

Social Networking for Boards of Trustees

March 2010

Dr. Kim Spear, University of West Florida

Changing Times

- Board demographics
- Fewer resources (staff, dollars, etc)
- Technology explosion
- Moving beyond paperless meetings
- <http://www.youtube.com/watch?v=sIFYPQjYhv8&NR=1>

Getting Started with Social Media

- Have a plan with solid goals
- Technology overload
- Resist peer pressure
- Budget time for experimentation
- Listen to tutorials on You Tube while doing something else!

Purpose today

- Plant a seed
- Get you thinking about the possibilities
- Generate dialogue

Facebook

Facebook | University of West Florida (UWF) - Windows Internet Explorer

http://www.facebook.com/WestFL

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Faculty & Staff at UW... Facebook | Universi... x

facebook ⁴ ¹ Search Home Profile Find Friends Account

University of West Florida (UWF) [Become a Fan](#)

Wall Info Photos Boxes YouTube Box Discussions

 **University of West Florida (UWF)** UWF President Judith Bense announced that UWF will make its decision by summer 2011 about potentially adding football to the athletic program. The announcement was made to the UWF Athletics Visioning Team Monday. Bense also announced that the university will commit to NCAA Division II for at least the next 10 years, ci...
See More

 **UWF President to Make Decision on Football by Summer 2011 | GOARGOS.COM**
tinyurl.com
Official Athletic Site, University of West Florida. The most complete online source of information about Argos athletics.
9 hours ago · Share

9 people like this.
View all 5 comments

 **Stanley Ripper** I wish the university success no matter the decision. Some of the brightest scholars I knew at UWF were also in athletics. I would say continuing that tradition should be on the agenda of any future leadership in the athletic program, football or not.
7 hours ago · Report

 **Dennis White** When I went to UWF, we only had a few sports. We also only had a few buildings. The progress is awesome and West Florida is looking better than ever. If we do get a team, I'll be back for the first game -- great job!
4 hours ago · Report

 **Alex Vega** Anyone have ichtat????!!!!
Yesterday at 8:26pm · Report

 **University of West Florida (UWF)** Self-assured, confident, take charge or highly skilled. You could describe Nina Johnston using any of these terms. Check out why Nina chose UWF: <http://uwf.edu/chooseuwf/stories/Johnston.cfm>.

 **UWF - Choose University of West Florida - Monti Johnston**


Information

The University of West Florida is a creative, student-centered state institution focused on excellence. Our mission is to empower each individual we serve with knowledge and opportunity to contribute responsibly and creatively to a complex world.

Location:
11000 University Parkway
Pensacola, FL, 32514

Phone:
(850) 474-3000
Mon - Fri:
8:00 am - 5:00 pm

Fans
6 of 4,429 fans See All

 Jazmyne Smith
 Angel Chu
 Mai Pham
 Kenda Diane
 Candace Webster
 Keevis Louis

Information

Cities I've Visited

 Pin your travel map and show off cities you've visited! Create your map
Like

We Love Black Sheep

 In FarmVille, we love all kinds of animals, including blue cows and purple turtles. Play now and start your own farm fun.
Like

Your City, Your Rules

 Play the fastest growing city game on Facebook. SocialCity. Play now
Chat (0)

Done Internet 100%

Facebook

Faculty & Staff at UW... Facebook | Universi... x

facebook 4 1 Search Home Prof

University of West Florida Board of Trustees [Become a Fan](#)

Wall Info Discussions Boxes Events Notes

University of West Florida Board of Trustees + Fans [University of West Florida Board of Trustees](#)

Just Fans



University of West Florida Board of Trustees

UWF Board of Trustees Bylaws
Revision Adopted 2/25/05 Revision Adopted 9/18/09 ARTICLE I ORGANIZATION ...
February 17 at 8:56pm · Share



University of West Florida Board of Trustees

UWF - UWF Board of Trustees -
www.uwf.edu
| Bldg. 10, Room 233 | 11000 University Pkwy. | Pensacola, FL 32514 | 850.474.2009 |
bot@uwf.edu | CampusMap | TextOnly
February 17 at 8:55pm · Share



University of West Florida Board of Trustees

Board of Trustee Meeting
Time: 9:00AM Friday, March 5th
Location: UWF Conference Center
February 17 at 8:21pm · Share

RECENT ACTIVITY

- University of West Florida Board of Trustees edited their Phone, Location and Website.
- University of West Florida Board of Trustees joined Facebook.



Suggest to Friends

The University of West Florida Board of Trustees ("Board of Trustees" or "Board") is the 13-member governing body for the institution.

Information

Location:
11000 University Parkway
Pensacola, FL, 32514

Phone:
850-474-2200

Mon - Fri:
8:00 am - 5:00 pm

Fans
1 fan [See All](#)

Why Facebook?

- Setup groups/ board chairs in state
- Mentorship
- Post event details
- Post videos
- Checking out potential trustees
- Keeping up with trustee's lives (weddings, births, etc)
- Unlimited space
- Easy to find/navigate
- Can be notified of comments/posts on phone

Association of Governing Boards of Universities and Colleges Company Profile | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/companies/association-of-governing-boards-of-universities-and-colleges?trk=co_search_results&goback=%2Ecps_1268784769264_1

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Students at UWF - Calendar Association of Governing ... X

Basic Account: Upgrade Welcome, Kasja Fiathau [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

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Association of Governing Boards of Universities and Colleges

Last edited by Director of Higher Education [Companies Home](#) [Add Company](#) [FAQ](#)

The Association of Governing Boards of Universities and Colleges (AGB) is the only national association that serves the interests and needs of academic governing boards, boards of institutionally related foundations, and campus CEOs and other senior-level campus administrators on issues related to higher education governance and leadership. Its mission is to strengthen and... [see more](#)

Current Employees (10 total)

- [Irma N. Vazquez Asencio](#), Assistant Director of Spanish Test
- [Maria Godoy](#), clinical manager
- [Brent Mundt](#), Director of Development
- [Merrill Schwartz](#), Director of Higher Education
- [Patricia Wood](#), Library Director

[See more »](#)

Popular Profiles

- [Joan Menzer](#), Director of Member Services
- [Julie Bourbon](#), Editor

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Internet 100%

Why Linked IN?

- Sign up to be a member of AGB, AASCU, ACE, etc
- Professional conversations
- Create a group of trustees for national conversations
- Trustee recruitment/evaluation

Google Docs

Google Docs - All items - Windows Internet Explorer

https://docs.google.com/a/students.uwf.edu/?tab=mo#all

File Edit View Favorites Tools Help

Google Docs - All items

Mail Calendar Documents Sites Groups more ▾ kbfi2@students.uwf.edu | [New! Upload any file](#) | [Offline](#) | [Settings](#) | [Help](#) | [Sign out](#)

University of West Florida STUDENTS

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Create new ▾ Upload

All items Refresh

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

My folders
Management Funda
Folders shared with me

All items

<input type="checkbox"/>	Name	Folders / Sharing	Date
TODAY			
<input type="checkbox"/>	Company Questions	Management Fundaments me to 4 collaborators	8:26 am Cam67
YESTERDAY			
<input type="checkbox"/>	DRAFT Agenda	Not shared	Mar 16 me
EARLIER THIS MONTH			
<input type="checkbox"/>	Progress	Management Fundaments me to 4 collaborators	Mar 9 me
<input type="checkbox"/>	Timeline	Management Fundaments me to 4 collaborators	Mar 9 me
<input type="checkbox"/>	Powerpoint Presentation	Management Fundaments me to 4 collaborators	Mar 9 me
<input type="checkbox"/>	Executive Summary	Management Fundaments me to 4 collaborators	Mar 9 me
<input type="checkbox"/>	Static Content	SGA Website Development Alg30 to everyone, Students at UWF, 20 collaborators	Mar 5 LIz1
<input type="checkbox"/>	Continuous Content	SGA Website Development Alg30 to everyone, Students at UWF, 20 collaborators	Mar 3 Alg30
EARLIER THIS YEAR			
<input type="checkbox"/>	Agenda	Asc7 to 1 collaborator	Jan 14 Asc7
OLDER			
<input type="checkbox"/>	Staff Senate Remarks	Not shared	12/7/09 me
<input type="checkbox"/>	SGPC Constitution	Not shared	12/6/09 me
<input type="checkbox"/>	calendar pt 2	Not shared	12/6/09 me
<input type="checkbox"/>	ACFS	Asc7 to 1 collaborator	12/6/09 Asc7
<input type="checkbox"/>	Advisory Council of Faculty Senater	Asc7 to 1 collaborator	12/6/09 Asc7
<input type="checkbox"/>	It's Time to Celebrate Navarre!	Not shared	12/1/09 me
<input type="checkbox"/>	Nov 20th Agenda	Stubodyyp to 13 collaborators	11/19/09 Stubod
<input type="checkbox"/>	Press Release (Parking Town Ha	Clw36 to Students at UWF, 11 collaborators, 1 viewer	11/18/09 Asc7
<input type="checkbox"/>	Letter of Recommendation for Jacki	Not shared	11/10/09 me
<input type="checkbox"/>	Copy of Project Management Schex	me to everyone	11/4/09 me
<input type="checkbox"/>	Staff Meeting Notes	Not shared	11/3/09 me
<input type="checkbox"/>	Supply Order:	me to 1 collaborator	11/2/09 me
<input type="checkbox"/>	Speaker Request Form	Not shared	10/30/09 me
<input type="checkbox"/>	Chartwells - 52.00.pdf	Not shared	10/30/09 me
<input type="checkbox"/>	Critical Path.xlsx	Not shared	10/29/09 me

Internet 100%

Why Google Docs?

- Unlimited space
- Know who viewed the document
- Great for preparing the agenda as everyone is working on same document
- Committee work/privates

Twitter

The screenshot shows a Windows Internet Explorer browser window displaying the Twitter profile for UnivofWestFL. The browser's address bar shows the URL <http://twitter.com/univofwestfl>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains various icons for navigation and utility, including a search bar with the text "Google hy use social media".

The Twitter profile page for UnivofWestFL is displayed. The profile header includes the UnivofWestFL logo and name. The bio states: "UWF is a creative, student-centered state institution offering quality academics, small class sizes, personal attention from faculty and a beautiful campus." The location is listed as Pensacola, FL, and the website is <http://uwf.edu>. The profile shows 42 following, 359 followers, and 23 listed.

The main content area displays a list of tweets. The top tweet is a retweet from @zordon5: "RT @zordon5: @UnivofWestFL Hey I love my job as the Building Manager at UWF." It was posted at 7:00 AM Mar 16th via web. Below it are several other tweets, including one from @Crossingback about ergonomic chairs, one from UnivofWestFL about a decision on football, one from Southern Company about the Multicultural Center, one from @countrycuban congratulating a student, and another retweet from @countrycuban about receiving an admissions letter. A status message at the bottom indicates "UWF Web services unavailable tonight from 6p.m.-2a.m., including".

The right sidebar contains sections for "Tweets" (149), "Favorites", and "Following". The "Following" section shows a grid of profile pictures of users followed by UnivofWestFL. At the bottom of the sidebar, there is an "RSS feed of UnivofWestFL's tweets" link.

The browser's status bar at the bottom shows "Done", "Internet", and "100%".

Why Twitter?

- Group text messaging
- Last minute event changes
- Send the conference call-in number
- Emergency communications

You Tube

YouTube - uwf's Channel - Windows Internet Explorer

http://www.youtube.com/uwf

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Faculty & Staff at UW... YouTube - uwf's Ch...

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Subscriptions History **Upload**

 **University of West Florida**
uwf's Channel

Subscribe **All** Uploads Playlists






Inside UWF - Jan 2010 0 ratings ☆☆☆☆

From: uwf | February 09, 2010 | 83 views




On this edition we will learn about the upcoming production of Moliere's Learned Ladies, UWF athletics, and the nations largest

Uploads (111)

-  **Inside UWF February 2010**
19 views - 1 week ago
-  **Inside UWF - Jan 2010**
83 views - 1 month ago
-  **Inside UWF Dec 2009**
41 views - 1 month ago

see all

Inside UWF (11)

-  **Inside UWF - 23 Apr 2008**
uwf - 1,259 views
-  **Inside UWF - 26 Mar 2008**
uwf - 224 views
-  **Inside UWF - 5 Mar 2008**
uwf - 148 views

see all

Done Internet 100%


Why You Tube?










- Post trustee webcasts
- Post event videos
- Orientation
- Tutorials/lessons
- Presidential Messages

flickr[®] from **YAHOO!**
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 **University of West Florida's photostream** pro
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 Student Life 3 photos	 Fitness and Recreation 2 photos	 Classes 6 photos	 Campus Shots 11 photos	 Student Activities 6 photos	 Pensacola Beach 5 photos
 Athletics 24 photos	 Buildings 5 photos	 University of West Florida 33 photos			

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Why Flickr?

- Orientation
- Event photos
- Historical archives

Why Social Media?

- Participatory dialogue (if appropriate)
- Building a sense of community
- Instant and easy update
- Creative ways to do business
- The possibilities (and time spent) are endless
- Expectation of the next generation

Questions?