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

- 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!
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 - Fans
The College of New Jersey - Info
The College of New Jersey - Events
The College of New Jersey - Boxes
The College of New Jersey - Photos
The College of New Jersey - Causes

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.

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

$10+ per person for appetizers and drink specials.
"$5 will be counted as a contribution toward TCNJ's Annual Fund and is tax deductible..."

YouTube Badge
Videos from playlist
16944700067932

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
ERIE, Pa., The College of New Jersey is ranked at #21 of 100 public colleges in Kiplinger's Personal Finance Magazine. The ranking, which appears in the February issue of the mag...
Social Media

LinkedIn Page

The College of New Jersey Alumni (TCNJ)

Overview | Discussions | News | Jobs | Subgroups | More

Discussion: Start a Discussion

Recent Activity | Recent Discussions | Most Comments

Activity: Last 7 Days

9 New members
Social Media
Social Media
Social Media

[Image of a website with a collection of photos titled 'TCNJ Campus'].

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

Feed — Subscribe to the set "TCNJ Campus"
The Big Dog

Google
A Few Platform Specific Ideas for Trustees
Twitter

- 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

higher-education

✓ You created this list

iheinsider Suspension of PA prof over #Facebook postings shows there's no privacy for #faculty online. http://bit.ly/bZH1aL #higered
22 minutes ago via web

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/16GZ8z
about 17 hours ago via HootSuite

universitybiz News: Union College Finally Admits Where It Is – For many years, Union College tried to conceal this crippled manuf... http://ow.ly/16GZ8A
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/16CZ88
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

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.
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
# TCNJ Video Wiki


## Release Schedule for TCNJ's Home page

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 1</td>
<td>Sports Plays of the Month</td>
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<tr>
<td>Feb 5</td>
<td>TCNJ My Way #</td>
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<tr>
<td>Feb 10</td>
<td>TCNJ My Way #</td>
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<tr>
<td>Feb 15</td>
<td>TCNJ My Way #</td>
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<tr>
<td>Feb 20</td>
<td>Tour of Art 1MM Building</td>
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<tr>
<td>March 1</td>
<td>Sports Highlights</td>
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<td>March 5</td>
<td>Conducting Robber</td>
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<td>March 14</td>
<td>TCNJ My Way #</td>
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<td>March 18</td>
<td>TCNJ My Way #</td>
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<td>TCNJ My Way #</td>
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<td>TCNJ My Way #</td>
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<td>April 1</td>
<td>Sports Highlights</td>
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<td>April 5</td>
<td>TCNJ My Way #</td>
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<td>April 10</td>
<td>TCNJ My Way #</td>
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<td>April 15</td>
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</tbody>
</table>

- Drafting Race Car Profile
- Good Fit Video (for accepted students)
- Accepted Students Day
- Congrats Video (arts, engineering)
- 8th Video (S-7 prefeb)

### WINTER SPORTS 2009

- 1/29/2009: Women's Basketball vs Rowan University — Fielder Hall — 6 p.m.
- 1/29/2009: Men's Basketball vs Rowan University — Ewing, NJ — 8 p.m.
- 1/19/2010: Men's Basketball: Drew University — Ewing, NJ — 8 p.m.
- 1/18/2010: Men's Basketball: Rowan University — Fielder Hall — 6 p.m.
Ideas For Trustees

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

- Google Docs
- Google Analytics
Google Docs

• 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
# FY 2010 Communications Plan

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Project Type</th>
<th>Project Description</th>
<th>Target Audiences</th>
<th>Point Person</th>
<th>Notes</th>
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<td>Ongoing</td>
<td>Community Relations</td>
<td>Connections - community newsletter</td>
<td>Local community members</td>
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<td>Government Relations</td>
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<td>Plays of the month</td>
<td>Prospective students, alumni, campus community, athletes' parents</td>
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<td>Prospective students, campus community, athletes' parents</td>
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Ideas for Trustees

• 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

- 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

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>$ Index</th>
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<td>2,571</td>
<td>2,050</td>
<td>00:02:02</td>
<td>65.76%</td>
<td>61.10%</td>
<td>$0.00</td>
</tr>
<tr>
<td>% of Site Total: 30.38%</td>
<td>% of Site Total: 32.48%</td>
<td>Site Avg: 00:01:29 (37.51%)</td>
<td>Site Avg: 02:13 (5.84%)</td>
<td>Site Avg: 52.71% (15.93%)</td>
<td>Site Avg: $0.00 (0.00%)</td>
</tr>
</tbody>
</table>

Page

1~pa/news/2009/nti.htm
1~pa/news/index.html
1~pa/news/channels/announcements .html
1~pa/news/2010/sciencegifts.htm

Pageviews
657
498
291
247

Unique Pageviews
469
372
244
237

Avg. Time on Page
00:01:10
00:01:44
00:02:01
00:02:37

Bounce Rate
63.75%
55.21%
53.26%
82.16%

% Exit
71.39%
48.80%
52.92%
78.95%

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For Trustees

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

- 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
A PUBLIC FORUM ON THE CAMPUS TOWN PROJECT

Posted in Events on February 18th, 2010 by Public Relations – Comments Off

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
1885 Pennington Rd., Ewing

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

**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.
Blogs

TCNJ Magazine

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

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 pinwheel or laced up a pair of Zips.

How Jack Kerouac and John Steinbeck Cost One Alumna $15,200
Deborah (Jensen) Running ’80, 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 Sibil Hussein
- School for Field Studies: Tara Laczkowski ’10
- School for Field Studies: Jessica Kafte ’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

Subscribe

Subscribe to Email Notifications

Browse Categories

- Alumni Corner
- Features
- In Focus
- Lion’s Roar
- Multimedia
- On Campus
- Online Exclusives
- Student Center
- The Letter Box
- April 2009
Where do we go from here?

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