



## World Campus Social Media: *Creating the Penn State Experience*

Kate Elias, Student Communications Coordinator  
Matt Rupert, Academic Adviser  
Doug Smith, Academic Adviser

May 16, 2011



## Background Research

- Tinto (1993 and 2006)
  - Academic + Social Engagement = Retention
  - Co-curricular practices need to encourage students to learn together in a contextualized environment. Both faculty and student support specialists must create this environment for maximized student persistence.
- Rovai (2002)
  - Students who possess strong feelings of community are more likely to persist. To increase retention, provide students with connections to other learners—this applies to both in and out of class experiences.

## Background Research *(continued)*

- McMillan and Chavis (1986)
  - Shared emotional connection “seems to be the definitive element for true community.”
- Kuh (2005)
  - Must cultivate an atmosphere in which a group of strangers will listen attentively to others with respect, and challenge/support one another to previously unimagined levels of [success].
- Geiger (2005)
  - “Collegiate Ideal”: Co-curricular activities as important as academics in engagement and cultivation of alumni who donate back into the institution

## Background Research *(continued)*

- Competitors (May 2011)

School	FB	Flickr	Twitter	YouTube	LinkedIn
<b>WCampus</b>	Yes	Yes	Yes	Yes	Yes
<b>Capella</b>	Yes	Yes— Last Update >1 yr.	Yes	Yes	Yes
<b>DeVry</b>	Yes	No	Yes	Yes	Yes
<b>Drexel Online</b>	Yes	Yes— 1 Photo	Yes	Yes—Last Update >1yr.	Not for Online
<b>Kaplan</b>	Yes	No	Yes	Yes	Yes
<b>Phoenix</b>	Yes	Yes	Yes	Yes	Yes
<b>Strayer</b>	Yes	No	Yes	Yes	Yes
<b>UMass Online</b>	Not for Online	No	No	No	Yes—27 members

## Strategy 1: Who Is Our Audience?

- Prospects
- Applicants and New Admits
- Students (2010–2011 *as of 4/30/2011*)
  - Average Age: 33 (UG); 36 (GR)
  - Gender: 52% female; 48% male
  - Geographically dispersed
  - Most will never visit a Penn State campus
- Alumni
  - 63% membership rate in Alumni Association
    - highest membership rate of any Penn State campus

## Strategy 2: What Are Our Goals?

- Recruitment
- Conversion
- Engagement
- Retention through Completion
- Alumni Ambassadors and/or Donors

## Strategy 3: Align with Strategic Goals

- Penn State Strategic Plan
  - 1.3: Improve Key Student Transition Experiences
    - Newly admitted WC students frequently use our Facebook page to ask questions and connect with other learners in their programs
  - 3.5: Increase International Student Enrollments
    - Almost 10% of World Campus Facebook fans reside outside the United States, providing an opportunity to engage with an increasingly international audience.

## Strategy 3: Align with Strategic Goals

- Penn State Strategic Plan
  - 6.1: Expand World Campus
    - A visible and approachable community presence for prospective students to discover that Penn State has an online campus and to ask questions in a safe environment
    - Facebook and Twitter users can see that their friends have joined or posted to World Campus pages, providing an opportunity to indirectly reach those individuals via “word of mouth”
  - 6.3: Become More Efficient
    - Answers to questions reach broader audience
    - Ability to track frequent questions/concerns and feed them back to World Campus units and into KnowledgeBase



## Strategy 3: Align with Strategic Goals

- Academic Outreach Goals
  - Doorways of Opportunity
  - Success, Not Just Access
  - ONE Penn State
  - Innovative, Value-Added Learning
  - Lifetime Learners
  - Impact PA, Serve the Nation, Reach the World

## Strategy 4: The Penn State Voice

- Proud
- Unifying
- Class
- High standards
- Family
- Respect

## Strategy 5: Data Driven Always

- Current WC Social Media Sites
  - Facebook
  - Flickr
  - LinkedIn
  - Student Blog (Corner of College & Allen)
  - Twitter
  - YouTube
- Second Life island closed in July 2010 after tracking user data and costs for a year.

## WC Social Media (*Monthly Data, 3/11*)

- YouTube
  - Majority of video views coming from embedded player on WC Web site
    - 72 subscribers (41%↑ since 4/10)
    - 1,590 new video views (54%↑ since 4/10)
    - \$0.01 per view; \$0.23 per subscriber
- Twitter
  - Respond to students; promote blog posts, career and sports info; deadline reminders; Penn State news
    - 749 followers (36%↑ since 4/10)
    - \$0.05 per follower

## WC Social Media (*Monthly Data, 3/11*)

- Student Blog (Corner of College & Allen)
  - 2,135 total visits (41%↑ since 4/10)
    - 416 (19.5%) of total visits are internal to Penn State
  - 1,610 new visits (46%↑ since 4/10)
  - 64.4% bounce rate
    - Measures visit quality (goal is to see a steady rate)
  - \$0.21 per visit
  - Top March Content
    - Blog Home Page
    - Virtual Career Fair
    - Important Dates and Events
    - Photos after Snowstorm
  - Top Referring URLs in March
    - Google
    - WC Home
    - Facebook

## WC Social Media (*Monthly Data, 3/11*)

- LinkedIn
  - 257 total group members (80%↑ since 4/10)
  - 86% of group members are students
  - \$0.07 per group member
- Flickr
  - Graduation, All University Day, and holiday decorations accounted for new views in March
    - 620 new views (63%↑ average monthly views since 4/10)
    - \$0.03 per new view

## WC Social Media (*Monthly Data, 3/11*)

- Facebook
  - 1,509 total fans (78%↑ since 4/10)
    - When we migrated to a fan page in 12/09, we lost the ability to track how many fans are WC students (without manually researching every single fan).
  - Engagement (BlueFuego formula)
    - # likes + # comments ÷ # of fans = % engagement
      - Blue Fuego best practice is 1% minimum.
    - WC engagement for 3/11 = 2.69%
  - \$0.13 per fan

# Facebook

- Able to measure the most through Facebook
  - Fan Demographics (*Facebook analytics, March 2011*)
    - Majority are between 25–34, followed by 35–44
    - 56.53% female; 41.02% male
    - Geographic distribution
      - United States (top 20 cities by state) = 92.6%
 

<ul style="list-style-type: none"> <li>» Pennsylvania (non-UPark)</li> <li>» Upark</li> <li>» Georgia</li> <li>» Illinois</li> <li>» New York</li> </ul>	<ul style="list-style-type: none"> <li>» Washington, D.C.</li> <li>» Washington</li> <li>» Texas</li> <li>» New Jersey</li> <li>» Tennessee</li> </ul>
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      - International = 7.4%
 

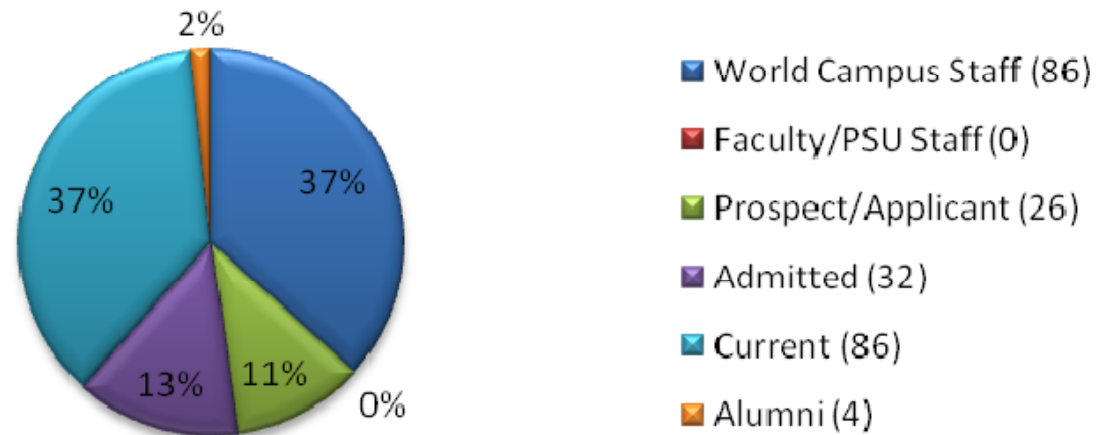
<ul style="list-style-type: none"> <li>» Canada</li> <li>» Germany</li> </ul>	<ul style="list-style-type: none"> <li>» Philippines</li> </ul>
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# Facebook

- Analysis of Wall Activity (3/1/11–3/31/11)

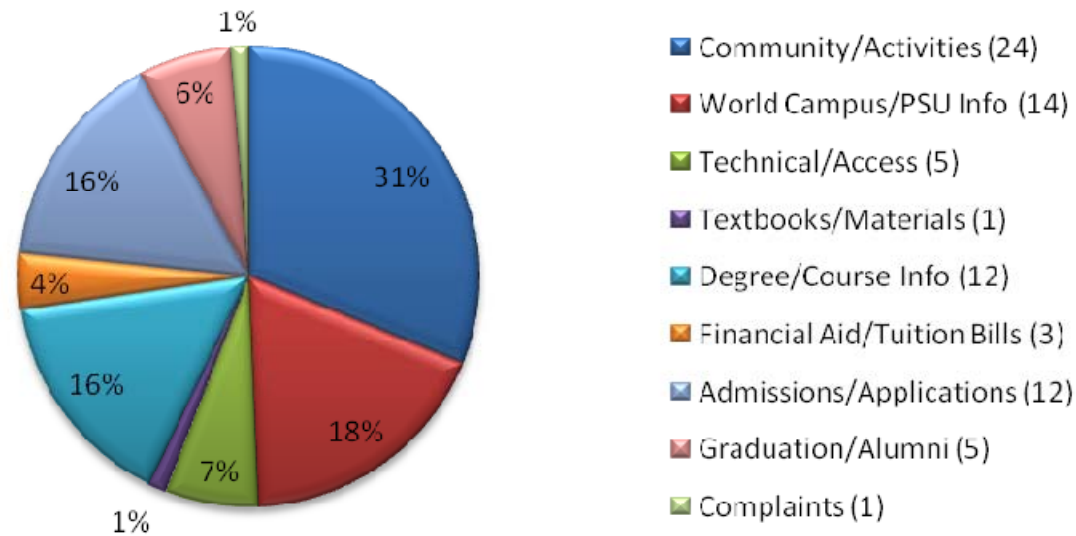
**Penn State World Campus  
Facebook Wall Participants,  
3/1/11 to 3/31/11**



# Facebook

- Analysis of Posts (3/1/11–3/31/11)

**Penn State World Campus  
Facebook Wall Topics, 3/1/11 to 3/31/11**



# Sample Post: New WC Admit



**David W Strausser**

I am proud to say that I have been accepted in the PSU family and have proudly scheduled my first courses!!!

March 18 at 5:12pm · Like · Comment

5 people like this.



**Penn State World Campus** Congratulations, David! We're thrilled to have you join our worldwide family network of Penn Staters! -- Heather, director of Advising & Learner Success

March 18 at 5:31pm · Like



**Bernice Gist** Congratulations David. All the best! - from a Penn State Senior.

March 18 at 6:21pm · Like · 1 person



**David W Strausser** Thank you all! I'm sooooo stoked! I never thought I would actually do this!

March 18 at 7:27pm · Like

Write a comment...

# Sample Post: Facilitating Connections



**Jackee Noble Sturgeon**

So how many classes do you all take at a time online? (What if you're off for the summer? What type of graduate credit load do you think would be too much?)

March 24 at 6:28am · Like · Comment



**Penn State World Campus** Jackee- we will post your question in our status line, and hopefully some other students will chime in. Meanwhile, you should consult with your adviser (if you haven't already) for their advice as to the number of classes that would be best. -Bobbi, student communications

March 24 at 5:04pm · Like



**Teri Stepanik-Lacy** Hi Jackee. I graduated WC last semester. I was off during the summer, but still only took one or two classes over each summer. I have a couple of kids and considered them and the specific courses I was contemplating. For example, the one summer I took a course requiring heavy research and writing. That was the only course I took that summer, but the next I took two that were not as heavy. Hope that helps! Good luck!

March 24 at 5:20pm · Like



**Jamie Reep** I'm currently taking 2 courses and this summer I'm planning on taking 3. The only reason I'm taking more is because the courses I'm taking should be fairly easy because the content covers information that I use on a daily basis at work. Otherwise, 2 courses per semester for me.

March 24 at 10:27pm · Like



**Jackee Noble Sturgeon** Thanks ladies! I was debating between 3-4 b/c I have to have 22 credits in before next winter and I'd rather not take too many during the school year as I'm an elementary teacher and I already have to bring a lot of work home with me durin...

[See More](#)

March 25 at 6:30am · Like



**Jackee Noble Sturgeon** The classes are all towards the Technology Integration Certificate which is something I'm already passionate about and doing, so like you Jamie that is why I was considering 3-4 and not just 2...

March 25 at 6:32am · Unlike · 👍 1 person

Write a comment...

# Sample Post: Answering Questions



**Stephen Michael Verigood**

HELP!!! I recently upgraded my internet to Firefox 4, and now my Angel is not supported with Firefox 4!!!! I tried to re-install Firefox 3, but they are soon not going to be able to do anything support wise on Firefox 3. Is Angel going to be updated to support and allow us to use it on Firefox 4???? I have to use Internet Explorer to access my angel now, but I love my Firefox. Any suggestions?

April 1 at 8:11am · Like · Comment



**Penn State World Campus** Hi, Stephen! I've contacted our HelpDesk and let them know about the issue you're having. They will be reaching out to you privately to help. If you need their contact information, you can call them at 1-800-252-3592 (press option 4) or 1-814-865-0047. -- Heather, Advising & Learner Success

April 1 at 9:42am · Like



**Stephen Michael Verigood** Thank you so much. Spoke to him, and they are working on getting it to work with the new Firefox. I will use the IE 8 until it works with Firefox 4. Great service, and I love having you on my FB. I would be lost without you guys!!!!!!!

April 1 at 10:16am · Like

Write a comment...

# Sample Post: Blog Cross-posting



**Penn State World Campus**

Our learning design unit is looking for student volunteers for a usability study.  
<http://bit.ly/htP8jQ> -Liam, student communications

**Looking for Student Volunteers for Usability Study | Corner of College and Allen**

bit.ly

Learning Design is looking for student volunteers who are willing to participate in a short, online usability activity. If you have 10-15 minutes of your time

2,652 Impressions · 0.23% Feedback

📅 March 24 at 8:26am · Like · Comment · Share



**Ken Kidwell** Done. :-)

March 24 at 8:37am · Like



**Penn State World Campus** Thanks, Ken! -Liam

March 24 at 11:24am · Like



**Bernice Gist** Completed. Glad to be of assistance.

March 24 at 6:46pm · Like



**Penn State World Campus** Thanks, Bernice! -Kate, student communications

March 24 at 7:12pm · Like



**Jamie Reep** Done.

March 24 at 8:25pm · Like



**Penn State World Campus** Excellent! Thanks, Jamie! -Kate

March 24 at 9:04pm · Like

Write a comment...



# Sample Post: Community Building



**Penn State World Campus** Halloween weekend. Are you dressing up this weekend? What are your kid's costumes? Feel free to post a pic and share. PG rating of course ;) -Doug  
 2,836 Impressions · 0.35% Feedback

October 29, 2010 at 8:43am · Like · Comment · Share · Promote



**Julie Burk Patosky** I'll be in costume as Flo, the Progressive Insurance representative.

October 29, 2010 at 8:55am · Like · Flag



**Ken Kidwell** Julie- that's awesome!!

I've got this vampire school girl thing going on.

Oh and nice pic you have up right now, WC ;)

October 29, 2010 at 8:56am · Unlike · 👍 1 person · Flag



**Jenn Bury Snare** Abby Sciuto from NCIS (see profile pic)!

October 29, 2010 at 9:27am · Like · 👍 1 person · Flag



**Penn State World Campus** Well done Jenn. - Doug

October 29, 2010 at 9:33am · Like



**John Smearman** i'll be the invisible man

October 29, 2010 at 10:16am · Like · Flag



**Rachel Irwin Clark** My two year old daughter is a Penn State Cheerleader and my 3 year old son is a University of South Carolina Football Player (where my husband went)

October 29, 2010 at 11:35am · Like · 👍 1 person · Flag



**Lisa Kinney** Mrs devil see my profile pic

October 29, 2010 at 12:03pm · Like · Flag



**Carrie Panama Requist** My girls are birds and we will be a bird catcher and a bird watcher. Here are their pictures:

[http://www.facebook.com/photo.php?fbid=451785218120&](http://www.facebook.com/photo.php?fbid=451785218120&set=a.163772778120.113456.760213120)

<http://www.facebook.com/photo.php?fbid=451756403120&set=a.1...>

See More

October 29, 2010 at 12:00pm · Like · Flag



**Maryann Davis Spicher** Happy Halloween and congrats to the victorious!! Now that you've tenderized the Michigan team, mind throwing me some leftovers? I'm starving!!

October 31, 2010 at 12:26am · Like · Flag

# Measuring FB Impressions

- Post with the highest number of impressions for March 2011



**Penn State World Campus**

Hey students, Our Learning Design team needs your help. We want to hear from our World Campus students! Help make World Campus' courses a better user experience by participating in a short online activity. Follow the link to participate. Thank you for your time. -Doug, Advising <http://bit.ly/jaUAAtQ>

**Welcome | OptimalSort by Optimal Workshop**

bit.ly

Welcome to this World Campus study, and thank you for agreeing to participate! The activity shouldn't take longer than 10 to 15 minutes to complete.

3,279 Impressions · 30% Feedback

March 15 at 1:54pm · Like · Comment · Share

Stephanie Chambers likes this.

View all 9 comments



**Erin McMahon Hansen** I have had no issues with ANGEL, and it works great on the iPad in the PDA setting. Blackboard has some nice features, but I like ANGEL's look and forum design better.

March 18 at 2:14am · Like



**Penn State World Campus** Thanks again everyone for your time and your input on here. The team received great response and this survey is now closed. -Doug, Advising

March 23 at 2:40pm · Like



## Strategy 6: Communication

- Annual Communications Calendar
  - Facebook, Twitter, and blog posts are scheduled a year out (with space for new initiatives that arise)
- Track engagement/feedback %'s re: what works
- Communication Benchmarking
  - Kodak (*Social Media Tips: Sharing Lessons Learned*)
  - Penn State (*Social Media Guidelines*)
  - Razorfish (*Social Influence Mktg Guidelines*)
  - University of Michigan
  - University of Phoenix

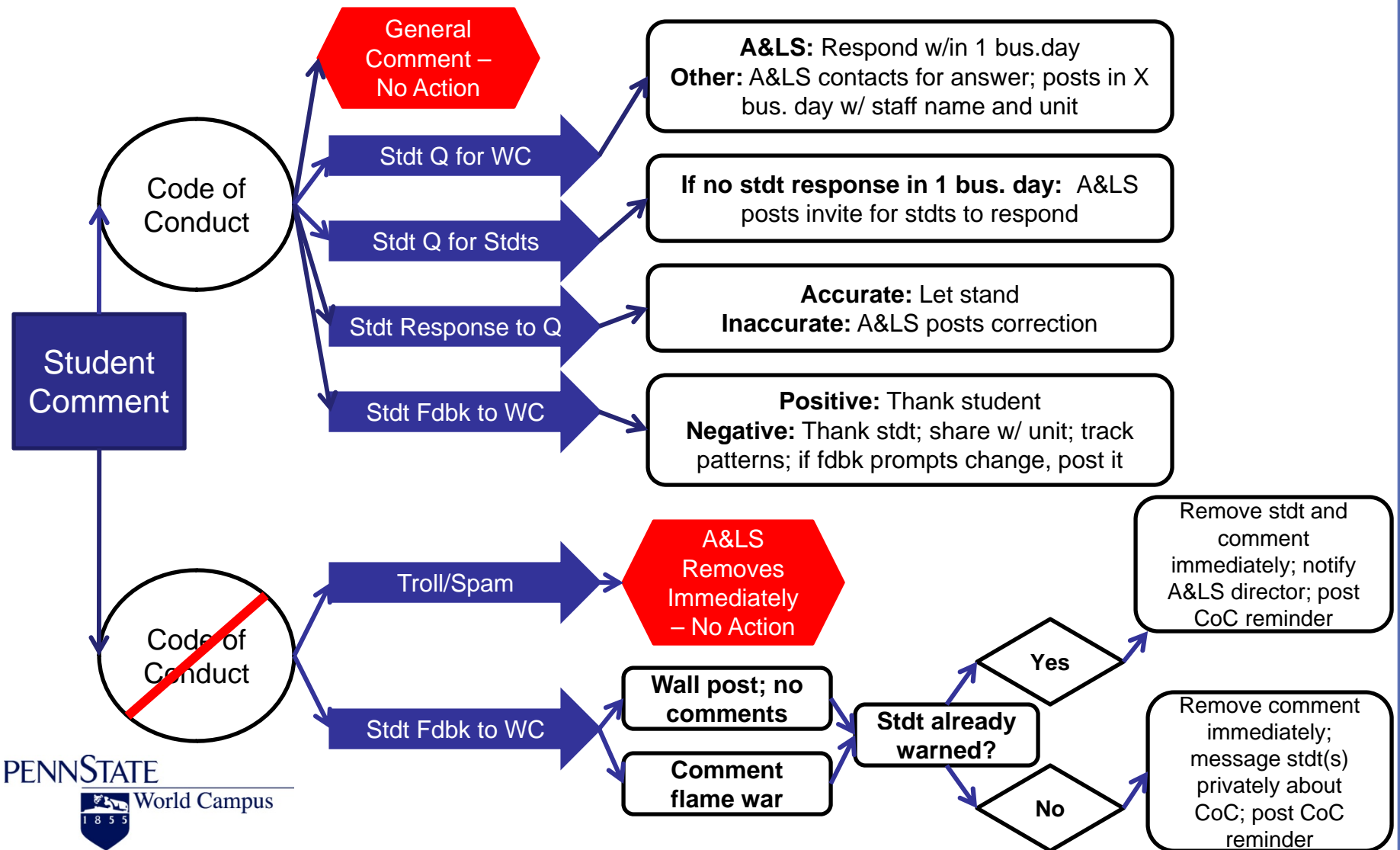
# Communication Strategy

- Best Practice Summary from Benchmarking
  - Use codes of conduct to model engagement behaviors; clearly define “right to remove” policy
  - Always thank customers for feedback
  - Be transparent: Let customers know who is managing the account(s); sign posts and (for Twitter) tweets
  - Acknowledge errors and correct inaccuracies
  - Protect the confidentiality of customers
  - Allow subject experts to respond to negative posts
  - Connect to core brand; always remember your posts represent your brand

# Handling Complaints/Negativity

- **Mashable** (*How to Deal w/ Negative Feedback in Social Media*)
  - Identify Feedback Type
    - Straight Problem
    - Constructive Criticism
    - Merited Attack
    - Trolling/Spam
  - Response Options
    - Never let yourself get pulled into a debate
    - Straight Problem: requires response
    - Constructive Criticism: requires response
    - Merited Attack: respond positively and promptly, mitigating problem if warranted
    - Trolling/Spam: ignore and remove immediately

# Response Mapping



## Sample (Student Comment)

*“Don’t bother transferring into PSU, virtually everything counts as an elective since PSU considers their courses superior to everyone else’s. No one told PSU they were nowhere even remotely close to Ivy League.”*

# Sample (WC Response)



**Penn State World Campus** There have been some exchanges on our Wall today that have given us pause. The World Campus is proud of Penn State and of what it means to be a Penn Stater -- to be honorable, respectful, and civil to other members of this incredible University family. We will always respect your rights to express your opinions, positive or negative, provided it is done in a way that is acceptable and honorable, in keeping with the Penn State Code of Conduct. We reserve the right to remove comments made that do not reflect the spirit of Penn State and this community. -- Heather

**PENNSTATE**



**Penn State Judicial Affairs | Code of Conduct**

studentaffairs.psu.edu

The Code of Conduct describes behaviors that are inconsistent with the essential values of the University community. Intentionally attempting or assisting in these behaviors may be considered as serious as engaging in the behavior. A person commits an attempt when, with intent to commit a specific v

2,701 Impressions · 0.41% Feedback

📅 November 9, 2010 at 6:25pm · Like · Comment · Share · Promote

👍 Leslie Shively and 4 others like this.



**Don Duquette** I just started at World Campus in the fall semester and am very proud to a part of this wonderful community. As with anything in life there will be naysayers and trolls that thrive on negativity. For those of us that are proud Penn Staters, world campus or on campus thier negativity means nothing to us, because, WE ARE...!!!!

November 9, 2010 at 6:37pm · Like · 👍 2 people · Flag



**Erin McMahon Hansen** I ♥ my RN to BSN program.

November 9, 2010 at 6:57pm · Like · Flag



**Patricia Brooks** PENN STATE!

November 9, 2010 at 7:54pm · Like · 👍 1 person · Flag



**Claudia Mendez** Penn state world campus!!!! and we rock it!!!

November 9, 2010 at 8:59pm · Like · 👍 1 person · Flag



**Alicia Phillips** I enjoy this page and I really hope that students will see it as a place to give and receive feedback in a positive way. There is a lot of good information here and it's fun chatting with other students => Hope we can all be/stay positive! {and I know I need to work on that myself}

November 9, 2010 at 9:32pm · Like · 👍 1 person · Flag



**Jacqueline Wong** We Are Penn State!! I am PROUD to be a Penn Stater!!

November 10, 2010 at 7:03am · Like · 👍 4 people · Flag

Write a comment...

# Cross-Unit Approach

- To address questions, collaborate on strategies, and ensure communication flow

Unit	Representative(s)
Admissions Services	Apryl Aughenbaugh, Megan Abplanalp
Advising and Learner Success	Doug Smith, Matt Rupert, Liam Jackson, Kate Elias
Learning Design	Ravi Patel, Wenyi Ho, Patty Gruneberg
Marketing	Heather Torbert
Program Planning and Management	Joann Dornich, Jessica Miller
Student Enrollment Services	Randy Fisher



Thank you!

Kate Elias, [kge1@psu.edu](mailto:kge1@psu.edu)  
Matt Rupert, [mcr9@psu.edu](mailto:mcr9@psu.edu)  
Doug Smith, [das323@psu.edu](mailto:das323@psu.edu)

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