

Social Media in Higher Education



Conférence AMUE - 3 octobre 2013

Hugues Roulon
Michel Dubosqueille

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Gartner

Gartner pour les Universités

Contexte et Objectifs:

Dans un contexte d'une Digitalisation porteuse d'opportunités nouvelles mais également de risques et changements culturels profonds, couplée à des contraintes budgétaires fortes, l'Université en France semble aujourd'hui être à un tournant.

Afin d'anticiper et réussir ce virage crucial en limitant les risques, nous vous proposons de vous appuyer sur une connaissance parfaite des transformations numériques opérées par les leaders du secteur au niveau mondial et nationale afin de prendre les décisions stratégiques technologiques les plus adaptées à votre contexte.

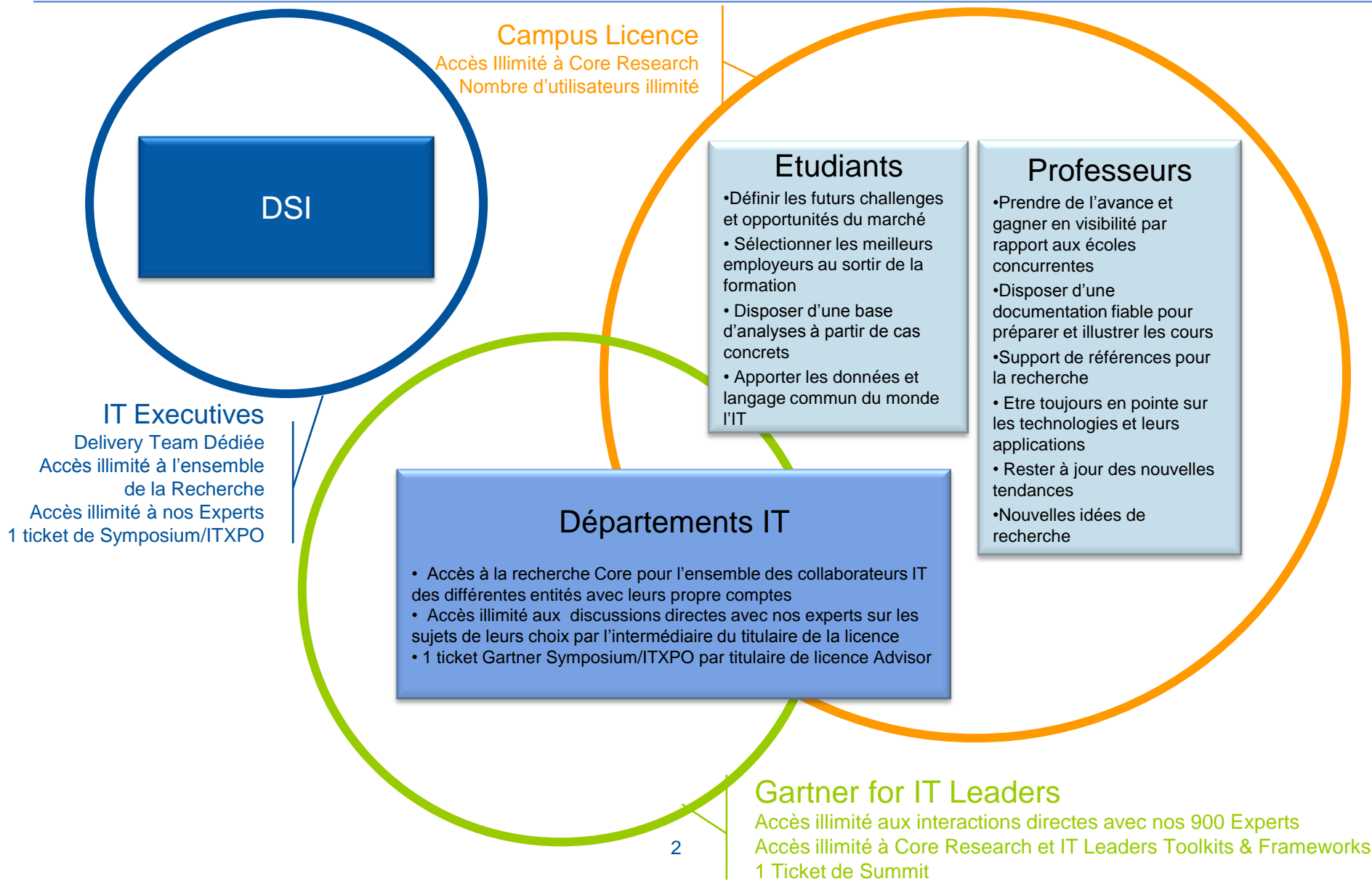
Impact Gartner:

- Leader mondial du Conseil Stratégique en Technologies et Digital, Gartner est aujourd'hui la seule institution ayant une division spécialisée uniquement dans les problématiques Digitales et IT de l'Education Supérieure
- **77% des 30 premières Universités du [QS University Ranking](#) et 424 établissements d'enseignements au total bénéficient aujourd'hui de nos services.**

Nous vous permettons de:

- Recherche: Accès illimité à notre Recherche, afin de:
 - S'appuyer sur nos Benchmarks et notre connaissance des Prestataires afin de réduire drastiquement vos coûts liés aux logiciels et prestations.
 - Partir d'une base existante pour l'ensemble de vos nouveaux projets afin d'éviter de démarrer d'une feuille blanche
 - Gagner du temps en connaissant les meilleures pratiques et éviter les erreurs en ayant accès aux analyses des projets similaires portés par nos 13 000 clients
- Analystes : Accès illimité à nos 900 experts de renommée mondiale dans leur spécialité afin de:
 - Définir, valider et sécuriser l'ensemble de vos choix stratégiques et technologiques grâce à l'objectivité, l'expérience et la renommée de nos experts.
 - Suivre vos projets dans l'ensemble de leur phases
- Evènements:
 - Rencontrer vos pairs du monde entier
 - Ouvrir l'horizon de l'Education Supérieure aux leaders des autres secteurs d'activités

Exemple de Coordination des Services Gartner pour l'Université



Pour plus d'informations



Quentin Lemarié

Responsable Secteur Education Supérieure - France

European Headquarters
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United Kingdom

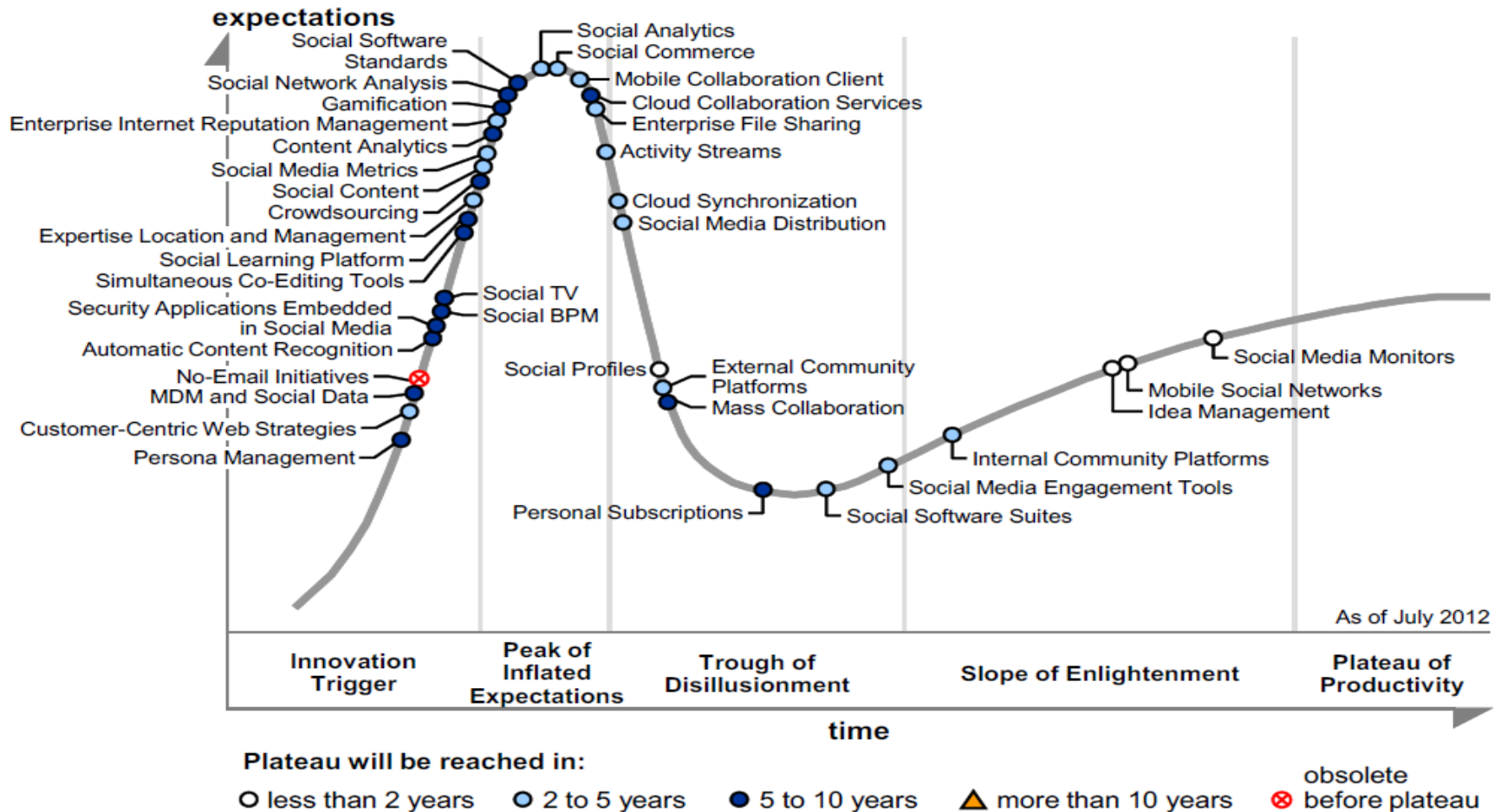
Direct : +33 (0)1 71 01 32 73
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quentin.lemarie@gartner.com

gartner.com

Social Media in Higher Education

Gartner pour l'AMUE

Social Software: The exhaustive view

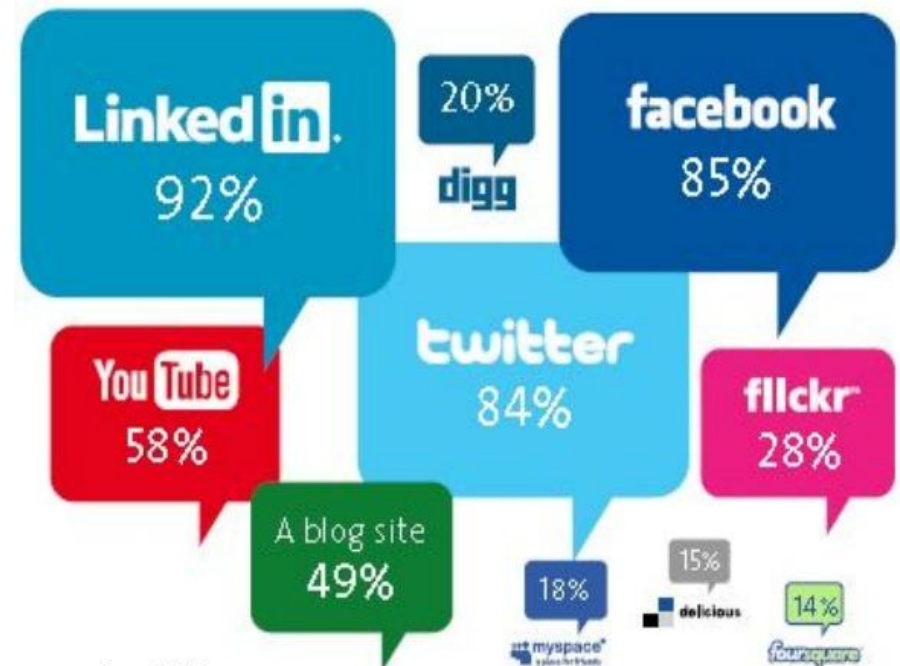


Source: Gartner (July 2012)

Social Media: The user view



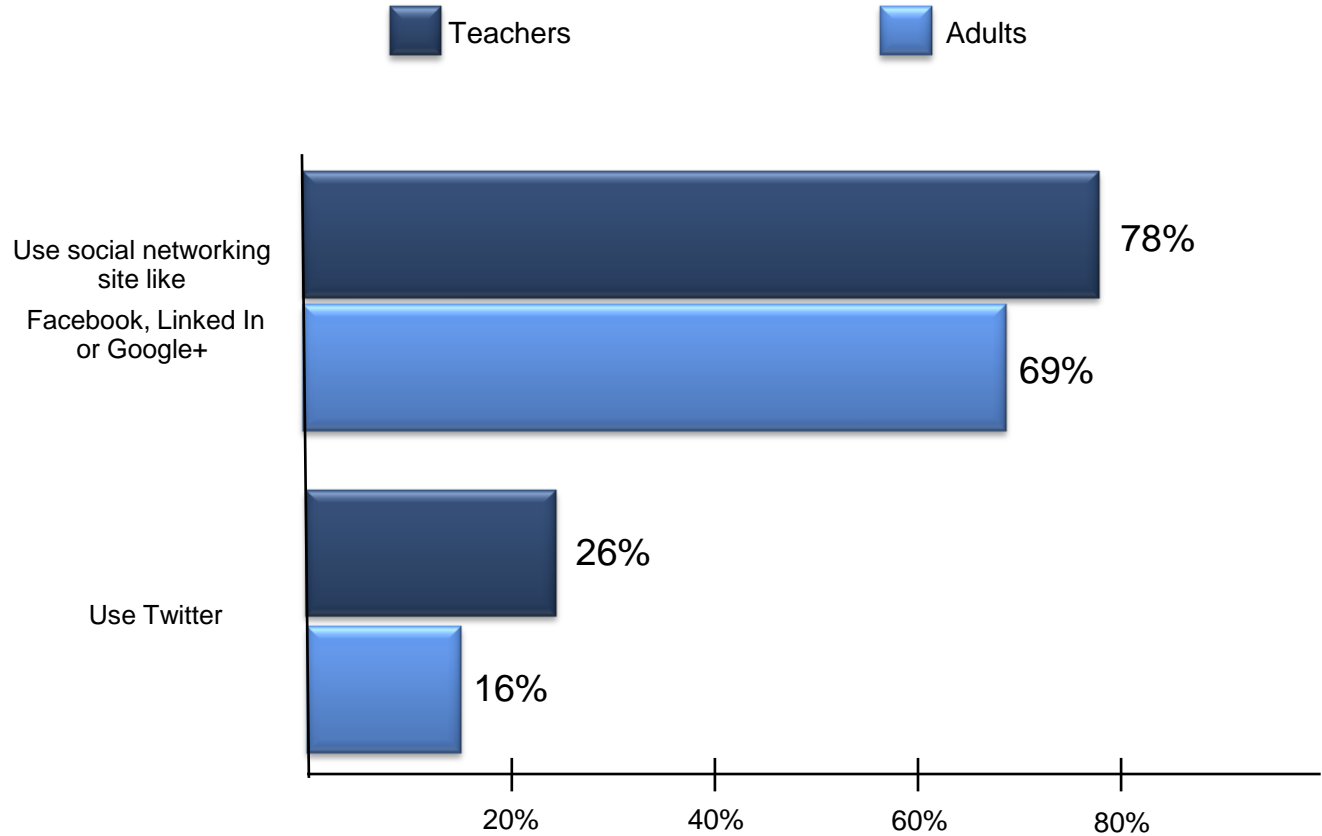
Just like consumers, business journalists are subscribing to some of the most popularly-used social media tools. **When asked what accounts they have, journalists respond...**



Source: Arketi Group

Both young people and teachers are heavy social network users

It's a tool that enables me to connect to and understand the world around!



Source: Teacher data from the Pew Research Center's Internet & American Life Project Online Survey of Teachers, March 7 to April 23, 2012, n=2,462 middle and high school teachers. Adult data from Pew Research's Internet & American Life Project Tracking Surveys.

Social Ship left the dock with your students aboard. Now what?



The social ship is out to sea.



Avoid starting from scratch



Navigate the obvious

Facebook : l'image de marque

The image shows a screenshot of the Harvard University Facebook page. At the top, the Facebook logo and search bar are visible. The main content area features a large aerial photograph of the Harvard campus. Below the photo is the Harvard University crest (a red shield with 'VE', 'RI', and 'TAS' on white books) and the text 'Harvard University'. Underneath the name, it states 'A 2.568.604 personas les gusta esta página · 36.070 personas están hablando sobre esto · 398.718 estuvieron aquí'. To the right of the name are buttons for 'Me gusta', 'Mensaje', and a settings icon. Below this is a section for 'Facultad y universidad' with a thank-you message and links to the university's website and news. Further down are buttons for 'Fotos', 'Me gusta' (with a '2,5 m' like count), 'Harvard Audio', and 'Twitter' (with a '2' count). On the right side of the page, there is a 'Crear página' button and a 'Ahora' section with a list of decades from the 2010s to the 1900s, and centuries from the 19th to the 17th, plus 'Fundación'.

Facebook : l'image de marque

facebook

 **Harvard University**
8 de abril *


Harvard Business School celebrated 50 years of women in its M.B.A. graduates to campus, including "Lean In" author Sheryl Sandberg - [http://hvr.me/ZQK0oa](#)




Me gusta · Comentar · Compartir

 A 2.719 personas les gusta esto.




10

 **Harvard University**
26 de Marzo *

Harvard scientists are able to capture individual protons in a "trap" created by electric and magnetic fields - <http://hvr.me/ZQK0oa>



Me gusta · Comentar · Compartir

 3.488  164  457

Facebook : l'image de marque



Congratulations to Harvard Men's Basketball for their first NCAA tournament victory, with a 68-62 upset win over New Mexico!
<http://hvr.me/WRs0Xg>



Harvard University agregó 9 fotos al álbum As Seen At Harvard - April 2013.
26 de abril



2.951 159 323



protons in a



11

Me gusta · Comentar · Compartir

1.063

Me gusta · Comentar · Compartir

3.488 164 457

Facebook : l'image de marque

Harvard University
22 de Marzo



Harvard University
Me gusta esta Página · Hace 21 horas

These photo journals offer unique ways to look at Harvard, on campus and around the world - <http://hvrd.me/Ngfg5S>

Me gusta · Comentar · Compartir

A 2.492 personas les gusta esto.

150 compartidos

Dilan Francisco Polii Con Los Terroristas !!!
Do The Harlem Shake !!!

(If I True Up Your Thumbs)



Me gusta · Responder · 13 · Hace 21 horas

Bakry Bashir World wide
Me gusta · Responder · 10 · Hace 21 horas

Lê Duy Long Harvard University is always best ❤️
Me gusta · Responder · 1 · Hace 20 horas a través de celular

Queen Dimakatso Praiseworthy Moji is that a vuvuzela? wow! South Africa loves Harvard
Me gusta · Responder · 2 · Hace 21 horas

3 respuestas

Leeya Niceeeeeeee
Me gusta · Responder · 1 · Hace 21 horas

2.951 159 323

12

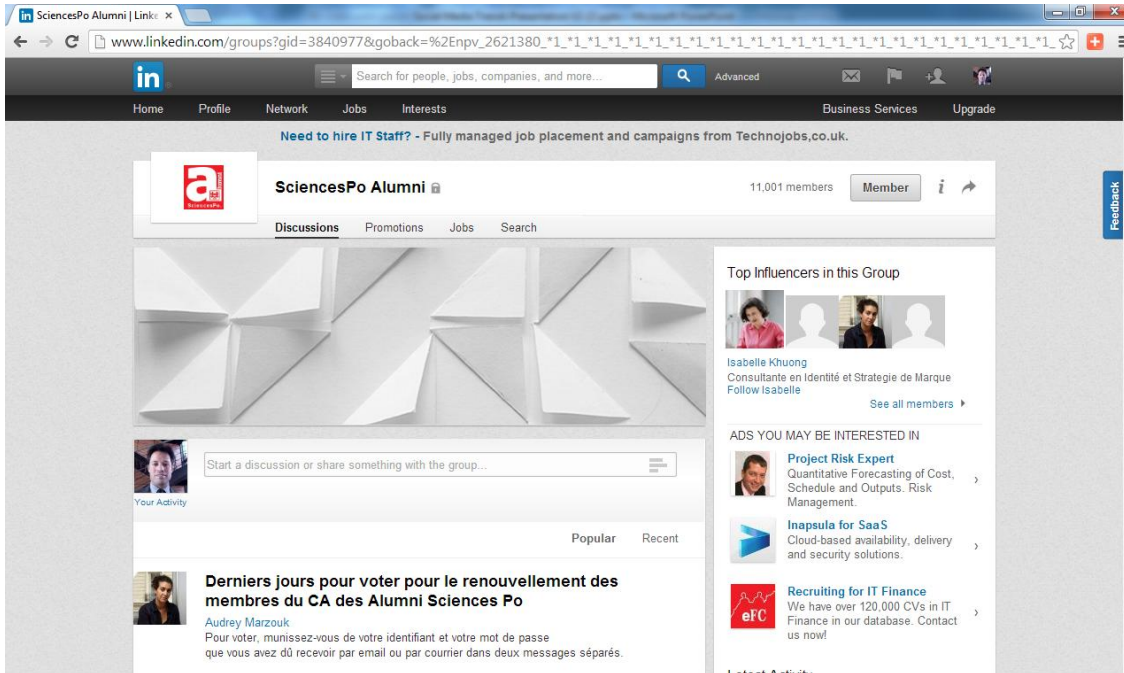
Me gusta · Comentar · Compartir

3.488 164 457

Me gusta · Comentar · Compartir

1.063

LinkedIn : le monde professionnel



Promote on-campus events that connect alumni with students

You ask for content on LinkedIn, and your alumni supply it

Job Posts

Overall content sharing strategy



Quelles proximités RH au temps du Digital et des mutualisations

Emmanuel Duguay



Quelles proximités RH? | Resource.fr/capgemini-consulting.com
Quelles proximités RH dans un contexte de transformation permanente, de mutualisation des services et de développement...

Like (1) • Comment • Follow Discussion • 12 days ago

Xavier Borloz likes this

Add a Comment...

Send me an email for each new comment.

Comment

YouTube : le multimedia au service de la marque

HEC Paris - YouTube

www.youtube.com/user/HECParis

YouTube GB

Hugues Roulon

Ajouter une vidéo

Hugues Roulon 0

HEC PARIS
The more you know, the more you dare!

HEC Paris

HEC Paris

HEC Paris

S'abonner 2 237

Vidéos Discussion À propos de

HEC Paris: The Movie - Graduation Ceremony 2013
51 076 vues il y a 3 mois
This movie, directed by HEC Paris students, was first broadcast during the Graduation Ceremony on 14 June 2013

Pour vous remercier de ces dernières années sur le campus.

Sélection de chaînes

- associationhec S'abonner
- HEC Executive Educ... S'abonner
- Chaînes similaires sur YouTube
- ESCP Europe S'abonner
- ESSEC Business Sc... S'abonner
- Campus Channel S'abonner
- Entrepreneur S'abonner
- UNILTV S'abonner
- EMLYON Busines... S'abonner

Vidéos récentes

YouTube : le multimedia au service de la marque

The screenshot displays the YouTube channel page for HEC Paris. The browser address bar shows 'www.youtube.com/user/HECParis'. The page is organized into several sections:

- Top Row:** Three video thumbnails with titles and view counts:
 - HEC Start-up in vitro**: 19 vues, il y a 16 heures
 - 598 vues**, il y a 4 semaines
 - d'artiste interprète, Marie Serna, Pr...**: 1 042 vues, il y a 2 mois
- Vidéos populaires**: A section with three featured video thumbnails:
 - Finale concours d'éloquence 2012 à HEC (extraits)**: 75 558 vues, il y a 1 an (12:56)
 - HEC Paris lance son clip électro**: 54 365 vues, il y a 4 ans (1:44)
 - HEC Paris vu du ciel**: 53 988 vues, il y a 3 ans (1:13)
- HEC Paris Insight**: A section with three featured video thumbnails:
 - Télé-réalité : la question du statut d'artiste interprète, Marie Serna, Pr...**: de HEC Paris, 1 042 vues (5:46)
 - Social Media: Effective Strategies to promote your brand, by HEC prof. Kr...**: de HEC Paris, 1 398 vues (4:31)
 - Social Business : Why should firms tackle poverty issues?**: de HEC Paris, 581 vues (6:13)

Twitter : un vecteur de communication incontournable

The screenshot displays the Twitter profile of Université Paris 1 (@SorbonneParis1). The profile header includes the university's name, handle, and a bio: "Compte officiel de l'Université Paris 1 Panthéon-Sorbonne : Sciences juridiques et Politique, Sciences économiques et de Gestion, Arts et Sciences humaines". The website "www.univ-paris1.fr" is also listed. The profile statistics show 955 tweets, 427 followers, and 7,339 subscribers. Below the header, there are several tweets, including one from @Collection_SG and another from @SorbonneParis1. The left sidebar contains navigation options like "Tweets", "Abonnements", "Abonnés", "Favoris", "Listes", and "Tweetez à Université Paris 1".

Twitter : un vecteur de communication incontournable

Twitter, Inc. [US] <https://twitter.com/SorbonneParis1>

Valentin Chatelier @Valentincht 24 Sept
 @SorbonneParis1 Ce serait possible de RT une annonce pour que les étudiants sachent qu'ils sont les bienvenus pour participer au projet ?
Ouvrir

Université Paris 1 @SorbonneParis1 24 Sept
 @Valentincht est-ce que votre projet a été présenté au service de la vie étudiante ? Bon courage en tout cas
Masquer la conversation Répondre Retweeter Favori Plus
2:33 PM - 24 Sept, 13 · Détails

Répondre à @SorbonneParis1 @Valentincht

Valentin Chatelier @Valentincht 24 Sept
 @SorbonneParis1 On est en train de régler tout ce qui est administratif. Ca sera fait rapidement. Merci !
Ouvrir

https://twitter.com/a_alheritiere

Social Media



Communication Crisis



Nestlé [Become a fan](#)

[Wall](#) [Info](#) [Photos](#) [Boxes](#) [Notes](#) [Events](#)

 **Nestlé** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted. 6 hours ago [Filters](#)

12 people like this.

[View previous comments](#) 50 of 57

 **Nestlé** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear. 5 hours ago · [Report](#)

 **Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy? 5 hours ago · [Report](#)

 **Nestlé** Oh please .. it's like we're censoring everything to allow only positive comments. 5 hours ago · [Report](#)

 **Sara Bu** Perche' cancellare i commenti ? 5 hours ago · [Report](#)

 **Joko Susanto** hi.. kejayan factory is the best tho 5 hours ago · [Report](#)

 **Paul Griffin** Don't beg, this debate for me is over, only boycotting your products will make you feel any pain I think, although your arrogance is quite extraordinary, it wasn't me that bought that palm oil! 5 hours ago · [Report](#)

 **Lawrence McDermott** Jerry jerry! 5 hours ago · [Report](#)

 **Jacobus Pretorius** Nestlé is like the Zimbabwe government - a group of bullies, manipulating the masses to get what they want. Personally, I do not use any Nestlé products, I think that is the way to go...If you do not like a certain company or their practices, simply don't support them financially, it's as easy as that. No one can force anyone into buying any ... [See more](#) 5 hours ago · [Report](#)

 **Bj Swingle** I am confused why people against Nestlé even fans of their page? Cant we just delete them so the fans enjoy the page? Its like - who invited the party poopers? 5 hours ago · [Report](#)

Identity Management

AP The Associated Press   

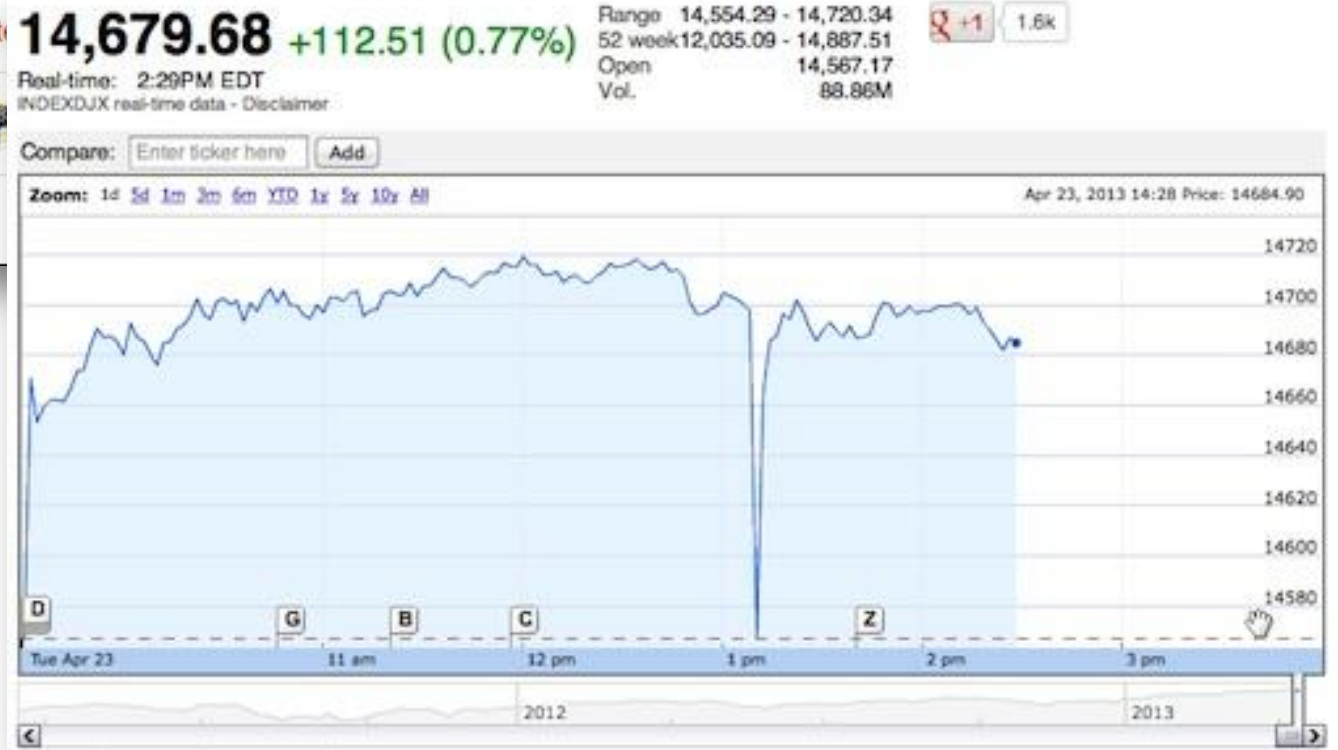
@AP

Breaking: Two Explosions in the White House and Barack Obama is injured

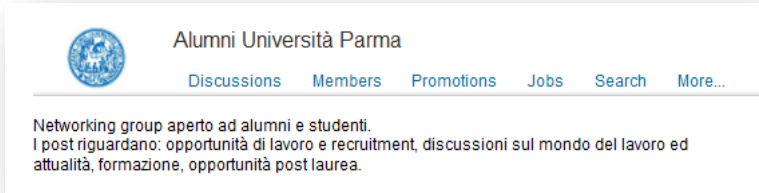
 Reply  Retweet  Favorite

1,452 RETWEETS **63** FAVORITES 

12:07 PM - 23 Apr 13

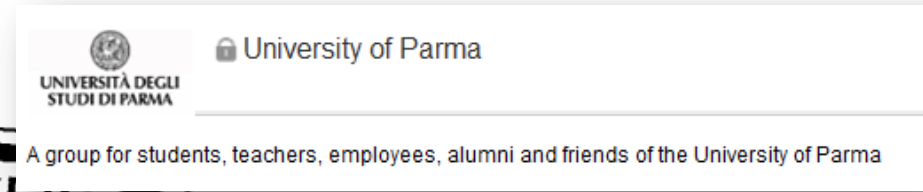


Brand Management



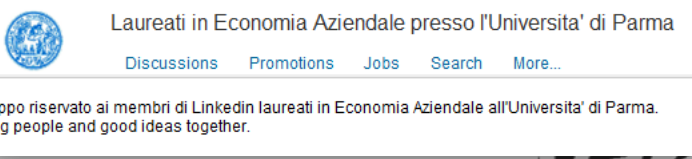
Alumni Università Parma
Discussions Members Promotions Jobs Search More...

Networking group aperto ad alumni e studenti.
I post riguardano: opportunità di lavoro e recruitment, discussioni sul mondo del lavoro ed attualità, formazione, opportunità post laurea.



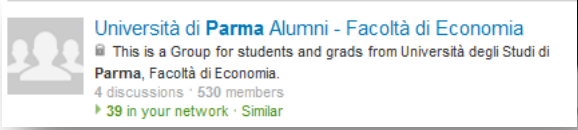
University of Parma
UNIVERSITÀ DEGLI STUDI DI PARMA

A group for students, teachers, employees, alumni and friends of the University of Parma

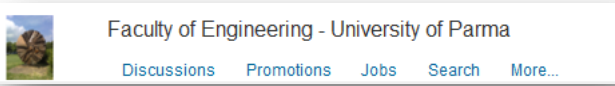


Laureati in Economia Aziendale presso l'Università di Parma
Discussions Promotions Jobs Search More...

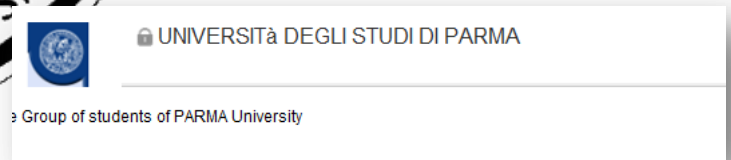
Gruppo riservato ai membri di LinkedIn laureati in Economia Aziendale all'Università di Parma.
Bring people and good ideas together.



Università di Parma Alumni - Facoltà di Economia
This is a Group for students and grads from Università degli Studi di Parma, Facoltà di Economia.
4 discussions · 530 members
39 in your network · Similar



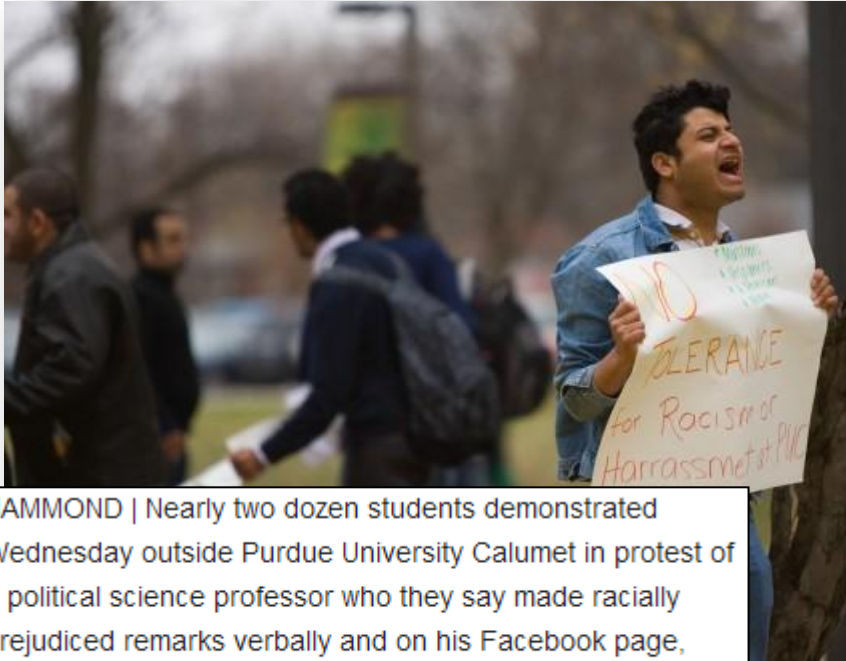
Faculty of Engineering - University of Parma
Discussions Promotions Jobs Search More...



UNIVERSITÀ DEGLI STUDI DI PARMA
Group of students of PARMA University



Unappropriate Communication



Teacher Loses Job After Commenting About Students, Parents on Facebook



By KI MAE HEUSSNER (@kheussner) and DALIA FAHMY

Aug. 19, 2010

Facebook users take note: If you want to keep your job, you're better off doing your job-related griping offline.

HAMMOND | Nearly two dozen students demonstrated Wednesday outside Purdue University Calumet in protest of a political science professor who they say made racially prejudiced remarks verbally and on his Facebook page, particularly targeting Muslim students.

University Professor Fired For Posting on Facebook That He "Cheated" His Way Through School

Posted by [Elijah Yip](#) on Dec 6, 2012 in [Employment and Labor](#), [Schools](#)

Facebook vent burns teacher

By SUSAN EDELMAN

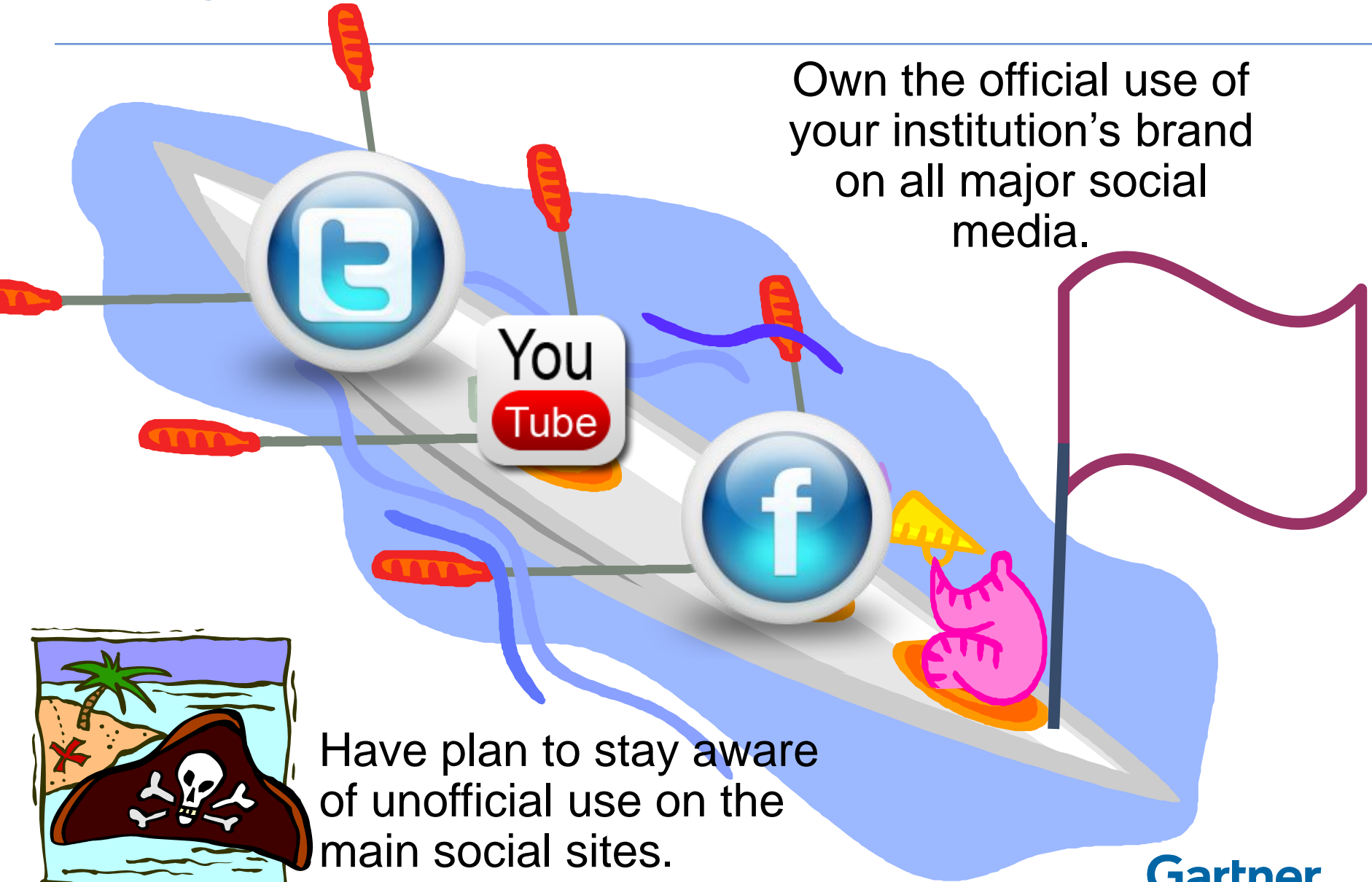
Last Updated: 12:23 PM, February 9, 2012

Posted: 3:51 AM, March 13, 2011

This teacher may have to change her Facebook status to "fired."

Claim your Institution's Brand!

Own the official use of your institution's brand on all major social media.



Have plan to stay aware of unofficial use on the main social sites.

Coordinate Your Efforts



About Brock | Academics | Admissi



Innovation Meets Tradition

Hybrid course format debuts during spring term

University Social Media Strategy Form

If you are a Brock faculty or staff member who wishes to establish and maintain an official social media presence on behalf of the University, completing this form will help you develop a strategy for best results.

Your Name: *

Title/Position:

Faculty/Dept.: *

E-mail: *

Phone Extension:

Project Name: *

▶ **OBJECTIVES - WHAT DO YOU PLAN TO ACHIEVE WITH SOCIAL MEDIA?**

▶ **TARGET AUDIENCE - WHO ARE TRYING TO REACH?**

▶ **SOCIAL MEDIA - WHAT SOCIAL MEDIA PLATFORM(S) WILL YOU USE?**

▶ **SET-UP AND MAINTENANCE - WHO WILL ESTABLISH AND MAINTAIN THE SITE(S)?**

▶ **CONTENT - WHAT TYPE(S) OF CONTENT WILL YOU SHARE?**

▶ **MEASURING SUCCESS - WHEN AND HOW WILL YOU EVALUATE THE SUCCESS OF YOUR SITE?**

More About **Social**, Less About **Media**

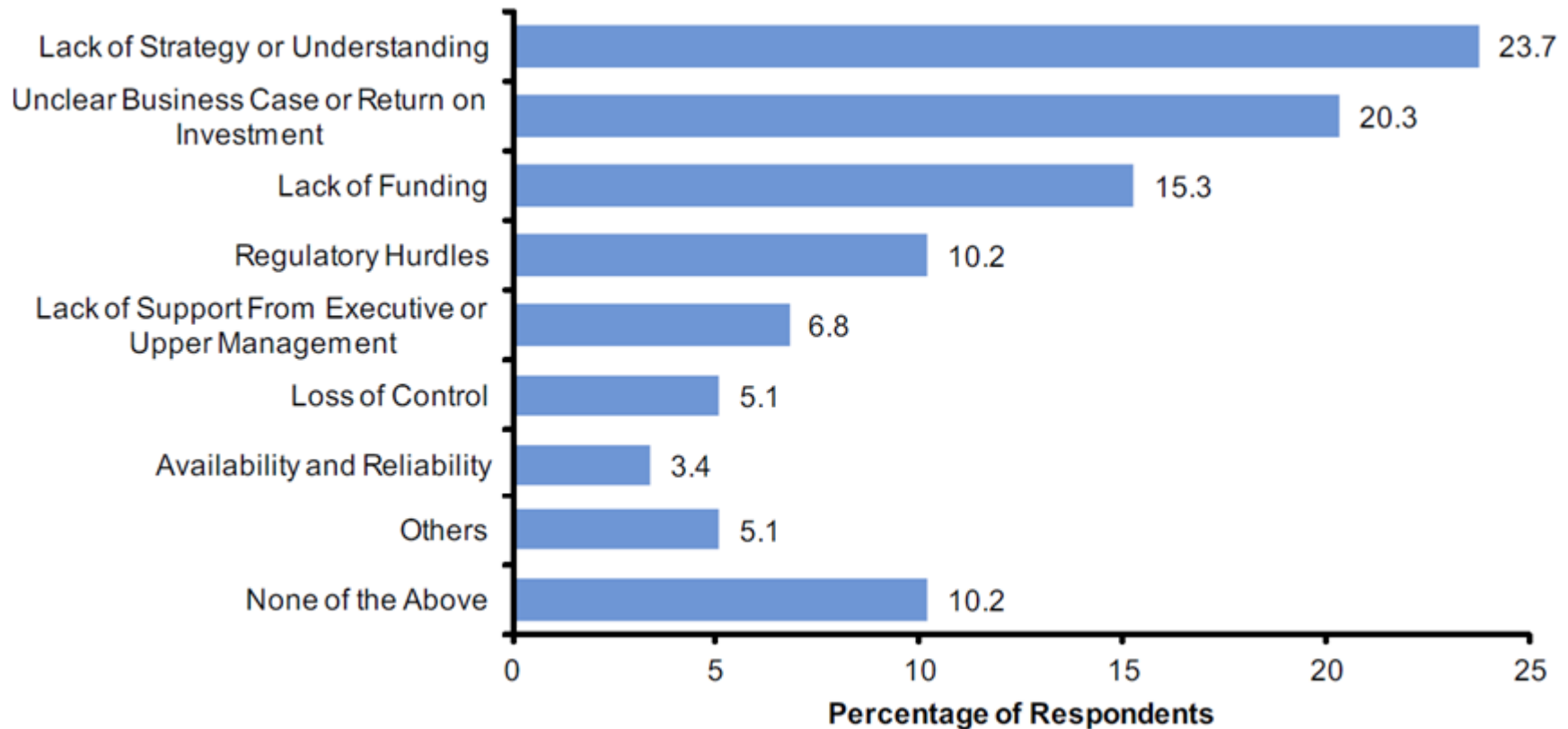
**Where
attention
goes**



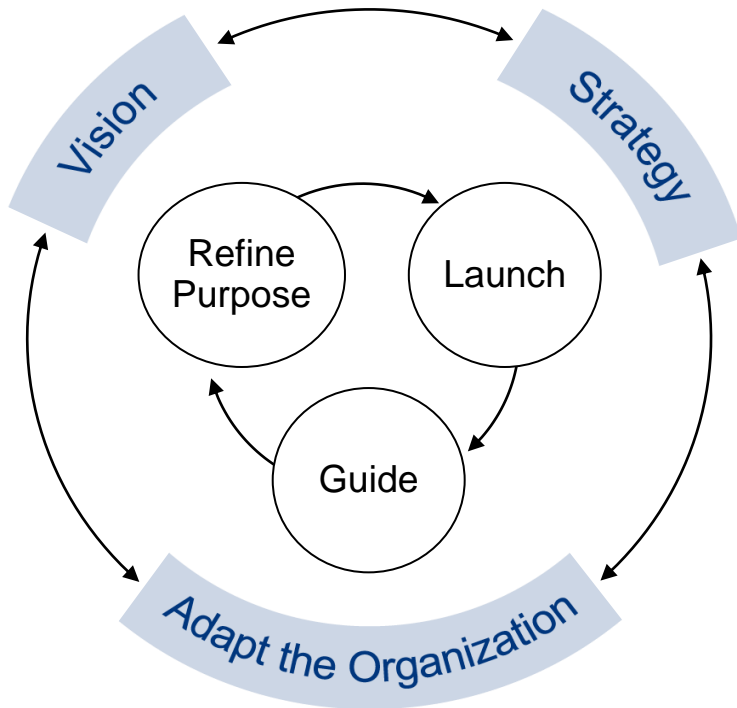
**What is
really
important**

Strategic goals
Project objectives
Guidelines Training
Measurement
Policy Content
Process integration
Interaction analysis
Participant need
Value
ROI

Most Significant Barrier to Adopting Social Media in University



Treat Social Media Strategically

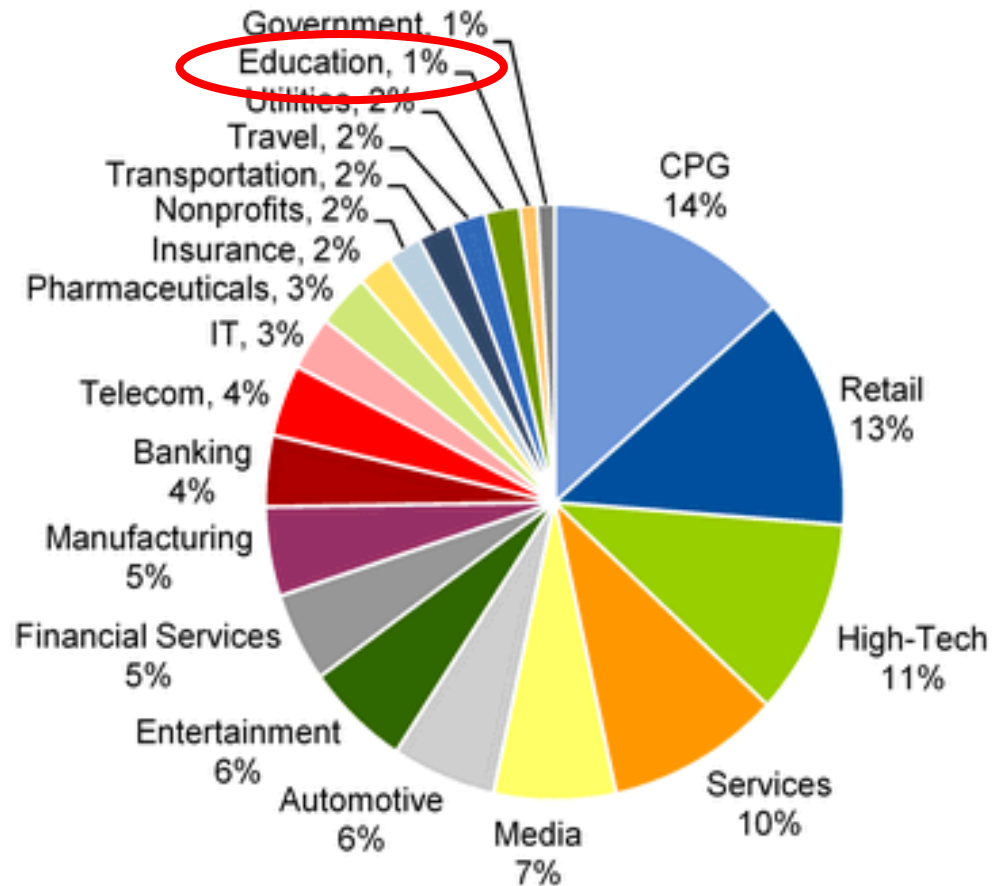


- Successful Social Initiatives Require -

- Meaningful and specific purpose
- Significant improvement in how people do their work
 - A critical mass of colleagues actively using it
 - Resources to vision, establish, educate and evolve
- Management involvement as opposed to management "support."
 - A culture that recognizes and values collaborative work
 - Continuous examination and improvement.

Social Analytics : the New Frontier for Higher Education ?

Social Analytics Deployment by Industry



Source: Gartner (May 2013)

Recommendation

- ✓ **Focus beyond Facebook**
- ✓ **Clarify the difference between institutional and individual use**
- ✓ **Tailor the strategy for academic and administrative roles**
- ✓ **Provide a choice of tools**
- ✓ **Establish purpose and scope**
- ✓ **Distinguish between transient and permanent presence**
- ✓ **Develop metrics, guidelines and warnings**

Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.