Social Media in Education

Clayton Oyler
Director, Student Affairs Technology
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Video place holder
Interesting facts you may have missed

• 2/3 of global population visit social networks
• 96% of 18-35 year olds are on a social network
  • Under-30 crowd make up 53% of Facebook traffic
• 1 in 5 Americans age 18-35 use Twitter
• 1 in 5 students use social networking for information on colleges
Social Networks to Consider

LinkedIn
Twitter
YouTube
Facebook
Launched 2003

Largest professional network in the web with 135 million members worldwide

2 billion people searches in 2010 (on pace to double that in 2011)

Every executive from Fortune 500 company are represented

11% are mobile users

2 million companies
Just under 200 million users

Averaging 200 million tweets per day
1 billion are sent every week

Mobile device use has increased
182% past year
37% of active users use their phone

Interesting “Holy Cow!” fact: Top 3 record tweets per second
#3 MTV Video Music Awards (Beyonce’s baby) = 8,868 tps
#2 Tim Tebow’s overtime TD = 9,420 tps
#1 Castle in the Sky (Japanese Anime movie buzz) = 25,088 tps!
You would need to live 1000 years to view all the videos on YouTube

3 billion videos are viewed every day

More videos are uploaded in 60 days than the three major networks created in 60 years

150 years of YouTube video are watched every day on Facebook

Mobile gets 400 million views per day – 13% of daily views

100 million view video on mobile device

48 hours of video are uploaded every minute

800 million unique viewers each month

2\textsuperscript{nd} largest search engine in the world

Every minute more than 500 million tweets contain a YouTube link
Facebook

More than 800 million active users

More than 50% of active users log on any given day

900 million pages/groups/events/community pages

Tops Google in weekly traffic

More than 350 million access through their mobile device

250 million photos are uploaded per day!

70 languages available on site
Interesting Facts about the Average Facebook User

Spends about 55 minutes on the site

Has 130 friends

Connects with 80 community/groups/events

Creates 90 pieces of content a month
WSU Social Networking Facts

- 97% of students have a social networking account
  - Up from 69% in spring 2009
- 58% own an internet enabled cell phone
  - 19% reported owning a smartphone/blackberry/pda in 2009
- 19% use a cell phone most often accessing the internet
  - This wasn’t even cool to do in 2009.
- Most popular social networks
  - 86% have Facebook
  - 31% have Google+
  - 15% have Twitter
- 62% access social networking at least once per day
- 85% are actively using Facebook up to 2 hours per day
  - Up from 80% in 2009
- 86% send 1-100 texts in a 24 hour period
  - In 2009, only 71% of students sent text messages in a 24 hour period.
Why Should We Get Involved in Social Networking?

• Keep up with trends
• Understand and connect with our students
• Professional development
• Advertising your programs and services
• Increase student involvement
• To be competitive with other institutions who have more of an online presence

Weber State’s official Facebook page has over 18,000 likes – tap into that resource!
Breakouts for Today

Facebook for the novice
Union Computer Lab
• Dani McKean will cover
  • Getting familiar with Facebook
  • Creating a personal account
  • Settings you need to know
  • How to post/upload pictures
  • How to “like” and comment on other posts

Facebook Advanced
Wildcat Theater
• Jon McBride will cover
  • Best practices
  • Creating business (department) and group pages
  • Creating and reaching goals
  • Department strategies
  • Monitoring content
  • Using Insights
THANK YOU

Time to go to your training!
Have Fun!