


SOCIAL MEDIA, OSU & YOU

**JAMIE M. EDFORD
MARKETING AND COMMUNICATIONS SERVICES
OSU CENTER FOR HEALTH SCIENCES
AND OSU-TULSA**



**Conversation
leads to
community.**

- Rollo May

POP QUIZ

**IS THIS THE
REAL LIFE?**

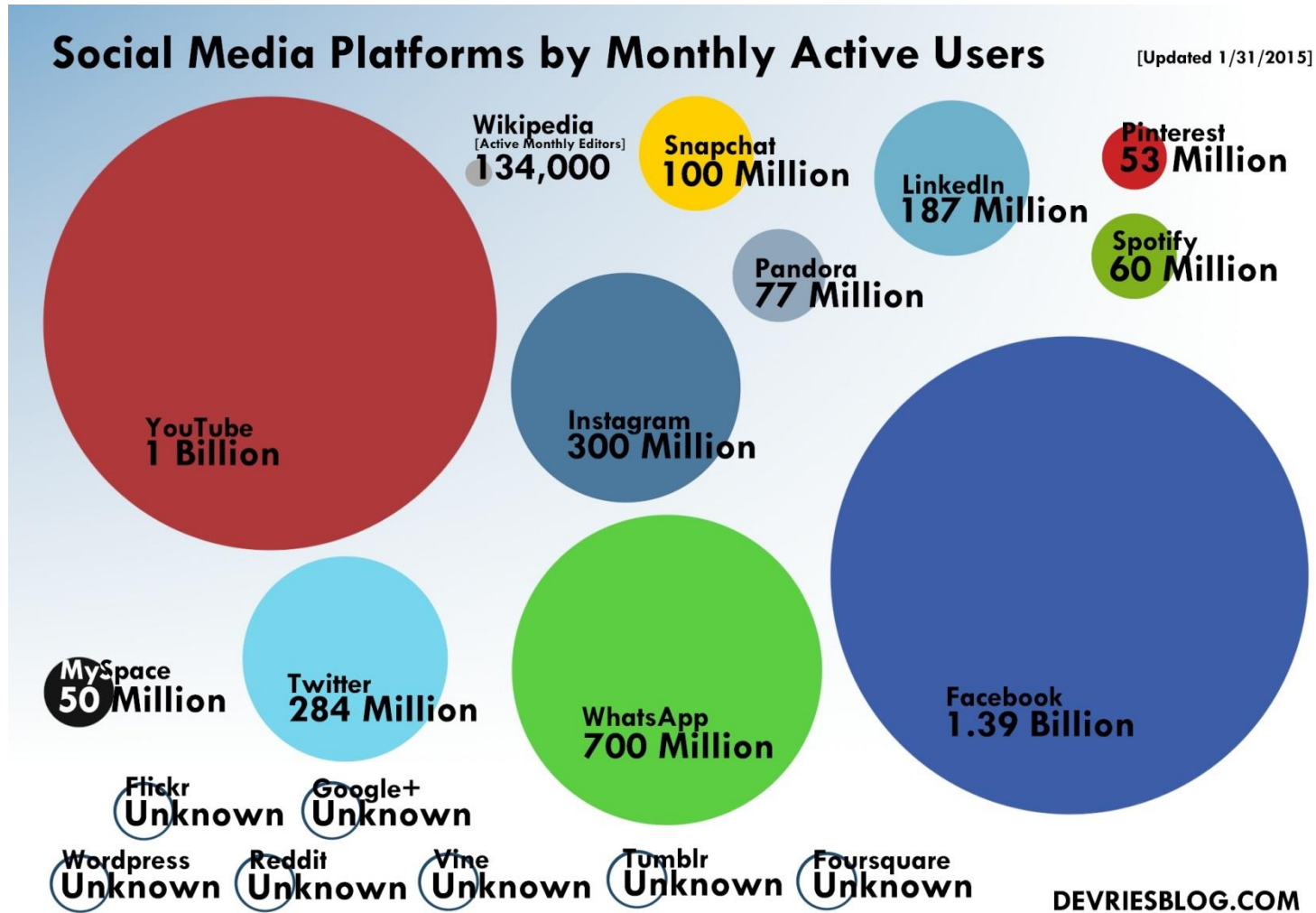


**IS THIS
JUST FANTASY?**

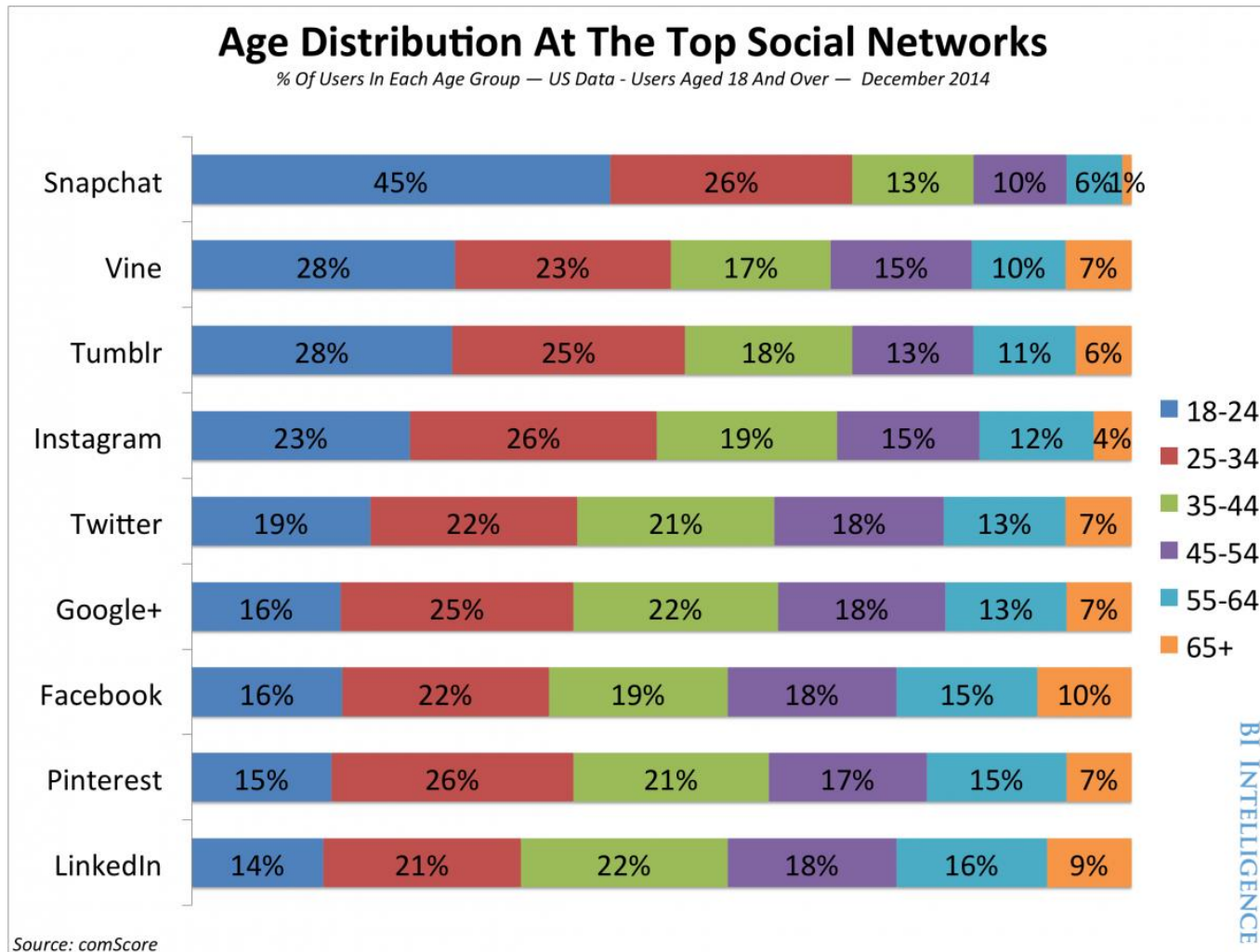
SOCIAL MEDIA IS “REAL LIFE”

- **74% of all online adults use social networking sites**
- **Adults ages 18-29: 89%**
- **Adults age 30-49: 82%**
- **As high as 96% of university students use Facebook daily**
- **Source: Pew Research Center and University of New Hampshire**

BY THE NUMBERS

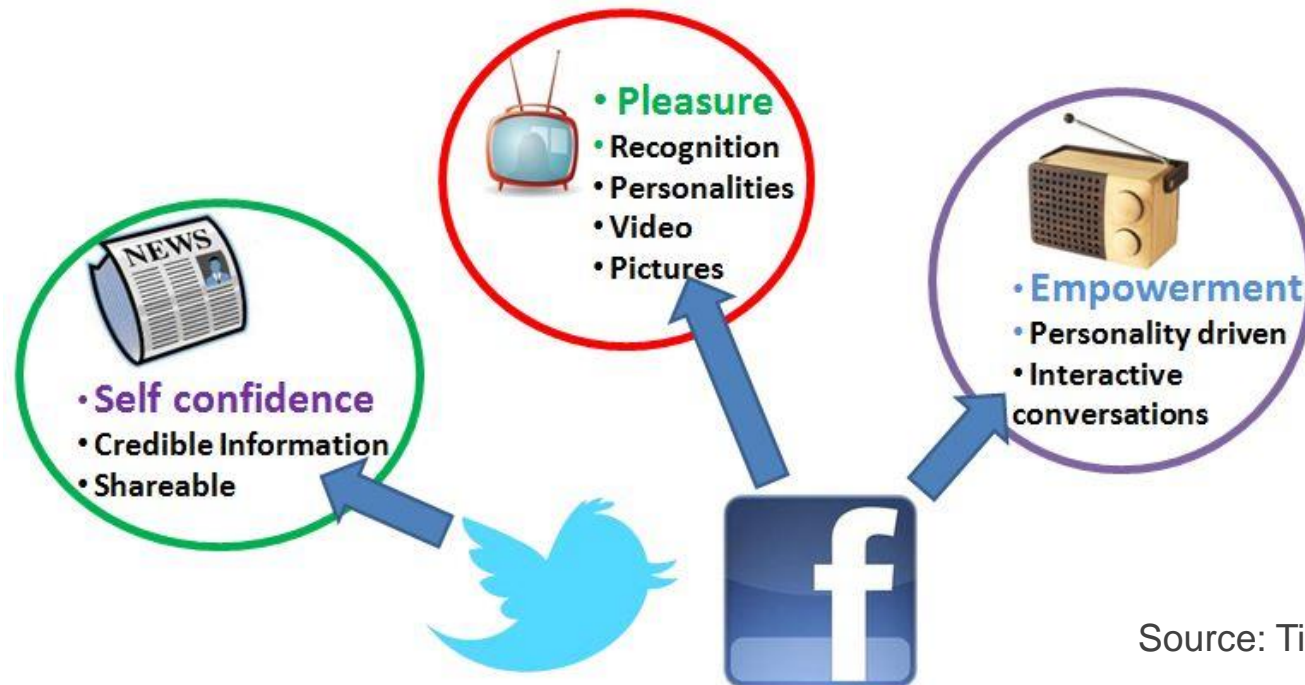


BY THE NUMBERS



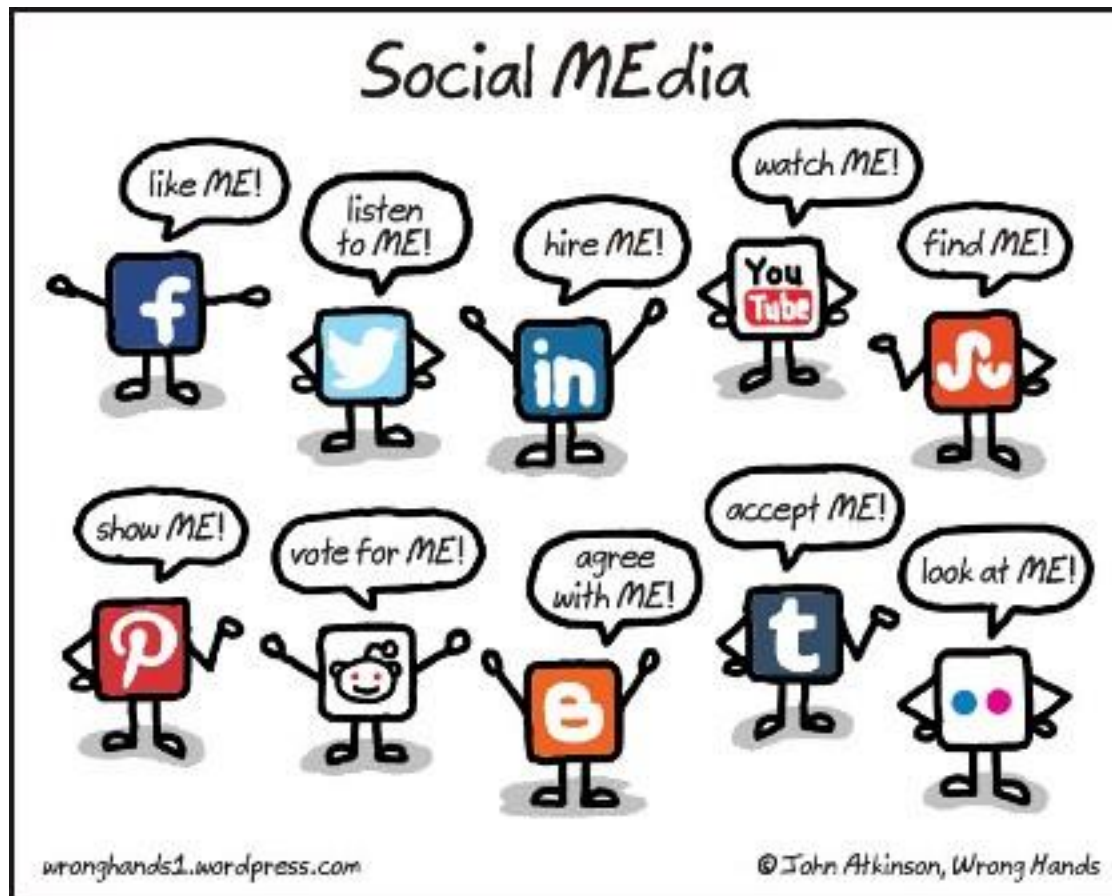
WHY?

Uses & Gratifications Social Media Model



Source: Timothy Blotz

WHY?



WHY?



A Powers @powerspossum · May 28

Experienced my first OMT medicine today! Can't wait to be an OSU DO.
#OSUCHS #DreamsApproaching



Lana Duke @lanaduke20 · Feb 27

Excited for medical school after going to the Med-Xtravaganza! #OKStateMedX
@OSUCHS



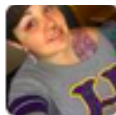
Kirstyn Bushyhead @KirstynLindsey · Mar 17

I love getting emails from @osutulsa it makes me so excited for the fall semester! 🍊 🇺🇸



Cheyenne Houck @_chey_lynn · Jun 2

Definitely planning to attend @OSUCHS #FutureDermatologist
#okstateoporange



Gracie B @Sippi_SweetT · Jun 5

I know it's hard to read but guess what?!
This girl has been admitted to **OSU Tulsa** for BS in Computer...
[instagram.com/p/3jz2YMBvKZ/](https://www.instagram.com/p/3jz2YMBvKZ/)



WHY?

- **Marketing**
- **Communications**
- **Customer Service**
- **Public Relations**
- **Recruiting – both students and employees**
- **Safety and Security**





“He’s browsing in privacy mode.”

NOTHING IS PRIVATE ON THE INTERNET.



THINK BEFORE YOU POST



THINK BEFORE YOU POST



Images for kevin colvin

Report images



—Original Message—
From: Kevin Colvin [mailto:kevincolvin@...]
Date: Wednesday, October 17, 2007 3:23 PM
To: All Yougans (North America)
Cc: Paul Duda (North America)
Subject: [REDACTED]

Paw311 -
I just wanted to let you know that I will be
coming up at home and I had to go to New
spokane for the delayed notice.
Kind regards,
Kevin

More images for kevin colvin

Kevin Colvin- #1 | The Facebook Fired

www.thefacebookfired.com/top-5-facebook-fired/kevin-colvin-4/ ▾

November 2007: In a famous and viral story, Kevin Colvin, a college intern, was Facebook fired. Allegedly, Mr. Colvin requested time off from work to attend a.

THINK BEFORE YOU POST



THINK BEFORE YOU POST



Twitter via cdn.business2community.com



#WhyIStayed You had pizza.

9/8/14, 11:11 PM

3 Rs

- **Responsibility** – post responsibly. Nothing is truly private on the internet.
- **Respect** – treat others with respect. Avoid flame wars or crude language in your posts.
- **Representation** – be honest about who you are and what you do. Represent yourself and OSU with pride.

In short, don't say or do anything online you wouldn't say or do in a public place.

RESPONSIBILITY

- **All OSU policies that would apply to you in any other circumstances, also apply online.**
- **This includes HIPAA and FERPA.**
- **Be mindful of photo and video content.**

RESPECT

- **OSU-CHS and OSU-Tulsa are known as friendly, welcoming places. Preserve that reputation!**
- **Would you say it face-to-face?**

REPRESENTATION

- **The things you say online can impact your reputation and OSU's reputation.**
- **Identify yourself as an OSU employee when participating in any conversation about OSU online.**
 - Specify that you are not speaking on behalf of the university and are stating your personal opinions.

BEFORE YOU POST...



Jasmine Sandler

SOCIALLY HIRED

 I ALWAYS FEEL LIKE SOMEBODY'S WATCHING ME...

37%  OF EMPLOYERS ARE USING SOCIAL NETWORKING SITES TO RESEARCH JOB CANDIDATES

Which sites are employers frequenting most?



CareerBuilder.com, 2012

BE PROACTIVE

- **Check privacy settings on all social media accounts**
- **Periodically scroll back through old posts with fresh eyes**
- **Google yourself**

Linked



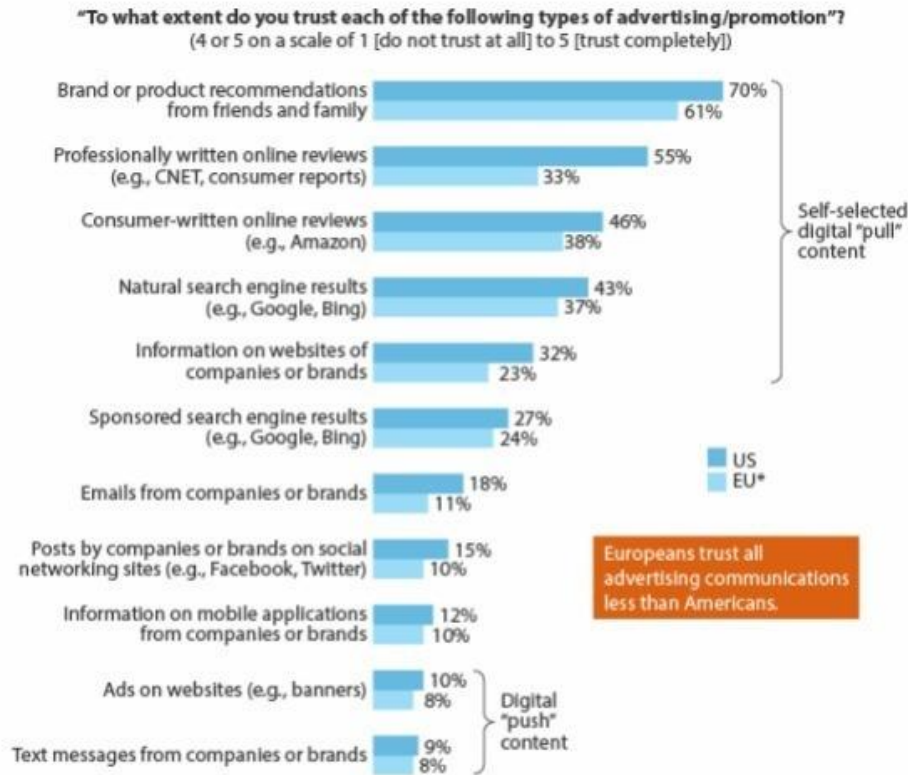


BRAND ADVOCACY



WHY ADVOCATE?

Figure 1 Consumers Trust Self-Selected Content More Than Push Communications



Base: 57,499 US online adults (18+)
*Base: 15,654 EU-7 online adults (18+)

Source: North American Technographics® Online Benchmark Survey (Part 1), Q2 2012 (US, Canada)

*Source: European Technographics® Online Benchmark Survey, Q3 2012

HOW TO ADVOCATE?



/OSUCHS
/OSUTulsa



/OSUCHS
/OSUTulsa



/+OSUCenterforHealth
SciencesTulsa
/+OSUTulsa



/OKStateCHS
/OKStateTulsa



Search:
OSU Center for Health
Sciences
OSU-Tulsa



/OKStateCHS
/OKStateTulsa

HASHTAGS

- **#OKSTATE**
- **#OKStateTulsa / #OSUTulsa**
- **#OSUTulsaGrad**



HASHTAGS

- **#OKStateCHS**
- **#OKStateCOM**
- **#OKStateMedX**
- **#OKStateOpOrange**



TOP POSTS



SHARING = CARING

 **OSU Center for Health Sciences**
November 10 at 6:08am · 🌐

The A.R. and Marylouise Tandy Medical Academic Building will be a one-of-a-kind medical education facility utilized by OSU College of Osteopathic Medicine students, residents, doctors, first responders, nurses, athletic trainers and other allied health professionals. Learn more about the impact this facility will have on Tulsa and Oklahoma: <http://bit.ly/1GBkOXt>



1.2k Views

👍 Like 💬 Comment ➦ Share

Betsy Cherian, Jolee Hernandez Suddock, Andrea Rydel and 29 others like this.

Top Comments ▾

20 shares

 **OSU Center for Health Sciences** with Greg Aran and 18 others.
July 31 · 🌐

First-year #OKState College of #Osteopathic Medicine students stopped for a group photo before departing to spend their first day of orientation serving the community as part of Dr. Pete's Big Event. Welcome to OSU-CHS, Class of 2019!



👍 Like 💬 Comment ➦ Share

Jeff Young, Megan Parris, Jo Ann Nance and 286 others like this.

Top Comments ▾

55 shares

SHARING = CARING

 **OSU-Tulsa**
Published by Sprout Social [?] - November 6 at 7:46am -

Meet Dr. Margaret White, one of the outstanding faculty who help OSU-Tulsa students reach their goals every day.



OSU-Tulsa professor follows winding path to international recognition

White Dr. Margaret White never set out to become an internationally recognized strategic management scholar and Fleming Professor of Technology Management...


[HTTP://BIT.LY/1RZYRQQ](http://bit.ly/1RZYRQQ)

1,695 people reached [Boost Post](#)

 Like  Comment  Share


AcctKnowledge, Annette Morey, Beverly Morris and 29 others like this. [Top Comments](#)

1 share


 **OSU-Tulsa**
[@osutulsa](#)

More than 50 employers will be at the OSU-Tulsa Career Fair on Thursday. Free for [#OKState](#) students & recent alumni:
bit.ly/1h6KJtB

RETWEETS 4 LIKES 6

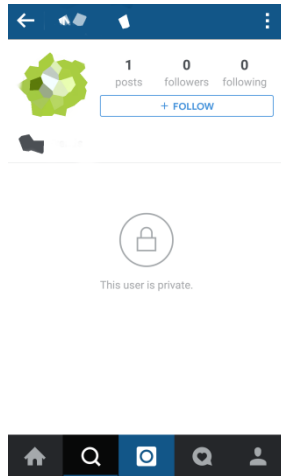


7:38 AM - 29 Sep 2015



SHARING = CARING

Facebook page administrators and Twitter feeds generally can't see your posts if your privacy settings don't allow it.



SOCIAL MEDIA



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/+OSUCenterforHealth
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/+OSUTulsa



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Search:
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CONTACT ME

Jamie Marie Edford

**OSU Marketing & Communications Services
in Tulsa**

918-594-8024

jamie.m.edford@okstate.edu