



December 8, 2016

10:30am-12pm

Theme: Hands-on Social Media

Meeting Minutes

Welcome and AGPA Updates

- Introduction of AGPA Website (Jillian Baer – Co-President, AGPA)
 - New AGPA website: u.osu.edu/agpa
 - Replaces AGPA Carmen site
 - Will upload documents (meeting minutes, agendas, bylaws) and post announcements
 - Has a “Join AGPA” link for new members
 - Lists team contact info – if you want to join a team, contact Team Chair
 - Some pages are open to public and some sections are password protected – we’ll send out info about passwords and how to access
 - Working groups will have sections on the website (ex: Diversity in Graduate Education)
- Introduction of AGPA Bylaws (Rachel Foltz – Co-President, AGPA)
 - Announced draft of the AGPA Bylaws which outlines the structure of the organization
 - If you have feedback, let Jillian or Rachel know prior to December 19th [UPDATE: send comments to Michelle Lee by December 16th]
 - Will do an electronic vote week of December 19th (need 2/3 approval from those who choose to vote)

Kathleen Wallace - Assistant Dean, Graduate School (wallace.150@osu.edu)

- One of Kathleen’s roles is Director of Communications for the Graduate School; we can run ideas by her
- Collaboration between University Communications (marketing), Graduate and Professional Admissions and Graduate School to provide support to the graduate community with regards to materials and messaging to support visibility and coordination
- Conversation started because of concerns that the university’s messaging is mainly focused on undergraduate. There is a need for something more comprehensive for grad.
- Contracting out to Verge (company that worked on undergrad initiative) to develop messaging and narratives, key facts, visual aspects, etc. (ex: language about Columbus as an asset, info about funding, resources at OSU for grad students, guidelines about tone/content, one-sheet template, postcards) for units to use
- A lot of research was done to develop the Grad School website which can be used to inform this initiative
- Will send updates through Graduate School newsletter
- Will know more about timeline after winter break
- Stressed the importance for us to work with our communications staff to promote graduate needs

Nicholas Love - Senior Director, Social Media, University Marketing (love.396@osu.edu)

- OSU is on twitter, facebook, snapchat, youtube, linkedin, Instagram
- Moving into international social media (ex: wechat, youku, weibo, and medium)
- Have spent time gathering information on individual OSU social media accounts (~3,000); ~2,500 were designated as official; trying to gather information on who is managing the accounts
- Developing social media policy and guidelines for the university
- Social media toolkit: hootsuite (schedule out posts), brandwatch (social media monitoring), nexgate (account monitoring), shareable (benchmarking, engagement measurement)



- Before you create an account/post, these are things to consider:
 - Establish social media goals
 - Develop your ultimate bottom line goal
 - Goal should be aligned with a numerical value
 - Goal should have a deadline
 - Goal should support your larger marketing strategy
 - Identify most efficient and effective metrics to track
 - Social Media Approach
 - Define the role of each channel
 - Understand who your audience is
 - Establish what you want them to do, think and/or feel
 - What type of content do you want to offer?
 - Everything we do should...inform, educate, entertain
 - Our style in doing these things is what differentiates us (makes us unique)
- Social Media Learning Opportunities:
 - Social media listserv – contact Nicholas to be added
 - Social media monthly meetings
 - Social media lunch and learn (TBD) (twice a month)
 - Enterprise Social Media blog (coming soon)

General Discussion

Derek DuPont - Communications Coordinator, College of Arts & Sciences (dupont.24@osu.edu)

- Available to talk about strategy, etc. for ASC departments
- go.osu.edu – good way to track who's clicking on our links; can create your own links and customize them; can see how many people are clicking on your links
- Strategically following people – following people who are influential in your field can have a big effect
- Hashtags – recommend using every time you post; look at trending hashtags; tagging onto things can help you get more reach; look for things that are relevant to your field to see what's already out there and tap into a population that exists; do your research on the hashtags to make sure they are appropriate; think of what your intended audience would search for
- Use images when you can – posts statistically have greater tendency to be liked or shared with images
- Important to stay consistent in your posting – if you post once a day, it will boost your engagement greatly (plan ahead with hootsuite or other method)

Emily Keeler - Program Manager & Community Builder, College of Pharmacy (keeler.16@osu.edu)

- Things to consider before starting a social media account:
 - Why do you want to start an account?
 - Think about your audience and objective
 - Have you considered all options?
 - Is it more appropriate to post through a college account if you're a smaller unit?
 - Who's going to post and create content?
 - Who's in charge to make decisions about what content is shared? Who needs to approve posts?
 - Do you have guidelines?
- Resources:
 - Hootsuite



- OSU social media team
- apps to create content: Canva, Over, Boomerang, Repost, ClipStitch
- brand.osu.edu
- go.osu.edu
- How to get content:
 - Have a plan
 - Theme days (holidays)
 - Brand ambassadors (students, faculty, staff – can create department accounts)
 - Student assistants (caution: approve what they create; hootsuite is a good tool for this)
 - Reminders to key people in your unit (ex: if a recruiter is traveling, have them send you an image)
 - Retweet/post/share (caution: look into whose content you're sharing)
 - Dialogue with your followers (if people ask questions, answer them)
 - Hashtags
 - Contests or challenges
- Suggestions to get people to send content – personal connections, reminders when they're traveling, show them competitors' work and data, give guidance, see who's already on social media and follow/retweet them

Wrap-up and Final Announcements

AGPA Professional Development - upcoming events:

- "Teaching in Troubled Times" panel/open discussion December 8
- OCPA (Ohio College Personnel Association) [Annual Conference](#) Jan 25-27 in Worthington, OH
- ACPA (American College Personnel Association) [Annual Conference](#) March 26-29 in Columbus, OH

2016-2017 AGPA CALENDAR

Morning Meetings-10:30 a.m.-12:00p.m

February 9th - Student Wellness
April 13th - Celebrating and Cleaning Up
June 8th - TBD
August 10th - TBD

Afternoon Meetings- 3:30-5:00p.m

January 12th - Professional Development!
March 9th - Data for Program Assessment
May 11th - Wrap Up and Next Year
July 13th - TBD

All meetings are the second Thursday of every month and held in SAS 285/289 unless otherwise announced.

To join the Association of Graduate & Professional Administrators, visit www.go.osu.edu/joinagpa