

RHINESTONE MARKETING

Creating Social Networking Gems
on a Budget



Mark Powell

The University of Texas at Austin



Melissa Cech

Australearn



Jeremy Johnson

Academic Programs International



<http://www.youtube.com/watch?v=sIFYPQjYhv8>



So Many Questions...

How do we keep in touch with students studying abroad?

How do students communicate with their family, friends, and fellow students?

How do we disseminate information to a large group of students in an economical way?

How can we promote and market programs in an economical way?

Electronics is the way to go, but how? Is it really expensive? Is there a steep learning curve?

What is Social Networking?



"A social structure made up of individuals (or organizations) called "nodes" which are tied or connected by one or more specific types of interdependency..." - Wikipedia

The short & sweet version - social networking/social media contains content created by its audience - *Anthony Robbins, "Twitter Power"*

"Virtual water cooler" - two-way conversation

"A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others... Social networking has encouraged new ways to communicate and share information..." - Wikipedia

There are a plethora of social networks; we've chosen to focus on 2: Facebook and Twitter

**Facebook is the #1 social networking site in the U.S.; Twitter is #3 Doug Coleman ReadWriteWeb*

We are NOT social media experts (we just play them on T.V.)



Facebook Tidbits

Facebook has > 300 million active users

It started as online "yearbook," a way for students to connect with each other socially, as well as with professors academically.

It has morphed into an area for individuals to connect with ANYONE (peers, relatives, companies, organizations, ideas, causes, etc).

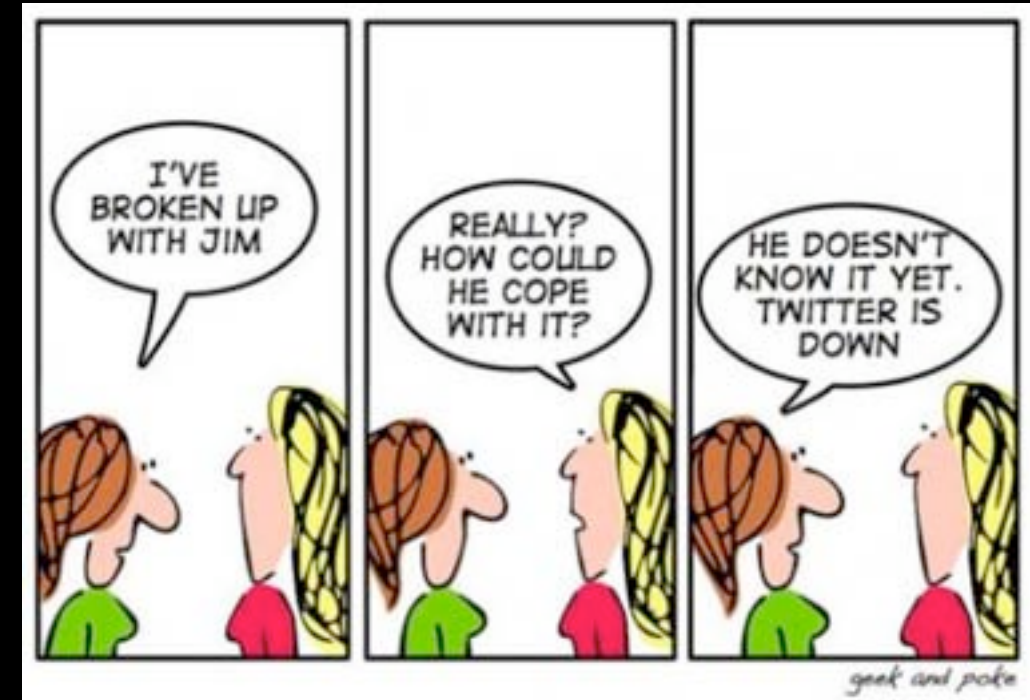
1/3 of young people access Facebook/Twitter via mobile device - BBC

This means that they are using these sites on the move, demonstrating that these media are effective tools for communicating with them wherever they are.

Facebook has been called the "number one social persuasive technology of all time" - BJ Fogg, Ph.D. Stanford University

People are drawn to Facebook and pay attention to what happens there. Many check it obsessively - so take advantage of this established and dedicated audience!

Twitter Tidbits



Some studies suggest that young people are not YET as engaged with Twitter.

Penny Schouten, quoting study from PMN suggesting only 1 in 5 "young people" are using Twitter

Others disagree with these statistics

Geoff Cook, Tech Crunch; Others defined "teens" as anyone ages 2-24

Steven Johnson "How Twitter Will Change the Way We Live" - not just another fad

Bill Tancer, author of "Click: What Millions do Online and Why it Matters" noted that as late as 2008, the largest age group on Twitter was 35-44; however, according to a recent Pew Internet and American Life project, 37% of internet users 18-24 use Twitter, up from 19% in December 2008!

Either way, both sites are growing in terms of popularity and usage.



YouTube Tidbits

Just as Twitter and Facebook are platforms for sharing info, ideas, etc, YouTube is a forum to share images and video in real-time.

Anyone can upload, view, share videos. Many great study abroad examples (including the one we just showed)

Started because two people were trying to share videos at dinner party

Major users - anyone with internet connection

Hundreds of millions of videos on YouTube

Majority of users 18-55. 51% of users visit at least once a week. 52% of visitors 18-55 share videos with friends at least once a week. - YouTube fact sheet.

Anyone can create a YouTube page for free, upload content, invite others to upload/comment





Facebook Phrases

Profile

Friend

Group

Page

"Groups and pages serve different purposes... Groups are meant to foster group discussion around a particular topic. Pages allow entities such as public figures and organizations to broadcast information to their fans. Only authorized representative of the entity can run a Page." - Facebook help topics

Status

Newsfeed

Facebook Connect

facebook
Home
Profile
Friends
Inbox
Jeremy Johnson
Settings
Logout
Search



Edit Page
Promote Page with an Ad
Add Fan Box to your site
Send an Update to Fans
Get more Fans with SMS
Suggest to Friends
Subscribe via SMS
Remove from my Page's Favorites

API:
academicintl.com
twitter.com/APIstudyabroad

Aspire by API (High School and Gap Year Programs)
aspirebyapi.com
twitter.com/AspireAbroad
facebook.com/AspireAbroad

Information

Location:
301 Camp Craft Road, Suite 100
Austin, TX, 78746-6501

Phone:
1-800-844-4124

Insights

0.4 ★ ★ ★ ★
Post Quality
8 Interactions
This Week

Most Active Countries
Argentina 2
View All

Insights are visible to page admins only.

Fans
6 of 908 fans See All


Erin Pawelek


Sara Elkorchi


Esteban López


Jade Hilder


Ann W. Henriksson


Jenna Gabriel

Notes

Academic Programs International – API

Wall
Info
Notes
Reviews
Photos
Events
+

What's on your mind?
Attach:
Share
Options


Academic Programs International – API I'm jazzed about this! (thanks US Embassy Madrid)
La música jazz llega a Madrid!


Web oficial XXVI Festival de Jazz de Madrid. Área de Las Artes del Ayuntamiento de Madrid
Source: www.esmadrid.com
Página oficial XXVI Festival de Jazz de Madrid con toda la información sobre la programación

3 hours ago · Comment · Like · Share


Academic Programs International – API Follow API's tweets from upcoming @NAFSA (Association of International Educators) regional conferences: for Region III the hashtag is #NAFSAR309, and for Region VIII the hashtag is #NAFSA09VIII.


NAFSA | Events And Training | NAFSA Regional Conferences
Source: www.nafsa.org
NAFSA is a member organization promoting international education and providing professional development opportunities to the field.

4 hours ago · Comment · Like · Share


Loren Elliott Hi! I am a freshman at Western Washington University, and am looking into choosing a study-abroad program for my junior year that will be a good fit for me. I have some special circumstances with my study abroad situation and a lot of specific criter...[Read More](#)

10 hours ago · Comment · Like · Report


Academic Programs International – API Hi Loren, thanks for the question. We would be happy to advise you on these options. Please call us at 1-800-844-4124 and ask to speak with Ilene or Jeremy. Thanks! – Jeremy

7 hours ago · Delete

Write a comment...


Academic Programs International – API A good article, brought to our attention by our friends at Miami University: "To those students who are dealing with mental illness – one of the best things you can do is to disclose this to your study abroad advisor and study abroad program. They...[Read More](#)


Her Story: Studying Abroad With A Mental Illness : NPR
Source: www.npr.org
A student reflects on living in Kenya while dealing with clinical anxiety and obsessive-compulsive disorder. The letter was submitted anonymously to the student theater group for their production Out of Sight, Out of Mind.

Yesterday at 6:40pm · Comment · Like · Share


Brittany Boe when will i find out how many people have been accepted into the intermediate-level San Joaquin de Flores, CR program? I'm supposed to hear from someone, because if no one else applies to that program then i'm going to Spain... but I haven't heard back from anyone yet :(

Yesterday at 11:53am · Comment · Like · Report

Get More Fans
Advertise your page and pay only for new fans and clicks. Preview below.

Academic Programs International – API

Your Text Here
Jeremy Johnson is a fan.
Become a Fan



Api Cork

[Wall](#)[Info](#)[Photos](#)[Video](#)[Links](#)

Attach:

[Share](#)[Filters](#)[View Photos of Api \(1\)](#)[Send Api a Message](#)[Poke Api](#)

Dia Dhaoibh! Claire here and I have set this page up to share photos and keep in touch while ye are travelling the world!

Information

Hometown:
Bishopstown, Cork, Ireland

Website:
<http://www.academicintl.com>

Mutual Friends

10 friends in common [See All](#)



Kaitlin
Hensel



Kim
Karalekas



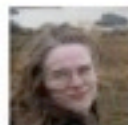
Api Rome

Friends

43 friends [See All](#)



Norann
Garcia



Calla
Schoenec
ke



Michelle
Reilly



Ashley
Lutter



Ellen
Dowling



Rachel
Wellborn

Api Cork



API London Fall 09

37 new photos

Yesterday at 7:07am · [Comment](#) · [Like](#) · [Share](#)



Cara Perkins Hi Claire. Is the Cork City Goal tour going to go all the way until 9? I have a test the next day so I want to make sure I'll have time to study for it

Wed at 1:13pm · [Comment](#) · [Like](#)



Api Cork No Cara, the tour starts at 7pm and lasts about an hour so ye should be back at half 8pm at the latest.
Yesterday at 2:38am



Amanda Brennan Hey. My phone was found, but I can not figure out how to call the guy back.

I want to make sure I have his address right so I can send him a prepaid box.

The phone number is 02074840748 and the address is

Scott Buchoran
Princess of Wales
27 Vileir St.
WC2N 69D

what do i need to dial to reach him

October 19 at 8:57am · [Comment](#) · [Like](#)



Api Cork That's great news Amanda! The code for the UK is 0044 and drop the following 0 so you will be dialing: 0044 2074840748. Let me know if you have any more problems



[View Discussion Board](#)

[Message All Members](#)

[Edit Group Settings](#)

[Edit Members](#)

[Invite People to Join](#)

[Create Group Event](#)

[Leave Group](#)

Check out the "Discussions" tab at the top of the page to meet other students going to your same university abroad!

Information

Category:
[Student Groups – Abroad/Overseas Groups](#)

Description:
This is a group for all students participating in a semester or year abroad program in Australia, New Zealand or Fiji through AustralLearn in January or February of 2010. Please feel free to chat with each other about your upcoming semester, post photos or questions, etc.

Membership in this group

AustralLearn – Study Abroad – Jan/Feb 2010

[Wall](#)

[Info](#)

[Discussions](#)

[Boxes](#)

[Photos](#)

[+](#)

[Edit Information](#)

Basic Info

Name: AustralLearn – Study Abroad – Jan/Feb 2010 [Edit](#)

Category: [Student Groups – Abroad/Overseas Groups](#)

Description: This is a group for all students participating in a semester or year abroad program in Australia, New Zealand or Fiji through AustralLearn in January or February of 2010. Please feel free to chat with each other about your upcoming semester, post photos or questions, etc.

Membership in this group indicates that you agree to conducting discussion and other postings with respect for all members. Posting objectionable content or discussion may result in a cancellation of group membership.

While... [\(read more\)](#)

Privacy Type: Closed: Limited public content. Members can see all content.

Contact Info

Email: studyabroad@australlearn.org

Website: <http://www.australlearn.org>

Office: 12050 N. Pecos Street, Suite 320

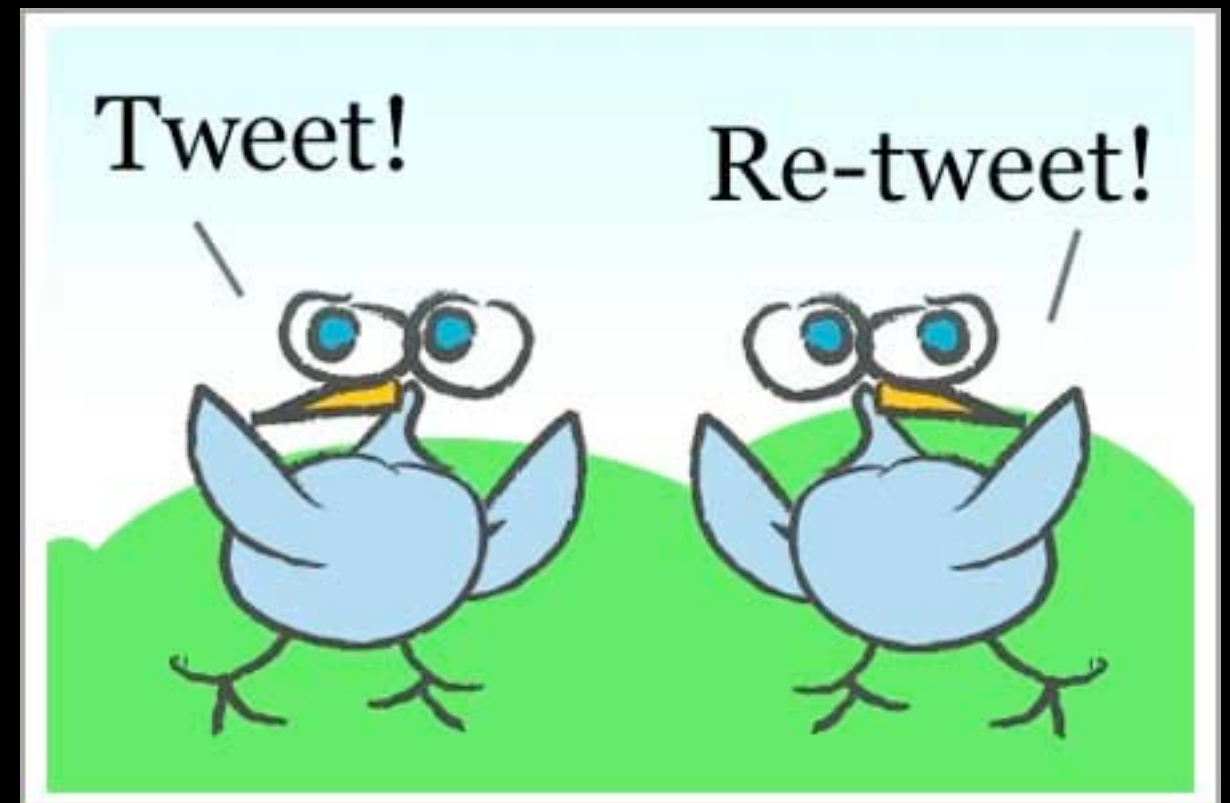
Location: Westminster, CO

Recent News

News: **WELCOME!**
Congratulations on your acceptance to the AustralLearn Program! We hope you're getting excited about your upcoming semester abroad – please don't hesitate to ask any questions you can think of on the Wall or to your coordinator directly (they're all listed under "Officers").

CONNECT!
Do you want to know who else will be attending your university abroad with AustralLearn? Check out the Discussion Board of this group to find your university name and connect with other students!

Twitter Terminology



Profile

Tweet

Retweet (RT)

Hashtags (e.g. #NAFSAR309... Iranian protests... organize/search/discovery implications - *Jessica Vascellaro - WSJ*)

Follow

Direct Message (DM)

@ symbol

Locked Profile



AustraLearn

✓ Following



Are you in the D.C. area? Need something to do Saturday Oct 24th? Check out the Life After Study Abroad event!

<http://tinyurl.com/yl7sh86>

5:02 PM Oct 23rd from web

RT @FAPE #studyabroad -ers! WHO ARE YOU NOW survey is going gangbusters!! Keep speading the word.

<http://tinyurl.com/yg9s3uy> #FAPEsurvey2009

4:24 PM Oct 23rd from web

Regional NAFSA #: RT @APIstudyabroad: @PennySchouten Don't forget Region 3: #NAFSAR309

9:59 AM Oct 23rd from web

RT @DegreesOverseas Want one place to search 33 universities and all their programs at the same time? Check it out: <http://tiny.cc/9fv7Y>

9:39 AM Oct 23rd from web

@Bleaining There are great marketing and business classes in New Zealand, Australia, and Fiji for a semester or year abroad student!

5:21 PM Oct 22nd from web

What's it like to #studyabroad in #Australia? Check out our alumni's award winning documentary -

<http://www.australearn.org/...>

3:57 PM Oct 22nd from web

RT @MSU_OSA Michigan State University Office of Study Abroad International Opportunities Fair <http://bit.ly/pvEEf> - see you there!

11:38 AM Oct 20th from web

RT @JEDenver RT @ SubanLearning Top 10 Reasons

Name AustraLearn

Location Denver, Co.

Web <http://www.austra...>

Bio Study Abroad in Australia, New Zealand and the South Pacific with AustraLearn!

385

following

447

followers

Tweets

231

Favorites

Actions

[message](#) AustraLearn

[block](#) AustraLearn

[report](#) AustraLearn for spam

Following



[View All...](#)



RSS feed of AustraLearn's tweets

Practical Applications



Setting up a professional profile

Creating a group on Facebook

Creating a page on Facebook

Creating a Twitter account

What is your goal with the group/page/profile?

How to get students to join?

Best Practices - Facebook



FACEBOOK
YOU'RE DOING IT WRONG

Create communities for your students (landing pages for groups that you or your students create, discussion boards, etc)

Post announcements on wall (temporal), as a note (more permanent), or as an event (ability to input directions; RSVP functionality - great for orientations, etc)

Privacy/monitoring issues?

[Suggest to Friends](#)[Add to my Page's Favorites](#)[Subscribe via SMS](#)[Remove from my Page's Favorites](#)

TTU Study Abroad: From Here It's Possible...to see the world!

Information

Location:
601 Indiana Ave
Lubbock, TX, 79409

Phone:
806-742-3667

Fans

6 of 229 fans

[See All](#)

Melissa
Cech



Matlin
Smith



Brandon
Gross



Leslee
Hackett





Cassie
Hierholzer



Tracy L
Cruz

Study Abroad at Texas Tech University

[Wall](#)[Info](#)[Photos](#)[Extended Info](#)[Boxes](#)Attach:  [Share](#)[Study Abroad at Texas Tech University](#) Just Fans

Study Abroad at Texas Tech University Great photo essay of Shanghai...not only for the Chinaphile!



A New Look at Old Shanghai – Photo Essays – TIME

Source: www.time.com

The colonial Chinese city is feted for its historical architecture, but the Shanghai of today is emblematic of a very modern China. Photographs by Julien Daniel / MYOP

September 29 at 9:13pm · [Comment](#) · [Like](#) · [Share](#)



Study Abroad at Texas Tech University We all know the great stories students have to tell from their study abroad experiences.

With the 2009 Student Diplomat Video Contest, students across the country have a chance to become the next Student Diplomat – and win \$300 – just by sharing a sto...[Read More](#)



2009 Student Diplomat Video Contest

Students across the country have a chance to become the next Student Diplomat – and win \$300 – just by sharing a story about their time abroad.

Time: 8:00PM Monday, September 28th

Location: NAFA: Association of International Educators and Abroad View

September 28 at 3:07pm · [Comment](#) · [Like](#) · [Share](#) · [RSVP to this event](#)



Study Abroad at Texas Tech University "Adventures of Study Abroad" Photo Contest

We're looking for the best pics from your study abroad experience! We want creative artsy pics that captured the essence of where you went

Submit photos to jane.bell@ttu.edu or lilly.i.kilcreas...[Read More](#)



[Suggest to Friends](#)

[Add to my Page's Favorites](#)

Founded in 1990, AustraLearn is the leading provider of U.S. and Canadian students to Australia, New Zealand and the South Pacific for Semester/Year Abroad programs, Summer Short Courses, Internships and Degree Programs.

Information

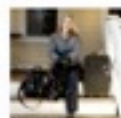
Location:
12050 N. Pecos Street, Suite 320
Westminster, CO, 80234

Phone:
1-800-980-0033

Fans

6 of 586 fans

[See All](#)



Penny Schouten



Kim Myatt



Zac Einerson

AustraLearn

[Become a Fan](#)

[Wall](#)

[Info](#)

[Photos](#)

[Boxes](#)

[Reviews](#)

[Filters](#)



Jodi Gold Griffith in Feb? anyoneee going? :)

October 8 at 7:31pm · [Report](#)



Sarah Raffelt macquarie in february!

October 5 at 8:13pm · [Report](#)



Jack Goldberg Awesome!

October 6 at 10:44pm · [Report](#)



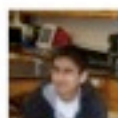
Jack Goldberg Anyone going to Macquarie University in February?

October 4 at 10:26am · [Report](#)



Justin Grainger Las Vegas --> Macquarie in February!

Sat at 6:28am · [Report](#)



Saurabh Dakwale Anybody going to ANU?

October 3 at 6:21pm · [Report](#)



AustraLearn Check out these great photos of Australia



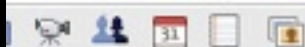
Australia

41 new photos

[September 25 at 11:42am](#) · [Share](#)



AustraLearn The Top Ten reasons YOU should study in New Zealand (via David Letterman and NZ Prime Minister John Key) http://www.cbs.com/late_night/late_show/video/?pid=NDa866QRVydL2Z9G7sNkUOOJou0_d_a_e





Miami University Study Abroad

[Wall](#)[Info](#)[Extended Info](#)[Events](#)[Discussions](#)[Boxes](#)[»](#)

Displaying 1 - 10 of 34 of Miami University Study Abroad's upcoming events

[1](#) [2](#) [3](#) [4](#) [Next](#)

Today, October 12



Study Abroad 101 Information Session

“ Come learn more about study abroad! ”

Type: Meetings – Informational Meeting
Where: 225 MacMillan
When: Today from 4:00 pm to 4:30 pm

[RSVP](#)[View Guest List](#)

Tomorrow, October 13



Study Abroad 101 Information Session

“ Come learn more about study abroad! ”

Type: Meetings – Informational Meeting
Where: 225 MacMillan
When: Tomorrow from 4:00 pm to 4:30 pm

[RSVP](#)[View Guest List](#)

Wednesday, October 14

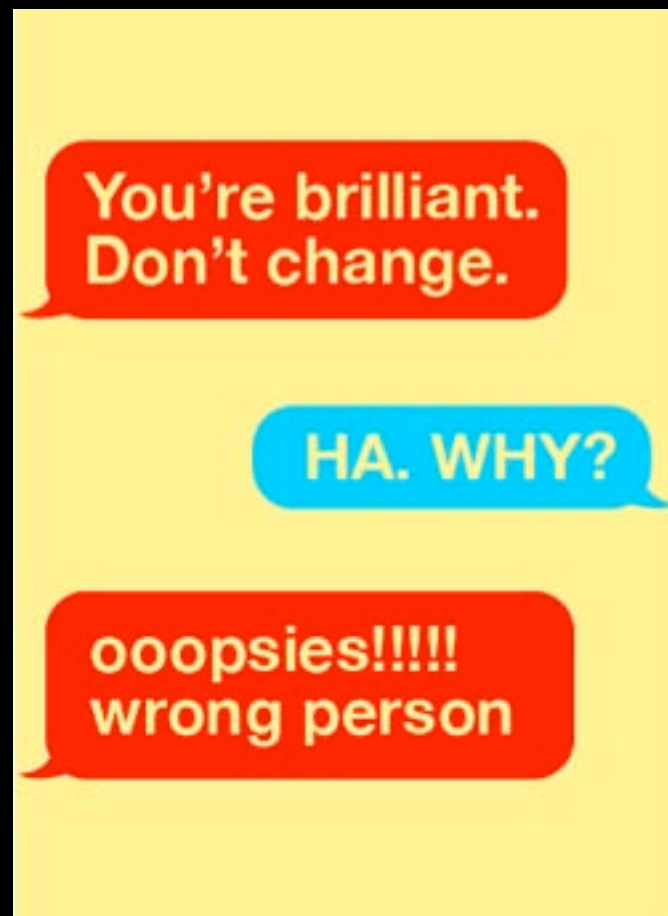


Study Abroad 101 Information Session

[RSVP](#)[View Guest List](#)

[f](#) Applications





Best Practices- Twitter

Be conversational - limited space necessitates degree of informality

Easier to have one-on-one conversations on Twitter

Accepted practice to start a conversation with a stranger

Don't send a million tweets a day (bad examples...)

URL shortening, pictures

Direct to external sites (homepage, blogs, news articles, applications)

Monitoring software: Tweetdeck/Monitter/Twetizen

Best Practices - Twitter



Put authenticity before marketing.

Don't use Twitter for RSS... too impersonal and "markety"

It's okay to have multiple Twitter accounts (Zappos, JetBlue, IFSA Butler, Asia/Euro/Austra-learn, API staff), but be careful of weakening your message with too many channels, and be sure all on same page

Be nice, be thankful, and retweet -- Twitter karma :)

From the article "10 Twitter Tips for Higher Education" - Heather Mansfield, University Business



APIstudyabroad

I posted 8 photos on Facebook in the album "API in Grenoble"

<http://bit.ly/2xCWRx>

about 1 hour ago from Facebook

Ooo la la - come study abroad with API in the City of Lights! <http://bit.ly/28e9HE>

about 3 hours ago from Facebook

Looking forward to #NAFSAR309

about 12 hours ago from web

I'll drink to that! Thanks Apibaires! <http://bit.ly/152Lgv>

about 13 hours ago from Facebook

Another beautiful day at API headquarters in Austin, TX!

<http://bit.ly/HpZ4b>

1:13 PM Oct 23rd from Facebook

@NAFSA, @AustraLearn Thanks for the RTs about @NAFSA Regionals :)

10:08 AM Oct 23rd from web in reply to NAFSA

I'm jazzed about this! (thanks US Embassy Madrid) La música jazz llega a Madrid! <http://bit.ly/2yd1u8>

9:02 AM Oct 23rd from Facebook

Follow API's tweets from upcoming @NAFSA regional conferences: Region III #NAFSAR309, and Region VIII #NAFSA09VIII.

8:11 AM Oct 23rd from TweetDeck

RT @PSUaaAbroad If you are going to the Region VIII @NAFSA conference the hashtag for it is #NAFSA09VIII. Use it for conference updates!!

7:48 AM Oct 23rd from web

@ohstopthistrain Where are you looking to study abroad? What subjects? Maybe I can help :)

7:41 AM Oct 23rd from TweetDeck in reply to ohstopthistrain

Name APIstudyabroad

Location Austin, TX

Web <http://www.academ...>

Bio Hi! My name is Jeramy Johnson and I'm the Director of Programming and Communications at API! Tweet me with your study abroad questions!

1,871

following

780

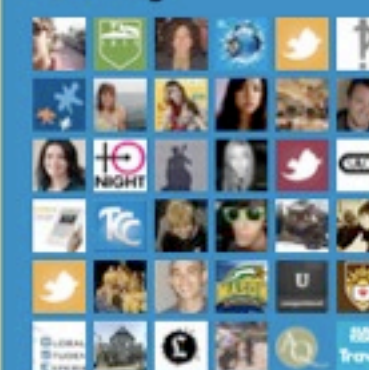
followers

Tweets

829

Favorites

Following



View All...



RSS feed of APIstudyabroad's tweets



Twitter Monitoring

It's okay to respond to general inquiries

Use your account to post updates

Avoid 'barging in' on conversations

Can create special groups to monitor

Can monitor who is following you (spam, porn, get rich, etc) and block them!

Follow more people than follow you

Strategic following... keep on top of those in the field!

TweetDeck v0.30.5

Remaining API for account APIstudyabroad: 68/150 Resets: 11:17

Search: "study abroad" OR ...

Spending my afternoon at the @QUEduAbroad Study Abroad Fair in Baker Ballroom

• tiffanys06, [+] Mon 12 Oct 08:02 via web

@chipphantom I am DEFINITELY coming back next semester. Aren't you studying abroad then, though? W/ Ms. Caroline in London or something else?

• HopeEmily, [+] Mon 12 Oct 08:01 via web

Dear Students, Hajvery University gives you a unique life time opportunity to Study Abroad For FREE in any of... <http://bit.ly/hWyKQ>

• HajveryU, [+] Mon 12 Oct 07:57 via Facebook

Come to "UF in Mannheim, Germany Info Session" Wednesday, October 21 from 4:30 pm to 5:30 pm. Study Abroad in... <http://bit.ly/u4Zmx>

• UFStudyAbroad, [+] Mon 12 Oct 07:56 via Facebook

Come to "Warrington College of Business Study Abroad Fair" Wednesday, November 4 from 5:00 pm to 7:00 pm. You're... <http://bit.ly/eqdjQ>

• UFStudyAbroad, [+] Mon 12 Oct 07:51 via Facebook

Tomorrow General Study Abroad Information Session 12:10-1:10pm in 150 Hawthorn!!

• PSUaaAbroad, [+] Mon 12 Oct 07:37 via Ping.fm

Group: Study abroad APIstudyabroad

IES Abroad Auckland Blogger Josh Malina is highlighted in his Washington University school newspaper. Check out... <http://bit.ly/rLx1Q>

• IESAbroad, [+] Mon 12 Oct 10:51 via Facebook

Want to join on a blogger & new media call with @BillMcKibben tomorrow, quick - join this list! <http://j.mp/10lhqg> Invite coming soon.

• 350, [+] Mon 12 Oct 10:49 via TweetDeck

#education 'Striving Readers' Tough to Measure: Striving Readers, which the Obama administration want.. <http://bit.ly/2jT8Ec>

• educationweek, [+] Mon 12 Oct 10:41 via twitterfeed

Student Loans Company boss promises an internal inquiry into processing problems for grants and loans. <http://bit.ly/GkhtM>

• bbceducation, [+] Mon 12 Oct 10:40 via twitterfeed

Celebrate Columbus Day with the Road Crew. Campbell and Clark are in South Carolina this week! They'll be at USC today.

• EFCollegeBreak, [+] Mon 12 Oct 10:38 via web

Brandon is going to study abroad this summer with COBA!!!! Don't be jealous. You can do it too!

• JoeStudyAbroad, [+] Mon 12 Oct 10:37 via web

Mentions APIstudyabroad

Sign me up!!! Homeland 2 all vamp rockstars! RT @APIstudyabroad: I posted 53 photos on Facebook in "API in Transylvania": <http://bit.ly/DLehl>

• PennySchouten, [+] Mon 12 Oct 09:51 via TweetDeck

students @ohiou: check out the study abroad fair 11-4 tomorrow @ baker ballroom! & be sure to check out the @APIStudyAbroad booth!

krisisisipoo, [+] Sun 11 Oct 23:08 via web

RT @APIstudyabroad Look for API! RT @QUEduAbroad: The Study Abroad Fair is this Monday, Oct. 12, from 11-4 in Baker Ballroom.

krisisisipoo, [+] Fri 09 Oct 10:10 via web

@APIstudyabroad Thanx API 4 the #followfriday love! API is a gr8 example using social media 4 study abroad & internl ed advising/promo

PennySchouten, [+] Fri 09 Oct 09:59 via TweetDeck in reply 1

@kim_api welcome to twitter! we are all very excited to now receive @apistudyabroad krakow and florence tweets! (=

kimkaralekas, [+] Fri 09 Oct 09:56 via TweetDeck

@APIstudyabroad is in OREGON today! go see Paige at OSU's study abroad fair!!! (and p.s. go ducks :)

kimkaralekas, [+] Thu 08 Oct 09:47 via TweetDeck

Direct Messages APIstudyabroad

Hey, I just added you to my Mafia family. You should accept my invitation! :) Click here: <http://www.playmobsterworld.com/?refuid>

jcposner, [+] Sun 11 Oct 20:16 via Direct Message

MiamiUabroad: Selfishly just the API ones :) Thanks! Can you email them to me? jeramyj@academicintl.com

APIstudyabroad, [+] Fri 09 Oct 15:36 via Direct Message

I have fair pictures now. Do you want pictures from the whole fair, or specifically the API table?

MiamiUabroad, [+] Fri 09 Oct 14:51 via Direct Message

krisisisipoo: Of course Krisi, sorry that I didn't make the connection :) Thanks again!

APIstudyabroad, [+] Fri 09 Oct 10:14 via Direct Message

I'm a peer mentor for API, so of course!

krisisisipoo, [+] Fri 09 Oct 10:13 via Direct Message

krisisisipoo: Thanks for the RT! Will you be there?

APIstudyabroad, [+] Fri 09 Oct 10:12 via Direct Message

Wednesday, October 28, 2009

Sample Twitter Conversation - Information Sharing

The Top Ten reasons YOU should study in New Zealand (via David Letterman and NZ Prime Minister John Key)

<http://tinyurl.com/yfxy7kk>

10:25 AM Sep 25th from web



GlobaLinks Learning Abroad (@AustraLearn) nominated as Colorado Small Business of the Year: <http://tinyurl.com/klptcw>

4:46 PM Aug 28th from web

2 Central Mich Uni film students intern in Australia with @AustraLearn – produce TV show to document experience! <http://tinyurl.com/mjdz38>

11:54 AM Aug 21st from web

In Colorado? Need a reason to get outside? The '09 GlobeTrot 5K is it! Raising \$ for #studyabroad <http://tinyurl.com/l4gy8n>

12:12 PM Jul 27th from web

Sample Twitter Conversation - Advising



mlsnider @APIstudyabroad How long does it usually take from the time API receives an application until the time I will hear their decision?

12:13 PM Sep 27th from web

@mlsnider Hi Peggy! It typically takes up to a week; which program did you apply to? I can ask the program manager for you :)

1:45 PM Sep 27th from TweetDeck in reply to mlsnider



mlsnider @APIstudyabroad I applied to Granada Spring 2010...they received all my hard copies on Friday after I submitted my online about 2 wks ago.

1:53 PM Sep 27th from web



@mlsnider In that case I would guess by the end of the week. Call our 800 number and ask for Paige or Erin for more details :)

2:30 PM Sep 27th from web in reply to mlsnider



mlsnider @APIstudyabroad Thank you!

3:04 PM Sep 27th from web





PSUaaAbroad

✓ Following



Tomorrow General Study Abroad Information Session 12:10–1:10pm in 150 Hawthorn!!

about 3 hours ago from Ping.fm

Advising hours today 1–3pm. Stop by with your study abroad questions or reply with your questions!!

about 3 hours ago from Ping.fm

Today in **#Brazil** it is Lady of Aparecida Day, while in Japan it is Fitness Day – we need that here!!

about 3 hours ago from Ping.fm

Today in Argentina is el Dia de la Raza (Columbus Day) as it is here in the U.S.

about 3 hours ago from Ping.fm

Tomorrow in Cuba is the War of Independence Anniversary!! In Fiji it will be Fiji Day while in Israel it will be Simhat Torah!!

7:08 AM Oct 9th from Ping.fm

Today in Ecuador is Guayaquil Independence Day!! Enjoy!!

7:06 AM Oct 9th from Ping.fm

No advising hours today but send me a message with your questions!!

7:06 AM Oct 9th from Ping.fm

Paris Spring 2010 Program Information Session tomorrow

Name PSUaaAbroad

Location Altoona, PA

Web <http://www.altoon...>

Bio Receive the latest news and updates from the Penn State Altoona Office of Education Abroad

14

following

79

followers

Tweets

163

Favorites

Actions

[block](#) PSUaaAbroad

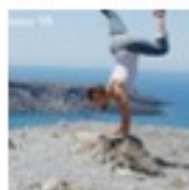
Following



ArcadiaAbroad



RSS feed of PSUaaAbroad's tweets



UFStudyAbroad

✓ Following



Internships Abroad!! Info Session
today with The Washington
Center; Hume Hall @ 1:00 pm and
tomorrow at Little... <http://bit.ly/1oeAdc>

about 1 hour ago from Facebook

Come to "UF in Mannheim-German Language" Thursday,
October 15 from 4:00 pm to 5:00 pm. UF in Mannheim-
German... <http://bit.ly/2f3Vs>

about 2 hours ago from Facebook

Come to "UF in Mannheim, Germany Info Session"
Wednesday, October 21 from 4:30 pm to 5:30 pm. Study
Abroad in... <http://bit.ly/u4Zmx>

about 3 hours ago from Facebook

Come to "Warrington College of Business Study Abroad Fair"
Wednesday, November 4 from 5:00 pm to 7:00 pm. You're...
<http://bit.ly/eqdjQ>

about 3 hours ago from Facebook

The Study Abroad Peer Advisor group will be holding
walk-in hours every Tuesday and Wednesday, 2-4 PM, in
the... <http://bit.ly/20G9dL>

7:55 AM Oct 7th from Facebook

The Study Abroad Peer Advisor group will be holding

Name UF Study Abroad
Location Gainesville, Florida
Web <http://www.abroad...>
Bio University of Florida
International Center Study
Abroad Services office

13

following

66

followers

Tweets

38

Favorites

Actions

[message](#) UFStudyAbroad

[block](#) UFStudyAbroad

Following



[RSS feed of
UFStudyAbroad's tweets](#)

Advice...



Try not to spread yourself too thin across the social media spectrum (identify where your audience is and be there). Join the conversation, and speak the(ir) language.

Expect growth to be slow, incremental (not "If you build it they will come...").

Once you have a social media presence, USE IT (Gen Y won't wait forever!).

Don't overuse it (people may tune you out).

Promote your sites (email signature, business cards, catalog/brochures, website, how did you hear about us, etc).

"You must participate in the conversations - sometimes it is program promotion and sometimes it is sharing information or resources, but those who are honest in their communications or are transparent will be the most successful." - Penny Schouten



Social Networking

To reach students where they are.

They're (mostly) free!

Limited time commitment.

Use across multiple platforms/devices.

Easy to learn and get off the ground.



NAFSA Region III

Wall Info Discussions Photos +

[View Discussion Board](#)[Message All Members](#)[Promote Group with an Ad](#)[Edit Group Settings](#)[Edit Members](#)[Invite People to Join](#)[Create Group Event](#)[Leave Group](#)

Write something about NAFSA Region III.

Information

Category:

Organizations – Professional Organizations

Description:

In 1954, international student advisors met together for the first time. Dr. Farrington at the University of Houston and Alice Pratt at IIE-Southwest co-sponsored the meeting. Dr. Joe Neal was elected chairman.

The following year, in March, the Southwest Conference of Foreign Student and Fulbright Advisors was convened by Dr. Joe Neal, University of Texas-Austin and Alice Reynolds Pratt, Southwest Office, Institute of International Education. At that time,

Basic Info

Name:

NAFSA Region III

Category:

Organizations – Professional Organizations

Description:

In 1954, international student advisors met together for the first time. Dr. Farrington at the University of Houston and Alice Pratt at IIE-Southwest co-sponsored the meeting. Dr. Joe Neal was elected chairman.

The following year, in March, the Southwest Conference of Foreign Student and Fulbright Advisors was convened by Dr. Joe Neal, University of Texas-Austin and Alice Reynolds Pratt, Southwest Office, Institute of International Education. At that time, Mississippi was a part of Region III.

Dr. Neal tells this interesting story about getting Russell L. Riley, Director of the IES of the State Department, to join other illustrious speakers at this first meeting:

"I invited Russell Riley, The Director of the International Exchange Service, to speak. He replied that he would be delighted to come...however, he was supposed to testify before the Senate Appropriations Committee concerned the next year's budget.

"I determined that the chairman of the Senate Appropriations Committee was Lyndon Johnson, whom I knew. So I sent a telegram to Johnson saying that Riley could not attend an important meeting in Texas because of appearing before his (Johnson's) committee. I received a telegram from Johnson that Riley would be at the meeting. I learned later that Johnson's office called Riley and said, "You will go to Texas."

"Apparently, Riley's excuse for not coming the in the first place was only partially based on the Committee appearance. After Johnson's order to appear, however, he had no choice. He landed in Houston from a DC3 as mad as the proverbial hen. In fact, he barely spoke, he was so angry at being commandeered

[Edit Information](#)[Create an Ad](#)

CALA of Central Texas

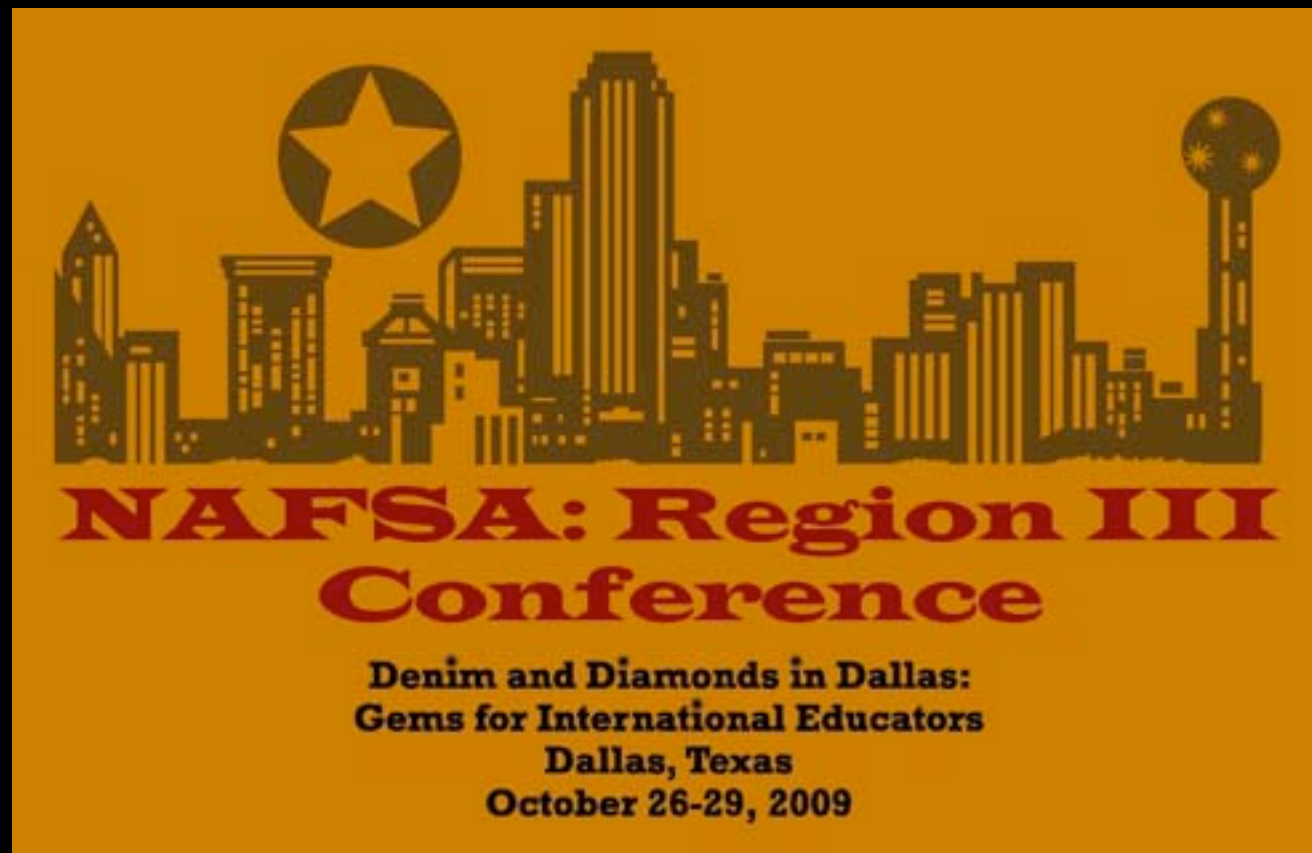
x



Support Tort Reform! Stop Lawsuit Abuse! Join as a Supporter Today!

[Like](#)**Find your ancestors**

in the 1930 U.S. Census.



Uses for Region III Page

Asking questions among Region III members

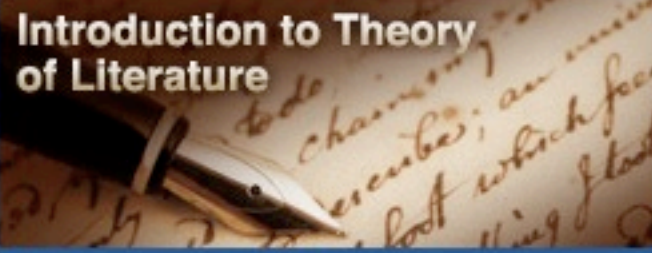
Coordinating roommates at conferences.

Soliciting comments on new regulations.

General information about conferences, sessions.

NAFSA central website move...

Introduction to Theory
of Literature



Open Yale courses



The Open University

Changing the way we work



POISON
DART FROG

liberty
science center

iTunes STORE

Music
Movies
TV Shows
Music Videos
Audiobooks
Podcasts
Latino
iTunes U
iPod Games
App Store

Genres

CATEGORIES

Business
Engineering
Fine Arts
Health & Medicine
History
Humanities
Language
Literature
Mathematics
Science
Social Science
Society
Teaching & Education

FIND EDUCATION PROVIDERS

Universities & Colleges

NOTEWORTHY

See All



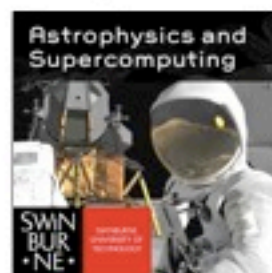
Phyllis L. Kossoff Lecture: US E...
Teachers College, Columbia Unive...



Bomb Scare: The History and F...
MIT



Presidential Forum on Service
Texas A&M University



Astrophysics and Supercomput...
Swinburne University of Technology



Engineering & Design
UNSW



Intensive English
Southern Institute of Technology



Interviews
La Trobe University



Sciences Lectures
University of Otago




Business
RMIT University

QUICK LINKS

Browse
Power Search
Account
Buy iTunes Gifts
Redeem
Support

TOP DOWNLOADS

1.  iPhone Application Programming
1. Introduction to Mac OS X a...
Evan Doll
2. Intensive English Ep 1
SIT TV Production Unit
3. Building a Business: Entrepr...
Fiona Reid
4. African-American troops trai...
The War
5. A romp through the history o...
Marianne Talbot
6. Beginners' French Introduction
Open University
7. The World is Flat 3.0
Thomas L. Friedman
8. Managing Risk in an Uncerta...
Leslie Lamb
9. Lecture 01: Goals of the cour...
Eric Grimson, John Guttag

Adventure

Featured Contributors



Chapel

Last Modified: Oct 26, 2009
Total Tracks: 2



Summit: Exploring Romans

Last Modified: Oct 12, 2009
Total Tracks: 336



ACU Theatre Talkbacks

Last Modified: Oct 12, 2009
Total Tracks: 2



Dr. Joe Shirley

Dr. Joe Shirley, President, Navajo Nation

Last Modified: Oct 12, 2009
Total Tracks: 1



Stewllenium Radio

Stewllenium Radio: Finance & Investing

Last Modified: Oct 12, 2009
Total Tracks: 174



Christopher Kersey

Christopher Kersey: Springboard Ideas Cha...

Last Modified: Oct 12, 2009
Total Tracks: 1

Areas of Study



Arts & Humanities

Arts & Humanities

Last Modified: Sep 6, 2009
Total Tracks: 173



Communication & Media

Communication & Media



Business & Finance

Business & Finance

Last Modified: May 23, 2009
Total Tracks: 255



Education & Human Services

Education & Human Services

TOP DOWNLOADS

Stewllenium Radio #1 - Intro to Valueline
N. T. Wright Simply Christian audio only
It's a Small World
Fashion Fops & Finery - iPod
Newsboys at ACU - Something Beautiful
Stewllenium Radio #11 - DuPont Analysis I
B-17: The Flying Fortress
March Grandioso
Google Calendar - Outlook
Rise of the Novel

WHAT'S NEW

Dr. Joe Shirley, President of the Navajo Nation
Leadership Summit Speakers
Hamil Harris, Washington Post, Diversity in the Media
Dr. Jack Scott, California state senator
The Writing Center
Connected: the Movie

WEB LINKS

Abilene Christian University
Admissions
ACU on iTunes U
Alumni Association
Mobile Learning at ACU

What's Next?



iPhone apps

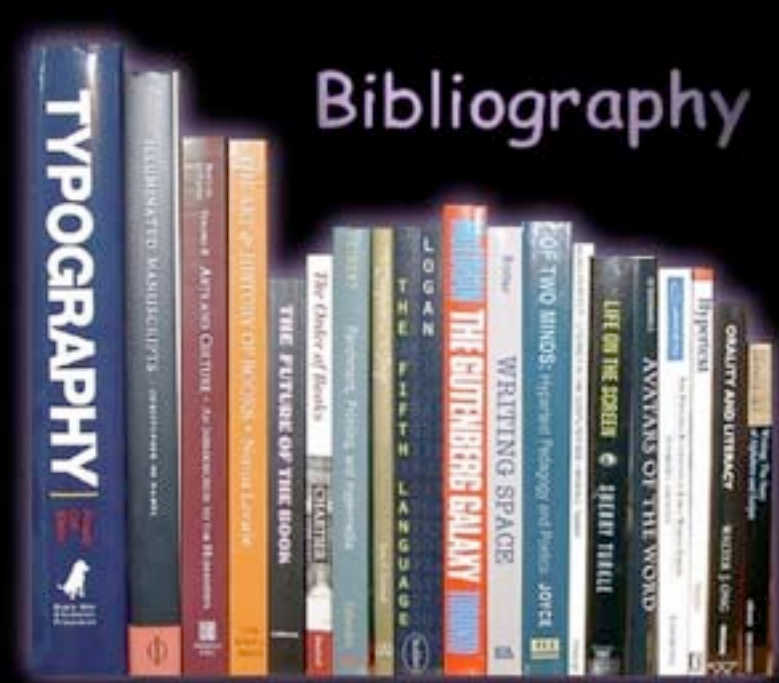
Geocaching

Interactive orientations

Podcasts

Something else...

Bibliography



Helpful Resources

"10 Twitter Tips for Higher Education" - Heather Mansfield, University Business - www.universitybusiness.com/viewarticle.aspx?articleid=1285

"Facebook Driving Mobile Net Usage" - BBC - <http://news.bbc.co.uk/2/hi/technology/8149652.stm>

"Generation (WH)Y" - Kim Karalekas, from *The Project 100* <http://theproject100.wordpress.com/>

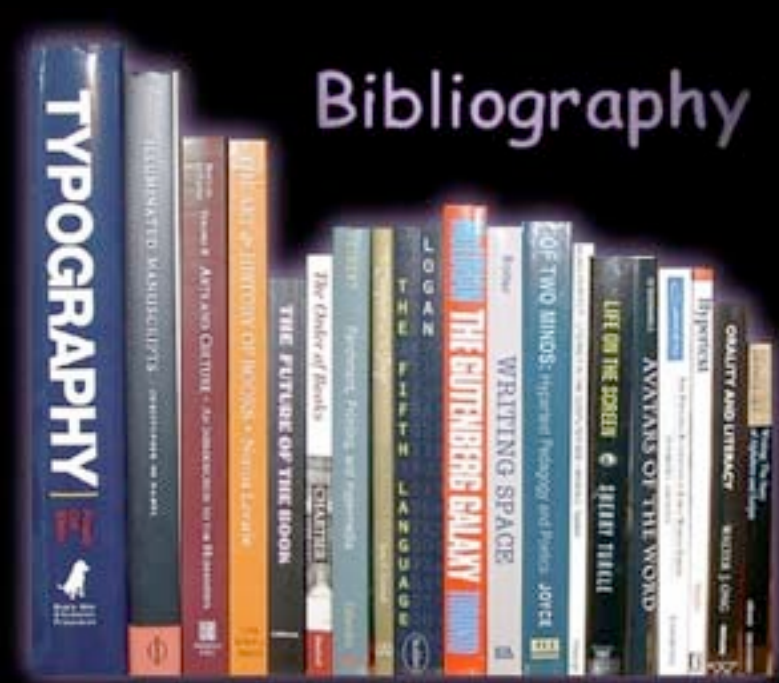
"How Twitter Will Change the Way We Live" - Steven Johnson, Time Magazine (7.5.09) - <http://www.time.com/time/business/article/0,8599,1902604,00.html>

International Higher Education Consulting Blog - David Comp - <http://ihec-djc.blogspot.com>

"Managing an Online Reputation" - Kermit Pattison, The New York Times <http://www.nytimes.com/2009/07/30/business/smallbusiness/30reputation.html?scp=3&sq=Kermit%20Pattison&st=cse>

"Click - What Millions do Online and Why it Matters" - Bill Tancer

Bibliography



Helpful Resources

"Social Networks Around the World" - Doug Coleman, ReadWriteWeb - www.readwriteweb.com/archives/post_2.php

"Study Abroad in a Transparent World" - Presented by Penny Schouten and Sarah McNitt at the 2009 NAFSA Conference in Los Angeles, CA <http://blog.academic-solutions.com>

"TXT Message - Behavior" - SETI.org podcast series "Are We Alone" quoting BJ Fogg, Ph.D. of Stanford University's Persuasive Technology Lab.

"Twitter Power" - Anthony Robbins

[Wikipedia](#) - for definitions on social networking

"Why Don't Teens Tweet? We asked over 10,000 of Them." - Geoff Cook, Tech Crunch - <http://www.techcrunch.com/2009/08/30/why-dont-teens-tweet-we-asked-over-10000-of-them>

"Why Email No Longer Rules... ...And what that means for the way we communicate" - Jessica Vascellaro - The Wall Street Journal http://online.wsj.com/article/SB20001424052970203803904574431151489408372.html?mod=wsj_share_twitter

Special thanks to Michael Bova (API), Kim Karalekas (API), David Comp, Penny Schouten....

Thank you!