Social Networking
Greg Ryan
Fullerton College
What?

- Using social networking sites such as My Space, Facebook, and Twitter to reach out to your customers/students and communicate with them.
- “It’s the oldest form of marketing—word of mouth—with the newest form of technology.”
  
  *Marc Pritchard, Proctor and Gamble Marketing Chief*

- “Social Media has become Mass Media”, article ‘*Goodbye Guiding Light, Hello You Tube*”

- The biggest companies were slow to adapt but now are making up for lost time.
Why?

- Increase in volume of applicants and inquiries without corresponding increase in staffing
- "Everybody" is using it now
- New generation expects immediate access to information
- Tired of answering the same questions again and again
- There are over 500 million Facebook users, half are in the United States.
- Facebook accounted for 10% of all internet visits in November, 2010
Why? (continued)

- Low Cost
- Relatively easy to set up and maintain
- Web based: can access and update from anywhere (even your smart phone.)
- Promotes a positive image of your department and communicates that “we are here to help.”
- Budget: I had to cut down on printing. We had triple volume increases in applications, no new staff, and could not keep up with the workload. Wanted to minimize complaints
Changing times...

- In a recent article, “Holiday Cards Future isn’t Merry or Bright”, (12/9/10), “Compared with instant forms of communication, addressing a pre-printed card and sending it via snail mail seems like an antiquated waste of time.”

- On Line marketing is ahead of broadcast for the second year in a row (up to 27% from 18% last year)

- Q1 2010: 91% of retailers planned to have a Facebook presence. Why not your office?
How?

- The easiest way is if you already have an existing personal Facebook or Twitter account
- Link the page to your existing personal account
- “Regular” page vs. “Fan” page (Regular page must “accept” friends, whereas a Fan page does not.
- Maintain separate log in, UN and PW. Or everyone in office could monitor (make an admin.)
- For even more streamlining, link the Facebook page to your Twitter page or vice versa.
- I do Facebook to Twitter, but you can do either. Twitter=limited characters
- Twitter has similar “locked” tweets to follow and approve, or leave unlocked for ease of use.
What I’ve learned...

- When lines are long and it is difficult to keep up with emails and phone calls, the social networking pages are easy to show you are here to help and students seem to love it.
- You can answer one question and everyone has access to the same Q&A. Might reduce duplicate questions.
- Facebook is more popular than Twitter!
What I’ve learned (cont.)…

- Not all new students want to use email…but many will have a Facebook or other social networking account.
- Even if they don’t sign up for a social networking account, if done correctly, anyone can still access the page to obtain the information without needing to log in.
- I monitor our general email during busy times and get staff feedback on “hot” questions, then post that info on Facebook.
- Also helps to change something “on the fly” that isn’t working or thought was clear but is not getting through as intended.
What I’ve learned (cont.)….

- All it takes is one student to “complain” on Facebook and everyone sees it and has an opinion.
- Student perceptions are everything!
- Lately, students helping other students—
- Be prepared to move with your audience—
  was on my space in 2008!
- Pretty immediate reactions and responses.
- Students start using it as “chat”
Message from the Director of Financial Aid & Veteran’s Services

Welcome to the Financial Aid Web Site!

To check on the status of your financial aid and to see what documents we need from you, please log in to My Gateway.

New items are posted on the left under What’s New. Our new Steps to Financial Aid and 2010-2011 Financial Aid Brochure are available in PDF format, or you may obtain a hard copy at our office.

If you have not yet applied for financial aid, we now have FAFSA Labs to assist you.

All financial aid disbursements will be made electronically using the new North Orange Card.

Also, please be sure to read Important News on Enrolment fees!

On behalf of the entire Financial Aid and Veterans Services office, I wish you a productive and successful semester!

Financial Aid TV

Greg Ryan - Director of Financial Aid / Veterans Services

Important Updates

Become a Fan
Follow Us

Good morning students, please remember the post below that once you register myGateway will always indicate you...
3 hours ago

Remember however that you will be dropped after 72 hours of non-payment. Your DOUGs cannot waive if you are...
http://bit.ly/1FCF3Vw
3 hours ago

December disbursement for those students expecting a disbursement, has now been run. As always you will see the...
FCFinAid

December disbursement for those students expecting a disbursement, has now been run. As always, you will see the... http://fb.me/MDZZg2GL

about 4 hours ago via Facebook

Remember however that you will be dropped after 72 hours of non payment. Your BOGG cannot waive if you are... http://fb.me/PkFYYyoM

about 4 hours ago via Facebook

Good morning students, please remember the post below that once you register myGateway will always indicate you... http://fb.me/DiEOMP6u

about 4 hours ago via Facebook

Please remember that the computer system will ALWAYS show you owe fees, as the waiving of fees from the BOGG does... http://fb.me/NzBYYjv

12:07 PM Dec 2nd via Facebook

As a reminder, if you had a BOGG in the fall, it will carry over to spring 2011 automatically. You will not need...
FinAid Fullerton December disbursement for those students expecting a disbursement, has now been run. As always, you will see the credit (or negative) reflected in myGateway now. The scheduled date to hit your card is the last business day of the month, however due to the holidays it might hit your debit card prior to that.

3 hours ago · Like · Comment

Ashley Briggs likes this.

Ashley Briggs Thank you for always keeping us updated! It is reassuring.

2 hours ago · Flag

FinAid Fullerton Remember however that you will be dropped after 72 hours of non payment. Your BOGG cannot waive if you are missing something (like a parental signature page, for example.)

3 hours ago · Like · Comment

FinAid Fullerton Good morning students, please remember the post below that once you register myGateway will always indicate you owe fees. It takes between 48-72 hours to kick in. You should not pay if you know you have a BOGG, and then check back to see that it waived.

3 hours ago · Like · Comment

Javy-r M Sedilvar when will the BOGG fee waiver kick in? i just registered today.

12 hours ago · Like · Comment

Marissa Marie Iluno is there a tab that you click to be able to pay with the BOGG fee waiver? (I know the health fee is not included in this)

19 hours ago · Like · Comment

Ruben Alvarado if I take 6 units at Cypress and 6 at Fullerton would I be able to apply for a loan for the spring semester at Fullerton since I already have
Linda Markowitz: My Question is Regarding Refunds for Overpayment: I overpaid $327 for the Fall Semester back in August when I registered for classes. I paid with my Debit Card because I didn’t realize my BOGW was active. So I’ve had this negative balance on my account for $327. Any chance I can get that money reimbursed to me no...

See More
October 25 at 11:11pm · Like · Comment

Ashley Brigg: From what I have read on this page, I believe that this would be handled through the Bursar’s Office and not through FA. I very well could be wrong but you may want to check with them since it says this FB page won’t be updated by FA...

See More
October 27 at 7:42am · Flag

Linda Markowitz: Thanks. I’ll do that :)
October 30 at 11:33am · Flag

FinAid Fullerton: Hi Linda, Ashley is correct. That is a refund, not an FA disbursement, and is handled by Bursar’s Office, not us.
November 2 at 4:02am · Flag

FinAid Fullerton: The financial aid will be on vacation until November 2nd. I will reply to any posts when I fly back in. In the meantime, email financialaid@fullcoll.edu.
October 20 at 5:47pm via Phone · Like · Comment

Tara Chase: I need to attend a Student Loan Workshop in order to receive my loan but the next one listed on the website isn’t until Dec 2nd. How am I supposed to get my student loan for this semester if the workshop isn’t until the end of the semester?
October 19 at 10:53am · Like · Comment

FinAid Fullerton: Tara,
As long as you complete six units, you can still receive a retro disbursement for fall in the spring semester, if you miss the December disbursement.
October 19 at 5:08am · Flag
Kuromi Kaulani: I think probation is okay. I dropped years ago, well I didn't drop properly. I stopped going to class, I didn't know how to drop or the rules back then. I changed schools and came back. I'm on probation as well but I still got grants. They give you a semester to prove to them you will keep up with school. You should be fine as long as you get good grades. And drop properly. "_"  
October 30 at 3:10am · Flag

FinAid Fullerton: Hi Leo, yes, probation is a warning. Please review the SAP policy on our web site, as it is discussed there.  
November 2 at 4:31am · Flag

Leo Aquirre: Okay thank u and is it also true that I need to pay the replacement card before I get my funds  
November 2 at 4:53am · Flag

FinAid Fullerton: I believe they will take it out of your disbursement. It depends on what you set up with Higher One.  
November 3 at 6:40am · Flag

Shondra Bernard: Hello it is the 26th of Oct. and our loans are not on our cards so what is going on now.  
October 26 at 10:07am · Like · Comment

Gina Blair De Cola: likes this.

John Tran: I believe its being processed.  
October 26 at 11:00am · Flag

Gina Blair De Cola: I haven't received mine yet either, we just need to be patient because it will be here very soon.  
October 26 at 2:13pm · 251 person · Flag

Haley Sundstrom: same here.  
October 26 at 8:17pm · Flag

Necimiah Papali: ...it takes up to three days to be processed and sent to your cards. Don't worry. Remember, disbursements 'begin' on the 26th.  
October 28 at 3:00pm · Flag

FinAid Fullerton: Please remember once we do disbursement in our office we have no control over the transit time with the Department of
10 Tips

1. Find out where your customers are and set up shop
2. Build a one on one relationship
3. Put a human face on it
4. Engage through Content
5. Keep it Current
6. Be realistic about resources
7. Set actionable goals and have a plan
8. Proactively monitor reactions to your brand
9. Measure your efforts
10. Learn from your experience

From Web Advantage
The End!

- Thanks for attending!
- Questions?
- Examples from audience