

Twitter 101 for Student Affairs Professionals

Twitter is a very powerful resource that all Student Affairs professionals should embrace and utilize on a daily basis to enhance their work. While many individuals within Student Affairs feel that Twitter is merely a novelty or distraction, there are in fact many purposeful ways in which Twitter can be used to advocate, educate, empower, and network with students and other Student Affairs professionals from across the globe.

This handout provides a listing of *10 Uses for Twitter within Student Affairs* as well as a graphic illustration explaining the *Anatomy of a Student Affairs Tweet*. Lastly, *33 Example Tweets in Student Affairs* are listed for different functional areas within Student Affairs.

10 Uses for Twitter within Student Affairs

1. **Program Publicity** – One of the most practical and least complicated ways in which you can use Twitter is to publicize any and all events and programs that you may have. Tweeting event information days and hours prior to the actual program can serve as an easy event reminder. Program announcement tweets can also include website links for more details about the program, including registration information if applicable.
2. **Advising / Mentoring** – Because Twitter is based on an SMS system (messaging), you can use it in order to communicate with students whom you advise and / or mentor. Simple tweets of encouragement or advice with those students who “follow” you can prove helpful in developing meaningful relationships. This can be done publicly for everyone to see or you can “direct message” the individual privately so only they can see the tweet.
3. **Program Assessment** – Mining tweets for qualitative and quantitative data can be invaluable for program assessment and even departmental reviews. After a program, simply ask the students who attended to tweet the most important thing they learned and one question that they have remaining in 140 characters or less (or two tweets if necessary); this practice is called a “One Minute Paper.” Create and give them a “hashtag” associated with the program (e.g., #Greeklife12; #AOD12; #Wellness12; etc.) to include within their tweets so that you can track everyone's tweets afterward. To encourage participation, those who tweet are eligible to win a raffled prize. You can aggregate tweets from over the course of a semester to illustrate evidence of the various student learning outcomes you have developed.



4. **Club & Organization Communication** – Organization advisers and student leaders alike can tweet valuable information to the student members of their curricular and extracurricular clubs and organizations. Content related to the club's interests can be tweeted and even discussed during regular club meetings.
5. **Staff & Student Recognition** – Public displays of recognition for both staff and student achievements and contributions can mean the world to them. Tweeting a few words of kudos is a free and simple way to recognize students among their peers. As a bonus, this can help them to acquire more Twitter followers in the process.
6. **Staff Development & Training** – Twitter is a wonderful way to find and share a wealth of resourceful information related to literally any topic. Using a “hashtag” along with a keyword in a twitter search (e.g., #leadership; #reslife; #greeklife; #studentaffairs; etc.) can help to easily find resources that others are tweeting and re-tweeting.
7. **Vendor Discounts** – Tweets can be use as a marketing platform to create and spread bookstore, campus eatery, and special event (i.e., concerts, comedians) discounts. This tactic can be combined with various contests to reward those who respond to trivia questions
8. **Leadership Development** – Many tips, blog articles, and other associated leadership resources can be shared and discussed through Twitter. Students can tweet about their leadership experiences throughout the semester.
9. **Advice, Facts, and Tips** – Twitter is a free and easy way to distribute department-specific educative information. Tweets related to student learning outcomes can be utilized as a part of a semester-long educational campaign. These tweets can include links to online resources for more extensive reading.
10. **Emergency Announcements** – Twitter can be used as an effective way to send out emergency announcements to a large amount of students, faculty, and staffers. Keep in mind that individuals must follow you in order to receive the tweet. Obviously this emergency announcement strategy should be used in junction with other options such as mass texting, website updates, and email given that not everyone uses Twitter.

Anatomy of a Student Affairs Tweet

Anatomy of a Student Affairs Tweet

Example #1:

Avatar



Scott M. Helfrich @studentlifeguru
How to Create Team Synergy (new blog post) bit.ly/td8Z7K Prize raffle for comments! [#studentaffairs](#) [#management](#)

Twitter Identity

Time of Tweet

30 Dec

Hashtags used to categorize tweet for easier search

Website URL link - shortened in order to fit within maximum 140 character length for tweet

Example #2:



Scott M. Helfrich @studentlifeguru 8 Dec
"Whisper down the alley" with group & target RA at end; discuss after
RT @RJK6: ideas for a training session on Rumors/Gossiping?
[#sachat](#)

This stands for "retweet" meaning that I retweeted @RJK6's initial tweet and added my advice / idea

Initial tweet by @RJK6 asking for help

@RJK6 included the #sachat ("Student Affairs Chat") hashtag so that everyone following the #sachat feed will see his tweet. This increases his odds of having someone respond to him.

Example #3:

I used the #higherred hashtag here representing the "higher education" community. This tweet will be seen by anyone who is following the #higherred twitter feed

"Follow Friday" hashtag that is used on Fridays to signify who you recommend that others should follow



Scott M. Helfrich @studentlifeguru 28 Oct
Trusted [#higherred](#) resources! [#FF](#) @HELIXHigherEd
[@studentactivism](#) [@BrainTrack](#) [@collegeprowler](#) [@campusprogress](#)
[@edulistings](#) [@HuffPostCollege](#)

When you place an individual's Twitter name in a tweet, you are "mentioning" them; you can see I have mentioned seven different companies or individuals to follow

Example Tweets in Student Affairs

This following list includes example tweets that would be appropriate content to share among faculty, staff members, and students. Examples are listed here by functional area within Student Affairs. A tweet does not necessarily have to be written by someone within the Student Affairs community for it to be relevant to our profession or our intended audience.

Alcohol & Other Drugs Education



NYTimes Well blog @nytimeswell

14 Dec

Marijuana Use Growing Among Teenagers nyti.ms/tkgotw



MLHealthUnit @MLHealthUnit

30 Dec

#Alcohol poisoning can be fatal. What to do if a person is experiencing symptoms: bit.ly/uN9io4



Alcohol Justice @AlcoholJustice

28 Dec

#Alcohol+Caffeine= #Danger... Find out why! bit.ly/rmqXnZ

Career Services



Sean Cook @hiedcareercoach

7 Dec

Join me & @TheSASearch at 11:30 am ET for the #sasearch chat. We're talking job search etiquette. Exp pros, share your thoughts. #sachat



The #SASearch @TheSASearch

22 Dec

new post: how to customize your #resume for each application: j.mp/udeY3U #sasearch #sajobs #sachat #sagrad #studentaffairs #sapro



Black Enterprise @blackenterprise

5h

#CollegeGrads Get smarter about getting hired with 6 tips for getting a job after graduation su.pr/36Q4Y8 #career

Counseling Services



Bec @becwill

3h

If you're feeling down, think of one goal you'd like to achieve. Take a step toward a new beginning in 2012. #counseling #therapy



Crystal @CounselorMom

27 Dec

It's OK to Tell: A Story of Hope and Recovery- For Sexual Abuse Survivors goo.gl/fb/bzUjJ #counseling #career



ACA @CounselingViews

8 Dec

ACA extends our concern & support to students, employees & others affected by the VT shootings. More PTSD links ptsd.va.gov/professional/m...

GLBT



Gazette ARLangemach @GazetteARL

1h

An interesting read on what one teacher is doing to prevent gender-bullying at a young age. ow.ly/86XUM RT @GazetteKristina #glbt



TOP in GLBT @TOPinGLBT

26 Dec

" The top LGBT stories of 2011: USA: We've already brought you the weirdest and most unexpected stories of... bit.ly/siYug5 #glbt



HumanRightsCampaign @HRC

19 Dec

Over 10,000 have claimed their free @HRC equality sticker. Click & claim yours now: bit.ly/v8rZIM

Greek Life



WebGreek @WebGreek

17h

Should You Join Greek Life? ow.ly/8f86g Pros & Cons of #GreekLife



Bambilies @Bambilies

16h

This would be a great craft for #sorority girls: #Neon string art bambilies.blogspot.com/2012/01/string... #craft #greeklife



OhioUSororities @OhioUSororities

5 Sep

Come learn about @OhioUSororities at the Involvement Fair today in the CONVO from 3:00-5:00!



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Health & Wellness



Status Fitness Mag @StatusFitness

27 Dec

The habit of training regularly and moderately will take you farther in #health & #wellness then trying to do too much and burning out.



Diet Health Fitness @FitnessForHer

28 Dec

#Health #Tip:Substitute mustard for mayo. @fitness4her



Daily Health Tips @rfarraj

28 Dec

#Health #Tips : For lowering your colon cancer risk, whole grain and cereal fiber is better than the fiber of fruits and vegetables.

Leadership Development



Wisdomalive @wisdomalive

4h

#Leadership has as much to do with empowering others as it does with achieving your goals.



Fast Company @FastCompany

26 Dec

How Bad Plans And "Good Ideas" Ruin Meetings bit.ly/rVDCpF via @FastCoLeaders #leadership



Dan Rockwell @Leadershipfreak

8h

Great leaders always celebrate the success of others. #leadership #management

Multicultural Affairs



Diversity Trends LLC @diversitytrends

1h

Webinar: How to Talk about Race in the Workplace. 1/4 or 2/1. Save the date. Reserve your space. ow.ly/80NAv #Diversity



Diversity Direct @DiversityDirect

27 Dec

By 2050, 54% of the total U.S. population will be African American, Hispanic, Asian or mixed. #diversity #change



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Residence Life



ACUHO-I @ACUHOI 14 Dec
Has your campus started planning for The Placement Exchange?
What positions are you hiring for this year? #TPEcanserv



VT Housing&Res Life @VTHRL 11 Oct
Come to NHW by 7pm to visit with @VTHousing and discuss on
campus housing for next year.



Scott M. Helfrich @studentlifeguru 7 Dec
10 Strategies for Fixing a Broken Team bit.ly/spz1SG (*prize raffle for
comments*) #sachat #reslife

Student Activities



Student Activities @ERAU_StudentAct 15 Nov
Don't forget to show up tonight for the Bonus Bucks prize auction! We
will be starting at 7:00pm.



CollegeXpress @CollegeXpress 28 Dec
Articles&Advice: Exploring Extracurricular Activities | @CollegeXpress
bit.ly/p7T9sD by Victoria Scibilia @careerscolleges #onmyway



NACA @THENACA 10 Dec
Twitter isn't the only place to get involved in the #nacasummit - leave
your thoughts on the Google Doc: j.mp/uTam3P.

Student Government



Texas A&M SGA @tamu_sga 12 Dec
Will you vote in tomorrow's special election for @TAMU's next State
Rep? Find your polling place here bit.ly/bg2bAX. Polls open 7-7



COSGA @COSGA 19 Nov
We look forward to seeing the delegates of the #big12sga
conference at cosga2012 in February! Visionary leadership: tap into
your potential



UCA SGA @UCA_SGA 1 Dec
SGA Update: Meeting Minutes November 28, 2011 -
tinyurl.com/7w66ndp



twitter

student affairs

#hashtag directory

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Hashtags: helping you find Student Affairs Tweets

- People use the hashtag symbol # before student affairs-related keywords in their Tweet to categorize those Tweets to show more easily in a Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets in that category.
- Hashtags can occur anywhere in the Tweet.
- Hashtagged words that become very popular are often Trending Topics.

Example: Below, @studentlifeguru added the hashtag before the word “studentaffairs” in the message. The word is now a link to search results for all Tweets containing “#studentaffairs” in the message.



studentlifeguru Scott M. Helfrich

Twitter can connect #studentaffairs professionals to the world!
Share your knowledge with one another!

2 minutes ago ☆ Favorite ↩ Reply 🗑 Delete



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#acadv	academic advising
#acpa	American College Personnel Association
#acuhoi	Association of College & University Housing Officers International
#acui	Association of College Unions International
#admissions	general discussions, tips, articles, and resources
#breakdrink	student affairs professional development (webinars & podcasts)
#careers	position openings and requests
#college	general discussion, tips, articles, and resources
#edchat	education (K - 12 & college / university)
#edpolicy	education policy (K - 12 & college / university)
#edu	education (K - 12 & college / university)
#education	(K -12 & college /university)
#FB	Facebook
#FF	("Follow Friday" - recommendations for whom to follow on Twitter)
#greeklife	greek affairs
#highered	higher education (e.g. student affairs, faculty, etc.)
#higheredjobs	position openings and requests
#higheredlive	video discussion related to higher education issues
#inspiration / #inspirational	quotes and articles
#jobs	position openings and requests
#leadership	general discussion, tips, quotes, articles, and resources
#motivational	quotes and articles
#naspa	National Association of Student Personnel Administrators
#naspacpa	NASPA + ACPA topics
#olchat	college & university orientation
#phdchat	doctoral student discussion, resources, and support
#reslife	residence life
#sachat	student affairs chat
#sadoc	student affairs doctoral student discussion
#sagrad	student affairs graduate student discussion
#sajobs	student affairs position openings and requests
#salive	student affairs professional development (webinars & podcasts)
#saprof	student affairs professionals
#satech	student affairs technology
#sawomen	women in student affairs
#sgachat	student government
#socialmedia / #sm / #smm	general discussion, tips, articles, and resources
#stuact	student activities
#studentaffairs	general discussion, tips, articles, and resources
#university	general discussion, tips, articles, and resources
#wihsng	women in housing (advocacy & resources)
#WLSalt	Women's Leadership Institute / Support, Affirm, Lift, Transform