#Handsonlearning

Lessons from COMM 384 “takeover” of CSB/SJU social media

Presented by
Kelly Berg, Associate Professor
Tiffany Clements, Social Media Specialist
College of Saint Benedict/Saint John’s University
February 26, 2015
“Takeover” Assignment

- Assess CSB/SJU and its audience and set goals for takeover
- Design strategic plan using communication theory, processes, and case studies
- Enact proposed plan
- Present analysis of takeover project, offer recommendations for future network-specific use
What Students Hoped to Gain

- “Real-world experience”
- Feedback from someone in social media position
- Resume-builder
- On-campus experience
What C&M Hoped to Gain

- Student perspective
- Content and experience w/ emerging networks
- Feedback from “focus group”
Quantitative Outcomes

- 46 percent growth in audience on Instagram
  2013 monthly audience growth averaged 16 percent

- 464 percent growth in audience on Vine
  Minimal effort was invested in Vine prior to takeover, monthly metrics weren’t monitored
Quantitative Outcomes
Quantitative Outcomes
Student Feedback

- Students felt real sense of accomplishment
- Students felt their work had impact
- Partner feedback to students
- Partner presence in class
- Student ‘Aha’ moments
Student Feedback

CSB and SJU So many books at the Alcuin Library! Many consider it to be there home!
#csbsju
Student Feedback

CSB and SJU Forcing JD Quinby to learn proper grammar after some glaring issues in a past Vine!

Their not there
Their not there
Their not there
Their not there
Their not there
Successes/Feedback

- Helps CSB/SJU visibility
- Collaboration with GBUS/Newhouse
- Multi-Level partnership with United Way
- Related internships for students on campus and off campus
Benefits to C&M
Benefits to C&M
Benefits to C&M

- Suggestions for new tools
- Ways to source community-generated content
- Questions on behalf of our audience
  - Social media the new cheerleading?
  - Guidelines for what we’ll post, when and where
Benefits to Students

Previous Collaborations:

- Grads hired for newly created social media positions
- Freelance work
- Communication-related positions that also interact with or include social media
Benefits to Departmental Curriculum

- Loss of marketing courses
- Complement and extend current courses
Benefits to Departmental Curriculum

2 OF THE 3 MAJOR GOALS:

- **Analysis of Communication**
  Learning to think critically about messages - analyzing and evaluating communication

- **Effective Oral and Written Communication**
  Learning to create effective oral and written messages that are appropriate for particular situations and audiences.
Benefits to Departmental Curriculum

Major Strength - Experiential Learning

- Added opportunity for applied learning without extra time required for service learning
Applied Learning/Student Benefits

- Blending communication theory and praxis
- Still intended to have students apply their learning to bettering communities
- Holistic learning by incorporating the classroom and community into the learning experience
- Enhances critical thinking skills
- Fosters career exploration
Future Course Plans

- Projects manageable within the semester timeframe
- Add reflection piece
- In-class or small written reflection, perhaps for student course evaluations
Working With A Partner

- Partner presence in class
- Partner feedback to students
- Early collaboration to discuss project possibilities
- Partner feedback on assignments during writing process
- Partner providing supplemental information