**TITLE**

Date

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**Facilitator:** Name, Title, Org

**Speaker:** Name, Title, Org

Abstract

This month’s IT Communications Community Group (ITCOMM CG) Coffee Shop brings together a panel of people who do social media for their IT organization to share about their strategies for being successful in their work. They discuss what they find successful, how they are able to expand their audience, and what they do to keep things fresh and relevant. For more about the IT Communications Community Group, visit: <https://www.educause.edu/community/it-communications-community-group>

**Webinar Chat Transcript**

David - Univ. Kansas: A balmy 29 degrees in Lawrence, KS

Tracy Gale - UF: Yes!

Joelle Thomas (Trinity): Yes

Steve Christensen: Yep

Phil Johnson: Yep!

Stan - NC State: Welcome everyone! If you have questions, please feel free to ask them in the chat window. We'll share them with the presenters after they've all had a chance to share about their institutions.

Allan Hoffman: I'm wondering whether (a) panelists post system outages or planned maintenance on social, and (b) are those posted automatically as part of service management or other systems.

Tracy Gale - UF: Hi Allan: Our CIO has asked us not to post planned or unplanned outage information on social media. He wants distributed IT staff going to the IT Alerts page for this information.

Greg Stauffer - University of Colorado Boulder: Please make sure your mic is muted if you're not speaking.

Andrew Murley: Will this slide deck be available later?

Greg Stauffer - University of Colorado Boulder: Yes, the deck and recording of the presentation will be made available in our IT Comm wiki.

Sarah: We are part of that list, and has proven extremely beneficial - thank you!

Carlyn @ Rice: Love the LEGOS!

Tracy Gale - UF: Our ERP staff and information security staff won't let us use photos of them, so ripping off the Lego idea...

Jeannine Sato: Lego people are brilliant!

Carlyn @ Rice: What kind of feedback to your SocMedia do you get from your own IT staff?

Steve Christensen: Are people in this group taking advantage of Facebook and Instagram stories? Is anyone using Facebook Live?

Becky Klein @ Valpo: yep

Mark O'Black: We recently used Instagram Stories to post images/videos during an event we hosted in January. It really helped bring the entire event to life on social media!

Tracy Gale - UF: Ohhhhh thank youuuuuu Jeannine : )

Kathy@LehighU: That's surpising!

Dave Osburn - Vassar College: I recently polled a group of students at my college and they said overwhelming that they would like to receive information from our IT department via Facebook vs. Twitte, Instagram, etc.

Phil Johnson: Yes to IG Stories, no to FB Live, at MIT.

Tracy Gale - UF: Congrats on that Dave @ Vassar - you have students who want to consume content, that's great

Joel F. W. Price - Swarthmore College: no ITS IG stories (yet) at Swarthmore. no FB yet (nobody's let us know they really wanted us to be on there...yet)

Kathy@LehighU: We have better fac/staff engagement on FB. Students want Instagram (and not just for IT).

Becky Klein @ Valpo: Anyone else actually using students to help manage social media? I hired a student and it's been FANTASTIC

Joel F. W. Price - Swarthmore College: @Becky we are starting this year, and our main college accounts have long done so.

Carlyn @ Rice: How do you balance creating content with pushing content to SocMed. Different team members (writers v posters)?

Joel F. W. Price - Swarthmore College: glad it's going well for you!

Mindy Drexel, Stevens Institute of Technology: Hi. Do you use social media to help support users with questions/technical issues? If so, what types of issues do you address? Who is responsible for monitoring and answering these requests? Have you had to deal with users having an issue with IT services and using social media to blast your organization?

Carla Herling--Drake University: Our university has fantastic student run IG content where students take over for the week, but we havne't used it in IT.

Tracy Gale - UF: Hi Mindy @ Stevens: When someone reports an issue via SM I write them directly / direct message them and get them to the Help Desk and OFF public social media as quickly as possible.

Phil Johnson: Ditto....^

Joel F. W. Price - Swarthmore College: @Carla the takeovers are/were great, but the new algorithm for instagram moves things out of order and decreases views for multiple posts, sadly.

Kelly: Would any of the presenters be willing to share their social media "Plan". I know we need one... but what does the plan look like?

Tracy Gale - UF: Kelly, you can email me and we can talk offline, tgale@ufl.edu

Dave Osburn - Vassar College: I'm currently relying on students to source stories about student tech projects, but I'd like to involve them more in content creation in the future.

Steve Christensen: yep

Andrew Murley: yes

Becky Klein @ Valpo: I'd love to see plans as well - we don't have one and I need to create it

Becky Klein @ Valpo: I'm a solo operation

Mark Rosanes: University of Houston IT here, we do monitor social media (twitter, Reddit) actively to find support issues. Sometimes students don't come to us, but do complain to the Twitterverse, so we try to mitigate that the best we can. Usually things like 'slow wifi in \_\_\_\_ building' or 'i can't access this system'...

Mark Rosanes: we also do support via SMS/text messaging using a web application we built in-house. has been useful for us. we have a small team of students who creates some of our content and I create some of the graphics we post to instagram, twitter, etc

Jeannine Sato: Duke gets very few tech problems via social, but when we do, we direct them to our service desk and in some cases contact them directl, but we never resolve tech issues live in front of all followers to discourage bring tech issues to social.

Carlyn @ Rice: Whose job covers the weekend shift @ MIT?

Carlyn @ Rice: Nevermind, forgot about HootSuite

Kathy@LehighU: Maybe this will be discussed later, but I'd like to know how often folks boost posts and what their budgets are. It's tough to achieve good organic reach anymore (at least with FB)

Joel F. W. Price - Swarthmore College: Swarthmore very similar to what @Jeannine mentioned. We try to empathize with the feeling of having something not work but ultimately push them to contact our Help Desk.

Conny Liegl: Any libraries in the house? We're trying to find strategic guidelines that clearly outline the creation of brand-related accounts in social media. Several departments and programs want to create own accounts, which dilutes our brand. We're trying to find examples of other institutions that outline the need to limit their accounts to ONE main account on all platforms.

Stan - NC State: I really enjoy MIT's cartoons.

Tracy Gale - UF: ^ Me too, Stan!

Carla Herling--Drake University: Ditto. That's part of why we asked Phil.

Kathy@LehighU: We have three library-related accounts, two official, one official. Yeah, it's a problem.

Becky Klein @ Valpo: We've borrowed some of MIT's cartoons : )

Frank Furnari - Boston University: Yes, kudos on the cartoons, I've been following for a while!

Kathy@LehighU: oops, meant "one unofficial"

Phil Johnson: Thanks for the kind words about the cartoons, everyone!

Andrew Murley: about once a week

Carla Herling--Drake University: We post every Tuesday with a Tech Tip on Twitter. And then we post our outages automatically.

Kerri Hudzikiewicz: Way to set the example MIT/Phil! kudos for getting the mention & mentioning.

Kerri Hudzikiewicz: \*way to set I meant

Phil Johnson: Thanks!

Jeannine Sato: We have only boosted posts for big events and it does work. It's a matter of balancing budgets.

Kathy@LehighU: They're probably not our audience, though.

Jeannine Sato: d

Mindy Drexel, Stevens Institute of Technology: For those of you currently managing social media accounts, are your accounts providing value for your organization and for your users? Are there times you get the sense that you are spending time managing your account but not accomplishing your goals? What should the goal of social media be, and when is it time to reassess your social media strategy so that you are not just posting for the sake of posting?

Kathy@LehighU: Thanks, Jeannine. I try to be selective. Can get expensive real quick

Jeannine Sato: To library question: Duke has a very active library social group and they post a lot and have great content. I tag them whenever relevant.

Becky Klein @ Valpo: I have 0 budget for boosting posts

Kelly: @Mindy... same question!

Phil Johnson: We boosted FB posts about events we host. Low cost and it's worked pretty well.

Kathy@LehighU: Minday, yes. I'm very concerned about ROI, which is why I'm trying to get more student help. I often tell my boss I could spend all day, every day on social media. Huge time suck.

Carla Herling--Drake University: We've actually learned about larger outages sometimes via a twitter post. So sometimes it's helpful when people reach out. Other times it's not so much.

Carla Herling--Drake University: We have our communications office retweet some things several times a year too. It definitely helps to get things out to a larger audience.

Kathy@LehighU: Thank you! Yes, we've been lucky with IG stories about an event of ours. Engagement through the roof, we were grateful.

Kathy@LehighU: The university's main account created the story for exam period in the libraries (therapy dogs helped!).

Joel F. W. Price - Swarthmore College: ^nice, Kathy!

Carla Herling--Drake University: We have a live mascot bulldog though and he's social media gold. If we can get him to respond it has more impact than our communication office.

Carlyn @ Rice: 32 hours a week on SocMed!?

Kathy@LehighU: BTW, we are a merged organization (Library & Technology Services), so my social media plan covers two areas of the university.

Nancy Novitski - Univ. of Oregon: How many hours per week do the other presenters spend on social media—esp. MIT, with your custom cartoons? : )

Tracy Gale - UF: BIG THANKS to Carlyn, Carla, and Greg our Facilitator -- and to Becky @ Valpo for being our scribe. THANK YOU!!!

Joel F. W. Price - Swarthmore College: ^Ditto, 2Tracy!

Joel F. W. Price - Swarthmore College: \*@Tracy

Denise Rogers-Mercer University: At Mercer we have one person responsible for both IT Communications & Change Management and 1 student who helps...so social media is used primarily for major announcements, outages, and maint.

Tracy Gale - UF: Yes Carlyn @ Rice: 32 Hours!!!

Karen Wetzel: To learn more about the IT Communications Community Group, visit: https://www.educause.edu/community/it-communications-community-group

Mindy Drexel, Stevens Institute of Technology: Huge thanks to everyone involved in putting this presentation together. I really appreciate it!

Lynn Lundy Evans, Iowa State University: thanks all!

Kathy@LehighU: Thank you! Great stuff here.

Phil Johnson: 32 hours sounds in the ballpark for us, if you factor in the related analytics work.

Allan Hoffman: Really great event everyone, with so much useful information!

Steve Christensen: Agree, thanks for all the information sharing.

Tracy Gale - UF: ^ Exactly what Phil alludes to

Andrew Murley: 1-2 hours a week

Stan - NC State: Once the notes and recording are live, we'll post a link to the CG list.

Kathy@LehighU: Including photography time and interviews adds to my overall SM time commitment.

Andrew Murley: Thank you everyone

Jeannine Sato: Loved hearing what everyone is up to. I got some great new ideas!

Carlyn @ Rice: Super helpful, thanks everyone!

Nancy Novitski - Univ. of Oregon: Thanks so much! Very useful coffee shop!!

Clara: thank you!