

SUNY FACULTY SENATE (UFS) SOCIAL MEDIA PRIMER

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SUNYUFS
SUNY University Faculty Senate

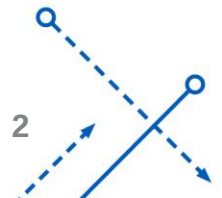
UB **University at Buffalo** The State University of New York

What is Online Social Networking?

- Use of social media for communication and education
- Web-based applications that allow for exchange of information and ideas
- Powerful/efficient/inexpensive tool for communication and education
- And it has immense power (for good and bad)!



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Why Online Social Networking?

- Information acquisition and exchange
- Creation of web content
- Creation/maintenance of professional relationships
- Reach out to “all” SUNY System-wide #Faculty
- Following the social media leadership of @SUNY, our local campuses @SUNY_SA
- Make the UFS Communications State-of-the-art!



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Re-Tweet!



Like!

Why should I follow the Faculty Senate on social media?



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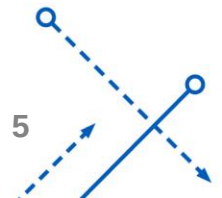
1. You will receive timely and relevant information about upcoming meetings and events



Re-Tweet!



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2. You can read stories featuring SUNY and UFS faculty, research, and projects, as well as news about the SUNY system and articles from the SUNY UFS Bulletin. Successful social media campaigns start with a top down endorsement and role-modeling

Examples of SUNY-wide twitter accounts you could receive news from:

@SUNY

@SUNY_SA

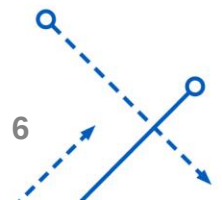
@NancyZimpher

All SUNY Campuses, i.e., @UBuffalo, @SUNY_Purchase,
@SUNYBuffaloState, @SUNYEmpire, ect



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@SUNYUFS



Our Home Page

1. Handle
2. Logo
3. Bio
4. Tweets
5. Followers
6. Following



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The screenshot shows the Twitter profile of the SUNY Faculty Senate (@SUNYUFS). The header includes a back arrow, the handle @SUNYUFS, and navigation icons for profile, tweets, mentions, likes, and a menu. The profile section displays the SUNY Faculty Senate logo, the name 'SUNY Faculty Senate', the handle '@SUNYUFS', and a 'Follow | Unfollow' button. Below this is a row of icons for replying, retweeting, mentioning, deleting, and a three-dot menu. The bio states: 'The University Faculty Senate is a governance for SUNY's state-operated campuses. It serves as a deliberative body on educational policies for the SUNY System.' The location is listed as 'Albany, NY'. At the bottom, there are three statistics: '21 Tweets', '38 Followers', and '57 Following', each with a right-pointing arrow. A dashed blue line with an arrow points from the red arrow in the previous block to the profile picture.

< @SUNYUFS

 **SUNY Faculty Senate**
@SUNYUFS [Follow | Unfollow](#)

The University Faculty Senate is a governance for SUNY's state-operated campuses. It serves as a deliberative body on educational policies for the SUNY System.

Albany, NY

21 Tweets >

38 Followers >

57 Following >

@SUNYUFS



The prototypic “ideal” tweet!

1. The correct handle (to target audience)
2. A message (limited to 140 character)
3. The correct #hashtags (the filter)
4. A picture (key to capturing the audience!)
5. A URL (to point to a detailed message)



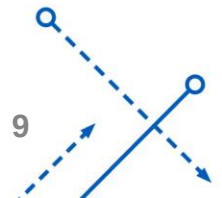
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@SUNYUFS Social Media “Suggested” Do’s and Don’ts

- Understand and use privacy and networking safeguards/settings
- recognize privacy settings are not absolute
- Carefully consider what of your personal information to disclose
 - Assume posts, tweets etc. are public
 - Assume posts, tweets etc. continue to exist . . . forever
 - Consider separate personal and professional profiles/pages
- Exercise good judgment
- Proceed, . . . but with caution!



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@SUNY

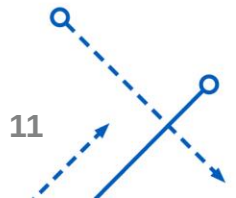


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@UBuffalo



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@UBSpectrum



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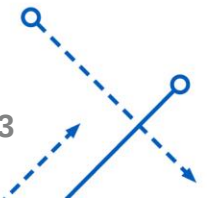
3. You will have the opportunity to:
- provide feedback
 - voice your opinion
 - support our posts!



Re-Tweet!



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To engage with us on Twitter.

1. Log onto www.twitter.com or download the Twitter app on your phone
2. Click “Sign up” to create an account or “Log in” if you already have an account
3. Once you have an account, search @SUNYUFS and click “Follow”
4. If you have problems email (glicklab@buffalo.edu, call or text me (716 812-6629) and we will get you started.

Now you can retweet and mention us (@SUNYUFS) in your posts!



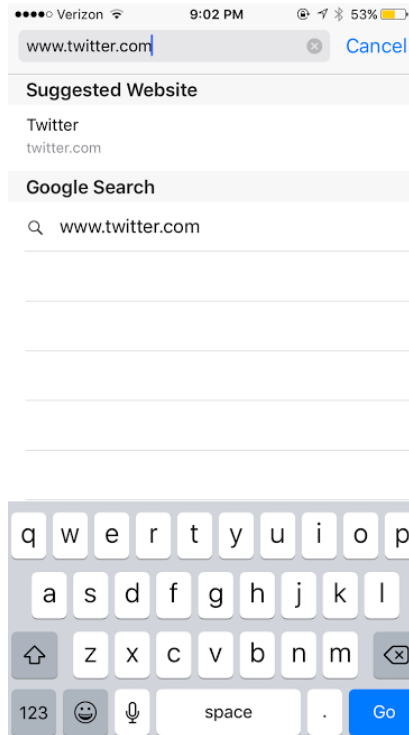
@SUNYUFS
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Re-Tweet!

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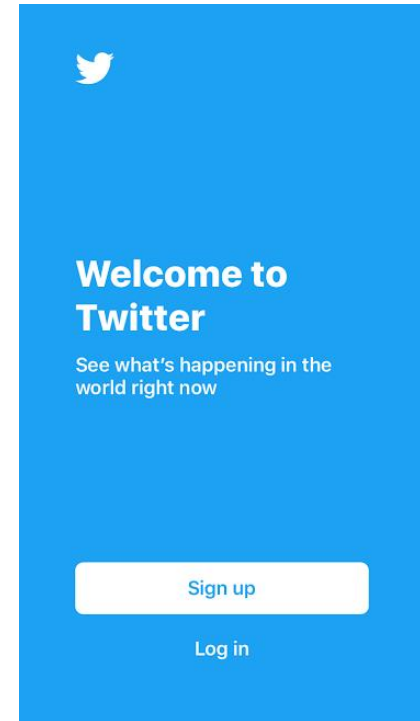
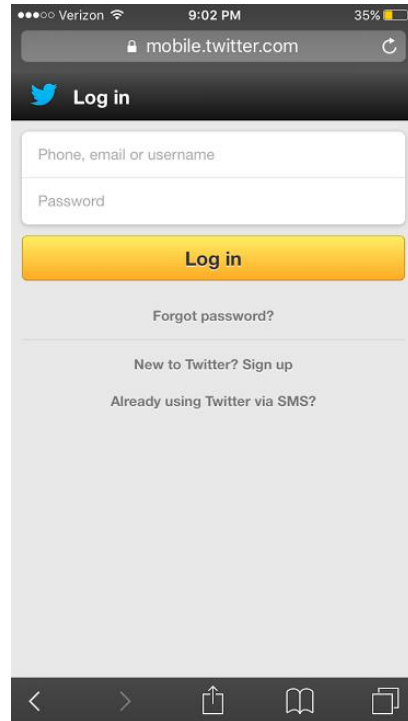
1. Log onto www.twitter.com or download the Twitter app on your phone



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To engage with us
on Twitter:

2. Click “Sign up”
to create an
account or “Log in”
if you already have
an account



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To engage with us on
Twitter:

3. Once you have an
account, search
@SUNYUFS and click
“Follow”

Now you can retweet and
mention us in your posts!



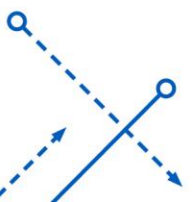
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#Hashtags

- Word/phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic
- Key way that we search for content on social media
- Using the right hashtag helps us filter through millions of posts
- Helps to group conversations together so it is easier to find things that are relevant to us
- To read about #HashTags into more depth:
<https://en.wikipedia.org/wiki/Hashtag> and
<https://support.twitter.com/articles/49309#>
<https://www.lifewire.com/what-is-a-hashtag-on-twitter-3486592>
- Always check (google it) a #HashTags you're not familiar with, so you don't attract unwanted friends!

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What are some important #UFS hashtags?

Hashtag	Description
#Your Issue ...	Make up your own #hashonomy
#SharedGovernance	Use to group Shared Governance events involving the SUNY UFS Faculty Senate and Professional Staff Senate
#TTHM	"The Take Home Message" "Pearls" of wisdom from speakers. Four things that you can remember a month from now.
# you can make it up!	Any other key words in your tweets!



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#SharedGovernance examples from recent #OldWestburyPlenary!



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Karen Gelles @karengelles
@SUNYUFS Chancellor Zimpher fielding
questions. #sharegovernance
#sharedgovernance



1/20/17 3:21 PM



Pam Wolfskill @pwolfskill
@CarliePhipps @SUNYUFS Instead of
admiring the problem, make some
recommendations about the solutions!
#oldwestburyplenary #sharedgovernance

1/20/17 3:17 PM 💬 with @CarliePhipps



Carlie Phipps @CarliePhipps
Chancellor Zimpher addressing the
@SUNYUFS . #sharedgovernance

#TTHM

Verizon 9:18 PM 63%

< #TTHM

Top Tweets All Tweets

UB Faculty Senate Retweeted

 **Philip Glick MD MBA** @glicklab · 8/22/16
 @UBFacultySenate is your representation in #SharedGovernance #TTHM

 **Radio Free** @radiofreeorg · 4/28/16
 The Real Heroes of the Flint Water Crisis... bit.ly/24lzwsQ #City #Public #TTHM

 **UB Faculty Senate** @UBFacult... · 8/22/16
 @UBNow @UBFacultySenate: @UBFacultySenate Career Development starts w #mentoring, #experiences and #sponsors #TTHM

Telephone Town Hall, TTHM, 이혜미 and more

Home Notifications Moments Messages Me



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Coming Soon:
We are creating a
UB Faculty Senate Facebook page!



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@SUNYUFS Twitter Goals (short-term) by the 176th UFS Spring Plenary (#UFSCantonPlenary)

1. Tweets: Send at least 100 tweets to our followers
2. Followers: Attract at least 90% of #UFS Senators and CGL Leaders to @SUNYUFS
3. Following: Follow all SUNY State-operated campus and other significant SUNY social media accounts
4. Develop a list of important twitter handles and hashtags for #UFS Senators and #CGL Leaders
5. And most importantly, encourage our #SUNYUFS president “Ice Pete” to send his first or many tweets!



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@Glicklab's #TTHM (4) of this presentation

- #1. Social networking is a #powerful tool for #effective communication and education that helps you to maintain professional relationships. #TTHM |



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#TTHM (2/4) of this presentation

- #2. Following @SUNYUFS will give you access to all #UFS news and others matters of important and allow you to #retweet! #TTHM



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#TTHM (3/4) of this presentation

#3. Don't forget to always include @SUNYUFS and #SharedGovernance in your tweets. Including your home institution and local CGL or senate will also scale your message #TTHM



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#TTHM (4/4) of this presentation

- #4. Try sharing some #TTHM from the
#OldWestburyPlenary today and
after you leave #sharegovernance
#sanctuarycampus #SUNYBudget
#Provost #Chancellor #Bylaws



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Thank you!

Questions?

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