Celebrating #ScholarSuccess:
Using Social Media as a Tool

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Marketing Plans

<table>
<thead>
<tr>
<th>Digital:</th>
<th>Print:</th>
<th>Social:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Flyers</td>
<td>The missing link</td>
</tr>
<tr>
<td>Email listserv</td>
<td>Postcards</td>
<td></td>
</tr>
<tr>
<td>News stories through university/college</td>
<td>Posters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Brag Sheets</td>
<td></td>
</tr>
</tbody>
</table>

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
    - [Website](http://mcnairscholars.com/contact)
    - [McNair Network](http://bit.ly/McNair)
  - 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)
  - Buffer ($10/month)
  - 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?

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