

CRAFTING AN EFFECTIVE INSTITUTIONAL SOCIAL MEDIA POLICY

December 7, 2010 :: 1:00 – 2:30 p.m. EST

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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OVERVIEW

As institutions continue to enter the social media space or expand their usage of current platforms, they often struggle with how to craft a workable policy for all departments and institutional users. Without a unified approach, the institutional message or brand can get lost, diluted, or misused. Join us online to learn how to develop institutional guidelines for a unified social media presence.

WHAT YOU WILL LEARN

- Why a social media policy is critical to your institution
- What content, privacy, freedom of expression, and legal issues need to be considered when crafting a policy
- How to manage your presence: Who should be in charge of policy and why?
- Review of effective strategies for assessing policy once it is implemented
- Review of successful policies at other institutions

WHO SHOULD ATTEND

This webcast is designed for communications, marketing, alumni relations, institutional advancement, and admissions professionals who need guidance on how to manage the social media presence for their institution.

TESTIMONIALS

“The webcast was exactly what we needed. It helped us formulate a plan to move forward with our own social media policies/guidelines and opened our eyes to some of the pitfalls of having a policy as well as not having one at all.”

Katie Jackson, Vice Chancellor, University Outreach, Auburn University

“The speakers provided real world examples of both social media challenges and solutions. It made the process of developing a policy more tangible and understandable.”

Karen McDonald, Assistant Vice President, Marketing Communications, Saint Mary's College

“This program gave me a constructive blueprint to help my colleagues and I frame our institution's goals and objectives in writing and disseminating our social media policy. Good examples were incorporated, as well.”

Becca Ramspott, Public Information Specialist: Technology and New Media, Frostburg State University

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to develop
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INSTRUCTORS



Andrew Careaga, Director of Communications, Missouri University of Science and Technology

A veteran blogger and social media junkie, Andrew contributes to Missouri S&T's research blog, Visions (visions.mst.edu), and blogs frequently on his personal site, Higher Ed Marketing (highered.prblogs.org). He also is involved in coordinating the university's social media presence on Facebook, Twitter and YouTube. Careaga's professional involvement includes service with CASE (the Council for the Advancement and Support of Education) as chair of CASE District VI (1998-2000) and a three-year term on the CASE Communications and Marketing Commission (2002-2005). He also served on the CASE Commission on Opportunity and Equity from 1994-1996.



Teresa Valerio Parrot, Vice President, Higher Education, Widmeyer Communications

Teresa Valerio Parrot draws on extensive experience designing and implementing strategic media and marketing efforts aimed at enhancing institutions' image, reputation and brand. Previously, Valerio Parrot was vice president of media relations and crisis communications for SimpsonScarborough, and she has nearly ten years of experience with the University of Colorado System. This includes an officer-level appointment as assistant secretary of the university, in which capacity she assisted the board on policy and media/PR issues over two years filled with athletic and academic controversy that drew national and international headlines.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before November 30, 2010

Single Site Connection: Crafting an Effective Institutional Social Media Policy _____ \$350.00 USD

Additional Site Connection: Crafting an Effective Institutional Social Media Policy _____ \$195.00 USD

(After November 30, 2010 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD recording of this session. Please send me the CD _____ \$175.00 USD

Can't attend the live session? Please send me a CD recording of this webcast _____ \$350.00 USD

(For CD orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, The Chronicle, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

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Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by October 1, 2010. A \$75 processing fee will be assessed. After October 1, 2010 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

