TCNJfootball on twitter for in-game updates and news about the Lions.** <http://twitter.com/TCNJfoot...>  
2:44 PM Sep 4th from web

**TCNJ Magazine: TCNJ tops U.S. News List of Best Colleges for the 18th consecutive year; ranked hig..** <http://bit.ly/1uWnmH>  
12:17 AM Sep 1st from twitterfeed

**TCNJ Magazine: TCNJ featured in new 2010 edition of The Princeton Review Guidebook: The Best 371 C..** <http://bit.ly/qDQ4e>  
12:17 AM Sep 1st from twitterfeed

**TCNJ Magazine: 2010 Fiske Guide to Colleges praises TCNJ as a "budget Ivy"** <http://bit.ly/yhtQW>  
12:17 AM Sep 1st from twitterfeed

# Social Media

YouTube English (0) | mgolden23 | Account | QuickList | Help | Sign Out  
Subscriptions | Videos | Shows | Channels | Upload

TCNJ The College of New Jersey VIDEO

Videos | Groups | Subscriptions

### TCNJ Video

**Subscribe**

**tcnjvideo**  
Style: News  
Joined: **June 16, 2008**  
Last Sign In: **12 minutes ago**  
Subscribers: **3**  
Channel Views: **769**

**DIRECTOR**

Videos produced by The College of New Jersey  
Name: **Matthew**  
Country: **United States**

### Connect with tcnjvideo

**TCNJ Home**

- Send Message
- Add Comment
- Share Channel
- Block User
- Add as Friend
- Google Add to iGoogle

<http://www.youtube.com/tcnjvideo>

Embed This Channel:  
`<script src="http://www.gmodules.com/g/it?u=tcnjvideo" type="text/javascript"></script>`

### Recent Activity

**tcnjvideo uploaded a new video**  
(1 week ago)

 **Human Testing of an Ortho...**  
Under the guidance of TCNJ's Professor Brett BuSha, Oluwabunmi Olaloye '... more



**MUSE 2009**  
*Interactive Journalism Institute for Middle Schoolers*

0:06 / 1:34

**Broadening Participation in Computing via Community Journalism for Middle Schoolers**  
From: tcnjvideo  
Views: 0

### Videos (42)

Videos | Most Viewed | Most Discussed

**Subscribe to tcnjvideo's videos**

Search



**Classifying Online Captioned Tel...**



**Broadening Participation in**



**Comparing Memory**

# Social Media

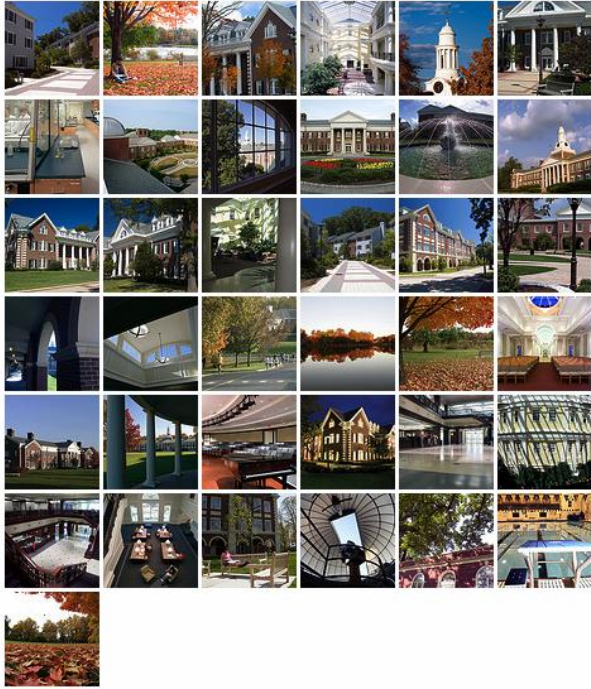
**flickr**® You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) |  [Search](#) | [Slideshow](#)


[tcnjphotos](#) · [Sets](#)

## TCNJ Campus

[Thumbnails](#) [Detail](#) [Comments](#)



37 photos | 36 views  
items are from 12 Dec 2007.

 [Feed](#) - Subscribe to the set "TCNJ Campus"

# The Big Dog

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The image shows the classic Google logo, which consists of the word "Google" in a sans-serif font. Each letter is a different color: the 'G' is blue, the first 'O' is red, the second 'O' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red. A small trademark symbol (TM) is located to the upper right of the 'e'. The logo is centered on a white rectangular background.

Google™

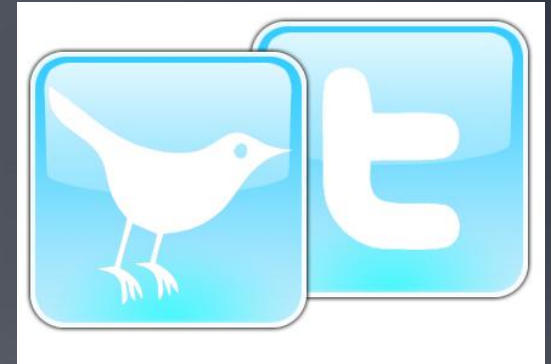
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# A Few Platform Specific Ideas for Trustees

# Twitter

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- An aggregator of news
  - Elect who you follow
  - Create lists – Higher Education News
- A brief communication system
  - Limited to 140 characters
  - Send direct messages – 1-to-1
  - Messaging to followers
  - Re-Tweets (posting items of interest to your followers)
  - SMS notifications



# Twitter Lists



twitter

Home Profile Find People Settings Help Sign out

## higher-education

You created this list  
Edit Delete

✓ You created this list

 **iheinsider** Suspension of PA prof over #Facebook postings shows there's no privacy for #faculty online. [#higher](http://bit.ly/bZH1aL)ed <http://bit.ly/bZH1aL> #highered  
22 minutes ago via web

 **tcnj** TCNJ News: Tech alum earns national Teacher of the Year Award <http://bit.ly/dj9bB>  
about 14 hours ago via twitterfeed

 **universitybiz** News: UMass Leader to Step Down – Jack Wilson, president of the University of Massachusetts, announced Monday that ... <http://ow.ly/16GZBz>  
about 17 hours ago via HootSuite ☆ ↩ Reply

 **universitybiz** News: Union College Finally Admits Where It Is – For many years, Union College tried to conceal this crippled manuf... <http://ow.ly/16GZBA>  
about 17 hours ago via HootSuite

 **universitybiz** News: Texas Colleges Looking for Gold in California – In the cutthroat game of university recruiting, one state's f... <http://ow.ly/16GZBB>  
about 17 hours ago via HootSuite

 **iheinsider** More #journalism schools agree to supply local #news outlets w/ free copy; are they betraying their graduates? <http://bit.ly/aebb5Y> #jschool  
10:06 AM Mar 1st via web

### Tweets

Following 6

Followers 0

### Following



### Lists by mgolden23

friends  
news  
entertainment  
professional  
sports  
View all

What do you think of the new lists feature? [Send us your feedback!](#)

# Ideas

- Build a list of higher ed, local, and institutional news sources as well as others worth following.
- Create twitter accounts for your trustees.
- Subscribe them to your list.
- Set them up to receive SMS notification for appropriate Tweets.



**tcnj TCNJ Magazine: Making Insecticides Safer**

<http://bit.ly/9sQRTj>

9:00 PM Feb 22nd via twitterfeed



**tcnj TCNJ Magazine: High-Stakes Education**

<http://bit.ly/9Mqvup>

9:00 PM Feb 22nd via twitterfeed

# Wikis

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- What's a wiki?
    - Web-based
    - Collaborative work space
    - Multiple users contributing/editing/updating
    - Open or password protected
    - Use for scheduling/planning or project tracking
  - Example?
-

# Wikipedia

## WIKIPEDIA

### English

*The Free Encyclopedia*  
3 200 000+ articles

### 日本語

フリー百科事典  
655 000+ 記事

### Deutsch

*Die freie Enzyklopädie*  
1 028 000+ Artikel

### Español

*La enciclopedia libre*  
565 000+ artículos

### Français

*L'encyclopédie libre*  
915 000+ articles

### Polski

*Wolna encyklopedia*  
676 000+ haseł

### Italiano

*L'enciclopedia libera*  
660 000+ voci

### Русский

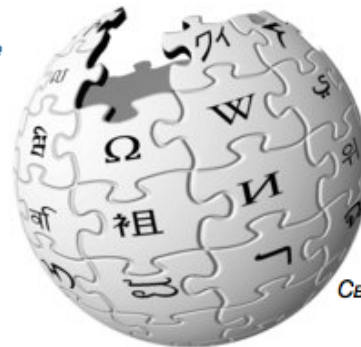
*Свободная энциклопедия*  
500 000+ статей

### Português

*A enciclopédia livre*  
545 000+ artigos

### Nederlands

*De vrije encyclopedie*  
588 000+ artikelen



search • suchen • rechercher • szukaj • ricerca • 検索 • zoeken • buscar • busca • поиск • sök • 搜索 • søk • haku • cerca • пошук • keresés • hledání • ara • căutare • 찾기 • serçu • søg • بحث • suk • cari • tìm kiếm • h'adať • претpara • paieška • חיפוש

English

# TCNJ Video Wiki

- <http://tcnj.wiki.zoho.com/Video.html>

tcnj Wiki

[Home](#) > [HomePage](#) > Video

[Edit](#) [More actions](#)

## Video

### Release Schedule for TCNJ's Home page

Feb 1 - Sports Plays of the Month  
Feb 5 - TCNJ My Way #  
Feb 10 - TCNJ My Way #  
Feb 15 - TCNJ My Way #  
Feb 20 - Tour of Art IMM Building  
March 1 - Sports Highlights  
March 5 - Conducting Robot  
March 14 - TCNJ My Way #  
March 18 - TCNJ My Way #  
March 22 - TCNJ My Way #  
March 26 - TCNJ My Way #  
April 1 - Sports Highlights  
April 5 - TCNJ My Way #  
April 10 - TCNJ My Way #  
April 15 -

Machinga Race Car Profile  
Good Fit Video (for accepted students)  
Accepted Students Day  
Congrats Video (arts, engineering)  
80s Video (5-7 profiles)

#### WINTER SPORTS 2009

~~12/2/2009 Women's Basketball v Rowan University — Packer Hall — 6 p.m.~~  
~~12/2/2009 Men's Basketball v Rowan University — Ewing, NJ — 8 p.m.~~  
~~12/4-6/2009 Swimming TCNJ Lions Invitational — Ewing, NJ~~  
~~12/6/2008 Track — New Year Invitational (Princeton University) — Princeton, NJ~~  
~~1/11/2010 Men's Basketball — Drew University — Ewing, NJ 7 p.m.~~  
~~1/12/2010 Wrestling — Elizabethtown College w/ York (PA) College — Ewing, NJ 1:00 PM~~  
~~1/13/2010 Women's Basketball \*Rutgers University — Camden-Packer Hall 6 p.m.~~

**Quick Search**

**Navigate pages | Site Map**

- ☐ [HomePage](#)
- [TCNJ Commencement](#)
- [Library Case Study](#)
- ☐ [Web Support](#)
- [Audio Projects](#)
- [TCNJ Library Redesign](#)
- ☐ **Video**
  - [giving video](#)
  - ☐ [New Media Workgroup](#)
  - [TCNJ Magazine Online](#)
  - [TCNJ To Do List](#)
- [Web Alerts](#)
- [Web Essentials for Non Profits](#)
- [Video Captions](#)
- [Music](#)
- [TCNJ Wordpress](#)
- [NJ Admissions](#)

**Recently Changed**

**Video**

- [TCNJ Wordpress](#)
- [NJ Admissions](#)
- [Music](#)
- [TCNJ Magazine Online](#)
- [TCNJ Library Redesign](#)
- [Video Captions](#)
- [deans list](#)

# Ideas For Trustees

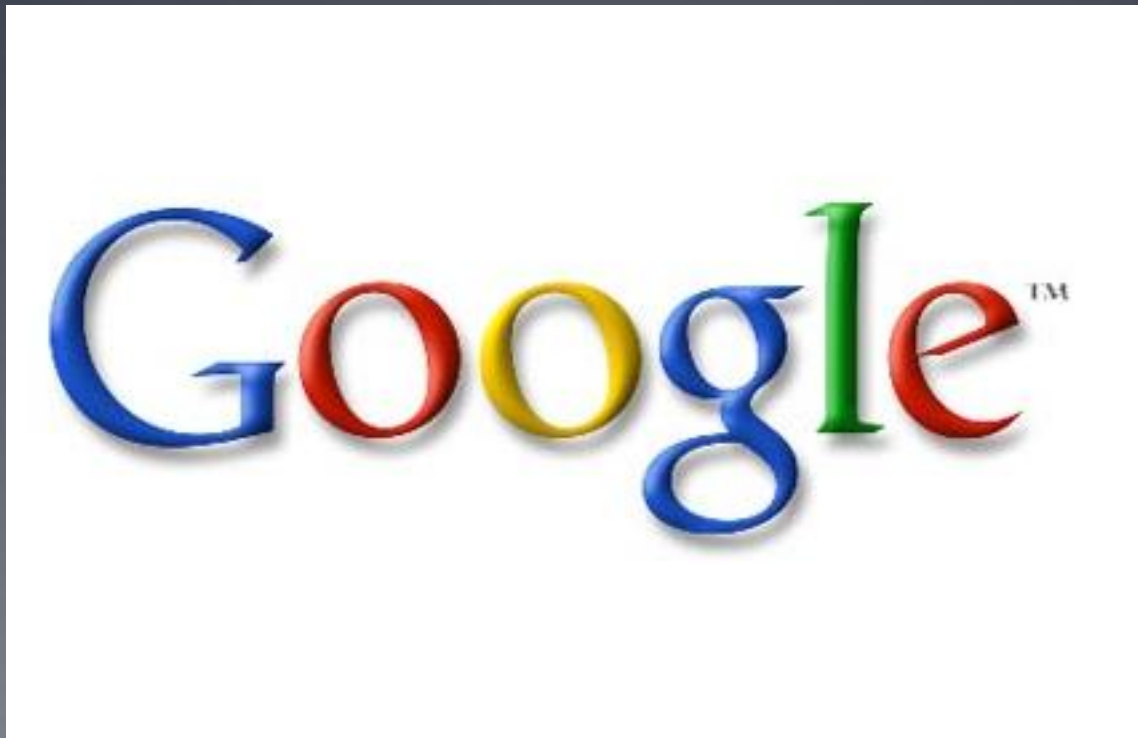
---

- Create wikis for trustee committees
    - Track project status
    - Share or update information
    - Reduce redundancy of effort
    - Reduce miscommunication/misinterpretation
-

# Google

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- Google Docs
- Google Analytics



# Google Docs

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- Upload files
    - Your files will be stored in their original format and downloadable from anywhere.
  - Interface similar to Microsoft Office
    - Applications that mirror Word, Excel, PowerPoint, etc.
  - Create shared documents or folders
    - Multiple users with ability to edit or simply view documents
    - Great tool for managing workflow
    - Also excellent tool for creation of collaborative documents
-

# Google Docs

[Gmail](#) [Calendar](#) [Documents](#) [Reader](#) [Web](#) [more](#) ▼ mgolden23@gmail.com | [New! Upload any file](#) | [Offline](#) | [Settings](#) | [Help](#) | [Sign out](#)

Google docs    [Show search options](#)  
[Browse template gallery](#)

**All items**

1-6 of 6

<input type="checkbox"/>	<input type="checkbox"/>	Name	Folders / Sharing	Date ↓
<b>EARLIER THIS YEAR</b>				
<input type="checkbox"/>	<input type="checkbox"/>	Priority list FY10	Not shared	Feb 26 me
<input type="checkbox"/>	<input type="checkbox"/>	TCNJ Workflow	Not shared	Feb 22 me
<b>OLDER</b>				
<input type="checkbox"/>	<input type="checkbox"/>	AFTER ACTION REPORT	Heuring to 14 collaborators	7/24/08 Heuring
<input type="checkbox"/>	<input type="checkbox"/>	CampusSecSubmission-1	Heuring to 14 collaborators	7/24/08 Heuring
<input type="checkbox"/>	<input type="checkbox"/>	Critical Incident Communications	me to 7 collaborators	7/24/08 me
<input type="checkbox"/>	<input type="checkbox"/>	Copy of AFTER ACTION REPOR	Cbres to 14 collaborators	7/21/08 Cbres

**All items**

- Owned by me
- Opened by me
- Shared with me
- Starred
- Hidden
- Trash
- Items by type ▼
- More searches ▼

▼ My folders

- No folders.
- Folders shared with me

# Google Docs

Gmail Calendar Documents Reader Web more ▾ mgolden23@gmail.com | Google Account settings | Sign out

Google docs TCNJ Workflow Autosaved on 2/22/10 Share ▾

File Edit View Insert Format Form Tools Help

We're back! Updating...									
1	FY 2010 Communications Plan								
2	Due Date	Project Type	Project Description	Target Audiences	Point Person	Notes			
3	Ongoing	Community Relations	Connections - community newsletter	Local community members	TM	2 issues			
4	Ongoing	Government Relations	In your district	Legislators	EW, SS	December and May			
5	Ongoing	Athletics	Plays of the month	Prospective students, alumni, campus community, athletes' parents	Mark	first complete			
6	Ongoing	Athletics	From the Lion's mouth - student athlete q-and-a	Prospective students, campus community, athletes' parents	Mark	first complete			
7	Ongoing	Social Media	Athletic team Twitter feeds	Prospective students, alumni, campus community, athletes' parents	Mark	first complete			
8	Ongoing	Media Relations	Media monitoring	Media members	MG, EW				
9	Ongoing	Daily Pitch	Promotion of faculty and students through earned media placements	General Public, target markets	EW				
10	Ongoing	Media Relations	News releases	Media members	EW				
11				Alumni,					

Add Sheet Annual Communications Plan ▾ Completed Matt G. Ideas Matt W. Emily Mark Tony Cindy

> FY 2010  
 < Communications



# Ideas for Trustees

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- Google Docs is an excellent tool for project management.
    - If you create a wiki for a trustee committee, you can post links to project-specific Google docs in that wiki.
    - Or, you could bypass the wiki and create a spreadsheet for the committee.
    - Google docs are also great for creating documents for which multiple people have input or responsibility.
      - No e-mailing back and forth.
      - No need for conference calls.
    - Google docs is an effective way to share large files, such as presentations.
-

# Google Analytics

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- Tool for gathering empirical data about Web traffic
  - Absolutely essential if you want to make informed decisions about Web content performance
  - Multiple users
  - Generates reports automatically
    - Views, time on page, bounce rates, trends, etc.
-

# Google Analytics

www.tcnj.edu/~pa  
**Top Content**

Feb 22, 2010 - Feb 28, 2010

Comparing to: Site



**117 pages were viewed a total of 2,571 times**

Filtered for pages containing "news"

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
<b>Pageviews</b> <b>2,571</b> % of Site Total: 30.38%	<b>Unique Pageviews</b> <b>2,050</b> % of Site Total: 32.48%	<b>Avg. Time on Page</b> <b>00:02:02</b> Site Avg: 00:01:29 (37.51%)	<b>Bounce Rate</b> <b>65.76%</b> Site Avg: 62.13% (5.84%)	<b>% Exit</b> <b>61.10%</b> Site Avg: 52.71% (15.93%)	<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
/~pa/news/2009/nti.htm	657	469	00:01:10	63.75%	71.39%	\$0.00
/~pa/news/index.html	498	372	00:01:44	55.21%	48.80%	\$0.00
/~pa/news/channels/announcements.html	291	244	00:02:01	53.26%	52.92%	\$0.00
/~pa/news/2010/sciencegifts.htm	247	237	00:02:37	82.16%	78.95%	\$0.00

# For Trustees

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- Create special project Web pages
    - Major announcements
    - Trustee initiatives
  - Apply Google Analytics to those pages
  - Distribute reports
-

# Blogs

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- Easy way to post information and receive feedback
  - Can enable all comments
  - Can set for approval of comments
  - Use for major initiatives, where community buy-in is essential
  - Also can be used for communication vehicles designed to engage the audience
-

# Blogs



## Campus Town Project

[Home](#) | [Project Overview](#) | [Project History](#) | [Potential Benefits](#) | [Preliminary Campus Town Site](#)

### A PUBLIC FORUM ON THE CAMPUS TOWN PROJECT

Posted in [Events](#) on February 18th, 2010 by [Public Relations](#) – [Comments Off](#)


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Join Township and College Together (TACT) members, township and The College of New Jersey leaders for a presentation and discussion on the recent feasibility study and the conceptual plan for a "Campus Town" center.

Monday, March 1, 2010  
7 P.M.  
Trinity United Methodist Church  
1985 Pennington Rd., Ewing


Free and open to all members of the township and college community.  
Free parking available.

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 [Subscribe: Entries | Comments](#)

#### ARCHIVES

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 [February 2010](#)

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Powered by [WordPress](#) & [SimpleX](#) theme.

# Blogs



## Campus Town Project

[Home](#) | [Project Overview](#) | [Project History](#) | [Potential Benefits](#) | [Preliminary Campus Town Site](#)

### PROJECT OVERVIEW



Campus Town is a prospective development project for which The College of New Jersey is presently conducting a feasibility study. The objective of Campus Town is to provide both TCNJ's campus community and local residents with a development that offers a range of amenities and services that will:

- Increase the appeal of the College to prospective and current students as well as faculty and staff;
- Add facilities that address the needs and desires of TCNJ community members;
- Create a gathering space for social interaction and activity;
- Strengthen the relationship between TCNJ community members and Ewing Township residents by fostering positive interactions at the Campus Town development;
- Create partnerships with local and regional entities;
- Turn existing TCNJ property into a productive asset for the College and the community;
- Develop the physical appearance of the main entrance to TCNJ's campus.

Subscribe: [Entries](#) | [Comments](#)

#### ARCHIVES

February 2010

# Blogs

## TCNJ MAGAZINE

 Search

[Home](#) [Features](#) [On Campus](#) [Student Center](#) [In Focus](#) [Lion's Roar](#) [Alumni Corner](#) [Multimedia](#)

### Features

#### Shattering Barriers and Opening Doors



TCNJ is leading the way in improving the lives of people with a wide range of developmental disabilities—from autism spectrum disorder, to Down syndrome, to cerebral palsy—and in preparing teachers to work with these populations. [{More}](#)

### Multimedia



#### Thank You!

Every donation, regardless of size, is key to The College of New Jersey's continued success. For that, TCNJ students would like to say thanks. Click to watch the

video.  
[{More}](#)



#### TCNJ from Above

Get a new perspective on campus with these aerial photos taken in August 2009. [{More}](#)

### Alumni Corner

#### Then and Now: Intramural Sports»



Intramural sports have evolved at TCNJ, and the depth of changes (both in function and cosmetic) might surprise any alumnus who has donned a pinnie or laced up a pair of Zips.

#### How Jack Kerouac and John Steinbeck Cost One Alumna \$15,200»



Deborah (Jensen) Ronning '00, MA '04 lived out her dream of competing on the long-running game show, "Jeopardy!"

#### Moore '90 tabbed SIAC Commissioner»



Former Lions' basketball player Greg Moore was recently named commissioner of the Southern Intercollegiate Athletic Conference.

### Online Exclusives

- Autism Research Advocates with ties to TCNJ
- Yassin El-Ayouty and Bilal Hussein
- School for Field Studies: Sara Jackrel '10
- School for Field Studies: Jessica Kafer '10
- School for Field Studies: Madeline Emde '10
- The School of Culture and Society Gets a New Dean
- The School of the Arts and Communication Gets a New Dean
- The School of Business Gets a New Dean
- William H. Hausdoerffer '36
- William F. Phelps

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[Online Exclusives](#)

[Student Center](#)

[The Letter Box](#)

[April 2009](#)

# Where do we go from here?

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- Social media
    - Grow audience
    - Look for new applications
    - Investigate new formats
  - New tools
    - Videocasting
    - Streaming video
    - Mobile device formatting
    - Mobile device applications
    - ???
-