EFFECTIVE PRESIDENTIAL COMMUNICATIONS THROUGH ALL PLATFORMS

ABHE PRESIDENTS FORUM
WEDNESDAY, FEBRUARY 17, 2021

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KINGSWOOD UNIVERSITY
SHOULD YOUR SCHOOL USE SOCIAL MEDIA?

YES!
YES, YOUR SCHOOL SHOULD USE SOCIAL MEDIA!

• Most already are
YES, YOUR SCHOOL SHOULD USE SOCIAL MEDIA!

• Most already are
• Demographic demands it
“Now more than ever, your innovative, accessible and shareable content is critical. Gen Z curates their presence across a diverse network of media, from Snapchat to YouTube playlists and into the real world. If your team isn’t doing the same, you’re scarcely worth a second look.”

YES, YOUR SCHOOL SHOULD USE SOCIAL MEDIA!

• Most already are
• Demographic demands it
• It works!
YES, YOUR SCHOOL SHOULD USE SOCIAL MEDIA!

• It works!
  • Communicating with prospective students
  • Communicating with current students
  • Communicating with alumni
  • Communicating with donors
  • Recruiting staff and faculty
  • Communicating with your community
  • Communicating in a crisis
YES, YOUR SCHOOL SHOULD USE SOCIAL MEDIA!

“If you could find a cost-effective way to expand your visibility to targeted audiences while promoting your institutional brand, would you take advantage of it? Of course, you would.”

www.vwu.edu/about/news-and-events/features/story/being-college-president-in-140-characters-or-less
TO SET UP A SCHOOL PLATFORM:

https://blog.hootsuite.com/social-media-in-higher-education/
SHOULD YOU BE ON SOCIAL MEDIA?

Maybe
AREN’T WE GIVING IN TO A DANGEROUS TREND?

- struggles with identity
- struggles with anxiety
- struggles with integrity
- struggles with learning
WHAT SHOULD WE BE DOING ABOUT IT?

“It is the responsibility of university administration and faculty to take seriously the challenges we face because of the dramatic changes social media and smartphones have brought to our world.” (Donna Freitas)
“Rather than resisting technology or fearing what might happen if youth embrace social media, adults should help youth develop the skills and perspective to productively navigate the complications brought about by living in networked publics. Collaboratively, adults and youth can help create a networked world that we all want to live in.” (Danah Boyd).
SHOULD YOU BE ON SOCIAL MEDIA?

I’m glad I am and here’s why
YOU SHOULD PROBABLY BE ON SOCIAL MEDIA IF …

1. You realize this isn’t a panacea.
2. Your communication style is fast-paced and conversational.
3. You know how to play to your strengths.
4. You can carve out 1-2 hours per week.
TIME-SAVING TOOLS

feedly

pocket

buffer
YOU SHOULD PROBABLY BE ON SOCIAL MEDIA IF …

5. You try to utilize to its full potential.

   # hashtagify.me

   @sjlennoxku

6. You are willing to take a risk.
RISKS:

• Damaged reputations in case of misstep, misperception.
• More exposed personally.
• More vulnerable to being hacked.
• Could be criticized for spending too much time posting.
RISKS:
• Could be criticized for spending too little time posting.
• Is tweeting the President the best way to address a problem on campus?
• SM only allows for brief treatment of an issue.
• Criticized for mixing personal opinion with official policy.
YOU SHOULD PROBABLY BE ON SOCIAL MEDIA IF ...

7. You are willing to “own” this as yours.
8. You have made the decision as a school.
9. You have others who can help you.
10. You are willing to interact with students.
YOU SHOULD PROBABLY BE ON SOCIAL MEDIA IF …

11. You are willing to provide diversified content

   Educational                   Community
   Promotional                   Inspirational
   Your Story                    Day in the Life
   Advocacy                      Higher Education Community

www.josieahlquist.com
YOU SHOULD PROBABLY BE ON SOCIAL MEDIA IF …

12. You know your objectives

“If you cannot link your social media engagement to your strategic goals, then it likely will be unable to help you make a measurable impact” (Follow the Leader).
## Discernment Process for Digital Leaders

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<thead>
<tr>
<th>Discernment Pillar</th>
<th>Reflection and Action Items</th>
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<tbody>
<tr>
<td><strong>Community Engagement and Stakeholder Activation</strong></td>
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<td>List your ideal community (audience), campus stakeholders you need to consider, and greater communities you serve.</td>
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<td><strong>Digital Tools and Strategic Communication</strong></td>
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<td>With your audiences in mind, identify specific platforms and tools that fit these groups. Take this a step further, and spell out when and how you will carry out these goals.</td>
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<td><strong>Real-Time Contribution</strong></td>
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<td>What type of content do you want to share now and in the immediate future? Think about events, topics, and causes.</td>
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<td><strong>Intended Purpose</strong></td>
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<td>This final pillar involves answering the debate about whether social media (and/or specific platforms) are worth your time and investment. This means you need to clearly document long-term goals and map this work to your institution’s mission/vision.</td>
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I want to connect the most with this audience(s):

My primary goal(s) is to:

I will contribute on the following platform(s):

This many times per (day/week/month):

I will not commit time to the following platforms:

• If needed ______________ can provide hands on technical support.
• ______________ is my support person(s) for my social platforms.

I will re-evaluate this plan by ________ to review growth & future changes.

What else do you need at this time to accomplish this strategy?
QUESTIONS?