

## Celebrating #ScholarSuccess: Using Social Media as a Tool

Aubrey Kuperman, Ed.M.  
University of Central Florida



---

---

---

---

---

---

---

### Marketing Plans

#### Digital:

Website  
Email listserv  
News stories  
through university/  
college

#### Print:

Flyers  
Postcards  
Posters  
Brag Sheets

#### Social:

The missing link



---

---

---

---

---

---

---

### Platforms: The Big 3



Families



Young  
women



Young  
men



---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### Feeding the Content Machine

- Stories, stories, stories!
- Use a basic system to collect and organize your materials
- We use a web form:
  - [Your website](#)
  - Google form
  - Qualtrics survey




---

---

---

---

---

---

---

### What to Ask:

- "What is going on in this photo?"
- "What would you tell students interested in research?"
- "Explain your research – to grandma."




---

---

---

---

---

---

---

### What to Post:

- Photos and videos
- Short quotes
- Links:
  - Instagram: link in bio
  - Facebook and twitter: short URLs




---

---

---

---

---

---

---

## What to Post:

- News Stories featuring Scholars:
  - McNair Network
    - <https://mcnairscholars.com/contact>
    - <http://bit.ly/FacesOfTRIO>
  - Campus News Outlets
    - Institution news source
    - Student-run newspapers




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

## When to Post:

- 2-3 posts/week
- Peak times: lunch and late afternoon
- When you're somewhere cool




---

---

---

---

---

---

---

---

### #Campaign

- Find a hashtag that works for your campus
  - #\_\_\_McNair
  - #mcnairscholars
  - #mcnairscholar
- Especially important for Twitter and Instagram
- Consider a recurring highlight
  - #ScholarSaturdays
  - #FollowMeToLab




---

---

---

---

---

---

---

### With What Spare Time?

- Students love this stuff, so turn it over:
  - Use an MOU
  - Provide templates or trainings
  - Review posts (early on)
  - Let them run with it




---

---

---

---

---

---

---

### Sample MOU

I, \_\_\_\_\_, understand that when I post to any of the Office of Undergraduate Research's Social Media accounts, I am representing the Office, and therefore the University of Central Florida. I will uphold the Golden Rule and strive to support the office's mission to strengthen and enrich the undergraduate research climate at UCF.

If unsure about whether what I am posting is appropriate or accurate, I will consult the OUR staff (Director, Assistant Director, Coordinator(s), or Administrative Assistant). I will answer student questions in a kind and courteous manner, promptly. I will report any issues or conflicts to a staff member ASAP.

Full name (sign): \_\_\_\_\_

Date: \_\_\_\_\_




---

---

---

---

---

---

---

### Content Management:

- Use a post-scheduling tool
  - Hootsuite (Free)
    - Scheduling
  - Buffer (\$10/month)
    - Scheduling
  - Sprout Social (\$675/year)
    - Scheduling and strong analytics




---

---

---

---

---

---

---

### Other Tools for Content Creation:

- Canva: graphics creation (\$10/month)
- Adobe Spark: video creation (\$10/month)




---

---

---

---

---

---

---

### Design Your Next Campaign:

- Publicizing a newly funded program
- Recruiting the next cohort
- Highlighting summer program placements

---

---

---

---

---

---

---

### Questions?

- [Aubrey.Kuperman@ucf.edu](mailto:Aubrey.Kuperman@ucf.edu)
- [Linkedin.com/in/Aubrey-Kuperman](https://www.linkedin.com/in/Aubrey-Kuperman)

---

---

---

---

---

---

---