Building a Global Community on social media

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More than 72 percent of Elon students participate in global study before graduating, including:

- 71 percent of majors in College of Arts & Sciences
- 74 percent of majors in Love School of Business
- 73 percent of majors in School of Communications
- 70 percent of majors in School of Education
Today:

Know your audience.

Social media basics.

Social media for international education.

Collaboration.
Millennials

Selfie-taking  Narcissistic  Lazy  Materialistic  Cynical  Shallow  Entitled

SCREEN ADDICTED
Millennials
Selfie-taking
Narcissistic
Lazy
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Shallow
SCREEN ADDICTED
entitled

STEREOTYPE
STEREOTYPE
GREEN ADDICTED
“A comprehensive study by the Pew Research Center in 2010 found that millennials place a higher priority on helping people in need (21%) than having a high-paying career (15%).”

- Forbes.com
“Millennials are on track to become America’s most educated generation.”

“Millennials tend to be upbeat, positive, and happy. But they are realists as well. They know that not all is well with the world . . . but they believe they can have a role in changing it.”
“They have not let the avalanche of technological tools cause them to withdraw from personal contact with others.”

I. Introduction

1. The General Assembly, in its resolution 64/269, requested that the Secretary-General submit an annual progress report on the implementation of the global field support strategy. As the strategy reaches its fifth year of implementation, the present report assesses achievements and lessons learned and outlines the future approach for the continuous strengthening of United Nations field support beyond 2015.

2. As in the reporting in previous years, and in response to the request of the Advisory Committee on Administrative and Budgetary Questions that the Secretariat consider alternative arrangements to improve reporting on the strategy (A/66/718, para. 189), the report presents high-level overall progress and future directions. More detailed benefits and performance reporting on the implementation pillars will be contained in the forthcoming report on the overview of the financing of United Nations peacekeeping operations for the period from 1 July 2015 to 30 June 2016. Performance reporting and a summary of the consolidated resources for the Regional Service Centre at Entebbe, Uganda, will also be contained in that report.
How does your student loan debt make you feel?
Tell us in 3 emojis or less.

How do you do, fellow kids?
Looking forward to College Coffee on this beautiful Tuesday! 🌞

IT'S TIME!
Apply for a Short-Term Global Study Program
Offering over 40 Study Abroad & Study USA Programs for Winter Term 2017 and two Fall 2016 Travel-Embedded Programs.

It's #ElonDay. Get excited!

WHEN YOU REALIZE TODAY

ELON IS ELON DAY
That caption is why I love this school.

@regis.me ON POINT

1,177 likes

They don't want our campus to look this good in the winter. #ElonGram #major
Is my child safe?
Not all are created equal

Choose platforms based on audience demographics AND content relevance.
Content?
Who's Your Competition?
ENTERTAINMENT

Selfies

Institutional Message

Food pics

Inspirational Quotes
Less is more
(More or less)
“Shorter posts can increase engagement by up to 86%.”
- fastcompany.com
What do you mean short??

Twitter: 71 – 100 characters

Facebook: 40 – 119 characters

- fastcompany.com
Visual content is good. Video content is king.

“According to Mark Zuckerberg’s Q4 earnings call comments. Facebook now sees 100 million hours of daily video watch time.”

- techcrunch.com
GOAL: Creating content your audience will appreciate.

FALSE GOAL: Trying to create “viral” content.
Does your engagement match your strategy?
Perception = Reality
Social Media for International Education
nelsoncrew Good morning, Berlin. This snow looks really nice on you 🤗 #elonabroad
haligolines Beautiful!
deeemcmo this shot is unreal
awatkins2224 Perfection. Is that you???
danjsheehan 👌😊
nelsoncrew @awatkins2224 yes!
awatkins2224 Omg model status! 😍😍 😍😍 I'm so jealous of you! Live it up for me! Also, i miss you!!
Incredible day spent outdoors to wrap up this eye-opening visit to Northern Ireland...this place is truly one of a kind.

#katieinkobenhavn #jkitsnorthernireland #neature #elonglobal #disabroad
Grads Going Global

Grads Going Global: Her love of traveling and being immersed in different cultures has Ashley Roth ready to intern abroad in #CapeTown for the summer! She will be spending two months working working with children through @vacorps. While at #Elon, she studied abroad in #CostaRica for winter term and spent a semester in #Florence.···

If you’re a #gradgoingglobal after Elon, let us know, and we will feature you on our page! #elongram #elonglobal
Annual Photo Contest
Social Media is secondary.
Record numbers for the Elon Global Education Center as 1,131 students, faculty and staff took part in global study programs. The increase comes in large part to an expanded Study USA at Elon University program. Is your study abroad program on the map?
A record number of students are studying abroad this Winter Term. Where did you study abroad when you were at #Elon?

Winter Term study abroad brings new programs and record numbers
More than 1,100 students, faculty and staff are participating this month in a total of 45...

ELON.EDU
Laura Bowman Ghana, Africa
Like · Reply · Message · 3 · January 4 at 6:30pm

Like · Reply · Message · 2 · January 4 at 5:37pm

Courtney Elizabeth Belize
Like · Reply · Message · January 4 at 5:38pm

Joey White WW1 course in Europe; Ireland, and Peru
Like · Reply · Message · January 4 at 5:38pm

Kimberly Poe Leighty Ghana
Like · Reply · Message · January 4 at 5:38pm

Sophia Spach India and Costa Rica! Best memories of my life 😊
Like · Reply · Message · January 4 at 5:39pm

Vicky Aldridge Australia!! Fall semester and winter term 🌞
Like · Reply · Message · January 4 at 5:45pm

Ashley McKenna Ireland!
Like · Reply · Message · January 4 at 5:48pm

Stacey Rusterholz Guatemala!
Like · Reply · Message · January 4 at 5:51pm

AJ Apple Jack Field Biology in Belize...in 2004! And we had a USA Today reporter follow us around to write an article about short-term vice long-term study abroad (I was fortunate enough to also spend a semester in Paris.) Fantastic opportunity! http://usatoday30.usatoday.com/…/2004-02-01-abroad-usat...
Like · Reply · Message · January 4 at 5:57pm · Edited

Brandon Joyner Brazil! Best time of my life! Thank you, Elon!
Like · Reply · Message · 2 · January 4 at 5:53pm

Amy Hedrick The European Union tour (Ireland, England, France, Belgium, Italy, Germany, and the Netherlands) • such an amazing, transformative, and enriching winter term!
Like · Reply · Message · January 4 at 5:53pm

Anita Marie Hodgerson I did a semester in London and a winter term in Australia. Amazing experiences!
Like · Reply · Message · January 4 at 5:56pm

Mariela Kreplak Ray Tanner Ray!!!
Like · Reply · Message · January 4 at 5:56pm

Liz Wolf Spain for a semester- amazing!
Like · Reply · Message · January 4 at 6:00pm

Lauren Alexandria Italy and China both winter term! 😊
Like · Reply · Message · January 4 at 6:02pm

Jackie Gardner Alfred Costa Rica! Loved it.
Like · Reply · Message · 1 · January 4 at 6:02pm

Ali Cia London. Where I met my husband! Cafe europa-backpacking through eastern Europe. Awesome times 😊
Like · Reply · Message · 1 · January 4 at 6:05pm

Amy Noonan I did the WW1 trip which included England, France, Germany, The Netherlands, and Belgium. It was amazing and Tom Nelson was so much fun. I also spent a month in Australia while I was at Elon but not as part of an official program.
Like · Reply · Message · 1 · January 4 at 6:06pm

David Welch Nice
Like · Reply · Message · January 4 at 6:07pm

Ann Johnson Travis Guadeloupe! Alea Cave
Like · Reply · Message · January 4 at 6:09pm

Lori Stright Guthrie Sarah
Like · Reply · Message · January 4 at 6:10pm

Chali Temple London and Peru!
Like · Reply · Message · January 4 at 6:11pm

Megan Long Leftner Ghana!
Like · Reply · Message · January 4 at 6:12pm

Stafford Lewis Kim LONDON winter term! So great! Have been back 3 or 4 times since...most epic was with Kylee one year and my hubby year before last!
Like · Reply · Message · 1 · January 4 at 6:16pm

Stafford Lewis Kim Kelley, Christine and Anne how about you?
Like · Reply · Message · January 4 at 6:16pm

Nabeer Chowdhury European Union (Iceland, Finland, Estonia, Latvia, Lithuania, Belgium, Scotland) for Winter Term 2014! The BEST experience of my life and one that I miss dearly!
Like · Reply · Message · January 4 at 6:16pm

Dee Dee Shugart Harrison London! I had a blast!
Like · Reply · Message · January 4 at 6:18pm

Christine Glatksy Archer Ireland, Winter Term 2000! Was amazing!
Like · Reply · Message · 2 · January 4 at 6:19pm

Jan Haywood Horal England and Scotland. Great trip many, many years ago.
Like · Reply · Message · January 4 at 6:19pm

Aleea Cave Costa Rica and Guadeloupe!! Best times ever!!!
Like · Reply · Message · January 4 at 6:21pm

Kaelyn Harris Paris ❤️ Such fond memories...
Like · Reply · Message · January 4 at 6:22pm

Jeffrey Williamson Florence Italy and Costa Rica!!!!
Like · Reply · Message · January 4 at 6:23pm

Lark Ramsay Johnston London! I met my British husband there! 😊
Like · Reply · Message · January 4 at 6:23pm

Halika Revaew Ghana in 99. I only wish I had as many options. Australia would have been awesome!!
Like · Reply · Message · January 4 at 6:24pm

Stafford Lewis Kim Dalton how about your Ghana trip?
Like · Reply · Message · January 4 at 6:32pm

John O'Neill My intended study abroad was cancelled by the Persian Gulf War and I never signed up for another one.
Like · Reply · Message · January 4 at 6:34pm

Lisa Swezy Dyson Costa Rica. ~ I recommend it. Super great experience!
Like · Reply · Message · January 4 at 6:34pm

Heidi Lamb Costa Rica!
See Translation
Like · Reply · Message · January 4 at 6:35pm

Abigail Garcia Italy!
Participate in the larger conversation.
In case you hadn't heard, it's #ElonDay, so the GEC took a trip to #Patagonia and brought a telephone booth...we promise this is the last one for today @elonuniversity!

samglicker Wait this is amazing

sam_burch6 👏
elonglobal
Elon University

154 likes

elonglobal Happy Luminaries to all of our students around the globe! #Elonlight #Elongram
elonuniversity Follow @elonglobal for more photos like this from student Amanda Steinman '17 taken in Trivadrum, India. "This woman and many others create a living for themselves by selling their food at a local market."

elonuniversity Nyhavn Canal, Copenhagen

elonuniversity Follow @elonglobal for more photos like this one, taken by Sam Burch '16 in Costa Rica. "From the quaint town of La Fortuna, we were fortunate enough to witness a clear view of the renowned Arenal Volcano."

elonuniversity Check out this photo taken during an @elonglobal program. #ElonGram
Hattie Hoskins '16, Copenhagen, Denmark "Nyhavn, the postcard block of Copenhagen, interrupts the gray and damp Scandinavian landscape with bursts of color along the harbor."
elonuniversity Elon stands with #Paris.
Communicate.
Plan.
Execute.