

USING INTERACTIVE TECHNOLOGIES AND SOCIAL MEDIA IN HIGHER ED

Matt Herzberger

Web Designer

Texas A&M University

College of Engineering



Blogs

Tagging



WIKIPEDIA
The Free Encyclopedia

Web 2.0

Wikis



Podcast

RSS



What is Social Media?

Begin.

Find where you are comfortable Facebook, Myspace, Youtube, Flickr, Blogs. Then start there.

Learn from others by searching these sites for “college” and “universities”.

Stake your claim, at least reserve a name for your college.

Get a personal account, test it out.

Where to Start?

Problems.

Can't someone post something that makes us look bad? NO, NO, NO - moderation.

There are problems on the web like cyber bullies, cyber stalking, etc. We don't create or perpetuate this problem our presence doesn't add to it or make us look bad.

Students are not as dumb as people treat them. They know their info is out there and they are ok with it.

Think Positive.

Benefits.

You can pursue new marketing touch points where the students are at. You gain access to a bigger audience.

There is some control over your brand. People are suspect of “corporate voice”, especially young people. Brand very lightly.

You can syndicate content via RSS.

There is is a low cost of entry, usually free.

Step three, profits.

Future.

Portable Social Networks

Microformats // OpenID // Web services
Aggregation // OpenSocial

Mobile/ Location Based Social Network

Geo location // Smart phones

Mashups

XML // Meta data // API

Tagging

Taxonomy // Meta data

What's next?

Try new things.

Be adventurous.

Hire a student worker if needed, they are the “target market”.

You will only be as good as the people who contribute.

Have a goal!



Name: Brock University
Size: **1,000,000,000 members**
Type: Organizations – Academic Organizations
Network: Global

[Edit Group](#)
[Leave Group](#)

Go for it.

Questions? Comments? Arguments?

Matt Herzberger

mherzberger@tamu.edu

Blog:

<http://mattherzberger.com>

mattherzberger.com

TEXAS A&M  **ENGINEERING**

Let me have it.