

# Welcome and Download Instagram!

- Activity:
  - Download Instagram if you don't already have it!



- Upload a photo from Austin since you've been here or the last time that you traveled somewhere



- Hashtag the photo **#EmilyandAnnieCIEE**
  - Write a caption for the photo!

# EMPOWERING STUDENT LEADERS: THE DIGITAL STUDENT BECOMES YOUR GREATEST RESOURCE IN CREATING ONLINE LEARNING OPPORTUNITIES IN STUDY ABROAD OFFICES

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# Hash-tagging and Captioning and @-ing



**OSA is thrilled to introduce our new Study Abroad Peer Advisors! This crew of study abroad alumni has been getting ready to help you research your study abroad options, talk about what really happens on the ground during study abroad, and answer any other questions that might be on your mind!**

Appointments with this team are available on our website, <http://studyabroad.tulane.edu>. For your first appointment, definitely meet up with one of the team and they'll give you all the ins and outs of study abroad! @maddiecohen @praveenaf @averdi @themonk @ipatel

- #EmilyandAnnieCIEE

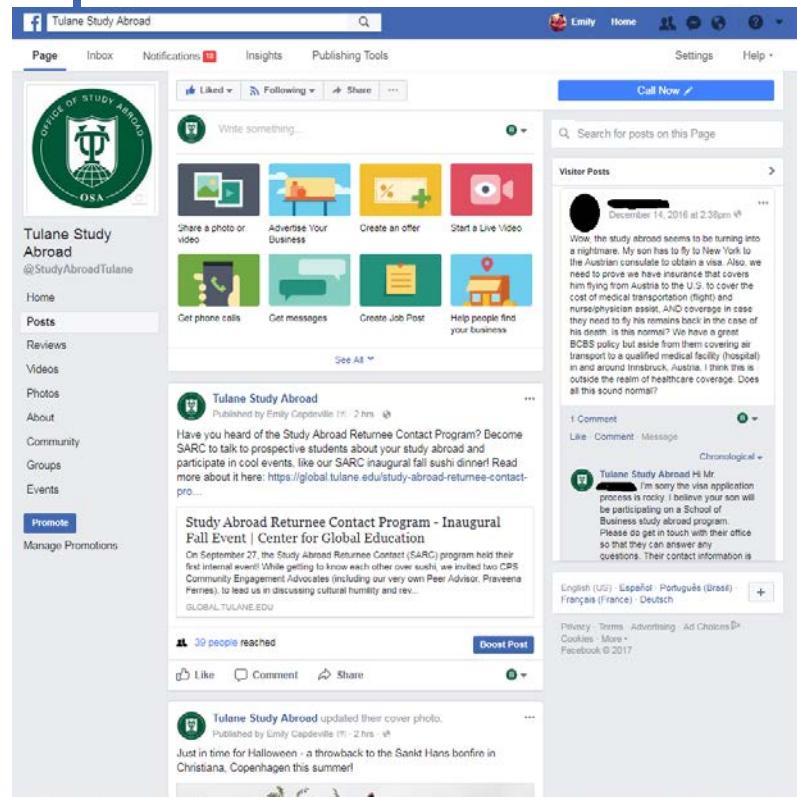
# Hash-tagging and Captioning

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- #TulaneAbroad #TulaneGlobal #TulaneinCPH #TulaneinFerrara #TulaneinParis #TogetherTulane
- Good news! If you have students doing this work, you don't need to know the nitty gritty of what hashtags and captions are supposed to be...you just need to be able to recognize a stinker when you see it.

# Social Media & Study Abroad Offices

- What do you think of when you think of Social Media?
- What are the downsides of using social media in the office?
- What are the roadblocks? What were our roadblocks?
- Why did we think it would be a worthwhile endeavor?



# The Digital Student

- What is the digital student?
  - **The average student spends 8 hours a day online.** (Kuh, G. D.)
  - **70% of students say they stay on longer than they intend.** (Christakis, D. A, et al.)
  - Most likely to **use social media sites** that allow them to **post pictures and videos (Instagram and Snapchat)**. Least likely to use social media for professional networking or to organize media into categories. (Knight-Mccord, Jasmine, et al.)
  - Learners are **using social media to bridge the gap between in-school and out-of-school learning** finding opportunities for **connection between their academic curricular, their personal interests, and the online communities and networks** in which they are engaged. (Ito M, Gutiérrez K, Livingstone S, et al.)

# On-Campus Engagement with the Global

- **Digital Campaigns** to drive students to in-person events
- Educate Tulane students about the **Global Community** on campus
- Connect with relevant **faculty** and **academic departments**
- Learning Content: Global Education material for students. **OSA is not a travel agency but a global learning center**



**global  
café**

A GATHERING OF  
INTERNATIONALLY-MINDED TULANIANS



ENGAGE CONNECT EXPLORE

MONDAYS  
@  
THE LBC  
PEDERSEN  
LOBBY

**3 - 5 PM**

SPONSORED BY THE OFFICE OF STUDY ABROAD,  
THE OFFICE OF INTERNATIONAL STUDENTS AND SCHOLARS &  
THE LAVIN-BERNICK CENTER FOR UNIVERSITY LIFE.  
[cge@tulane.edu](mailto:cge@tulane.edu)

# Tulane Office of Study Abroad Learning Goals

**Students studying abroad through Tulane will demonstrate the ability to:**

- **Articulate** personal and academic goals for study abroad, investigate all available program possibilities in relation to those goals, and understand how country and program-specific resources and limitations might impact the study abroad experience.
- **Pursue** these personal and academic goals in the face of uncertainty by assessing local resources and making adaptive solutions to practical challenges that arise before and while living and studying abroad.
- **Acquire, synthesize and apply knowledge** that is region and country-specific, and that facilitates engagement with academic, civic, and professional cultures distinct from the United States.
- **Empathize with and understand** differing ways of living, communicating, identifying, interpreting, and belonging in the world.
- **Apply** these skills gained through study abroad to future intellectual, civic, professional and personal endeavors.

# Rethinking Advising

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- The Transition:
  - Who are we missing?
  - What conversations are we not having?
  - How do we break down barriers between our office and the other spaces where students interact?
  - How can we utilize the voices of our students?
  
- Learning Goals:
  - Use Social Media to Meet Students Where They Are**
  - Re-envision advising role to include pre, during, post abroad**
  - From Prescriptive to Learning-Based Advising**
    - **If Advising is Teaching, What do Advisors Teach?" Marc Lowenstein**

# Teaching Responsible Social Media and Internet Use

- Issues of Digital Representation
- Pitfalls of Social Media Use for a good dose of “Culture Shock”
  - [Nina Keck “Tech May Get in the Way of Good Culture Shock While Studying Abroad”](#)
- Embedded Digital Literacy Techniques into Global Learning Courses

## 6-Day Visit To Rural African Village Completely Changes Woman's Facebook Profile Picture

NEWS IN BRIEF · World · Travel · Internet · Lifestyle · Social Media · ISSUE 50-04 · Jan 28, 2014



# Tulane Case Study: Timeline

- 2015-2016: Rebirth of Student Intern Program with 1 Social Media Intern
  - Creation of Facebook, Instagram page
  - Creation of Returnee Group (INSTANT)
  - Creation of Short Study Abroad Videos on the Benefits of Study Abroad
  - Creation of a Weekly Blog with Relevant Global Content.
- 2016-2017: Research on Best Practices, Expansion to 3 student Interns
  - **Recruitment**
    - One Social Media Intern turned into three
    - Peer Advising, Social Media, Content Development
  - **Training**
    - Research on Best Practices in Social Media for Study Abroad Offices by Interns
  - **Implementation**
    - Deliberate schedule of content for blog, Facebook and Instagram

# Recruitment

## Social Media Intern – Spring 2017

### ***Responsibilities***

- Develop a social media “action plan” for the spring semester
  - What is the vision for Facebook, Instagram, the blog? OSA Blog
- Identify content needs and work with the Content Development intern to produce video and written content to serve the social media strategy
- Finalize reproducible Social Media 1-year template plan for OSA

### ***Outcomes***

- Fully developed and engaging social media usage in the spring 2017, including blog, Facebook and Instagram
- Increased audience on these platforms
- Template plan for future years that can be followed by consequent interns

# Training

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- Clear expectations
- Allowing students to really make it their own
  - “Social Media” = Instagram Takeovers
  - “Peer Advising” = Study Abroad Returnee Contact Program
- Modeling
- Close oversight in the beginning, coupled with a transition to autonomy

# Envisioning & Operationalizing a Social Media Plan

- What is your school's social media identity?
  - Check out other, similar on-campus offices
  - What is their level of engagement with students, how often do they post, what type of information do they post?
- What are your office priorities?
  - What type of information is already on your website?
  - What content is missing from your website?
    - Images, videos, learning content, work abroad opportunities, student highlights, program highlights
- **Ultimately, your social media platforms should *complement* rather than duplicate your current web presence.**

# Social Media Planning

The screenshot shows a Google Sheets spreadsheet titled "Tulane Social Media Content Calendar Template". The spreadsheet has a header row with columns labeled A through F. Column A is "Week", B is "Network", C is "Time", D is "Content Type", E is "Topic", and F is "Copy". Rows 2 through 8 represent "WEEK 1". Rows 9 through 15 represent "WEEK 1: TUESDAY, DATE". Rows 16 through 22 represent "WEEK 1: WEDNESDAY, DATE". Rows 23 through 29 represent "WEEK 1: THURSDAY, DATE". The "Network" column uses color coding: blue for Facebook and black for Instagram. The "Time" column lists specific times for each post. The "Content Type" and "Topic" columns provide details about the type of content and its subject matter.

Week	Network	Time	Content Type	Topic	Copy
2	WEEK 1: MONDAY, DATE				
3	FACEBOOK	7:00 AM	Student Photo		
4		10:00 AM	Education/Intercultural Learning		
5					
6	INSTAGRAM	7:30 AM	Student Photo		
7		9:45 AM	Programming Announcement		
9	WEEK 1: TUESDAY, DATE				
10	FACEBOOK	6:00 AM	Event & Programming Advertising		
11		9:30 AM	Program Spotlight		
12					
13	INSTAGRAM	5:45 AM	Original Image		
14		7:15 AM	Curated Image		
16	WEEK 1: WEDNESDAY, DATE				
17	FACEBOOK	7:00 AM	Deadlines		
18		10:00 AM	Curated Content		
19					
21	INSTAGRAM	5:45 AM	Original Image		
22		7:15 AM	Curated Image		
24	WEEK 1: THURSDAY, DATE				
25	FACEBOOK	5:45 AM	Education/Intercultural Learning		
26		7:15 AM	Curated Content		
27					
28	INSTAGRAM	6:00 AM	Original Image		

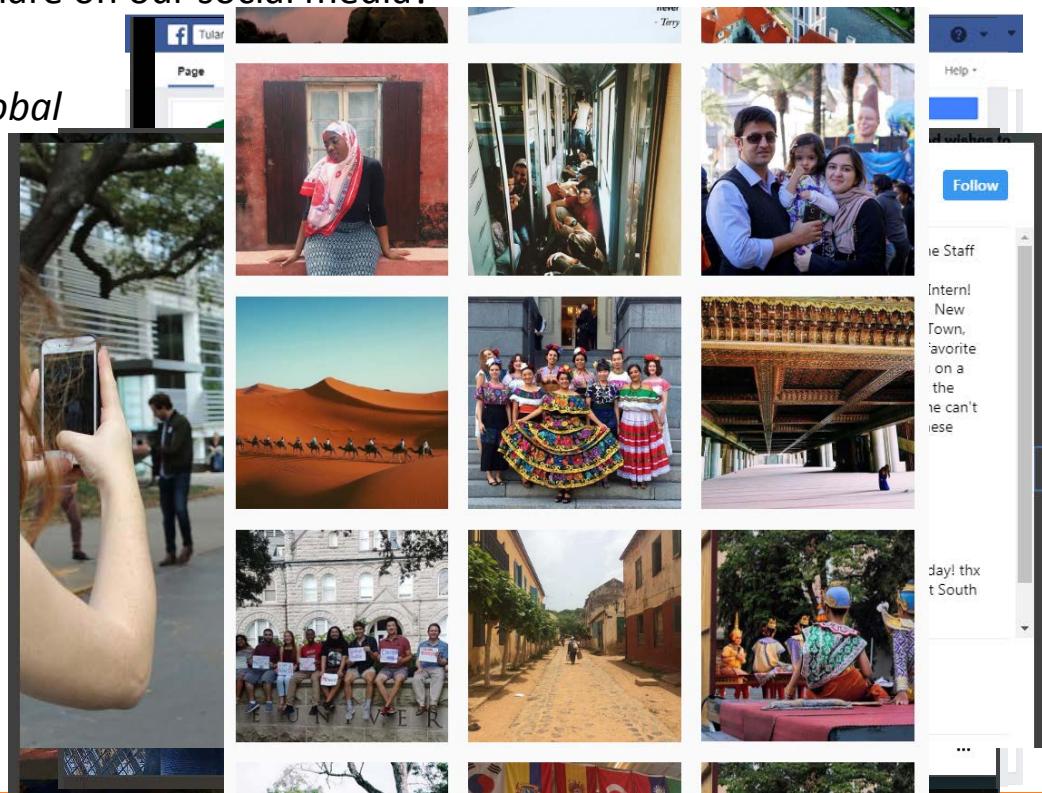
# Content doesn't grow on trees!

- What type of information did we want to share on our social media?

*■ Our guiding principle: a desire to create  
on-campus digital engagement with the Global*

- Categories:

- Education/Intercultural Learning
  - Shared from an external source
  - Internally-produced
- Deadlines
- Event Advertising
- Program Spotlights
- Student Spotlights
- Staff Spotlights
- Photo Contest



# Tulane Case Study: Timeline

- 2017-2018: Implementation of Peer Advising Model with 5 student Interns
  - Happening now!
  - Student-Centric
  - One Peer Advisor is also the Social Media Lead

<http://global.tulane.edu/social-media>

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<http://global.tulane.edu/social-media>

A photograph of the Austin, Texas skyline during sunset. The sky is a clear blue. In the foreground, the Congress Avenue Bridge is visible, with its arches and traffic. The city skyline features several prominent buildings, including the Frost Bank Tower (a tall, curved skyscraper), the W Hotel (a red brick building with a curved facade), and the JPMorgan Chase Tower (a tall, rectangular skyscraper).

THANK  
YOU