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MARKETING. PR. SOCIAL MEDIA.

urgency.

MARKETING

“is the action or business of **promoting and selling** products or services, including market research and advertising”

PUBLIC RELATIONS

“is the practice of managing the spread of information **between** an individual or an organization and the public”

FROM THE HOMEPAGE

, no vote for

Brooklyn Park police: Man with permit to carry shoots, kills robber on street

Shakopee Derby Days canceled amid police investigation

LOCAL

Concordia College stirs critics with cuts to foreign languages

Concordia College's move to drop language majors vexes students, alumni.

By Maura Lerner Star Tribune

FEBRUARY 8, 2016 — 12:17AM



why social media.

brand authority
brand recognition
brand loyalty

search engine rankings
humanization
trust

fun
reaction
credibility



Jayson DeMers,
Forbes (2014)

<http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#6b26530c2a4d>

increase contact on-campus and off-campus
connect with “real world”
reach alumni, friends, new students, and other connections
share students’ experience

<http://www.athleticbusiness.com/web-social/social-media-revolutionizes-campus-recreation-marketing.html>



Social Media Revolutionizes Campus Rec Marketing

by Paul Steinbach  March 2014



the what.



Facebook

news source off
and on campus

besides email
and flyers main
source for
students on
news on campus



Twitter

real-world connection
live medium

inter-institutional use,
not so much students



Instagram

the relaxation medium

occasional medium
the student-connection

the how.



Study German at Carleton College

Page Messages Notifications 5 Insights Publishing

Notifications [Mark All as Read](#) - [Settings](#)

Musikschule Schicker has 1 new like, 1 new comment and 34 new views.
about an hour ago

Petra Volkhausen and Jessica Riviere posted in **Women in German**.
3 hours ago

Study German at Carleton College's post "We love Vienna..." is performing better than 85% of other posts on that Page. Promote it to get even better results.
3 hours ago

Lauren Fisher, Lu Tz and 3 other people like your link: "tchüss, mike!"
3 hours ago

It's **Nana Shi's** birthday today. Help her have a great day!
3 hours ago

Study German at Carleton College also commented on their link.
6 hours ago

German at Penn State University shared a link: "Vienna named world's top city for..."
7 hours ago

Lara Schwarz posted in **(Surprise) Bridal Shower for Nora**.
7 hours ago

[See All](#)

Study German at Carleton College
Language School · College & University

Timeline About Photos Videos

114 likes **+2 this week**
Ines Martin and 45 other friends

4 were here **0 this week**

View Pages Feed
See posts from other Pages

Boost Your Post
"We love Vi..." is performing better than 85% of your recent posts.

Invite friends to like this Page

538 post reach this week

Let People Find Study German at Carleton College
Use a Get Directions button to lead them directly to Language and

Status **Photos**

Write something...

Study German at Carleton College Published...

Berlin students, remember the Situation? The play is prominently discussed in the New York Times today, along with other recent theatrical and cinematic responses to migration and changing notions of German national identity.

facebook. (phone). web.

- = more connection on campus
- start your page, maintain your page
- have managers and editors, faculty and students
- aim for meaningful posts with content, not only text
- you can work from phone app BUT be careful of “who” you are
- engage with what is going on on Facebook in general
- engage with others, like and comment, share!

the how.



Home @GermanCarleton

Süddeutsche Zeitung @SZ 3h
Tourismus: Dresden: Pegida vergrault Touristen sz.de/1.2877028
Open

Germanic-Amer. Inst. @GAIMN 3h
Sound familiar? fb.me/2dUJC97Pb
Open

SPIEGEL ONLINE @SPIEGELO... 3h
#Mars, #Snickers, Milky Way: Der Süßwarenhersteller Mars ruft in 55 Ländern mehrere Millionen Schokoriegel zurück spon.de/aeGPV
Open

DIE WELT @welt 3h
Millionenbetrug: "Besenstielräuber" soll FC Bayern erpresst haben welt.de/regionales/bay...
Open

DIE WELT @welt 3h
Diese Ängste haben Deutsche wegen der Flüchtlinge to.welt.de/NpDEwSz pic.twitter.com/XKIZ5nnt6g
Open

ZDF heute @ZDFheute 3h
#Kurden befreien 16-jährige Schwedinnen aus den Händen des #IS.

Notifications @Germ...

Hardy Deutschland followed you
Hardy Deutschland @espresso_de
Der #Espresso #Mailands: du wirst ihn nie vergessen...

Carleton College AAF liked
German @ Carleton @German... 4d
Wir danken euch, liebe #CarlsGive giver!
Carleton College AAF @caris...
Thank you for making Carls Give Day a huge success! go.carleton.edu/carlsgive #CarlsGive
Open

Adrienne Richart liked
German @ Carleton @German... 95c
"When we travel we humanize others and make it difficult for them to dehumanize us." @RickSteves at #ACTFL15 pic.twitter.com/IHJOtscfa
Open

Kimberly Betz liked
German @ Carleton @German... 1d
Von Sonnenuntergängen kann man nie genug bekommen! Gute Nacht, Reit im Winkel.
Jacqueline Brooker @FrauBo...
@GermanAtPompey Gut's Nächtle aus Reit im Winkel pic.twitter.com/D2dlz2Tgfg

@ Mentions @GermanCa...

Language Pronto @language... 24d
@AATGOnline @GermanCarleton @tripleink language-pronto.com offers a free 6 lesson trial!

AATG @AATGOnline 25d
@GermanCarleton We are so happy to hear that--we are here to support you! Thank you for all your wonderful work!

AATG @AATGOnline 25d
Presentation on why you should learn German--and career opportunities for German majors. @GermanCarleton

User @GermanCarleton

German @ Carleton retweeted
Wolfgang Luef @wiuef 3h
Come to the dark side. We have cookies. twitter.com/szmagazin/stat...

SZ Magazin @szmagazin
Kurzfristig frei geworden: Praktikumsplatz in unserer Digitalredaktion (Online-iPad-Social Media). April-Mai. Kontakt: online@sz-magazin.de
Open

German @ Carleton @GermanC... 3h
Gut für @DasBlackForest! Cuckoo clocks. twitter.com/ottsworld/stat...

German @ Carleton @GermanCarleton

66 FOLLOWING 29 FOLLOWERS

Tweets Media Likes

German @ Carleton @GermanCarleton 15
Thursday. Noon. LDC 104. #TechTalk at @CarletonCollege about #SocialMediaMarketing on campus.

Accounts

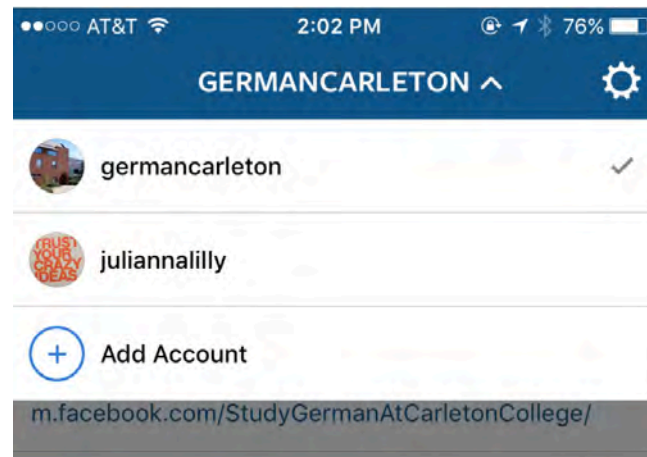
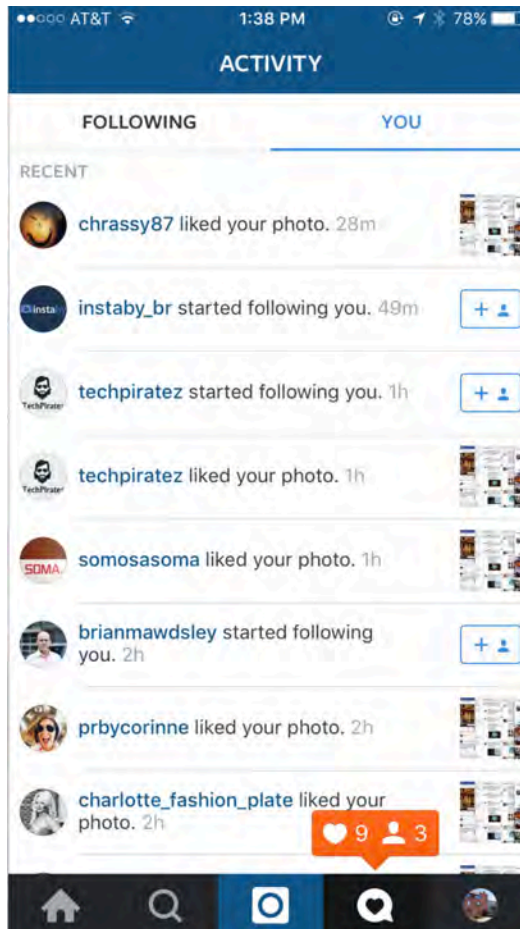
juliannalilly @juliannalilly13

German @ Carleton @GermanCarleton ✓

twitter. phone. web.

- = more connection with off campus—why does Carleton x-Department matter to the world?
- most ephemeral medium
- more “now” information, more variety
- live tweeting of events
- pick up hashtags going viral
- try using TweetDeck if managing more accounts

the how.



instagram. phone.

- = the relaxation medium
- the one that students can “take over” the best
- post visually attractive pictures
- pick up campus culture
- branch out, let students SEE what life is like
- now they have multiple accounts – if you have your own, personal Instagram AND want to manage your professional account, too
- don't hashtag random things, people will notice —credibility!

general hows.

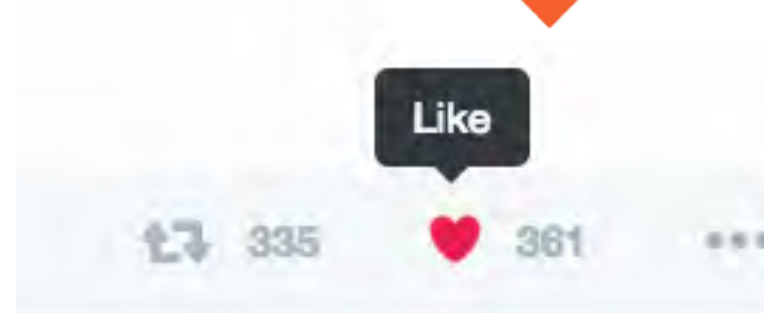
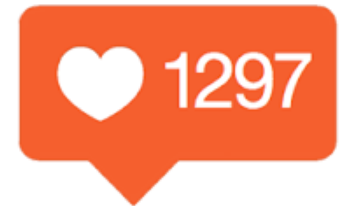
~~constant contact~~

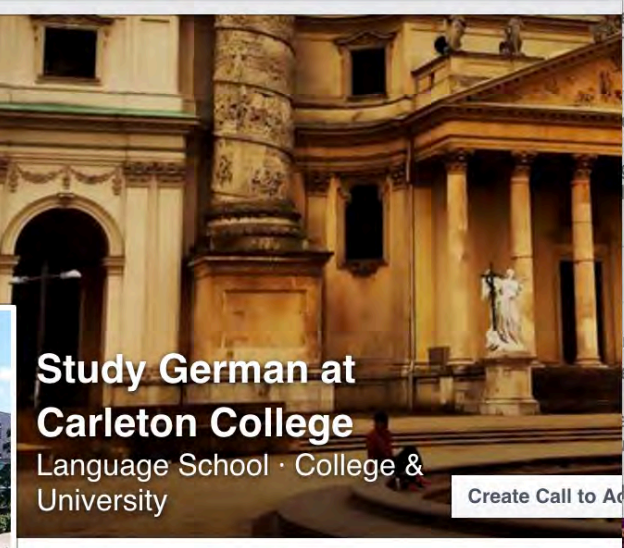
~~buy ads~~

~~advertise all the time~~

~~delete negative comments~~

share responsibilities but have one designated social media person
be silly and sassy, but always classy
be on time
hashtag, but stay real
stay true to the medium
ENGAGE!





Write something...

Study German at Carleton
Published by The New York Times

Berlin students, remember "The... discussed in the New York Times and cinematic responses to migration and national identity.

Chat (23)

...e AAF liked
...@German... 4d
...n, liebe #CarlsGive

...e AAF @carls...
...making Carls...
...ge success!
...u/carlsgive

...rt liked
...@German... 95d
...we humanize
...it difficult for them
...s." @RickSteves at

...HJOTsCsfa

...iked
...@German... 1d
...rgängen kann man
...nmen! Gute Nacht,

...rooker @FrauBo...
...mpy Gut's
...eit im Winkel
.../D2dlz2Tgfg

...weeted
...@German... 1d
...eierabend on
...XFM

Language Pronto @language... 24d
@AATGOnline @GermanCarleton @tripleink language-pronto.com offers a free 6 lesson trial!

AATG @AATGOnline 24d
@GermanCarleton We are so happy to hear that--we are here to support you! Thank you for all your wonderful work!

AATG @AATGOnline 24d
Presentation on why you should learn German--and career opportunities for German majors. @GermanCarleton

German @ Carleton @German...
Honorary Consul of Germany Christa Tiefenbacher-Hudson has good advice #WhyLearnGerman youtube.com/watch?v=LiyLGG... @tripleink

Carleton College @Carleton... 32d
RT @GermanCarleton: Thank you to Dianne Bell who shows such great interest in @CarletonCollege's #German program!
pic.twitter.com/MNJFZG6usi

WHY SHOULD YOU LEARN GERMAN?

Wolfgang Luef @v...
Come to the dark cookies.
twitter.com/szmag

SZ Magazin @s...
Kurzfristig frei g...
Praktikumsplatz
Digitalredaktion
Social Media). A...
Kontakt: online@...

German @ Carleton
Gut für @DasBlack...
clocks. twitter.com/...

Sherry Ott @otte...
Time travel to G...
Forest to learn v...
#cuckoo for clo...
#NGTRadar
pic.twitter.com/...

German at Ports...
Racist attacks in G...
Bundesland (via @F...
pic.twitter.com/Ff...

2.6 bis 5.0
5.1 bis 7.5
über 7.5

WHY SHOULD YOU LEARN GERMAN?

germano...
Study Germ...
Department...
students. Co...
m.facebook...

85 posts

