

*Susan Thares:* Hey, good afternoon. My name is Susan Thares and I have worked for ten and a half years at Federal Student Aid and probably 30 some years ago I started out in the Financial Aid Office at the University of South Dakota. And so many of you here I've known from other things I've done at Federal Student Aid related to the conferences and in my current position, I am working on Social Media Strategy for Federal Student Aid and presenting with me today –

*Nicole Callahan:* Hi everyone. My name is Nicole Callahan. I am a Social Media Intern with Federal Student Aid and I'm also a current senior at the George Washington University in Washington, D.C. so I'm finishing up my last year. So we're basically here to talk to you today to give you the student perspective as well as Financial Aid Administrator perspective of social media and how it affects you and how it affects myself.

So a lot of times when you talk about social media, people jump right to the tools and they want to know about Facebook, they want to know about Twitter and all the things they can do with those things. But really, all of this originated with a major shift in communication and that's kind of what everything has been based on.

If you think back years ago, communication's mostly based on a push, a push communication. You know, you read a newspaper, you hear the radio, magazines, they're all telling information and speaking information at you. And what social media has done has made it more of a two-way street, more of an integrated form of communication where I can communicate with Susan who's standing right next to me or someone halfway across the world. And it's kind of enabled everyone to kind of make news and to be newsworthy, which is a really interesting shift in how everything worked.

And, you know, it started with the simplest form of e-mail where you can – which helps a lot of businesses, you can send e-mail to colleagues, to family, to friends and you didn't have to wait for something to come to you in the mailbox, which is really nice. And then it went to – the internet allowed chat services, so I could sit and IM my friends and see what they were up to, see what they were doing. Now it's big with text, a lot of teenagers, myself included, college students, older 20 somethings or so are still using text, but in the teenage world, text is everything.

Those kids – I was just home for Thanksgiving, I have a 16-year-old cousin and it was impossible for me to get her off her cell phone, even myself who I consider myself pretty tech savvy, she definitely blew me out of the water. So it's just completely transformed the way that we communicate with one another and the way that we talk to each other.

And a lot of people think this is a generational thing. People like myself, as we're known as the Millennials, we're constantly on Facebook. We don't pay attention to anything because we're always distracted and it's true. We are the heaviest users of things like social media, and I'm not going to deny that for a second. But we're not the only ones. Baby boomers are the fastest growing population of social media users.

For example, when I went to college, my mom couldn't even probably turn on a computer. But the fact that I'm from Boston, I'm going to school in D.C., she had to have a way to get a hold of me and keep track of me and one of the biggest things is that college students are really busy. We have internships and jobs and class and it's just hard to get a hold of us as my mom would tell you. So she would call me all the time, leave me voicemails and I would get annoyed that my phone was blinking because I didn't have time to check the voicemail.

So we made a deal, she had something important, she can send me a text and then I would be able to respond whether I was in class or whatever. I guess you're not technically supposed to do it, but we're multitaskers, that's the thing, is that we're multitaskers and people think that just because I'm using my cell phone, I still have the ability to listen to you. We're digital natives, that's kind of what we're used to. It's really all we know is doing five million things at once and we promise we're paying attention to you.

In this social media craze, it's just really taken over. Over this past Thanksgiving break, for example, I took my 16-year-old cousin to get her learner's permit and so she got, she was so excited so she texted her mom and was like, "Mom, I just got my permit. I'm so excited." Her mom responded, "Congrats. Can I post it on Facebook?" So it's just really funny the way that it's kind of transformed the way that we live in all ways, shapes, and forms.

Another thing is we're dealing with – some people in my generation are using these sites. They're using social media, it's their life, it's all they know. When I log onto the computer, my homepage is Facebook. That's where I get my news, that's where

my friends are. But again, it's not just students like me. No matter what kind of student you're dealing with, whether it be someone my age, someone older, someone younger, everyone kind of has a stake in social media and on Facebook.

But I'm one student. I don't expect you to just believe me just because I said it. So I started a project when we started doing all of this social media and students started to really learn about it and I wanted to hear what other students thought, because like I said, I'm just one. Maybe I'm wrong, maybe I'm just really social media savvy and I love to use it, but maybe other students don't.

So there was a video made at Kansas State a couple of years ago by a professor called *A Vision of Student's Today*. And it kind of just basically captured what a day in the life of a current student is today because it's different from even 5 years ago, 10 years ago, 15 years ago. It's a completely different world. When I have to write a paper, I don't go to the library and check out books anymore. My library is a computer lab where I can just do a quick search for any kind of source I need.

So I made a Facebook invite like any social media savvy person would and invited my friends to come to a video shoot. I sent them a survey to kind of see what students were thinking and how they were feeling about social media in their lives as students. And so we – I will now show you a video of what we got out of that and kind of what students are thinking their lives are like today.

*[Start of Video Clip]*

*Nicole Callahan:* Technology has completely changed the way the world works and the way we consume information has completely changed.

*Male 1:* We're the first generation of digital natives.

*Male 2:* Technology is all we know.

*Nicole Callahan:* We want to learn what you are teaching, we just have a different way of doing it.

*Female 1:* Let us help you help us.

*[End of Video Clip]*

*Susan Thares:* I can attest to the multitasking part because when Nicole first came to work with us, I was just blown away. Nicole, on average, has ten screens of stuff up at a time on her computer so the multitasking part is very true.

*Nicole Callahan:* And Susan brings up an important point in that yes, I do have probably 15 screens open at once, but that's what I'm used to managing and that's what I'm used to toggling between one and the other and I kind of sometimes go onto the next page before she can finish reading the first one, but that's just what people in my generation are used to. That's really all we know.

So a couple of the important points from the video, number one is that we are multitaskers, is that a lot of people – I think we get a bad rap in a lot of ways of being like not paying attention, not listening to what you're saying because we have our laptops out during class, but just so you know, we are paying attention, we are able to do it all at once. It's just really how we're used to functioning in a lot of ways.

One of the greatest things about social media is that it's made our world so much smaller. People in this room are probably from halfway across the country, some from California, some from Boston, some from Florida and you guys have the ability to share information at the click of a button. It's been like it's never been before so someone like myself who I'm from Boston, I go to school in D.C., I studied abroad in Barcelona, I have friends all over the world that I want to keep connected to and social media has allowed me to do that in ways that we never could before.

I studied abroad for four months and I felt like I was never gone because I was constantly up to date on everything that was going on in my campus, at home, so it's just really made it a lot easier.

That goes for customer service as well and so something that you guys can relate to. I'm a current student, I've called the Financial Aid Office asking questions about whether it be the status of my application or anything like that, and I've waited on the phone for quite a bit of time, 45 minutes, which is a lot for someone like me, who oh, I have to run to class, I can't wait on the phone anymore. So someone like myself, for example, this year when I had a question about the FAFSA, I didn't use the call feature although it is a great feature, I used the online chat. So there's a lot of different manifestations of this and kind of how it's shifted the way that we communicate.

So the question is, I guess, how are you prepared to communicate with students like myself and all different types of students that you guys are trying to reach and how can we kind of help you use social media to do that?

*Susan Thares:*

Okay, last year – and I hope that this year, in your bag, you have a survey, a social media survey. And last year we did one and I guess this speaks to how are we prepared to deal with the Nicoles of the world, are we ready to service them in this social media world and last year the results, I guess, were in a sense surprising, but in a lot of ways, not. And that Facebook, texting and Youtube were obviously the things that people used most and like us, at the Department of Education, social media is blocked to a lot of these sites and I think a lot of you, at your institutions, access is blocked as well.

And I think the survey overwhelmingly said that you guys use social media in your persona lives, but not so much in your professional life at work so I hope – last year was kind of our baseline and a couple of things is things that Nicole is talking about, but also we at Federal Student Aid, as we think about how we want to engage and communicate with you as our customer as well as with students, this kind of gives us an idea of where you are in the social media world and will help us plan so please, if you can, take some time to fill that out.

So just out of curiosity, how many of you here at your campus have, for example, like a Facebook page or use social media to communicate with students? Yay, awesome. Okay, so please if you would, help us in our efforts by completing that survey.

Sorry Nicole. Okay, as Nicole talked about Facebook, Facebook is probably the number one thing that people are on or the student population with Twitter coming up fairly close. Facebook, there are – I think this year they surpassed 500 million users and of those 500 million users, 20 percent of those users are accessing Facebook on a mobile device. And the mobile device is surpassing your desktop and that's how people are accessing and getting information.

Now if Facebook were a country, it would be the third largest in the world and that would be bigger than the United States and I thought these figures – these were from a recent 2010 study on social media – that an average Facebook user and I am one of those, although I'm probably below this average, spends 55

minutes a day, 6 and a half hours a week and 1.2 days a month just on Facebook alone. That's a lot of time.

And in a month, more than 30 billion pieces of content are shared on Facebook, just in a month. And so that's pretty remarkable. Now, for myself, my social media journey actually started when we were working on the college.gov project. Some of you – hopefully you know about college.gov, it's a great resource for students. And when we were launching that project, one of the things that we did is we held a lot of focus groups and stuff with students and students told us, rather loudly, that you need to come to where we are. We are not coming to you. We're not going to spend a lot of time trying to find you guys, you need to come to us. You need to be where we are.

And so that was Facebook and Twitter and Youtube and whatever. So thus we started – tiptoed in and created my Facebook profile. Well now, a year and a half ago, if you'd told me that my 84-year-old father would be on Facebook, I would have told you you're crazy. My dad, in a year and a half has a laptop, he has a wireless internet card, he checks his e-mail and Facebook twice a day. Now I would have never ever thought that, but there's value in it for him and for him, again, they don't have to go to all these different sources. That's how they keep track of the grandchildren, the nieces and nephews, their friends, they post status updates, all the pictures and stuff are there.

And my mother **dings** me all the time. I'll ask her a question and she'll say, "Well, you obviously haven't checked Facebook." And so, you know. So this really – it is, as Nicole said before, really crosses a lot of generations. It's not just the Millennials. And so I think for a lot of people my age and I'm a boomer, but I do understand that there's two category of boomers, the older boomer and the younger boomer. So I think I just fall into the younger boomer category.

*Nicole Callahan:* She had to point that out.

*Susan Thares:* Yeah, exactly. No, and so Facebook, like I said, is not – I think it will become even more so the way that most communication will transpire between a lot of us even now and more so in the future.

*Nicole Callahan:* Yeah, and Susan brings up an important point. As Financial Aid Administrators you are and this session is about students and social media, but you have a number of audiences that you're trying to reach: parents, other Financial Aid Administrators, school

administrators, students, so Facebook is one of those things that's just so far reaching it's impossible – I don't think it could ever die.

But it's amazing the reach that it has. So two other really popular social networking sites you guys probably know a little bit about. Youtube and Twitter. So, for example, Youtube receives of 2 billion viewers each day and this one really got me, 24 hours of video are uploaded every minute so a full day's worth of video every single minute is being uploaded onto Youtube from people all over the world. And more than half of Youtube users are under aged 20. We're a very interactive generation. We like video, we like talking, we like – we don't like to read directions and a how-to, we like to see it. I guess we're a lot more visual than past generations.

And to watch all the videos on Youtube, a person has live for around 1,000 years and that number is growing every day so it's definitely a huge, huge resource for student and other people my age. Twitter is another thing that's kind of taken the country by storm. It's one of the things that I've kind of definitely become a really avid Twitter user. It's a great way for me to get my news; like you saw in the video with my friend Ernie who's holding up a newspaper and said, "Why would I read this when I can get my news in 140 characters or less?"

We have so much information being thrown at us, I mean, with the age of the internet it's information overload. So we need to be able to get everything we need to see in just short blurbs and figure out what's most important. So it's really – that's one of the beauties of Twitter is that it's short and sweet and you can decide for yourself what's important, who you follow. Eighty percent of Twitter users use Twitter on mobile devices. If I had better service, I'd probably be Tweeting. For those of you who have Twitter, make sure to follow FSACONF, F-S-A-C-O-N-F and they'll be Tweeting updates all during the conference and if you have any questions at all, you can just Tweet at them and they'll help you out.

So it's a great customer service piece as well, even as you can see in this conference. And there were over 50 million Tweets in 2010 so it's a huge number. But one other important thing about Twitter is it's really taking over college campuses especially. In the last year and a half or so I've become an active member of the GW Twitter community and one thing that it does is – I go to school with 20,000 undergrads and some of you guys are from really small schools, some of you guys are from really big schools, but it

really makes the campus seem so much smaller because it builds community.

I could never have talked to person who I know through Twitter, but I kind of know a little bit about them because we kind of have the same interest. Me, for example, I go to school in the center of D.C., in the center of a big city so there's always fire engines going around and I'm always wondering what's going on. And the first place I go is I check Twitter and I saw, "Oh, oh, the motorcade's going by because President Obama's going to speak somewhere." So it's just a really, really great way to keep your campus connected.

Another great thing is, like I said, in emergencies if anything ever happens, there's Twitter alerts that go out from the campus so. Some of you guys probably have these at your schools. And another great thing is for customer service wise is I live in a dorm so it's owned by the university and so we have a property management that makes sure everything's working, if you have anything broken, they'll come help you fix it. And they have a really well-publicized Twitter handle that a lot of students on my campus follow so when my heat wasn't working a couple of weeks ago, I tweeted at them and was like "What's going on with the heat in south hall?" And within a matter of minutes, I had a response. We're working on it, grab a blanket in the meantime and we'll hope it have it fixed soon.

So it's – we're already using these like Twitter and Facebook. I know it sounds bad, but it takes a lot more effort for me to go and look up a phone number and try to find it through pages and pages of websites when I can just go on – social media's really candid. It allows you to do it in the drop of a hat so just in an instant, you can get that questioned answered and it's on your terms so the information's coming to you rather than you having to go out and find that information. And while that may not seem important to you, that's kind of where we're going so no longer do people my age have to go out and search for information. We're used to it coming to us, so if it's not you helping us and telling us, it's someone else and who that someone else is, no one knows and they could be giving wrong information or anything like that. So that's really one of the beauties of things like Twitter.

And the last bullet, there are over 100 million current users on Twitter and if you ask Susan she was not one of them on a summer day this past summer, so why don't you tell them?



*Susan Thares:*

Okay, this summer Nicole and I go – they have this great thing in D.C. and it’s called D.C. Digital Week and it’s like a conference, but it’s not like at a conference like this. It’s all viral via social media. People can volunteer to do presentations and you can say, “Hey, we’ll host a session at my location,” so it was all over the city so we sign up. We’re gonna go and so off we go and Nicole is armed with only her smartphone, her Blackberry. I, of course, have my notebook and my pen, my Blackberry packed away in my purse.

So we walk down to the Metro. For those of you that have been in D.C., Metro is like our subway system and off we go. So we’re standing there and pretty soon an ominous voice comes on the loudspeaker. “Attention, attention, all station managers, do not contact central control.” And they keep repeating it so you know there’s an emergency somewhere. I, more traditional, I look for the station manager. Nowhere to be found. I then look for the digital message board because certainly they’ll have something posted there. Nothing, so I’m looking around, I turn to Nicole who says, “Oh, yeah I just got it on Twitter. There was a train derailment at New Carrollton.

So it’s like, to me, it was like wow, that was like a really eye opening moment. It was like – and how quickly you can get information especially in situations like that. But it also, for me, is like that doesn’t mean that social media will replace the traditional ways that we communicate, but this would be a supplement. But we all have to go there. That’s where we’re going. So yes, I am on Twitter.

*Nicole Callahan:*

Now.

*Susan Thares:*

Okay, so what’s in it for you as Financial Aid Administrators? And so I think, as we talked about before and as Nicole had said, it’s really about meeting students where they are. It kind of is a shift in thinking. I think we all want to give good customer service to our students, but I think that we’re used to doing it in traditional ways and we keep trying to think of better ways to do our traditional way of delivery communication and service.

And so this is where students are and so it’s really about meeting, as we’ve said before, students where they are. And it also can give you a lot larger reach with fewer resources. So, for example, I’m sure – do any of you have lines ever at your office? Phones ringing? Okay, I remember those days well. And so, for example, this would be a great way, using social media, to go out there and

post some of the common questions that you get from students. And I'm sure a lot of them are the same question that you get over and over.

And so social media, if you are in that medium, students can contact you 24/7. It's not just from your office hours, and I know they're more than 9:00 to 5:00 or your phone hours so a lot of the common questions, you shorten your lines, both the phone and at your office. And if you're wondering how do we do this? Lord, we already have enough to do. We've had a lot of cuts, this might be a great activity if you have a work-study student to help you set up your Facebook and be the ones that contribute to this because one of the other things that we also heard from students is that students, while we are trusted sources to them, they do also want to hear from other students. And so that'd be a great way to kind of combine those two things.

And it also gives you a competitive advantage, you know, if you're out there trying to get students and you're not in the social media world, you're not on Facebook, you might lose out some students. So if you're not out there, who is?

*Nicole Callahan:*

All right, so like I said in the beginning, a lot of times when people talk about social media, people jump right to the tools. "How can I create a Facebook page and how can I get a Twitter handle?" Well, that's all great and we are excited and we want you to do that, it's really, really, really important that you listen first.

You have to know what's being said about you before you jump in. And we learned this, luckily, from watching a lot of other government agencies and a lot of other companies do it. So how do you listen?

So with the internet there's a lot of different ways you can do it. A lot of you probably have names of your schools, names of your Financial Aid Offices and those are going to be your keywords. For us, it's Federal Student Aid, it's FAFSA, things like that. So we can search for certain keywords and get results on what is being said about us out in the world wide web, whether that be on regular media sites, whether it be in blogs, whether it be on social networking sites.

But the reason it's important to listen is because you may think you know what's being said about you, but chances are you don't actually know. And even myself being a student, I figured yeah,

I'm a student so I know what all students say about FAFSA, totally. But I didn't.

On the last couple months, we've been doing a lot of listening on some of our own keywords and finding out that one of our main words, FAFSA, for example, FAFSA is used in a lot of other ways that don't mean FAFSA the form. So, for example, we'll get – I just got my FAFSA check in the mail, I'm going to go pay my rent. I'm sitting in line at the FAFSA office. I was like, "We don't have an office." But maybe. It's used in a lot of different ways that even I didn't know existed so it's important to kind of listen to what's being said about you.

That being said, it's not always going to be pretty. I promise you, we have seen it all. It is crazy what people say out there, but it's candid. So you have to be ready for that and just to kind of be prepared so that when you do start your own mediums that you have all that experience behind you.

Another important thing to remember is don't forget misspellings. Again, using FAFSA as an example; the free application for Federal Student Aid, the average student has no idea what FAFSA stands for so most people will spell it **FASTFA**. In fact, in our search results, we get almost as many results for FASTFA, F-S-A, F-A-S-S-A, as we do FAFSA so remember misspellings. Also think generally.

We're gonna show you some examples of some specific tools that you can use to kind of do a search for your own school, your own university, but some people aren't going to write out the George Washington University's Student Financial Aid Office, so think of kind of other ways students would talk about you. And even do a general search for something like Financial Aid Office because what other students on other campuses are feeling, your students are probably feeling too.

So this is an example of a website called Social Mention that searches both the regular internet and social networking sites so blogs, microblogs like Twitter, Facebook, so this is just one day we did a random search for Financial Aid Office and you can see on the side they give you some things like strength, sentiment, passion, reach, and this is a free tool so it's not completely accurate so take it with a grain of salt.

On the side you can see the sentiment, the graphs, and then top keywords that are related to your search so you can see college,

student, year, thankful, so those are some other words that you can think about searching for as well. And you get everything from the first post, which is probably from Harvard's Financial Aid Office saying to find out more about Harvard offering free tuition for families making less than \$60,000.00 a year to visit Harvard's Financial Aid website at – so that's a post from their Facebook page.

But then you also get posts from students if you look down to the last one. Does anyone know if Hocking College Admissions Office and Financial Aid Offices are open tomorrow and what times they are?

If you guys are out there, you can respond to those questions rather than having someone say, "Maybe at 5:00. I'm not really sure." So those are some great resources.

*Susan Thares:*

I would also say too and even though we use the generic just Financial Aid Office, it may not be specific to you. I think there's gonna be some – just by using this search term, some commonalities that we all experience in our Financial Aid Office so I kind of think doing the search for something like Financial Aid, Financial Aid Office kind of gives you a pulse of students generally.

*Nicole Callahan:*

Okay, and this is SocialMention.com for anyone who's interested. Another tool you can use to listen is Google Alerts, so you can set up a Google Alert in a number of different ways. You can get it in a RSS feed, which for those of you who are familiar is kind of a feed of all the different news that you follow or you can get it sent to you in a e-mail digest which could be more beneficial depending on kind of how you do things. If you do the e-mail digest that kind of narrow it down to like the top ten or so search results from the previous day and every day you get an e-mail saying, "I have one for FAFSA," for example. So this is an example of a result that I got from searching FAFSA and it gives you news, blogs, doesn't do as much with the social networking, but it's a really good thing to know what people are saying about you and your products and services. Okay.

*Susan Thares:*

Okay, so now you've listened and now you have to plan for what you want to do. And I think one of the things that we have heard from people, and also from other government agencies is – and I think we were having some anxiety like oh my gosh, everybody's out there, but us, we're not out there yet is a lot of people went out there, created something and then were not able to sustain it

because they didn't really think through what their strategy was. And so as you start to plan for those of you that are thinking about it and for those of you who are still in the processes, you really have to think about what resources do you have available to you to do this. It's people, and it shouldn't take a lot of people and like I said before, it could be your work-study students and probably more important is the content.

Do you have text cued up? Do you have videos? What type of tools do you have access to? So it might be at your campus you have access to some or maybe limited the social media tools and not others and so it's what's going to work best for you and then also training and how to use them. And I think the hard part, in the training, is not only the use of the tools, but how to use them appropriately and especially if you're speaking on behalf of your school or for us, on behalf of the Department of Education and have a content strategy. And what I mean by content strategy is just say, "Let's create a schedule for 12 months. What type of content would we put on our Facebook page or on Twitter?" Because there's always going to be those things like during FAFSA peak or when school's starting there's a lot of things to do, but what are you going to do in the meantime?

And so you might, for example, reference some other resources at the Department of Education or if you're part of a system or things at other campuses and stuff are doing. It might even be something simple as, "Hey, our office is closing early on Wednesday before Thanksgiving." Or, "Hey, let's go support the bulldogs this week," any type of things that are out there. So you can't just put stuff out there and then just stop. You have to continually put some things out there so you have to think about what that is, create a schedule.

The other challenge, I think, is taking traditional messaging and for us too it's all about dotting the I's, crossing the T's, being grammatically correct in everything that we do and writing our posts in a web 2.0 fashion because that's different than the traditional means of communication.

Another thing that you want to think about is crisis management. And now when I say crisis management, what happens if you accidentally post something that you shouldn't or you get a bunch of negative comments about something? And so Nicole's going to go over a little bit about the different ways that you can set Facebook up.

You might want to just have it, but you put stuff out there. But if you're truly going to engage students, there is going to be some negative things out there so you have to think about what are we going to do when that happens? Are we going to be open? Are we going to respond? Can we take a negative and turn it into a positive? So those are some things that you need to think about in the planning process.

Okay, so in creating – be interactive. Don't just be a duplicate of your website because people don't want just static stuff. That's out there. If you're going to do that, they could just go to your webpage and think about some great conversation starters to actually get the dialogue going between you and students if that is in fact your goal.

The other thing too is we haven't – really isn't part of the presentation is search engine optimization and it's how do people find you when they type you in the search, so the more places that you exist, the easier it is going to be for them to find you. So make sure that you use relevant keywords about your institution and the name of your Financial Aid Office, et cetera in the About Us box on Facebook or Twitter.

The information button, you want to make sure that you include all the key social sites so if you're on Facebook, make sure that you include your Twitter, ooh, I can't talk, Twitter address on there as well and vice versa. Another great thing too is use an FAQ tab on Facebook to go ahead and put some of your most frequently asked questions, answers and stuff too and photos. As Nicole said, students love photos, they love videos. We participate, once in a month, in this group. It's the All Services Social Media Counsel and it's all the branches of the military and it's been a very interesting experience for us and they said that some of their most popular stuff is around videos and photos that they get. That's where they get the most comments and interaction. And again, you know, you can always use traditional e-mail. You need to announce your page once you've created it.

*Nicole Callahan:*

Okay, so in the creation – there are a lot of you who are on Facebook and Twitter and I went through and I saw a lot of really, really great Facebook pages coming from schools. So we just took a couple of examples to try and show what you can do to kind of make your page really interactive or to post good updates.

So this is from the University of North Carolina Greensboro Financial Aid Office Facebook page and one thing that they do

really well is they're really good at posting quality status updates, things that are really meaningful to students. For those of you who aren't familiar, on Facebook, when you like a page, any status update that comes from that Facebook page will show up in whoever – say if I followed this page, it would show up in my live feed so that when I log onto Facebook, it would be included in with all of my friends' status updates.

So a lot of these things are really meaningful. For example, their office was closed the day after Thanksgiving and so they got that quick update. Also, this is a great example of, you know, financial aid is kind of seasonal so you got to have some backup plans or some plans in your content calendar to make sure that you have information for that lull because you don't want to just leave your Facebook page for weeks at a time without making a post or an update because it becomes irrelevant and you'll probably never gain new followers because if they go on – one of the first things I look at is when the last time someone posted is.

So when I took this screenshot, it was 12 hours ago so they're pretty active on Facebook. So they also offer all of their additional information in the information tab. If you look under the picture, they have both their federal school code and their e-mail address so other ways to reach them.

And you can see at the top they have information tab, photos, videos and notes. There are also other – you should definitely check out Facebook apps because they have a lot of other apps that can be applicable to people like Financial Aid Administrators. One of those is a site called Formspring and it's kind of being taken over – probably in the pretty near future by a site called – well Facebook Questions, which is a new app by Facebook that's not quite fully out yet, but it's rolling out. And it's a way that students or anyone, if this is posted on a page, can go on and submit a question to be answered by the owner of that page.

So definitely keep a lookout, an eye out for Facebook Questions cause that's something that I think could be huge for Financial Aid Offices. How many times a day do you guys answer the same question over and over and over again? And I know you probably have FAQs on your website, but this a place where students are already going. They're already going to Facebook. I don't want to have to open Facebook and five other websites to get all of the information I need when I can just have it all in one place. Like I said, we're multitaskers and we're really, really busy and so we

have a ton of information being thrown at us. We don't want to have to continue to look for it and look for it.

So hopefully this will help you guys, shorten your lines, answer common questions and figure out if things need clarification. That's one huge thing to do with listening. If you're getting some of the same questions over and over again, maybe you should rethink how you're writing things on your website or on your Facebook page because maybe it's not that clear. Have another person look at it. That's a common question.

And they have their hours there and they have almost 500 followers, which is pretty good for a Financial Aid Facebook page. So definitely, that's one example.

And then we have one from Loyola New Orleans Financial Aid Office and one of the first things that stood out to me was the picture. Financial Aid is an industry where it kind of seems – there's not much personality behind the Financial Aid Office usually. You kind of go in, you submit your FAFSA, you submit your Financial Aid Application, that's kind of it. And sometimes you get aggravated or you get really happy when you get your Financial Aid package, but you never really see the faces behind it as much and you guys are all great people. And so they have a picture of some of their Financial Aid Administrators with a line that says, "We're here to help you." And sometimes that's all students need.

We know Financial Aid is a stressful process. I can tell you from experience as a student, it's a lot of work for us, and we know it's a lot of work for you. So to kind of know that – kind of makes you feel like you're in it together and with social networking it's all about personality. It's kind of something to add a person behind this institution that seems so big and so unmanageable so I loved that they did that with their photo.

Another great thing they do, like we said students love pictures, even if you link to another site that's maybe not your own website, but maybe college.gov or here they have something similar to I'm guess NSLDS where you – anytime you post a link in your status, you get these photos so it kind of makes your page more interactive so it's not just like all the text on your website. Remember, you guys probably all have websites, this should be a little bit different. You want to add personality and most importantly interaction.



One thing with Facebook pages that you can decide is whether you want your homepage so see the wall you have here, whether you want it to be just your updates or any updates so as a student, if I'm a fan of this page, I can go on and write something on your wall. I could write a question. When's your financial aid deadline? Do you want that to show up on your public page or do you want it to be private? Sometimes it could be great, other students could see that students are asking questions on Facebook so they will too. And again, that works, shorten your lines.

Maybe you just want it to be your stuff. There usually will be a link at the top if I was a fan of this page, a link at the top to kind of see just Loyola or Loyola and friends so that's one option you have.

It's also important to fill out the things like the info tab, make sure to include your website, cross promote, cross promote. If you have a Twitter, put your Twitter on there. You want all your mediums out there so that students continue to come to you and not go to anyone else.

Otherwise use Facebook – I talked about some of this previously, it's status updates, text, links, photos, sometimes the Financial Aid process can be kind of dry. Maybe you want to create, you and your work-study students or challenge students, to create a video, the *Ten Steps to Completing Your Financial Aid Application* and have students compete in a contest or create a video rather than a checklist on what you need to do to complete your Financial Aid Application. The options are really endless so that way you can have a more interactive page.

Facebook events, whether it be your Financial Aid Application deadline or whether it be you're doing a tutorial on how to complete the FAFSA, create a Facebook event for it. Invite your fans, they in turn can invite their friends and it can become bigger than you probably thought it could be. It will also keep a record of it on your Facebook page so students who are even looking into coming to your university can see oh, they're really helpful in their Financial Aid Office.

And as I mentioned before, Facebook Questions, like I said, it's still not completely rolled out but try looking on formspring.me. That's a website that's kind of similar and I believe they have a Facebook app that you can integrate into your page so something definitely to check out.

*Susan Thares:*

Okay, so last week, I think it was last week, right before Thanksgiving, I read this article where Mark Zuckerberg, who is the founder of Facebook declare that e-mail is almost dead and so as many of you know, who are out there, there's kind of a huge competition between Google and Facebook and Google launched gmail and it's kind of a big competition. And so one of the things that Facebook announced is that they're gonna be rolling out a new platform where they're going to integrate for your cell phone, your text, your chats, your e-mails and your Facebook messages with their platform, all in one platform. So it'll all be in one inbox and so to make it even easier.

So Nicole, I think then that should shorten your – you maybe don't have to have eight screens of stuff open after that so it's getting to be really competitive and so I think if we didn't believe before that this is big, this I think will become even bigger.

*Nicole Callahan:*

Yeah, and Facebook's one of those things, at this point, I kind of mentioned or touched upon earlier, but at this point it's a little too big to go anywhere. It's just so big and has such a reach that it's impossible to kind of die in a way. And there are lots of different outlets for social media. There are millions of different kinds of social media sites, but we're focusing on just a few today because we're hoping that you'll start small and kind of get your feet wet in these and Facebook is a great place to start because it does have such a big reach and with limited resources, you can do a lot with it and you can reach a lot of different kinds of people.

So now we're going to Twitter a little bit. This is an example, again from Loyola New Orleans and their Twitter page. Like I said, Twitter is kind of a newer thing. It doesn't have as big of a following, but it's becoming huge on college campuses, I promise you. So it's definitely something you may want to get involved with.

One thing that's really important with Twitter is to make sure that you're being interactive. Twitter can sometimes tend to go more towards the push type of communication, which is something that we – it's not the best for social media. If you wanted that, you could have a newsletter. One great thing that Twitter does is build community. Like I said before, in my campus, there's a community of people who just are really active on the Twitterverse as we call it. And we share news and it just makes our campus feel so much smaller.

Also, like I said, I have an office such as Property Management who, like I said, it's an office that normally wouldn't really have a personality behind it, but it's something you know that there are people behind it that are really working to help you. So become involved in your campus community, follow other feeds from other areas of the university, follow students. If students ask you a question on Twitter, follow them. They'll probably follow you back.

Twitter is a big follow me and I'll follow you back type environment, especially for people who are really active. So it's really important that you don't just let people follow you and don't follow anyone else. Definitely want to follow people and interact with them. If one of your students even Tweeted that they were really excited about the Financial Aid package they got or anything like that, re-Tweet them and say, "Congrats. We're glad to have you here." Like I said, make sure you interact, link. One great thing that Loyola does is they do link to other sites and it doesn't just have to be your site, it can be other great resources from other non-profits or from their Department of Education that have really great articles that are coming out, and just send out a Tweet if it's anything that you think would be of interest to students. On Thanksgiving, say, "Happy Thanksgiving." Something as little as that to kind of build a community.

Also, mentioning is important on Twitter, so as you can see, the big thing with Twitter is the little @ symbol and then your name, that's your username on Twitter so if you do that @ symbol and the name, put it together with no spaces, that's what's called a mention and when you're mentioned on Twitter, you'll usually get a notification, so if someone mentions me, I can go on and see they mentioned my name so that means they either asked me a question or were just talking about me. And it's nice to just respond. If someone ask you a question or if someone writes about you or mentions you, that's basically helping to promote your feed. So make sure to thank them for that or make sure to follow them back as well.

So some other ways to use Twitter, like I said follow pertinent feeds, whether it be Financial Aid resources, university departments or students, Twitter is a great place to monitor. If you go to search.Twitter.com, or with the new Twitter, you can just do it straight in the browser, which is awesome, you can kind of see what people are saying about you, people are saying about Financial Aid.

One great resource Twitter has is hashtags, so hashtag is the pound sign followed by a term with no spaces so for example at this conference it's FSA2010 so #FSA2010 and what that does is it creates a link and any Tweet that includes that #FSA2010, when you click on the link will show up in a feed and so you can kind of keep track of the conversation about what's going on at the conference or, for example, my school has one, #GWU so I just keep that as a saved search of mine. Anything I'm - if I'm interested in knowing what's going on in campus that day, I'll just click on it and see what people are talking about as it relates to GW.

Like I said, interact. You make followers your advocates. Another really popular thing on Twitter is what's called retweeting where people can kind of repost what you've written and you want people to do that because that helps you gain followers and what's the point of pushing out a message if you don't have anyone to push it to. So definitely make sure that you are following people who are really active in the community and who you can use as your advocate.

And lastly, Twitter is a great way to field questions by putting the at username at the beginning of a Tweet. It basically directs the question to that person and say, if it was Loyola Financial Aid, they can @loyolafinancialaid, when's the Financial Aid Deadline? And then you would get a notification and then you can then respond to them, which is a really great way to kind of build community, add personality to your office, and helps students.

Some other tools that are available on social media are things like blogs. Like I said, definitely – some of you already have Facebook pages, some of you already have Twitter handles and you're probably doing a great job with them, so definitely take away some of the things that we're talking about today if there's something you didn't think about. But remember to start small, don't start a blog, a Facebook page, a Twitter account, a foursquare account and make it something that's unmanageable because social media can be a lot of work if you have that many different mediums. So start small with some other resources that may be applicable to your Financial Aid Office are blogs, we have traditional blogs, like blogspot, WordPress where you can post every once in awhile and an important thing to remember if you have a blog, if you don't have enough content to keep up with it, it's probably not worth it and one important thing with social media is not every medium is right for every business or every organization.

At Federal Student Aid, there are a lot of great social media resources out there, but not everything's right for us. Maybe blogging isn't that applicable to us because we can't keep up with the content, who knows? Definitely assess it from your organization, from your school, from your Financial Aid Office and figure out if – go through these different things and see if it's something you can keep up with, if it's something you think will be of value add because that's important. You don't want to just start something and have it die out, so definitely keep that in mind.

Additionally, there are new types of blogs, something that's called Tumblr.com and it's something that I really like because it's a mixture of kind of like a Twitter and a regular blog and it's very interactive. They encourage a lot of photos and videos and there's reposting and reblogging so that can be a really great way if you have a lot of multimedia, that's a great blog to use.

And then the newest craze in social media, it seems like are these social check in sites, Facebook has one now, I'm a huge foursquare person, I love foursquare. I don't check in everywhere I go, just kind of like the cool places, cool new restaurants, things like that, but on my college campus it's huge. Every time I look at my foursquare account, I see check in at Rome Hall and City Hall, which are all kind of buildings around our campus. So maybe down the line, in the future, you want to have some kind – and you can offer deals on things so after your tenth check in, get a free University of Kansas mug or whatever it may be. So kind of ways to promote your office using social media.

So yes, that brings us on to promotion. So if you have these social media sites, that's great. But it's really nothing if no one knows about it. Social media is kind of based a lot on following. What's great about it is that I can follow what I think is important to me, not what a newspaper or a magazine or a radio station thinks I would like to hear. I can follow what I think is relevant to my life so by promoting yourself, make sure you have Facebook and Twitter icons on your website.

I did a project for a previous job at a university researching kind of social media and I can't tell you how many people don't have these icons on their website and they're very branded. Facebook and Twitter, everyone kind of knows what they look like so make sure that you have those so people know when they go to your website that you have these things and that they're there to help you because that way you can keep them a customer and keep them interested in your information.

Cross promote, like we said before. Make sure your Twitter and Facebook are on your – your Twitter address is on your Facebook page and your Facebook address is on Twitter page. Things like that. If you're linking to something on Twitter, maybe link to a Facebook even that you just posted or link to – if you posted a link on Facebook, send your Twitter link to that Facebook post that you just made. So that's just a way to cross promote so people would know the different channels you're on.

Things like hosting contests to gain followers, maybe you guys want to do financial aid trivia or something like that to gain followers or to gain different types of people. I mean, this is more of an admissions perspective, but one contest I just saw was – one university, I can't really remember what university it was, but they said, "For this month, take a picture with your tour guide and post it on Facebook and whoever gets the most likes will win University of so and so sweatshirts." So that's kind of a cool way to get people interested and to get people to start following you.

And lastly interact. Social media is all about interaction. Like we said, we need to get away from that one way push communication. We know you guys have a lot of important updates to get out to your students and we as students want to know about them. But it's important that you're not just pushing information at us, that you're interacting with us. Like the video said, make us your advocates. Our generation is huge on being advocates on whatever kind of cause and we kind of always – now it's like a competition, who can be the first to spread the information? So if your financial aid deadline changed and I get to tell all my friends before anyone else, that's kind of cool so everyone kind of wants to be the first one to do that so find those advocates and interact with them.

And don't forget about the different mediums you have. You have students, you have faculty, alums, you have parents. So definitely reach out and find all of those people and definitely use them to the best of your ability.

*Susan Thares:*

Okay, really should have called this next slide rather yeah, Security and Privacy, is just kind of I would say Some Concerns. And for those of you that were at session 50, they talked about personally identifiable information and I think the focus mostly was just as an institution. You know, you have collected all that personally identifiable information and so I would add to that for all of us that are on Facebook or Twitter or whatever or who have children or who work with students, I think it is also – it behooves us to also tell them to proceed with caution.

For example, you might get students who are out there who start posting personally identifiable information on your Facebook page or on your Twitter so you especially need to make sure that you are monitoring those sites so if those types of things happen, you can delete those off of your page or reach out to that student in some other form.

And for all of us, yeah there's a lot of information that's out there and really people want your information because it's all about money. It's about if they have your identity, that's another way to make money. And, for example, have you guys heard of – there's a site called Zabasearch? Z-A-B-Asearch.com. So if you ever want to find out how much information is out there, interesting. You can go out there, I can type in my name, it's going to tell you just about every address I've had in my life, where I've lived. It'll show you my current address, my current phone number and it'll even show you a map of where I live. Okay? So now you've got that little piece of information about me, wow, now I'm thinking all right, so then all you have to do is go to someplace like ancestry.com and it'll be pretty darn easy for you to find out my mother's maiden name. So already you've got two pieces of information out there and so for all of us, we need to be smart when we do these things. And so, as I referenced before, there's a group from the military that we – these things are so intriguing and one of the speakers that we had a couple of months ago was the gentleman from the Department of Defense and he is responsible for the top echelon for cyber security of the Defense Department.

So as he was talking, all I could think to myself was man, his poor daughter. She'll never be able to date. These guys could be going through all of these checks. But he brought some things up, even myself, I haven't really thought about before. For example, Giant is our chain of grocery stores that we shop at and CVS, every place that you go that has a card that you sign up – just think about how much information you've given them. And they say, "Oh no, no, we don't share that." Yeah, right. So why is it that when you go to a gas station, even when you want to pay with cash, they ask for your phone number? So there's a lot of information out there.

Now his words to people who were just starting out in this, he says, "Hey, any time you sign up for any of those types of things, put in an address like 555 Disney Lane." Make up an address that doesn't exist. Set up an e-mail address that doesn't have your personal name. Just e-mail address that you use for that type of thing, some way that it can't really be traced back to you. And he also advised to go as far – now this might be a little too far, but the

more I thought about all the things that he said - I was running to target to buy one of those pre-paid track phones because it's to get something like that and that's the phone number that you use for those kinds of things because I think that we really don't realize how much information we really give people. And I think naively so in a lot of ways, but there are – so many people have so much access to information about us and so as we are working with our kids and students and people and even ourselves, is to really think about that as we move forward. And then privacy settings and so you as institutions obviously you want all of your Facebook pages and stuff to be public, it's out there.

But for those of you who have kids and whatever, privacy settings are very, very important because you don't want everything about them to be known to the whole world and if they don't know – if you are not an informed consumer on what that means, how can you help them? And so you want to protect them. And really, we have to encourage students really to use caution because social media is public. Once it's out there, it's out there and it doesn't go away.

And so I think what a lot of kids nowadays, I'm referencing you as a kid Nicole, but you probably are way smarter, is they don't realize what these things might mean to them in the future, you know? I think I saw a survey where that 68 percent of students said that their friends had posted things to their profiles that later on could probably damage their careers or their chance of getting a job.

I know that at the Department of Education, they Office of General Counsel was ready to offer a job to somebody and then went out and did a search of their online presence and then withdrew the job offer based on the things that were out there, that that person had put out there. And so anything that you put out there is going to affect, am I going to get into that college? Am I going to get that job? Is there something embarrassing or damaging that's out there? And I think because it's so mainstream, we don't think about what that means later on. But once it's there, it's there. That record is there, it doesn't go away.

*Nicole Callahan:*

And kind of what I've adopted is don't put anything on there that you wouldn't want your grandmother to see and luckily that's kind of manifested itself, because I just went home for Thanksgiving and I was like, "Oh yeah, grandmother, I'm going to a conference next week in Orlando." She's like, "Oh, I knew that already." I was like, "How'd you know?" She's like, "Oh, I saw it on Auntie



Lynn's Facebook." So nothing's a secret anymore. My grandmother, whether I was friends with her or not, was able to see my Facebook page. She's like, "Oh yeah, I saw those pictures from when you were abroad too." I was like, "Oh, cool grandma."

No, but I always try and keep it in a way that's appropriate and know that anyone can see it and even if you're not their friend, there's still a way they can see your profile. So just make sure that you encourage that environment for your students. And I think finally students are starting to get the hang of it, but especially the younger ones and the younger generations, it's important to kind of keep them informed.

All right, so staying in the know. Social media is one of those things that is constantly, constantly changing. Something that was news yesterday has already been replaced today by something bigger and better with more bells and whistles. So these are all links – so this will be posted on IFAP after the conference so if you guys ever want to come back and reference these things, but these are some of the ones – these are just some of the many different sites that some of us use.

The one that I use the most if probably Mashable, but a lot of these have the same kind of information. I follow them on Twitter and on Facebook, so that way I can kind of get it in my feed every day so I don't always have to go to the website. Sometimes I do, but Mashable is a great social media and just tech resource, but even for businesses, for schools, for education to kind of have the latest new things going on in the world wide web as does Social Media Today, Tech Crunch, The Next Web, Social Media Examiner, and there are plenty more if you go out and do a quick search for them.

*Susan Thares:*

I would also advise though, cause like I subscribe to some of these, it can get overwhelming because you then become obsessed with reading all this stuff and then like oh my God, I'm so far behind. I'm whatever, just give it a little bit of time, whatever, don't – because you just become like, oh my God, did I – and so there's a lot of good information out there, but it's –

*Nicole Callahan:*

Yeah, and I definitely recommend maybe picking one, like I use Mashable usually, especially in the beginning for those of you whose careers aren't in social media, just pick one. Maybe Mashable, follow it once in awhile, check the website. A lot of times they do great posts, *The Best Social Media News of the Week* and then you can just scroll through, see if there's anything interesting. So I wouldn't get too involved if you don't have to.

*Susan Thares:* My personal favorite is Mashable. To me that's got a lot of good information.

*Nicole Callahan:* And then also some resources. We use some of these **stuff** in our presentation, *The Fascinating Social Media Facts For 2010* and these just came out about two weeks ago because I promise you probably tomorrow there'll be new stats. But it's just a really cool interesting information on kind of how social media has evolved and transformed in the last few years. And then one article that I really loved *21 Creative Ways to Increase your Facebook Fan Base* and it's a little bit older, but when I read it, even someone who's been working in social media for a year or so now, some of these things I have never even thought about or dreamt about so they give you really good ideas on ways to kind of increase your following and there are many more resources you'll find like that if you follow some of these websites.

Okay, so up here is some of our contact information, but I guess we're just gonna get – just to give you guys some take aways, again social media is important in the way that it is a complete shift in communication. We mentioned time, and time again and it's about meeting students where they are and if you're not going there, then someone else is.

I guess secondly, make sure you plan before you start, listen, kind of create a content calendar before you kind of jump in and dive in because you never know what's going to be said and even someone who is on Facebook every day, I couldn't even imagine some of the things that were said about some of our products and services.

And definitely, when you're ready to go out there and create, make sure that you have backup plans and contingency plans on kind of how you're going to deal with problems as they arise and make sure you're flexible.

If you have a contact calendar that's set in stone, maybe something comes up, make sure you have room to add things in. And again, just be interactive, add personality, Financial Aid sometimes can be a little bit dry and boring, but you guys can make it fun like I think Financial Aid's fun now so you can definitely – now I try to tell my friends, it's not that boring so if you guys have any ideas, definitely shoot them my way, but those are some important things to think about going forward and we hope that you guys will all connect with us in the social web and kind of let us know what

you're doing and give us any ideas you have. We're definitely open to hearing some of those so.

*Susan Thares:* Does anyone have any questions that Nicole could answer? Do you want to me –

*Nicole Callahan:* I'll walk down.

*Male 3:* Can you mention that website again where you [*Inaudible Comment*] know about you? What was that again?

*Susan Thares:* Oh, social mention?

*Nicole Callahan:* No. ZabaSearch.

*Susan Thares:* Oh.

*Male 3:* Spell that. Yes. Zaba.

*Nicole Callahan:* Is this on? Hello? ZabaSearch is Z-A-B-A-S-E-A-R-C-H.

*Susan Thares:* Okay, we got that part.

*Nicole Callahan:* Sorry, but also check out Intelius. It's I-N-T-E-L-I-U-S.com. That gives you like who are your relatives, it's kind of creepy. Luckily I'm not on there yet, but –

*Male 3:* [*Inaudible Comment*].

*Susan Thares:* But it really makes you think.

*Nicole Callahan:* They're free, they're free to an extent. They give you the basic information. If you want anything more, you have to pay.

*Susan Thares:* But Nicole, they have to have [*Inaudible Comment*].

*Nicole Callahan:* Yes.

*Female 2:* One of the things that I'm concerned about is that students do expect a very immediate response if we have a presence and I'm concerned that it's going to take over my office, especially during our busy times. That's when students are going to be asking the most questions on Facebook and that kind of thing and I don't know if those schools who are on it, how you manage to control it or whatever.

*Nicole Callahan:* Sure. Well, yes you're correct. Social media is very instant and at the moment and things like that, but I think that students have kind of gotten the hang of it and that they can't get immediate responses all the time. That being said, a lot of these things that students are asking are common questions. So one thing that our office, when we start maybe doing is kind of creating a social media black book with answers to common questions and common problems that arise so that you can just copy and paste, add a little bit of flair to it and post it on. So it really doesn't take that much time and the great thing about social media is that they notify you when people mention you or people ask a question, so you can just have someone every day who's responsible for just going on and posting answers to those questions. And if they don't have the answer, finding someone who does. So I mean it is a little bit of a time commitment, but I think it's worth it in the long run.

*Susan Thares:* Anybody else?

*Male 4:* I'll talk right now.

*Susan Thares:* Nicole, you're being – you're on [*Inaudible Comment*].

*Male 4:* Nicole, if I needed to contact you because you didn't sign your income tax return, how would you want me to contact you?

*Nicole Callahan:* Sure. Well, this is the thing is a lot of people say e-mail is dying in a way and people my generation – I think that at this point today, I still love my e-mail. I have a Blackberry. Almost all my friends have an iPhone, a Blackberry, and we do get e-mails so I'm not saying – okay, this is the other important thing is social media is not going to solve every problem. Although I wish it would, at this point, it's not going to solve every problem, especially for people like you guys who are dealing with sensitive information, very specific. So again, there are certain things that social media isn't really going to fix in my opinion and maybe that's one of them. So maybe you have to stick to more traditional in that sense and send someone an e-mail and at this point, I don't know of anything that would make it easier but –

*Susan Thares:* So you're saying you would want to be contacted via e-mail.

*Nicole Callahan:* Yeah, there's still some aspect of one on one that we need, just with private and personal information.

*Female 3:* To answer your question, the gentleman, we just had a student focus group of 50 students and we asked that same question and

their response was e-mail, but in the subject line say Action Required, Financial Aid and we will open it because they get so many e-mail they skim and they blow everybody else off, but they did say if it says financial aid in the Subject Line, we will open it.

*Nicole Callahan:* Absolutely. She's absolutely right. I just had my gmail account opened and I still have 500 unread e-mails because whatever I don't read on my Blackberry just sits there. So if it's something that I know is going to be applicable to me and not just kind of a mass e-mail then I'll know to open it and respond.

*Male 5:* I work in a medical school and our students are in their early to mid 20s and I asked around, "Hey, how many of you are using Twitter and such – Twitter particularly?" And practically none of them are, but I got the indication **from you** that wave is coming to graduate level schools you believe?

*Nicole Callahan:* Sure, actually right now, which is interesting, I think that most Twitter users are late 20s, early 30s and it's kind of trickling down to college students and then to high school students, so that's interesting. And I think that Twitter is one of those things that hasn't take over all areas. Some areas are really big on Twitter, like in D.C., it's huge. In San Francisco, it's huge, but in some other areas, maybe it's not that popular right now. And that's another thing that's important, like I said before, make sure that you're looking at from your organization standpoint because what's good for my school may not be good for yours. And maybe Twitter isn't something that should be a priority right now, maybe wait till more down the line. Yes, Facebook is huge.

*Susan Thares:* No, like you said, for example, my sister is a high school guidance counselor so I asked her, I said – in South Dakota and I said, "Ask your students if they're using foursquare." Her response was, "Well, I'd be embarrassed by asking this question?" I said, "No, no, no, you'll be fine if you'll ask it," but very few students were there, but yet they're heavy Facebook users so I think, again, you have to kind of know your audience so to speak. But I think it's constantly changing so I think we have time for maybe one more question. Right Pandora? If there are any? Thank you so – oh, did you have a question? Was there a question or you're just saying one minute Pandora? All right then, hey, with no more questions, thank you very much and if you have other stuff –

*Nicole Callahan:* Thank you.

*[End of Audio]*