

# 2013-10-29 Meeting Notes

Topic of discussion: Social Media and Learning

2013-10-29, 1-2:30pm

Location: GC1 - 2126

Guest speaker: Zhenya Gallon, UCAR Communications

Attendees:

- Julianne Blomer, DLS
- Eileen McIlvain, NSDL
- Wendy Abshire, Spark/COMET
- Bruce Muller, COMET
- Lon Goldstein, COMET
- Marianne Weingroff, COMET
- Kristin Wegner, GLOBE
- Julie Mallmberg, GLOBE
- Maggie , GLOBE
- Randy Russell, Spark
- Moira Kennedy, Spark
- Becca Hathaway, Spark
- Ernesto Munoz, CGD
- Cindy Schmidt, UCAR/UN Fdtn

Agenda:

Review of UCAR Communications use of social media, social media resources, social media policies and best practice.

Plans for next meeting: Organizer: Julie Malmberg; Topic: Pinterest (and maybe infographics)

## "Electronic Handout"

**WAG Social Media Working Group** - an interest group for anyone interested in using social media in support of the organization's mission

<https://wiki.ucar.edu/display/wag/WAG+Social+Media+Working+Group>

----Legal considerations: UCAR Social Media Guidelines, protecting copyright (photos, video, etc.) -

----Resources (for getting started, tips and best practices, or for explaining to your boss why its worth investing in FB: <http://mashable.com/2013/10/24/1-in-3-americans-get-news-on-facebook/>)

----New resources: Hashtags, Twitter nomenclature

----**Mailing list** - Please sign up (via mailman): <http://mailman.ucar.edu/mailman/listinfo/wagsocialmedia>

## Zhenya's notes:

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### Social Media - for NCAR/UCAR EdGroup

*Tues Oct 29, 1pm, CG1-2126*

#### ABCs of social media at NCAR/UCP/UCAR

- A) Overview of current social media landscape
- B) Electronic handouts = resources for participating
- C) Time permitting: tweeting tips

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#### A) The current landscape

##### The big three:

Facebook  
Twitter  
YouTube

Who's on social media at NCAR/UCP/UCAR?

<http://www2.ucar.edu/atmosnews/social-media-ncar-ucar>

#### Facebook:

group = community building, safe space for conversations, truly *social*  
page = public face, build awareness of website, workshops and other events, more *news push* than interactive

#### What to share?

news and info  
build/support community, foster two-way conversation (harder to do)  
how does this specific post support our organizational mission?

#### Let others do social media for you:

Be sure your news and information pages have sharing buttons installed. Talk to your Web Developer about installation, and about access to free analytics from the sharing service, once installed.

<http://www.addthis.com/> (AtmosNews uses this)

<http://www.sharethis.com/>

#### Demographics:

<http://pewinternet.org/Reports/2013/social-networking-sites/Findings.aspx>

2005: 8% . . . 2012: 67% . . . **2013: 72% of online U.S. adults use "social networking sites"**

As of December 2012:

6% of online adults say they use Tumblr

13% ... use Instagram

15% ... use Pinterest (*which* adults? = **where the women are**)

67% ... use Facebook (near-even split between men and women for AtmosNews, age group = postdocs/early career scientists)

20% ... use LinkedIn (as of August 2012.)

18% ... use Twitter (**30% of 18-29--year-olds** | AtmosNews followers = heterogeneous mix of faculty, met. undergrads, journalists, wx b'casters, environmentally/politically engaged)

<http://pewinternet.org/Reports/2013/social-networking-sites/Findings/Twitter.aspx>

#### The niches:

Where are the educators? Where are YOU finding colleagues? What are they doing there?

LinkedIn ??

--Yes, more recently. Merits further attention.

Google+ ??

--Not really (tech savvy, "early adopters" - copy and paste select FB news posts to G+ as a low-cost way to have a presence there)

Pinterest

--Yes, let's talk! See for example:

<http://www.pinterest.com/all/education/>

<http://www.pinterest.com/erinklein/pinterest-for-teachers/>

<http://www.pinterest.com/search/pins/?q=science%20museums>

<http://www.pinterest.com/search/pins/?q=science%20projects&rs=ac&len=7>

<http://www.pinterest.com/search/pins/?q=science%20classroom&rs=ac&len=7>

<http://www.pinterest.com/search/pins/?q=science%20experiments>

Outcome: next EdGroup session will focus on Pinterest

#### The nice-to-have, if your time permits:

Flickr

What else?

#### Q: What about Forums?

#### A: from the group:

never been successful (COMET, GLOBE, NSDL experience) - people don't have time, esp. teachers

takes strong, constant moderator to be successful = high cost

even on LinkedIn or FB groups - takes moderation to get/keep a conversation going - many members post adverts for their services, which get funneled into a separate section

COMET FB group: 2,100 users, sharing their take on forecast, case studies = group-generated content

People are used to getting pings from Facebook when someone posts something new, so people go there

SOARS FB page: has grown to be a community for the proteges (we chose to create an open page, not a closed group) - members like seeing personal news from each other

NSDL: ended their FB group in favor of an FB page (no simple conversion, posted notices that they were moving to a page)

## **B) Electronic "Handouts" - Walkthrough of WAG Social Media wiki**

See above

## **C) Tweeting tips**

--you're writing a headline - let your link tell the rest of the story

----(don't have a link? why not?)

--don't make people guess: "Join us for our DKW seminar tomorrow ... " ?? (what's DKW, and why should I care?)

--keywords, keywords, keywords - turn up to three into hashtags - SEARCH Twitter FIRST to see if a hashtag is active or unloved

## **Final note:**

Role of FB in tracking down staff during recent floods - to determine their safety - invaluable

Role of AtmosNews staff messages on FB - some staff checked FB but not email that morning