





October 18, 2012 #wcchat


Today's topic: marketing, branding...and twitter.


 Welcome everyont to #wcchat. Topic - Marketing and Branding.

 KU Writing Center 3 hours ago

 When we started using FB to announce workshops, we raised attendance. #wcchat


 KU Writing Center 3 hours ago


 We use Twitter, FB, email to faculty, and web posting to advertise Workshops.#wcchat.


 KU Writing Center 3 hours ago


 Our Faculty blog keeps faculty up to date on WC resources and services #wcchat
kuwcnews.wordpress.com/

 KU Writing Center  Reply  Retweet  Favorite 3 hours ago

 @KUWC How did you get students to follow on FB to begin with? #wcchat

 Lee Ann 3 hours ago

 We're struggling with getting followers as well. One of the grad assts is planning on seeing if contests will help. #wcchat

 Alan Benson  Reply  Retweet  Favorite 3 hours ago



@laglowzenski We posted "Follow icons" on our web page, main KU web, advertised during tutoring, other KU FB #wchat

 KU Writing Center

3 hours ago



@alanbenson Do you have a main university FB page you could follow? #wchat

 KU Writing Center

3 hours ago




@KUWC Yep, we follow the main page, the library, and a bunch of student groups. We swap likes and reshares #wchat

 Alan Benson

3 hours ago



@alanbenson I think contests could work and maybe fun, odd, and random posts? #wchat

 KU Writing Center

3 hours ago



@KUWC Our "writing quote of the week" sometimes gets some shares, but nothing is as effective as a funny picture :) #wchat

 Alan Benson

3 hours ago



@alanbenson what kind of pictures do you find to use? Maybe make a WC video you could share? #wchat

 KU Writing Center

3 hours ago



@alanbenson @KUWC Maybe combine the two - ask students to make funny writing-themed pictures, like a New Yorker caption content. #wchat

 rwmonty

3 hours ago



@alanbenson Here is a recent video on APA. Yes, we have lots of videos. #wchat
screencast.com/users/KUWC/f...

KU Writing Center Reply Retweet Favorite

3 hours ago



Come join me in the #wchat

Megan Breidenstein

3 hours ago



Twitter plays a major role in my classroom teaching, and it's been most successful when used in a natural and contextual way. #wchat

rwmonty

3 hours ago



@megatronzilla @alanbenson Great idea! I like community writing projects. #wchat

KU Writing Center

3 hours ago



@laglowzenski Tutors launched our FB site, but as our founders graduated, it's floundered. #wchat

gwwritingcenter

3 hours ago



@alanbenson We also do podcasts. Not as fun as pictures, but instructional and interesting.
[screencast.com/users/KUWC/f...\(2011\)](https://screencast.com/users/KUWC/f...(2011)) #wchat

KU Writing Center

3 hours ago



@laglowzenski The director (me) tweets infrequently & with random shifts between the personal and the institutional. #lousytweeter #wchat

gwwritingcenter

3 hours ago




@KUWC Sometimes it's webcomics abt. grammar or reprints of Calvin & Hobbes on writing. We're just starting with videos. #wchat

 Alan Benson  Reply  Retweet  Favorite

3 hours ago




@KUWC Do you make videos about your center or writing? #wchat

 Alan Benson

3 hours ago




@rwmonty I like that idea! Maybe a picture contest could be fun #wchat

 Alan Benson

3 hours ago




Who controls your FB and twitter accounts? Do tutors have role in social media presence? #wchat

 Lee Ann

3 hours ago



@laglowzenski A grad assistant (with help from hoot suite) runs ours. #wchat

 Alan Benson

3 hours ago



@rwmonty @alanbenson I like this! Could be a good National Day on Writing activity. #wchat

 Lee Ann

3 hours ago



@alanbenson we came up w/idea to start a Halloween story chain on Twitter w/campus. Compiling Tweets into a story posted on WC site #wchat

 Megan Breidenstein

3 hours ago



@KUWC Who's the targeted podcast audience? #wchat

 gwwritingcenter

3 hours ago




@rwmonty Say more please. Can Writing Centers learn from this? #wchat

 KU Writing Center

3 hours ago




@gwwritingcenter Might it be worth having designated "social media tutors" in charge of maintaining these WC identities? #wchat

 rwmonty

3 hours ago



@gwwritingcenter Ha! at lousy tweeter. :) This is why I keep work and home accounts, but the "if you wouldn't say it in a cover + #wchat

 Lee Ann

3 hours ago



@gwwritingcenter letter" rule can be stifling. #wchat

 Lee Ann

3 hours ago



@gwwritingcenter @laglowzenski @gwwritingcenter @laglowzenski this happened w/ours. Especially our blog. #wchat

 Megan Breidenstein

3 hours ago




@laglowzenski The WC controls FB primarily, We did social media training. One Tutor posts mostly. #wchat

 KU Writing Center

3 hours ago



@rwmonty I've wondered this too. Maybe interviewing for one position that's social-oriented. #wchat

 Lee Ann

3 hours ago




@rwmonty Yes--good idea. Diversifying and delegating. (Not one of my strengths. ;)) #wchat

 gwwritingcenter

3 hours ago



@KUWC any docs or slides to share from your social media training? #wchat

 Lee Ann

3 hours ago



@gwwritingcenter Our students, grad and undergrad. WC learning resource. #wchat.

 KU Writing Center

3 hours ago



What about research showing current generation of students aren't on Twitter much? & that FB is losing steam among the young 'uns? #wchat

 gwwritingcenter

3 hours ago




Sometimes I wonder whether we do social media just to say we do social media. #wchat

 gwwritingcenter

3 hours ago



@KUWC Having students tweet responses to an article often ends w/ everyone stating opinions w/ very little meaningful interaction #wchat

 rwmonty

3 hours ago



@laglowzenski Social Media Training was provided by the university not WC. Live session. Not much to share. #wchat

KU Writing Center

3 hours ago



@rwmonty We find our Twitter connects us to other Centers and educators more than students. FB= more students. #wchat

KU Writing Center

3 hours ago



@KUWC But using Twitter to interact w/ author of an article allows students to use it the way they would normally #wchat

rwmonty

3 hours ago



RT @KUWC: When we started using FB to announce workshops, we raised attendance. #wchat

SMU Writing Centre

3 hours ago



@KUWC Twitter is a social media partially designed to connect previously-unconnected users by placing them on equal terms #wchat

rwmonty

3 hours ago



@rwmonty broadening the conversation beyond the classroom. #wchat I like it.

KU Writing Center

3 hours ago




@gwwritingcenter Good point. FB especially has hit its peak, apparently, and twitter seems to be used more as an SMS service. #wchat

Lee Ann

3 hours ago



Great definition MT @rwmonty: Twitter is...partially designed to connect previously-unconnected users by placing them on equal terms #wchat

 Lee Ann

3 hours ago



Do you have an icon or log of somekind for branding? #wchat

 KU Writing Center

3 hours ago




Check out Ray Junco at reyjunco.com. Fantastic research done for social media in higher education. #wchat

 Loren Kleinman

3 hours ago




@KUWC Put another way, kids want no part of anything that their parents think is cool. #wchat

 rwmonty

3 hours ago



@KUWC Exactly! Rule of thumb in my class: For topics only the class cares about, use the wiki. If others might care, use Twitter #wchat

 rwmonty

3 hours ago



@rwmonty Is that what you're saying happened with facebook? Too many moms commenting "good luck on your exam"? #wchat

 Lee Ann


3 hours ago




@laglowzenski @rwmonty Yes some students unfriend their parents. #wchat

 KU Writing Center

3 hours ago




@LK_Editorial Thans for the link! #wchat




KU Writing Center

3 hours ago




@KUWC I think we lost track of branding :) #wchat




Lee Ann

2 hours ago




@laglowzenski Although questions of what to represent, to whom, in what form, and whether it's worth it, all central to branding #wchat




gwwritingcenter

2 hours ago




@laglowzenski how can branding help the image of a wc as a place of learning and collaboration? #wchat




KU Writing Center

2 hours ago




@gwwritingcenter @laglowzenski Should WCs consult their institutions, re: logos and school colors? If so, who should be contacted? #wchat




rwmonty

2 hours ago




@gwwritingcenter Indeed. Esp. when it comes to social media, the lines between self/center and self/institution seem so blurry. #wchat




Lee Ann

2 hours ago



Thanks for the interesting conversation, everyone! #wchat



Lee Ann

2 hours ago