

Social in prevention efforts Media

Lyndsey
Hawkins

Bradley
University

why me?

- BA in Communications – PR
- MA in Human Service Admin.
- CADP



**I AM
NOT AN
EXPERT!**

why we are here today:

- **Define** social media and understand its *importance*
- Learn how to **use** social media
- **Discuss** other *issues and concerns* about using social media

What is social media?

- **Social:** seeking or enjoying the *interaction with others*
- **Media:** the means of **communication**, as *radio and television, newspapers, and magazines*, that reach or influence people **widely**

What is social media?

- Forms of electronic communication through which users **create online communities** to *share information, ideas, personal messages, and other content?*

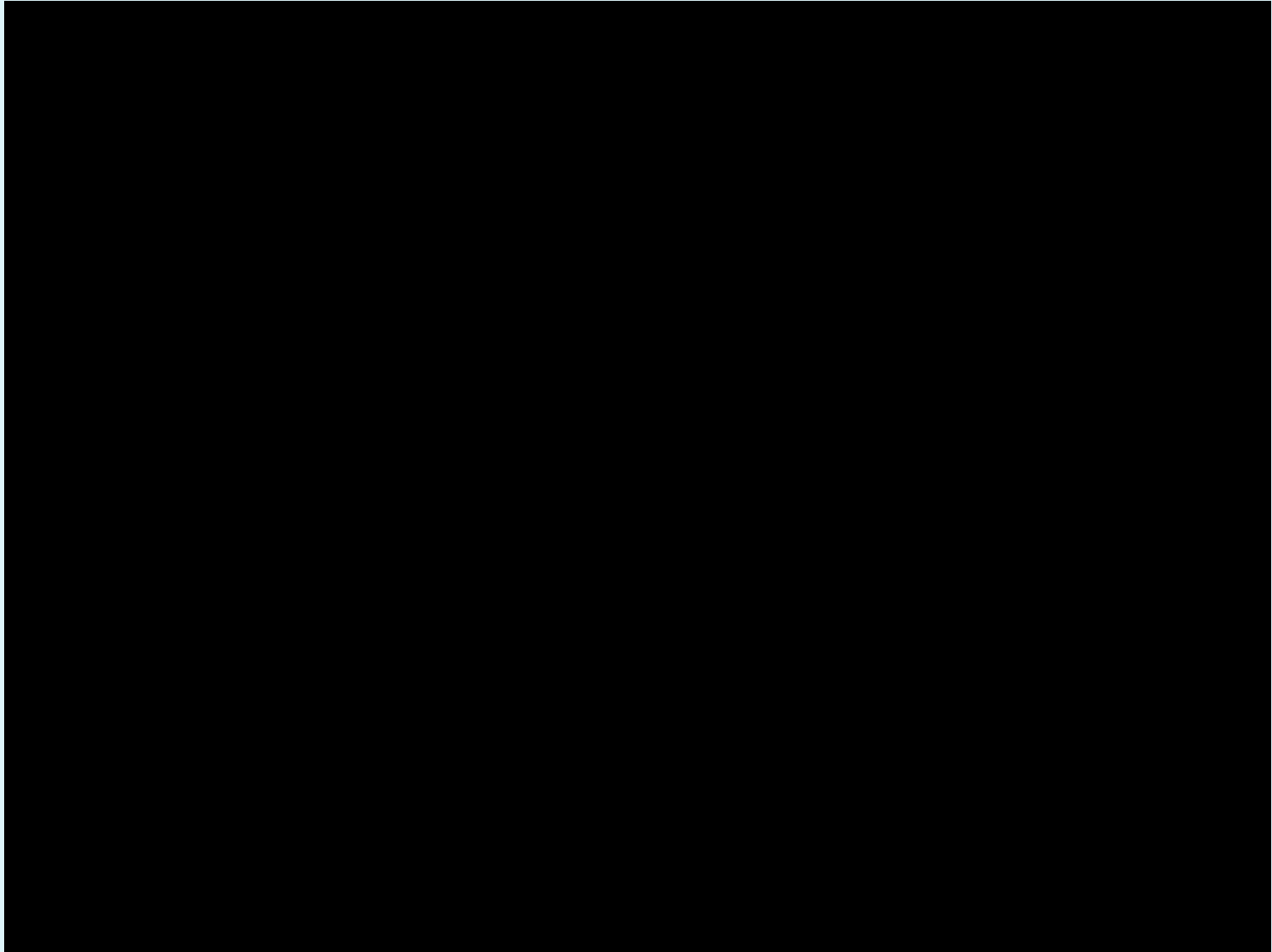
[dictionary.com]

**Facebook
Twitter
Linked In
Foursquare
YouTube
Blogs**

Social Media

Time's Person of the Year in 2006 was:

1. Arianna Huffington
2. Me
3. George W. Bush
4. Hillary Clinton
- 5. You**
6. Bill Gates



http://www.youtube.com/watch?v=NB_P-_NUdLw

Three key purposes:

- To listen/learn
- To engage in dialogue
- To communicate/promote

Facebook



Friend
me!

Time's Person *of the Year* in 2010 was:

1. Julian Assange
2. Steve Jobs
3. Tea Party
4. **Mark Zuckerberg**
5. Lady Gaga
6. Barack Obama

- Created by Mark Zuckerberg in 2004



Facebook

What did Mark Zuckerberg study at Harvard?

- 1. Computer Science**
- 2. Psychology**
3. Law
4. Marketing

- Mission: “**Giving people the power to share and make the world more open and transparent.**”
- Facebook headquarters:
 - No offices, cubicles
 - Handful of conference rooms



Facebook

- Internet
 - 80s & 90s – place to **hide**
 - 00s to present – a place to **connect** with your trusted network, where you identify yourself
- Changed the *social norms*:
 - Remember the first caller ID?
 - Early days of photography, too
- Have we entered the “**Facebook Age**”?

Facebook

Do you have a Facebook account?

1. **Yes**, I have my own account.
2. **No**, but someone in my family does so I am familiar with it.
3. **What's Facebook?**

What do you use Facebook for?

1. **Connecting** with my friends/family
2. Posting **pictures**
3. **Stalking** people
4. **Marketing**
5. Other

Facebook

- www.facebook.com
- Enter name, *e-mail*, gender, and *birthday*
- Share information about **yourself**:
 - Personal
 - Education
 - Recreational
 - Professional
 - Photos
 - Videos
 - Games
 - News



Do you use Facebook for work?

1. Yes
2. No

Facebook

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Select Sex:

Birthday:

Month:

Day:

Year:

[Why do I need to provide my birthday?](#)

Sign Up

[Create a Page for a celebrity, band or business.](#)

- Create a **page** for your *department, student organization, cause*
- To show support, they will “become a fan” or “**like**”



Local Business or Place



Company, Organization, or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community



Wall

- Info
- Friend Activity
- Photos
- Discussions
- Reviews
- Events
- Notes

About

The mission of IHEC is to reduce negative health & safety consequences to...

[More](#)

100 people like this

Illinois Higher Education Center for AODV Prevention

Education · Charleston, Illinois



Wall

Illinois Higher Education... · **Most Recent** ▾

Share: Post Photo Link Video

Write something...



Illinois Higher Education Center for AODV Prevention

We reached 100 "likes" today! Thanks! We like you too! Thank you for all of your support!

15 hours ago · [Unlike](#) · [Comment](#)

You like this.

Write a comment...



Illinois Higher Education Center for AODV Prevention

http://www.cadca.org/policyadvocacy/prevention_works/policy-change-toolbox

Policy Change Toolbox | CADCA

www.cadca.org

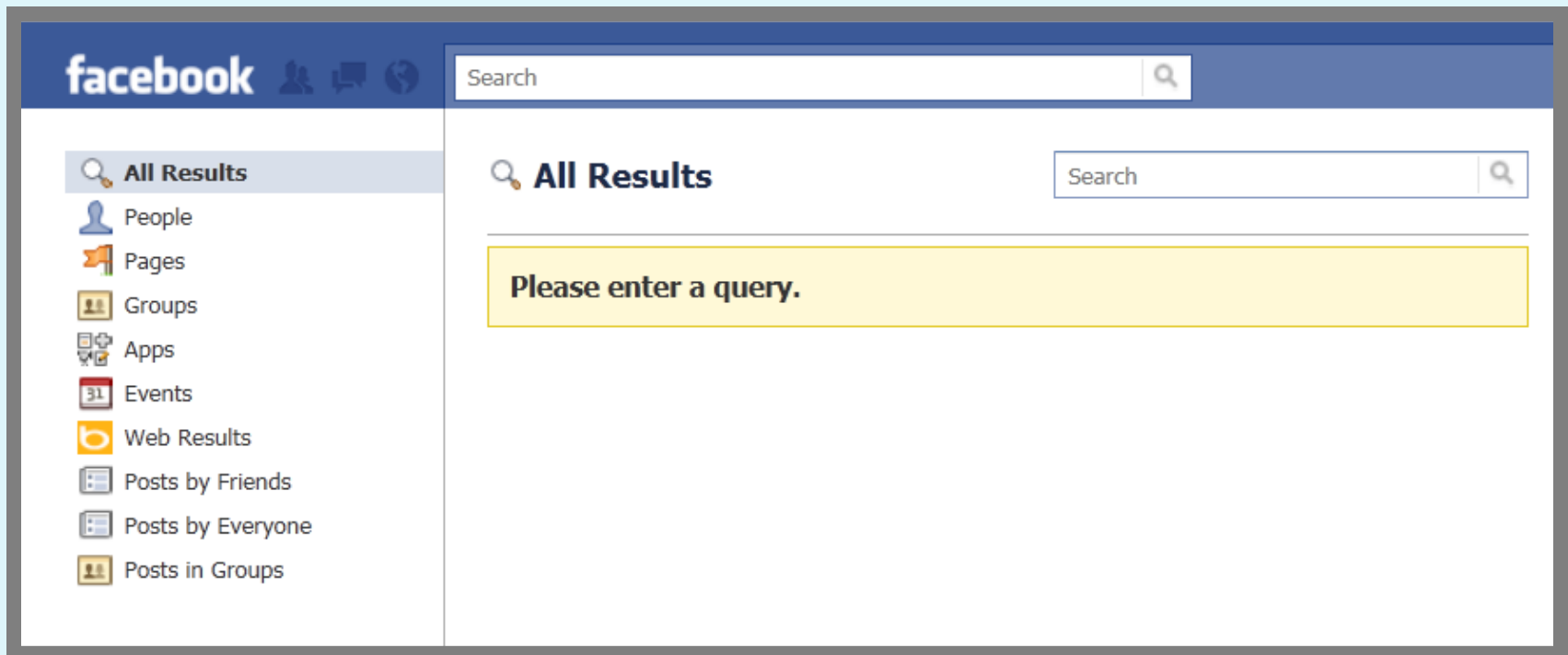
CADCA's Policy Change Toolbox was developed to provide coalitions with a catalog of environmental policy changes implemented at the local level by community anti-drug coalitions from all over the United States. It supplies the

Facebook - Listen

- What “**groups**” are you students involved in?
- What did your students put as a “**status**”?
- What videos/news are they **sharing**?
- What are they doing in their pictures?
- What are the popular games?

Facebook - Listen

- Search bar – hit enter
- List on the left:





All Results

People

Pages

Groups

Apps

Events

Web Results

Posts by Friends

Posts by Everyone

Posts in Groups

Posts by Friends

alcohol

**Amanda Fetzer** ▸ **Jeff Witkus**

But I literally did have to skin a cat during anatomy in nursing school...

**Alcohol Statistics**www.drug-rehabs.org

Statistics About Alcohol

Wednesday at 9:33pm

**Illinois Higher Education Center for AODV Prevention**<http://www.higheredcenter.org/high-risk/alcohol/consequences>**Consequences of High-Risk Drinking | Higher Education Center for Alcohol and Other Drug Abuse and Vi**www.higheredcenter.org

College student alcohol abuse can lead to severe and widespread negative consequences that can affect individual students (both heavy drinkers and those who refrain from alcohol use), entire campuses, and the communities in which campuses are situated. Many campus administrators acknowledge that stu

Wednesday at 9:37am · Like · Comment · Share



Eric S. Davidson and Illinois Higher Education Center for AODV Prevention like this.

Write a comment...



I Don't Have To Drink To Have A Good Time

 Request to Join

Info

Basic Info

Name:	I Don't Have To Drink To Have A Good Time
Category:	Common Interest - Food & Drink
Description:	Most high school and college students find it nessicary to get drunk/stoned every single night of the week. Students should realize there is more to life than drinking. Not only does it put you at risk in also puts the lives of others around you in harms way. Too many people are killed every year from drunk drivers. This is for those who find other forms of entertainment
Privacy Type:	Closed: Limited public content. Members can see all content.

[Report Group](#)

Facebook - Dialogue

- Status as a **questions**, eliciting responses
- **Polls**, answers can be added
- **Feedback** on videos, news, pictures, links
- Discussion boards


Facebook

■ Polls

facebook

Admin preview. This is your poll like participants see it. Give it a try, your answers will n

[Edit description](#) [Edit questions](#) [Share poll](#)

 **Never Shave Again**
American Laser Centers are giving away \$3,000 in FREE laser hair removal treatments. Enter today!

Upgrade to a Premium poll to get rid of this ad.

Smoke-Free Campus: Bradley University [Like](#)

Do you support a smoke-free campus at Bradley University?

Yes

No

[Submit](#)

Powered by Facebook Poll

News Feed [Top News](#) · [Most Recent](#)

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Learn from your friends and others: [?]

How awesome is the BACCHUS Area 4 conference?

Poll Options

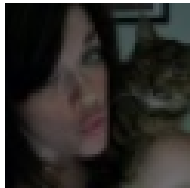
+ Very awesome

+ Add an option...

+ Add an option...

Allow anyone to add options [Ask Question](#)

Facebook



Lyndsey Hawkins via **Lisa Currie**

"Like" this if it applies to you :)



YES-- BUT NO.

yes-butno.tumblr.com

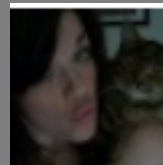


May 5 at 11:55am · Like · Comment · Share



Corinne Pedersen and Allison Kate Bonicontrol like this.

Write a comment...



Lyndsey Hawkins via **Tips for avoiding a drinking ticket - Bradley University**



Another Child Served Alcohol: Four-Year-Old Brooklynn Morris Got Mudslide At Chili's, Mom Says
www.huffingtonpost.com

The mother of a four-year-old girl claims that a South Side Chicago Chili's served her daughter an alcoholic drink by accident, at least the third such incident in recent weeks. Tyree Davis took her daughter Brooklynn Morris to the Chili's on the 1700 block of West 119th Street, where she ordered th

 April 28 at 1:33pm · Like · Comment · Share



Lalanía Godwin I have a problem with this sudden outbreak of little kids being served alcohol...how is there confusion between what orange juice and sangria look like? or Margarita & apple juice? Come on now when you look at that you can tell the difference between red and orange or yellow and tan. I'm just saying. The chocolate shake/mudslide...I could see where that accident might take place, but I'm still confused since everywhere we go Bella gets stuff in a "kiddie cup."

April 28 at 1:44pm · Like

Write a comment...



- Wall
- Info
- Friend Activity
- Photos
- Discussions**
- Reviews
- Events
- Notes

Illinois Higher Education Center for AODV Prevention ▸ Discussions

Education · Charleston, Illinois

Displaying all 7 topics.

[+ Start New Topic](#)



Social Media

Latest post by Illinois Higher Education Center for AODV Prevention on Thursday



College Student Suicide (CSSP) Listserv.

Latest post by Illinois Higher Education Center for AODV Prevention about 2 weeks ago



Basic Training for Collegiate Alcohol Prevention Providers

Latest post by Illinois Higher Education Center for AODV Prevention about 2 months ago



The Five Year Party

Latest post by Illinois Higher Education Center for AODV Prevention about 2 months ago



Eyebal IShots

Latest post by Illinois Higher Education Center for AODV Prevention about 2 months ago

Facebook - Promote

- Statuses
- Pages
- Events
- Advertising
- Contests, etc.



Late Night BU

Our next event will be on Friday, March 25! Harry Potter, Star Wars, Twilight - you name it, we got it! Costumes are encouraged. Who are you coming as?

2,653 Impressions · 0% Feedback

February 28 at 1:42pm · [Like](#) · [Comment](#)

Facebook

■ Pages

Brought to you by the students of:
SONOR
advertising, marketing, & public relations

Wall

Info

Photos (2)

Discussions

FBML
Edit


About [Edit](#)

If you have ever walked on campus, you are a friend of SONOR! If you have e...
[More](#)

241
people like this

Friends of SONOR (Bradley University Chapter)

Company [Edit Info](#)



Basic Information

Founded This Social NORms group was founded in 2003

About If you have ever walked on campus, you are a friend of SONOR! If you have ever gone to an athletic event, you are a friend of SONOR! If you can't remember where you have seen SONOR, check out our photos!

Company Overview Markin Center, Wellness Office Basement Room 50.

Mission SONOR is a group of talented students that create marketing/advertising campaigns that promote positive social norms about alcohol and tobacco use on Bradley's campus. Our organization consists of Public Relations, Advertising, Marketing, Multimedia, and Graphic Design majors.

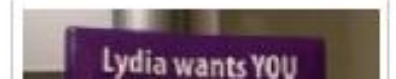
Products Where have you seen SONOR?
Welcome Gifts, Foam fingers, Pom Poms, Cab Cards, 15ft tape, Mugs, and more!

Where have YOU seen SONOR?!?

By Friends of SONOR (Bradley University Chapter) · View Photos

Tag Photos

Add More Photos



Facebook

■ Advertising

3. Campaigns, Pricing and Scheduling

Account Currency
US Dollars (USD) ▼

Account Time Zone
Country/Territory: United States ▼
Time Zone: (GMT-08:00) Pacific Time ▼

Campaign & Budget

Campaign Name: My Ads

Budget (USD): 50.00 Per day ▼ [?]
What is the most you want to spend per day? (min 1.00 USD)

Schedule

Campaign Schedule: Today at 12:00 pm Pacific Time
4/30/2011 at 12:00 pm Pacific Time


Run my campaign continuously starting today


Pricing


Based on your targeting options, Facebook suggests a bid of **\$1.31** per click. You may pay up to this much per click, but you will likely pay less.
Note: Tax is not included in the bids, budgets and other amounts shown.
[Set a Different Bid \(Advanced Mode\)](#)

Events [See All](#)

What are you planning?

 1 event invitation

 **Rape Defense Class** Today 7:00pm ✕
Mr. Feeny's 84th Birthday ✕
Happening Now

 Tara Metzinger's birthday. [See All](#)

Sponsored [Create an Ad](#)

Facebook - Insider Info

■ Events

facebook 

Search

Late Night BU ▶ Magical Mystical Mayhem



[Change Event Photo](#)

When? 3/25/2011 10:00 pm

End time: 3/26/2011 2:00 am

What are you planning?

Where?
Add street address

More Info?

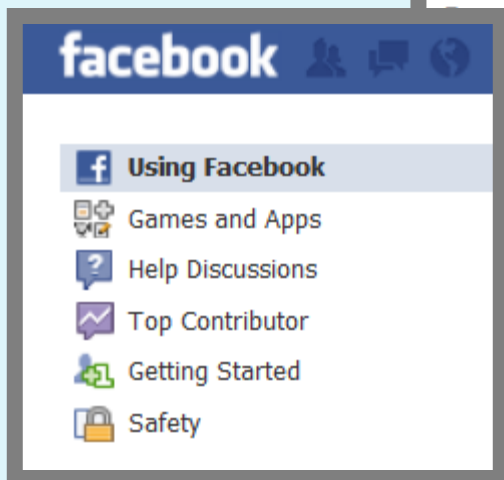
Who's invited?

Show the guest list on the event page

Non-admins can write on the wall

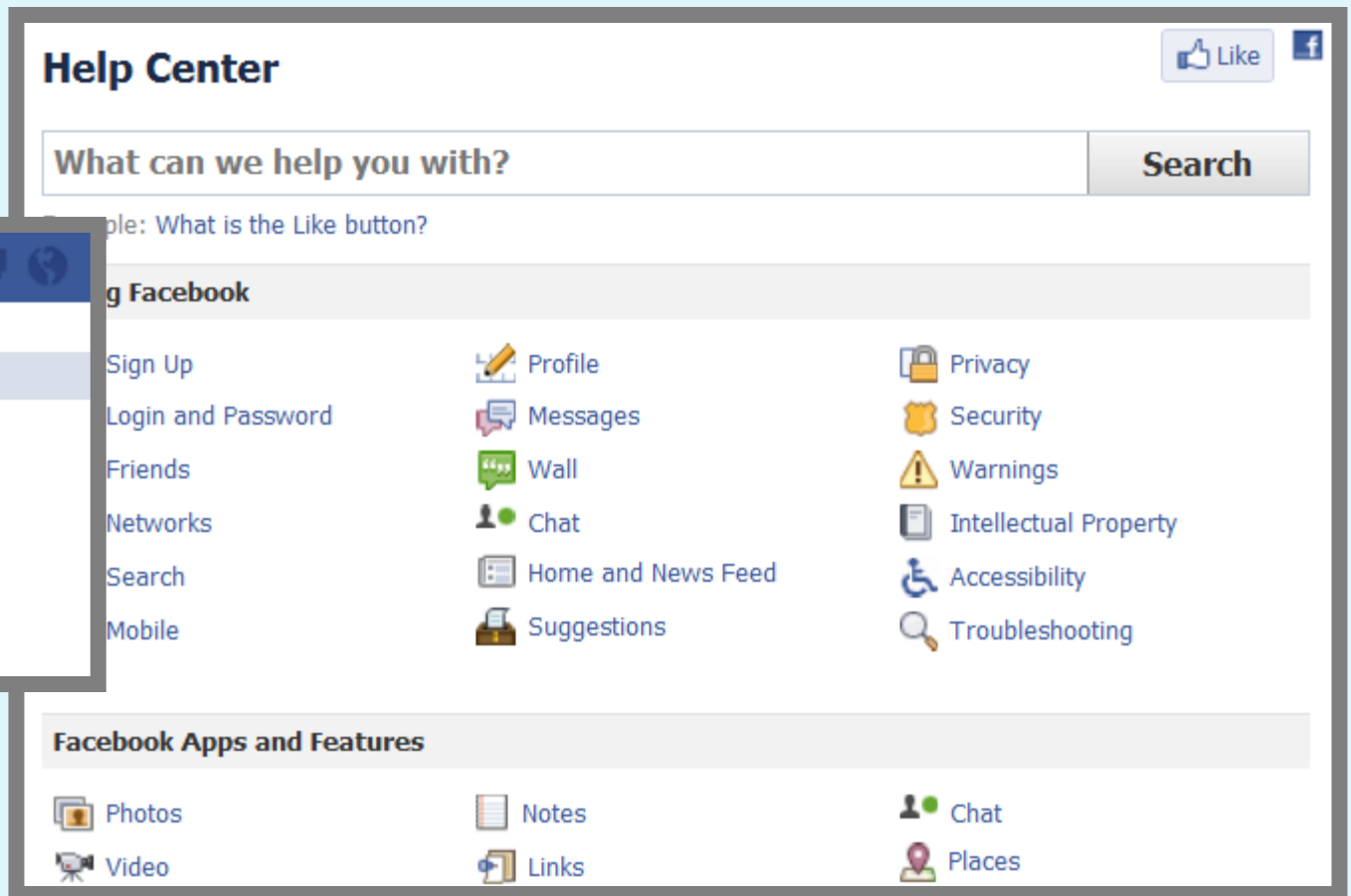
Facebook - Insider Info

■ Helptool



A screenshot of the Facebook navigation menu. The top bar is blue with the Facebook logo and icons for home, messages, and notifications. Below the bar, a white menu lists several categories with icons: 'Using Facebook' (selected), 'Games and Apps', 'Help Discussions', 'Top Contributor', 'Getting Started', and 'Safety'.

- facebook
- Using Facebook
- Games and Apps
- Help Discussions
- Top Contributor
- Getting Started
- Safety



A screenshot of the Facebook Help Center interface. At the top, it says 'Help Center' with a 'Like' button and a Facebook icon. Below is a search bar with the text 'What can we help you with?' and a 'Search' button. A sample question is shown: 'Sample: What is the Like button?'. The main content area is titled 'Using Facebook' and contains a grid of help topics with icons: Sign Up, Login and Password, Friends, Networks, Search, Mobile, Profile, Messages, Wall, Chat, Home and News Feed, Suggestions, Privacy, Security, Warnings, Intellectual Property, Accessibility, and Troubleshooting. At the bottom, there is a section titled 'Facebook Apps and Features' with icons for Photos, Video, Notes, Links, Chat, and Places.

Help Center Like

What can we help you with? Search

Sample: What is the Like button?

Using Facebook

- Sign Up
- Login and Password
- Friends
- Networks
- Search
- Mobile
- Profile
- Messages
- Wall
- Chat
- Home and News Feed
- Suggestions
- Privacy
- Security
- Warnings
- Intellectual Property
- Accessibility
- Troubleshooting

Facebook Apps and Features

- Photos
- Video
- Notes
- Links
- Chat
- Places

facebook



Search



Wall

Info

Photos (54)

Resources

Stories

Press

Video

Facebook Live

More

About

Giving people the power to share and make the world more open and connected...

More

36.882.109

Facebook



Product/Service



Wall



Facebook

Story of the Week: Facing a deadline, Smithsonian scientists post thousands of photos to their friends to get help cataloging a collection of South American fish--just in the nick of time.



Facebook friends help scientists quickly identify nearly 5,000 fish specimens collected in Guyana
smithsonianscience.org

By quickly tapping the collective expertise of their social network to help with the preliminary identification process, the expedition members were able to sort, pack and export the specimens to Washington, D.C. in a timely manner.

21 hours ago · Like · Comment · Share

8,218 people like this.

View all 1,514 comments

Write a comment...



Facebook

MTV stopped by our offices recently to go behind the scenes and meet people

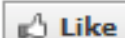


- Wall
- Info
- Photos (64)
- Resources
- Stories
- Press
- Video
- Facebook Live
- Notes
- Poll
- Thanks
- Lunar New Year
- Links

Discussions

Less

Facebook ▸ Discussions



Product/Service

Displaying 20 out of 5000 topics.



Log in Help

Latest post by Józsa Borbála 8 minutes ago



facebook questions

Latest post by Nicole Foley 17 minutes ago



problem messages

Latest post by Sabrina Turkia 19 minutes ago



CONTEST!!

Latest post by Mark Droga 27 minutes ago



fan-page gone

Latest post by Magnus Wolf Sandberg 27 minutes ago



Discussion Instantannée

Latest post by Adrien Brenin 37 minutes ago



Problems uploading photos

Latest post by June Occhipinti Helling 39 minutes ago



How to unblock somebody?

Latest post by Muhammad Dawood Usmani 41 minutes ago

Are you friends with your students on Facebook?

1. Yes, recommend it
2. Depends on the student
3. I haven't decided what to do about this yet
4. No, bad idea

Questions?

How can you use Facebook more?

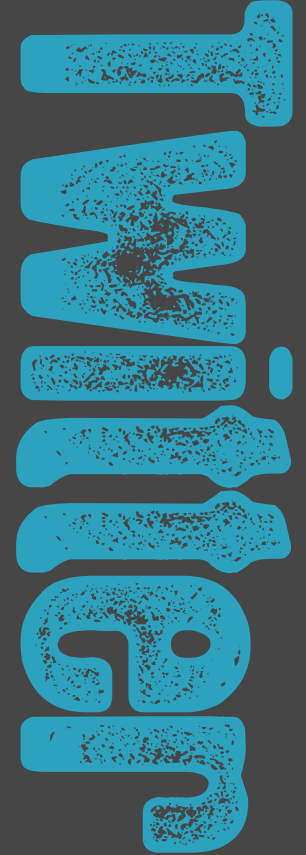
Facebook

Twitter

@LyndseyJay: @IHEC_AODV you're awesome! #winning



- Created by Jack Dorsey in 2006
- Made popular by Ashton Kutcher
- “Twitter is a **real-time information network** that connects you to the *latest information about what **you** find interesting*. Simply find the public streams you find most compelling and follow the conversations.”

The Twitter logo is displayed vertically on the right side of the slide. It consists of the word "Twitter" in a light blue, sans-serif font with a grainy, textured appearance. The text is oriented vertically, reading from bottom to top.

Do you have a Twitter account?

1. Yes, I use it **often**
2. Yes, but I'm not very active with it
3. I'm *anti-Twitter*
4. **What's Twitter?**

Twitter

- www.twitter.com
- Share any info you want, news

New to Twitter? Join today!



Lyndsey Hawkins

@LyndseyJay Peoria, IL

Married to @H4wkins, living in Peoria, IL, and trying to make the most out of this crazy life! :)

<http://www.hanson.net>



About @LyndseyJay

67

Tweets

131

Following

20

Followers

0

Listed

Similar to you

Twitter Terminology

- **Username:** you pick a username and it is depicted on Twitter as @username; for example, I'm @LyndseyJay



IHEC_AODV IHEC

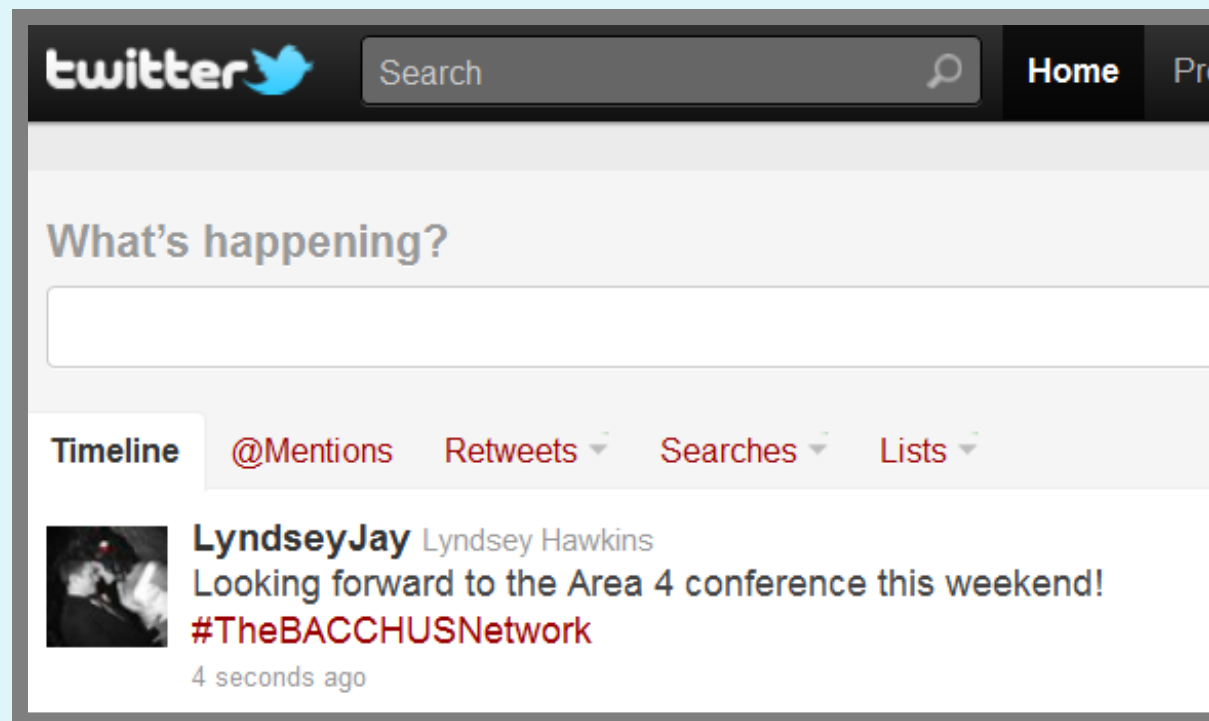
Get news and updates from the Illinois Higher Education center for alcohol, other drug, and violence prevention! You can also find us on Facebook.

✓ Following



Twitter Terminology

- **Tweet:** a post on a users profile, similar to a status update on Facebook; up to 140 characters



Twitter Terminology

- **RT**: “retweet”; when someone refers to your tweet in their tweet



kirstiealley Kirstie Alley

Not to worry... I have a driver... I NEVER drink and drive even with one drink.... Goodnite... Xxxoxo

12 hours ago



MaksimC Maksim Chmerkovskiy

Good girl! Nite M... RT @kirstiealley: Not to worry... I have a driver... I NEVER drink and drive even with one drink.... Goodnite... Xxxoxo

11 hours ago

Twitter Terminology

- **Following:** when you give Twitter permission to put that person's/organization's information in your news feed



aplusk ashton kutcher 

I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me.

 Following



Twitter Terminology

- **Hashtags:** the # symbol, called a hashtag, is used to mark keywords or topics in a Tweet; created organically by Twitter users as a way to categorize messages



noGIOVEnoLOVE Killa Ki. 

I just realized I don't have to wake up and go to school anymore.

#winning!

13 minutes ago



Mr_HeNotMe Martel Star

Out at the drive-in wit my son & his father watchin Xmen & Pirates Of the Carriibbean...**#Winning!**

13 minutes ago

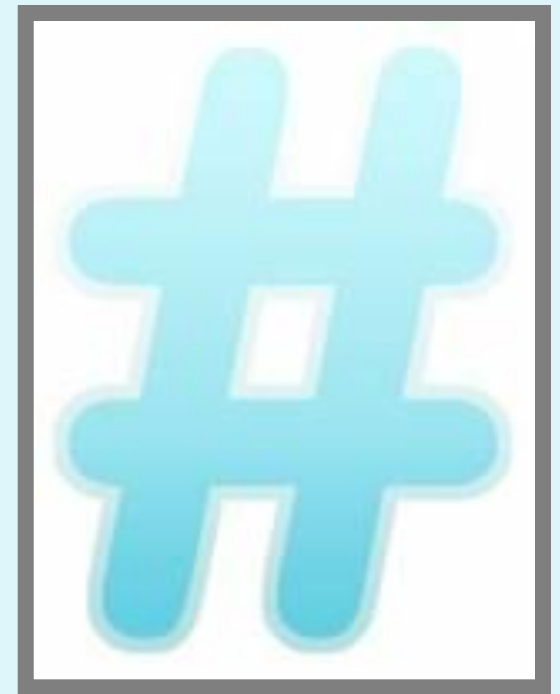
Now do you understand?

@LyndseyJay: @IHEC_AODV you're awesome! #winning

1. Yes
2. No

Twitter - Listen

- Tweets
- Conversations
- **Search**
- **Trends**



Twitter Benefits

■ Search

Tweets Tweets with links Tweets near you People

 **GeorgeTakei** George Takei
Everything happens for a reason. Often it's alcohol.
#SecretsInTheSauce.
29 Mar
[Top Tweet](#)

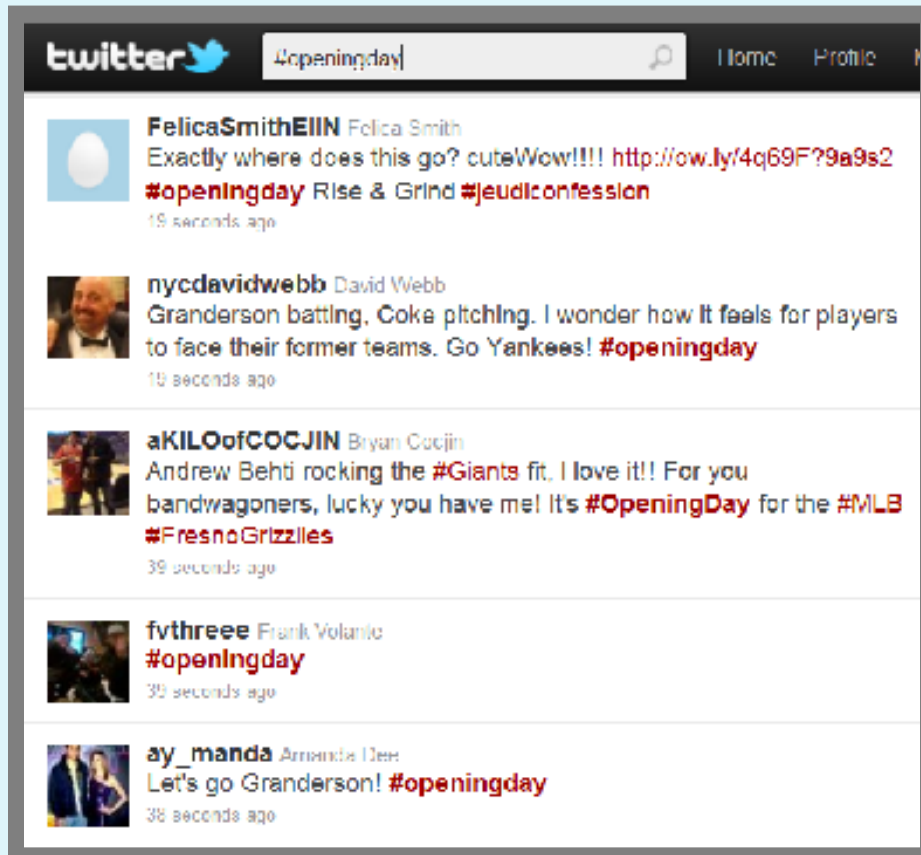
 **weedfact** Cannabis fact
After **alcohol**, marijuana is the most popular recreational or mood-altering drug used worldwide...
4 hours ago
[Top Tweet](#)

 **CharlieSheeny** Charlie Sheen
This morning I realized the best form of sleep is the kind that is induced by the overindulgence of **alcohol**.
28 Mar
[Top Tweet](#)

 **_staywithKATIE** KAITLINDaniels!
try to numb the pain, with **alcohol** and pills.
20 seconds ago

Twitter Benefits

■ Trends



The screenshot shows a Twitter search interface for the hashtag #openingday. The search bar at the top contains the text "#openingday". Below the search bar, five tweets are displayed, each with a profile picture, username, and text. The tweets are as follows:

- FelicaSmithEiIN** Felica Smith: Exactly where does this go? cuteWow!!!! <http://ow.ly/4q69F?9a9s2> #openingday Rise & Grind #jeudi:confession 19 seconds ago
- nycdavidwebb** David Webb: Grandson battling. Coke pitching. I wonder how it feels for players to face their former teams. Go Yankees! #openingday 19 seconds ago
- aKILOfCOCJIN** Bryan Cocjin: Andrew Behti rocking the #Giants fit. I love it!! For you bandwagoners, lucky you have me! It's #OpeningDay for the #MLB #FresnoGrizzlies 39 seconds ago
- fvthreee** Frank Volante: #openingday 39 seconds ago
- ay_manda** Amanda Lee: Let's go Grandson! #openingday 38 seconds ago

Trends

United States - change

#good4you

#followmewhiz

#openingday

Chad Pennington

Single Taken

GoDaddy CEO

Bronx Zoo Cobra

Rickie Weeks

FemmeFataleIsPerfect

Verlander

Twitter - Dialogue

- Tweets
- Conversations
- Chats



The_SA_Blog Student Affairs Blog

MOD: Q5: What are your plans for sharing your professional knowledge and expertise in the near future? [#sachat](#)

9 Jun



The_SA_Blog Student Affairs Blog

MOD: Q4: What's the last [#highered](#) or [#studentaffairs](#) book you read? [#sachat](#)

9 Jun



The_SA_Blog Student Affairs Blog

MOD: Q3: What resources do you use to stay current on legal or political issues that affect your work? [#sachat](#)

9 Jun

Twitter - Dialogue

How the #SACHAT works:

- Follow [@the sa blog](#) to get all the updates
- The chat happens weekly on **Thursday** with a moderated DAYTIME chat from **12-1pm CST**.
- Every *Wednesday*, the community will vote on a topic to discuss the next day
- To Join, add **#sachat** somewhere in your status update
- To Follow in real time, **search** Twitter for **#sachat**

Twitter - Promote

- <http://business.twitter.com/>
 - Best Practices: *share, ask for feedback, respond, reward, establish a proper voice*
- **Advertising**

Start Advertising

Start your journey with the most engaging innovative ads on the web.



Promoted Tweets

Extend the reach of your Tweets to a broader audience.



Promoted Trends

Feature a trending topic at the top of our trends list.



Promoted Accounts

Turbocharge your follow rate to build a strong base of Followers.

Get Started with Promoted Products

All fields are required unless otherwise indicated.

Advertiser

Who will be advertising?

Advertiser Company or Brand Name



Twitter Username



Interested In

- Promoted Accounts
- Promoted Tweets
- Promoted Trends

Estimated Monthly Budget



Estimated Start Date



Country or Region



Non-Profit? (optional)

- This is for a non-profit organization

I want to use Twitter more!

1. True
2. False

Questions?

How can you use Twitter for work?

Twitter

Linked in



**Connect
with me!**

Linked in

- Created by Reid Hoffman in 2002.
- LinkedIn operates the **world's largest professional network** on the Internet with more than *100 million members* in over *200 countries and territories*.



LinkedIn

Do you have a Linked in account?

1. Yes
2. I think so, but I never use it
3. No

Linked in

■ www.linkedin.com

- Employment
- Education
- Skills/Training
- Goals

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) *

Already on LinkedIn? [Sign in.](#)

Linked in - Listen

- Updates
- Articles
- Slideshare
- MyTravel
- Groups

The screenshot shows the LinkedIn homepage. At the top, there is a profile picture of a woman and a text box labeled "Share an update" with an "Attach a link" button and a "Share" button. Below this is the "LinkedIn Today" section, which features three news items: "News: MBA in Job-Hunting?" with a "13" share count, "Our Upside-Down Workforce" with a "14" share count, and "Firth credited in brain research" with a "38" share count. The "All Updates" section follows, showing three notifications: "Emma Holder is now a connection" (16 minutes ago), "Saif Anwar is now following Monico inc., NuWaves Engineering, C&D Technologies, Hittite Microwave, and RFMD" (55 minutes ago), and "Ashley Porter, CIR" with a job listing "Know anyone for this job? Nuclear Electrical Planners (Passport) in...".



Lyndsey Hawkins excited for the IHEC affiliate meetings this week!

1 second ago • Like • Comment • Share

SlideShare ✕



Latest from your connections



The Five Objects that Tell My Story by **Katie McIntyre**
1 day ago




Rocket content
1 day ago

My Travel ✕



Full view


 **Upcoming trips**

[+ ADD A TRIP](#)

Naperville, IL (1 day) Jun 13, 2011
Spending some time with the northern...

Springfield, IL (1 day) Jun 17, 2011
Hanging out with the central Illinois/...

[View all trips](#)

 **Who's close**

[+ INVITE OTHERS](#)

In Springfield, IL
Valerie Gebhardt Jun 17, 2011



4% of your network is using My Travel.
[Find networking opportunities now](#)



X-Pro Legal Breathalyser problem migrates from Ohio to California:
<http://bit.ly/lnaCQR>

Bay Area DUI Attorney Matt Becker Says Faulty Breathalyzers Not...
sfgate.com

Sacramento, CA (Vocus/PRWEB) June 11, 2011 Recently, according to the San Jose Mercury News, San Jose and a few other cities had to review hundreds of DUI cases because they involved a faulty breath alcohol testing...

Like • Comment • Share • 23 minutes ago



John Dick Why vivitrol for alcoholism and how to find a California alcohol rehab: Why vivitrol for... <http://goo.gl/fb/OFKeR> via Twitter

Like • Comment • Share • 25 minutes ago



Law-Pro Lawyers Breathalyser problem migrates from Ohio to California: <http://bit.ly/lnaCQR>

Bay Area DUI Attorney Matt Becker Says Faulty Breathalyzers Not...
sfgate.com

Sacramento, CA (Vocus/PRWEB) June 11, 2011 Recently, according to the San Jose Mercury News, San Jose and a few other cities had to review hundreds of DUI cases because they involved a faulty breath alcohol testing...

Like • Comment • Share • 27 minutes ago



Diamondbacks announcer Mark Grace arrested in DUI in Scottsdale - azcentral.com

 Search within checked filters

Try these searches

[Bradley University](#)

[Higher Education, Peoria, Illinois Area](#)

[Higher Education](#)



Search for your company, competitors or favorite product.

Network

- By Me (0)
- 1st Connections (0)
- 2nd Connections (0)
- 3rd + Everyone (5,628)

Company

- The Partnership at Drugfree.org (21)
- The Change Companies (18)
- Recovery Today (18)
- Community Frameworks (18)
- Treatment-Centers.net (15)

Industry

- Marketing and Advertising (452)
- Internet (286)
- Health, Wellness and Fitness (253)
- Mental Health Care (169)
- Information Technology and Services (135)

Time

- Last Minute (0)
- Last Hour (21)
- Last Day (331)
- Last Week (2,214)
- Last 2 Weeks (2,865)

Location

- Greater New York City Area (357)
- Greater Los Angeles Area (170)
- Greater Seattle Area (101)
- San Francisco Bay Area (98)

Linked in - Dialogue

- Messages
- Group
 - Discussion Boards

[Send Eric a message](#)
[Recommend Eric](#)
[Save Eric's Profile](#)



Eric Davidson 1st

Director at Illinois Higher Education Center

Urbana-Champaign, Illinois Area | Health, Wellness and Fitness

Linked in

■ Groups

Groups You May Like

what the hashtag?!

Student Affairs Chat Twitter Group #sachat

A Weekly Collaborative Conversation w/Student Affairs Professionals Around The World. Created by @the_sa_blog (<http://www.thesabloggers.org>) Join us on Twitter #sachat on Thursdays. For more information check out this website: <http://thesabloggers.org/sachat/>

Owner: [David Ortendahl](#) | 243 members | [Share](#)

[Similar groups »](#)

[Join Group](#)



NASPA

This group is an additional way for members of NASPA to connect and interact.

Owner: [Eric Grospitch](#) | 2,066 members | [Share](#)

[Similar groups »](#)

[Join Group](#)



Internships and Interns

This is a place for employers, students, interns and college/university career center professionals to share ideas, resources, and useful information regarding interns and internship practices. This group is moderated by internships.com.

Yesterday's Activity: Discussions (4) Jobs (1)

Owner: [Synthia Salas](#) | 7,857 members | [Share](#)

[Similar groups »](#)

[Join Group](#)



Bradley University - BU Mentor Program

Discussions

Members

Promotions

Jobs

Search

More...



My Activity

Start a discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

Share

Most Popular Discussions



Follow Caitlin

Bounce back when interviewers ask about your "weaknesses"

Came across this article today and wanted to share. I think it has some great advice on strategies to answering one of the most dreaded of interview questions. Ms. Davenport is definitely correct when she says that most people tend to construct "fluff" answers. I also agree ...

[Bounce back when interviewers ask about your...](#) msn.careerbuilder.com

posted 1 month ago

Kelly Harris 1 month ago • The Smith Career Center has LOTS of information regarding interviews, including sample interview questions regarding strengths, ... »

See more »



Like

Comment

Follow

More ▾

Linked in - Promote

- Post jobs
- Post resume
- Portfolio

The screenshot shows the LinkedIn 'Post a Job' interface. At the top, there are navigation tabs: 'Overview', 'Post a Job' (which is selected), 'Manage Jobs', and 'Job Credits'. Below the tabs, the heading 'Step 1 - Job Description' is displayed. A light blue banner contains the text: '\$95.00 for a 30-day posting, or save up to 31% with a multi-job pack. [Compare prices »](#)'. The main form area is a light gray box containing several fields:

- * Job Title:** An empty text input field.
- * Company:** A text input field containing 'Bradley University'. Below it, a small gray box contains the text: 'Start typing, then select from the list to link your posting to a company page'.
- * Location:** A text input field containing '[Enter location]'.
- * Type:** A dropdown menu with 'Full-time' selected.
- * Experience:** A dropdown menu with 'Mid-Senior level' selected.
- * Industries:** A multi-select dropdown menu with a list of industries: 'Government Administration', 'Government Relations', 'Graphic Design', 'Health, Wellness and Fitness', and 'Higher Education'. 'Higher Education' is currently selected and highlighted in blue.

At the bottom of the form, there is a note: 'Choose up to 5 industries.'

Questions?

How can we all use Linked in to
stay more connected?

LinkedIn

FourSquare



Where
am I?

foursquare

Have you ever heard of Foursquare?

1. Yes
2. Maybe?
3. No

- Created in 2009
- Foursquare is a **location-based** social networking website based on software for mobile devices
- Users “*check-in*” at venues to let others know where they are

Foursquare

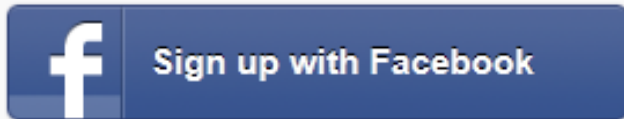
FourSquare

■ www.foursquare.com



Welcome to foursquare!

foursquare helps you explore the world around you. Keep up with friends, get insider tips, and unlock discounts and rewards.



Or take the scenic route:

[Sign up with Email](#)

Granite City Food & Brewery

230 Conference Center Drive
East Peoria, IL 61611



Like

Categories
Tags: unta



Amara

a bit pricey, but check the website for daily deals. quality food though and fabulous atmosphere.

✓ 4 January 5, 2011



Mayor Special

One Complimentary Pretzels with Northern Light Cheese Sauce for the Mayor!

Unlocked for the mayor

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	192	399

Mayor

Last 60 Days



Kristin M.
3 checkins



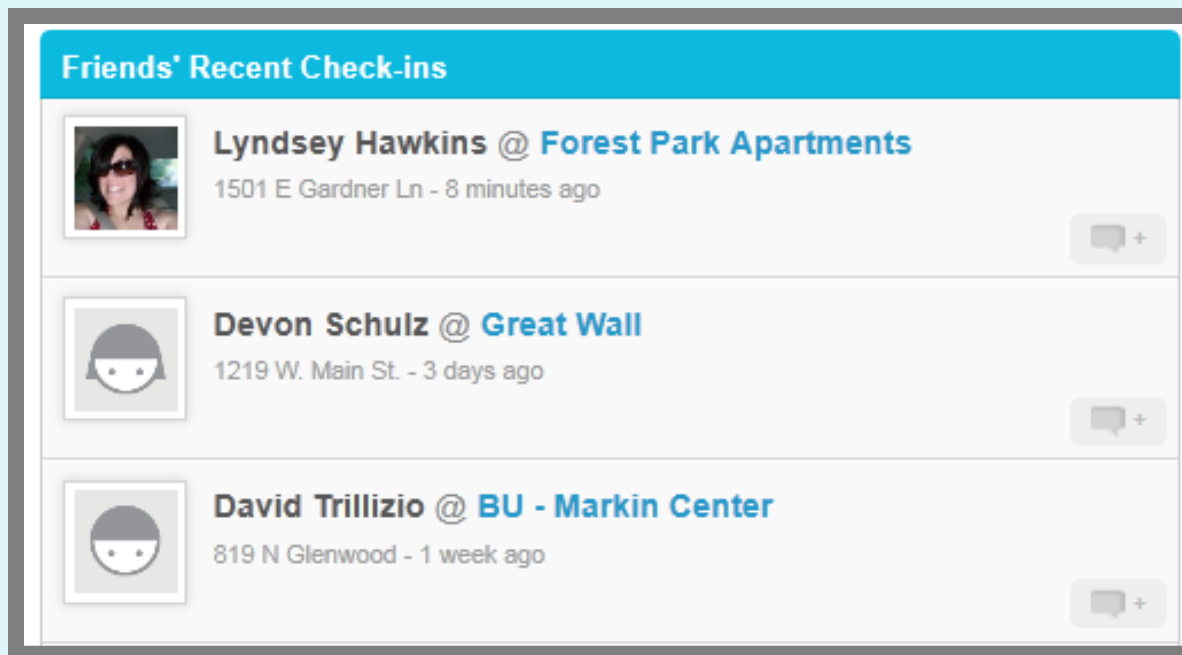
ne here often, you must join the mug club! 25oz beers for 3,95, and deals! Join on Mondays for only 10 bucks, lifetime membership!

tober 10, 2010

the Northern Light Lager

Foursquare - Listen

- Where are your student **going**?
- What is **popular** right now?
- What **tips** are being left at high-risk areas?





Devon Schulz

Peoria, IL

DAYS OUT

42

CHECK-INS

58

THINGS DONE

3

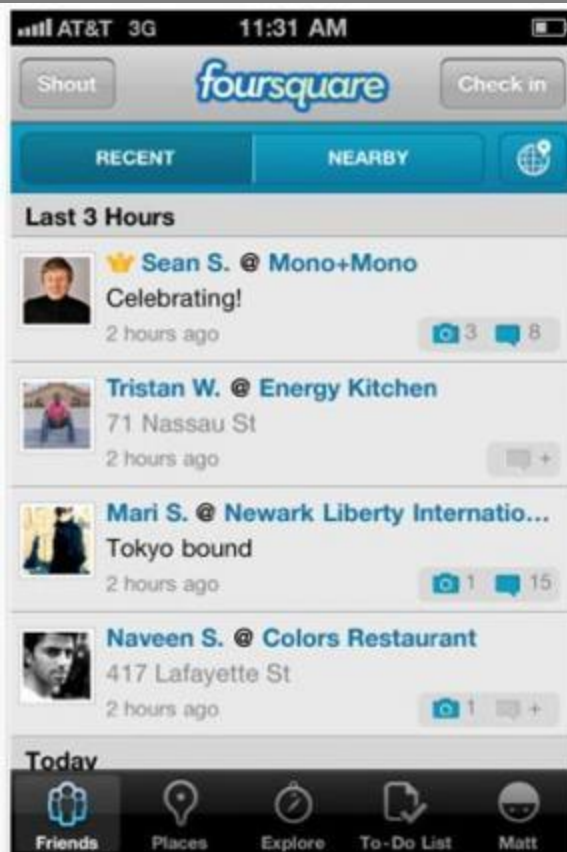
Tips | To-Do List



Khaki Jack's

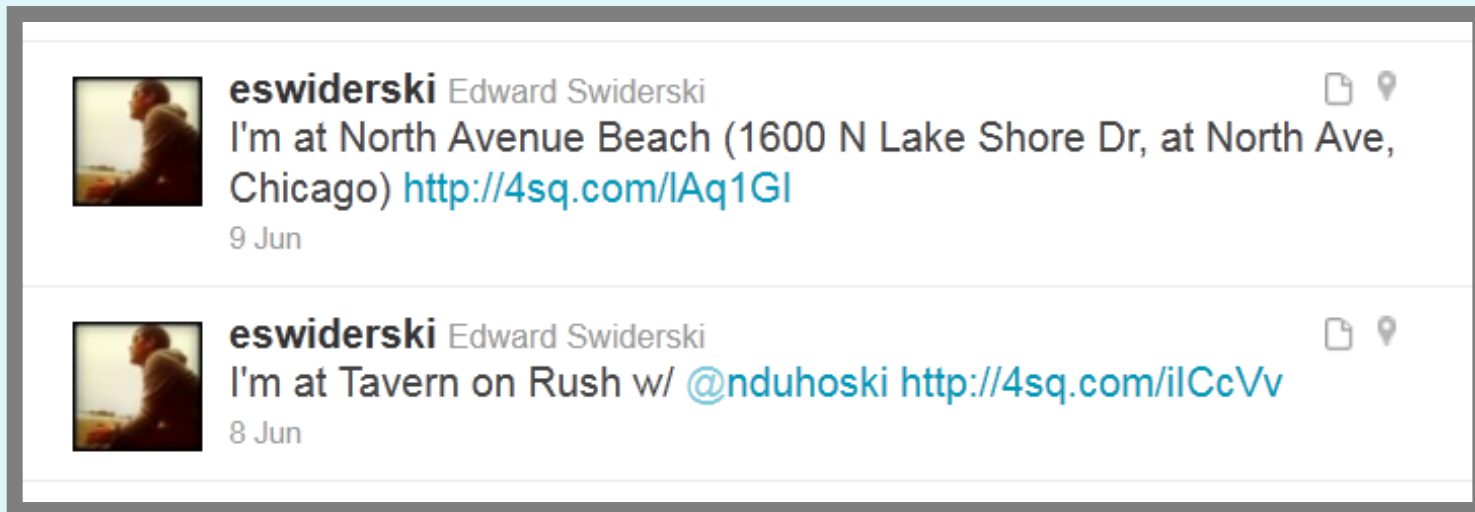
Great food! Fries a little

✓ 1 | April 10, 2011



FourSquare - Dialogue

- Limited opportunities
- Posting on *other* social media sites



Foursquare - Promote

- **Claim** your office or organization space
- Offer *specials/incentives*





merchants

attract & retain customers



brands

connect with your followers



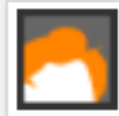
develop
build your



CNN @ [CNN Newsroom](#)

President Obama to speak at Memorial Day service at Arlington National Cemetery. Watch live on #CNNTV beginning at 10:55 a.m. ET.

Atlanta, GA - 1 week ago



TeamCoco @ [The Troubadour](#)

We're here hanging backstage at The Troubadour with The Basic Cable Band as they get ready for their killer show tonight! ROCK.

West Hollywood, CA - 2 weeks ago



Quick Start Guide

To get started on the foursquare Merchant Platform, just follow these three steps:

1. Claim your venue

Log in to foursquare, find your business's page (by searching for your venue), and then click on "Claim this venue."



2. Create a Special

After claiming your venue, you can start creating Specials to get new customers and keep your loyal ones coming back.



3. Tailor your campaigns to maximize your business

Use the data in our Venue Stats Dashboard to help you figure out what's working and get more people in your doors.



**I would be concerned about
privacy with Foursquare.**

- 1. True**
- 2. False**

Questions?

How can we use Foursquare professionally?

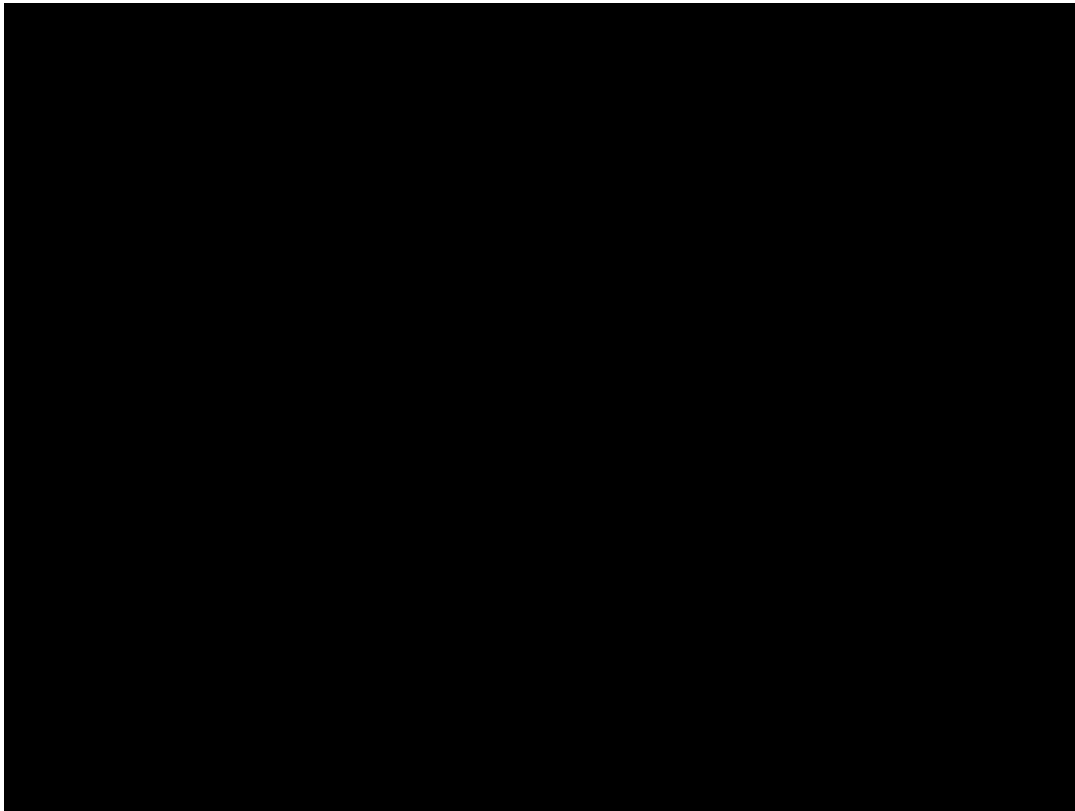
Foursquare

YouTube

**Watch my
channel!**



- Created in 2005
- **Video-sharing** website on which users can *upload, share and view* videos



YouTube

Have you ever uploaded a video on YouTube?

1. Yes
2. No

YouTube

- www.youtube.com
- Share any videos you have

Get started with your account

Email Address:

Username:

Your username can only contain letters A-Z or numbers 0-9
[Check Availability](#)

Location:

Postal Code:

Date of Birth:

Gender: Male Female

Let others find my channel on YouTube if they have my email address

I would like to receive occasional product-related email communications that YouTube believes would be of interest to me



lyndseywithers's Channel

All

Uploads

Favorites



lyndseywithers

Your channel viewers will see links here, including "subscribe" and "add as friend".

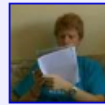
Profile

[edit](#)

Channel Views:	86
Total Upload Views:	1,059
Age:	26
Joined:	Jul 23, 2009
Last Visit Date:	1 week ago
Subscribers:	1
Country:	United States

Subscribers (1)

[edit](#)



josephulton

Friends

[edit](#)



Channel Comments

[edit](#)



There are no comments for this user.

Add Comment

Post Comment

Recent Activity

[privacy](#)



lyndseywithers ...

Attach a video

post bulletin

lyndseywithers favorited a video

(1 week ago)



Judges in their best moment...

Here is a video with the three judges (Len Goodman, Carrie Ann Inaba and

YouTube - Listen

- 2nd most used search engine!
- How-to videos, other help



THE ULTIMATE DRUNK PEOPLE COMPILATION VIDEO EVER!!!

Please Subscribe! THIS IS THE ORIGINAL ULTIMATE DRUNK PEOPLE COMPILATION VIDEO!!!!!! if you like this video please subscribe to my channel! press ...

by [jackginger06](#) | 3 years ago | 42,230,732 views



Drunk Girls Compilation 2009

My Compilation from drunk girls... I wont to thanks... belail (Russian Drunk Girls) ikg75 (funny_stupid drunk russian girls.) oldemax (Drunk ...

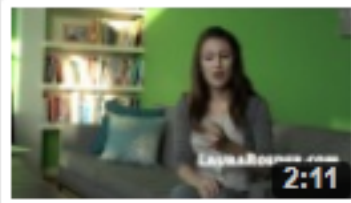
by [videocliper](#) | 2 years ago | 1,834,357 views



Most Awesome - Drunk Fails

Be careful with alcohol, otherwise you might pass out like a cut tree, find yourself saran wrapped to a bed, getting violated by a chihuahua, or a ...

Full Episode: Season 1, Episode 17 | by [break](#) | [Break Most Awesome](#) | 3,139,287 views



Social Media Marketing - What Every Business Owner Needs To Know

www.lauraroeder.com Social Media Marketing - What Every Business Owner Needs To Know
by [GetTheDash](#) | 2 months ago | **522 views**



How to use Social Media to market your business and your brand

www.WesWisdom.com The right way to use Social Media like Facebook and Twitter to promote your small business. As more and more mainstreet ...
by [weshaz57](#) | 11 months ago | **377 views**



Use Social Networking for Market Research

Traditionally, marketers used demographics (compiled by market research firms) as one of the main tools to identify and target potential customers ...
by [Relativity2](#) | 3 years ago | **4,716 views**

YouTube - Dialogue

- Post videos and ask for response, feedback
- Post on other sites

YouTube- Promote

- Advertising
- Through other sites

You Promoted Videos

Account Setup Checklist

1. Account & Billing
2. Budget
3. Getting started

Account Setup > Account & Billing

Add billing to your Google Account.

Edit Video Detail

Edit annotations

Edit captions/subtitles

AudioSwap

Insight stats

Promote

The Proposal 110709.wmv

lyndseywithers

2 videos

Subscribe

Download This Video



0:00 / 3:24

360p



Insight

All Videos

- Summary
- Views
- Discovery
- Demographics
- Community
- Subscribers

The Proposal
110709.wmv

Views

- Discovery
- Demographics
- Community
- Hot Spots

Date range: [May 29, 2011](#) - [Jun 11, 2011](#)

Location: [All](#)

Show previous: [1day](#) [7days](#) [1month](#) [3months](#) [6months](#) [1year](#) [Max](#)

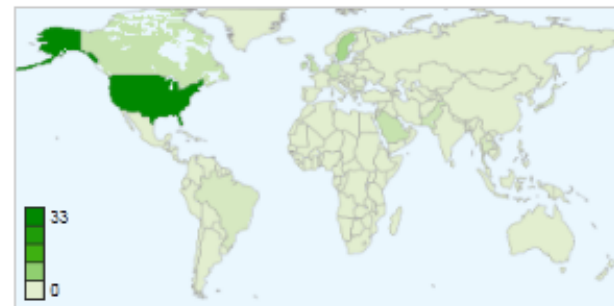


Lifetime worldwide views of this video: **966**.

Views in the selected date range and region: **63**

Views Each day on the graph shows the total number of views made on that day. Unique users is the number of users that made those views. [More Info](#)

Views: [daily totals](#) Show unique users



Download reports for this video: [csv](#) [csv for Excel](#) [More Info](#)

Each day reported is 24 hours, starting at midnight, pacific standard time.
The data represented on this page is an aggregate informational representation. The actual number of views may be higher or lower.

Who became famous because of YouTube?

1. **Jonas Brothers**
2. **Miley Cyrus**
3. **Justin Bieber**
4. **Adele**



Questions?

How can you use YouTube for
work?

YouTube

The Huffington Post is an online...

1. Newspaper
2. Blog
3. Magazine
4. Broadcast

Blogs

**Read all
about me!**



- Concept began in **1997**
- **web log = we blog**
- Evolved from an online **diary** format into websites “maintained by an individual with **regular entries** of *commentary, descriptions of events, or other material such as graphics or video.*”

www.wikipedia.com

BRISQ

1. Take **responsibility** not just for your own words, but for the comments you allow on your blog.
2. Label your tolerance level for abusive comments.
3. Consider **eliminating** anonymous comments.
4. Ignore the *trolls*.
5. Take the conversation offline, and *talk directly*, or find an intermediary who can do so.
6. If you know someone who is behaving badly, tell them so.
7. **Don't say anything online that you wouldn't say in person.**

Blogger's Code of Conduct - Wikipedia



BLOGS

Blogs

- Many different sites:
 - *Tumblr*
 - *WordPress*
 - *Blogger*
 - *LiveJournal*

- Matter of preference

Blogs

- Maintain a **diary** for your organization
- Read what else is being written
- Stay up to date with **RSS** (really simple syndication) feeds, **Google Alerts**





Search terms:

Type:

How often:

Volume:

Deliver to:

Google Alert for today

From: Google Alerts <googlealerts-noreply@google.com>
To: Lyndsey.Withers@gmail.com

[News](#) [Web](#)

News

2 new results for **Cake Boss**

[San Bernardino bakery honored as 62nd District Small Business of the Year](#)

Inland Empire

Known by customers as San Bernardino's "Cake Boss," baker David Ortiz considers himself more of a "cake servant." The owner of Noyes Bakery has a community spirit that runs deep and a passion for making delicious and creative cakes for life's special ...

[See all stories on this topic »](#)



[Inland Empire](#)

['Kate Plus 8' returns on TLC with more new episodes on June 13](#)

Examiner.com

On Monday, June 13, TLC will be airing two new half-hour Kate Plus 8 episodes, following the repeat, Kate's Night Out and four episodes of **Cake Boss**. Catching up with other viewers on the Kate Plus 8 Facebook page, it's clear that many long for the ...

[See all stories on this topic »](#)

Web

5 new results for **Cake Boss**

[YouTube - MLM Leadership Skills I learned from the Cake Boss](#)

<http://www.RayHigdon.com> - The **cake boss** was recently in Ft Myers, Fl and I had the chance to see him and hear his story, it was pretty awesome.

www.youtube.com/watch?v=AyaM/AudCdEg

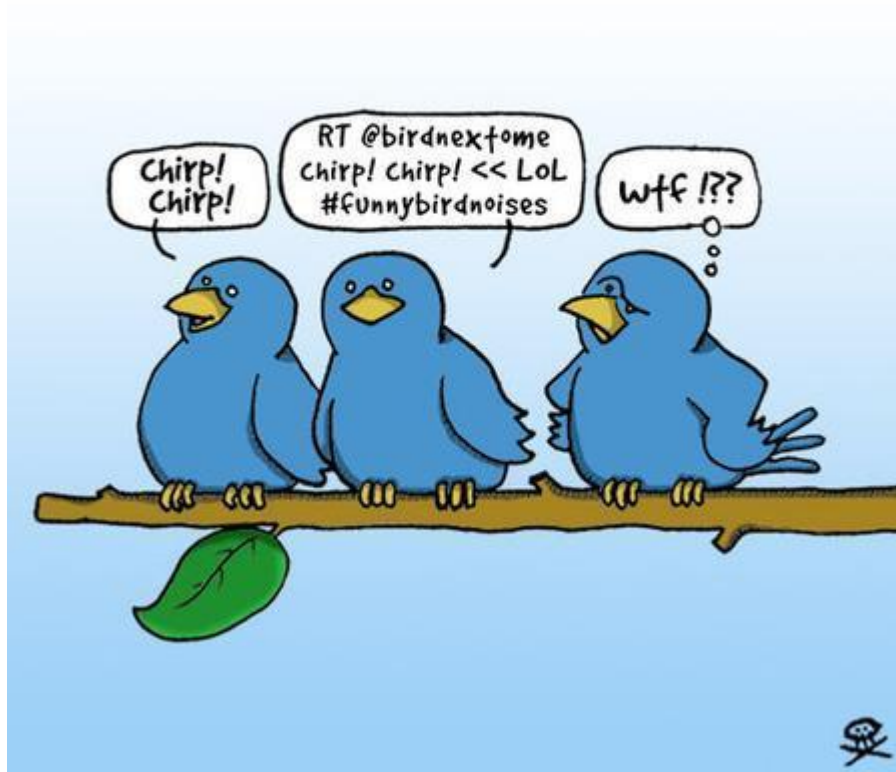
Questions?

Do you follow any blogs?

How could you use it for work?

RIOS

What else?



...there's
more?!?!

Myspace

- Facebook's main **competition** in 2006-2008
 - Facebook originally college-only
- *Reputation*
- Mainly used for **music** promotion, today



QR Codes

- Digital code on promotional materials
- Scanned on smartphone, takes to website
- Google “how to make a QR code”


Wanna
PARTY?

Ask me how.

SIPS NATION

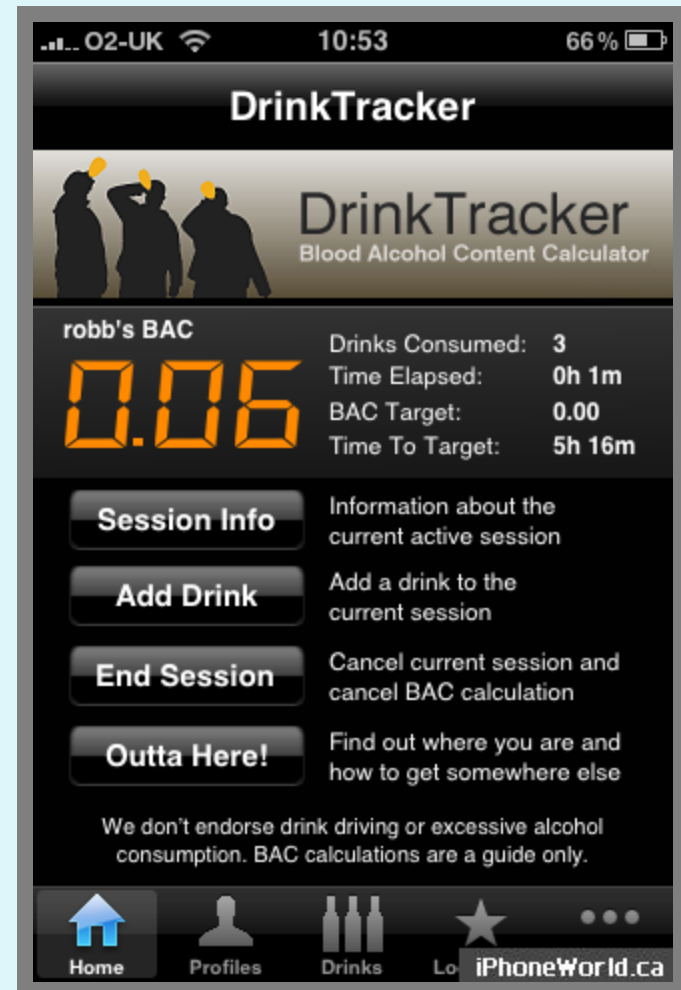
Somerset's Initiative for Partying Safely • www.SIPS NATION.com

For this week's local events,
scan here with your Smart Phone



Phone Apps

- Android
 - *Open-source* – anyone can create
- iPhone
 - *Controlled* by Apple



Others

- **Wikipedia** – encyclopedia
- Delicious – web bookmarks
- **StumbleUpon** – search tool ad-on
- Digg - news
- Ustream.tv – video streaming
- Pandora Radio – audio-streaming
- Online dating

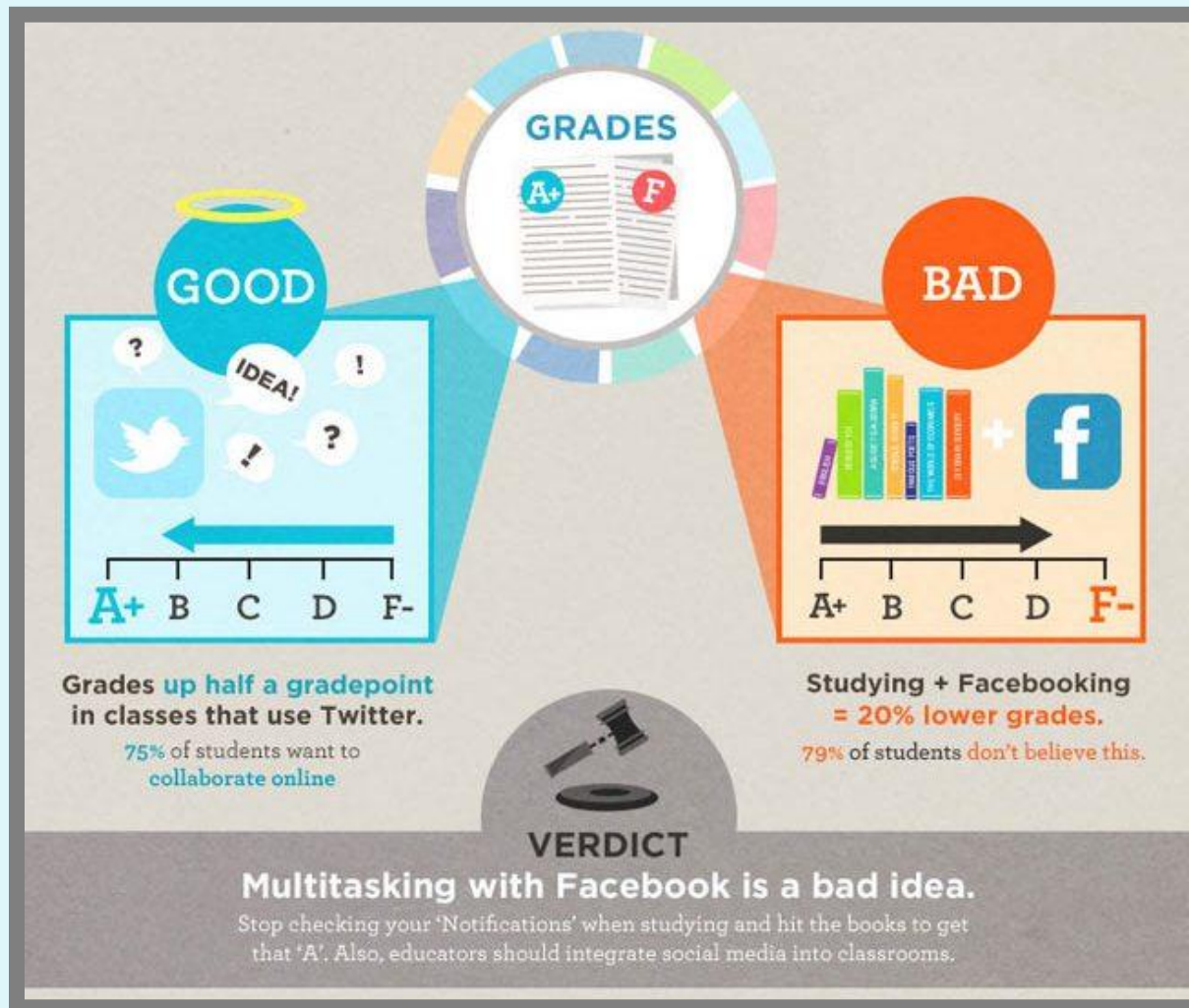
ISSUES & CONCERNS

Social
media

Voice

- Who is the **voice** of the organization?
 - Students? Professionals? University?
- *What does the voice say* about the organization?
- Include personal information, audience wants to **connect** with you

Pros & Cons



EXTRA CURRICULARS



GOOD

MON BAKE SALE!	THURS ALMOST FRIDAY!
TUES BBQ NIGHT	FRI PARTY! PARTY! YEAH!
WED FOOZBALL CLUB	SAT/SUN CAMPUS CLEANUP

More Facebook, More Fun:

Facebook users are **twice as likely** to be more involved in campus activities.

BAD



More Facebook, Less \$\$\$:

Facebook Users

85% work < 5 hours a week

Non-Facebook Users

80% work > 16 hours a week

VERDICT

**Get ON Facebook to get involved,
get OFF Facebook to make \$\$\$.**

It's completely up to you, though we assure you: you're going to have plenty of time to work 16 hours a week after you graduate... *If you graduate.*

EMOTIONS

GOOD



Shaniqua Star

Just woke up!!! Gonna get some cereal! haha!
10 minutes ago

8,789
friends

Lolz, found a toy in my cereal, what's your favorite cereal toy!
4 minutes ago

Gotta get down to the bus stop
Gotta catch my bus!! LOL
30 seconds ago

BAD



Bob Milton

Staying in and watching the Notebook with mother.
2 hours ago

15
friends

Bob Milton and **Bob's Mom** are now friends
4 minutes ago

About to make some toast in the bathtub.
30 seconds ago

Social media users feel **20% more** "connected to their institution", and are **twice as likely** to feel popular.

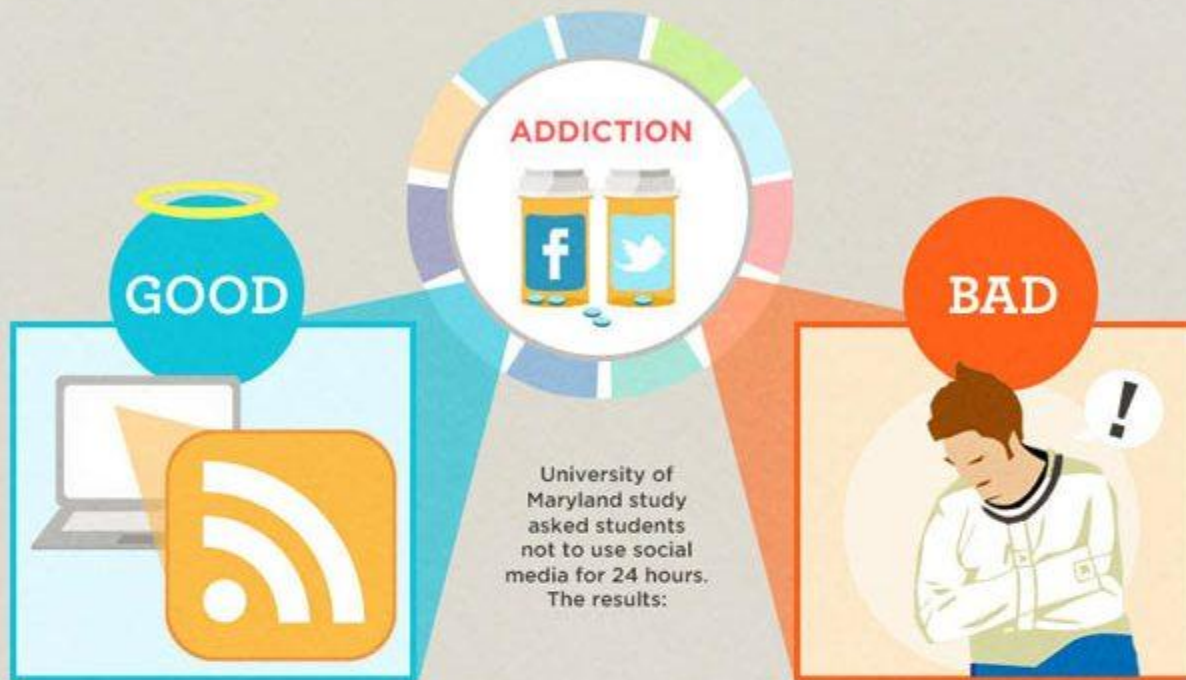


VERDICT

48% of students on FB think they're **sadder than their friends**
25% of college students show **serious depression** in their status updates.

Using social media alone is lonely... get involved.

Though Facebook use can be a depressing affair, it's clear that it has real college-related emotional benefits. Think less about being alone, and more about being a part of your vibrant college community.



Social Media Provides News:

Students felt disconnected from the world without their primary source for news.

Students say they're instantly aware of **campus emergencies**

Social Media Is Addicting:

Students felt: **frantically craving, very anxious, extremely antsy, miserable, jittery, and crazy.**

"Facebook addiction" is searched 350X more than **"cigarette addiction."**



VERDICT

Students are staying current with news with social media; and if they unplug, it hurts.

Students have made social media part of their daily routine. It's not just about photos and gossip - it's about keeping in touch with the world. So when your professors tell you to get off Twitter, threaten to take away their newspaper.



**Updating Your Facebook
= Good Vibes:**

Updating Facebook profiles boosts students' self-esteem even more than looking in a mirror.

**More Facebook,
More Attitude:**

Students who spend more time on Facebook are more narcissistic.

VERDICT

Facebook makes us vain ...for better AND for worse.

The Facebook divas among us are the ones spending the most time touching up their profiles, but students not feeling so hot about themselves should give it a shot.



GOOD

E=mc² TGIF! LOL!

1 in 3 students use social media for educational purposes.

BAD

1-5 hours 11-15 hours

Students who use Facebook **study less**.
Students who don't use Facebook **study more**.



VERDICT

Ditching Facebook will give you more time to study.

Productivity

- Worried it'll take over your time?
 - Each morning for 15 minutes to update
 - Each afternoon for an hour to learn
- **Set specific goals, time frame**

- **Constantly changing/updating**
- University policies
- *Negative* responses
 - Roll with the resistance
 - Customer reviews



Other Issues

Questions?

What other issues & concerns do you have?

ISSUES & CONCERNS

Thank you!

**lhawkins
@bradley.edu**

@LyndseyJay