



LIKE, ADD & FOLLOW: ENGAGING PARENTS AND FAMILIES THROUGH SOCIAL MEDIA AND EMERGING TECHNOLOGY

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DOWNLOAD APP

- Make sure you are on WiFi
- App store
- *Campus Labs Respond*
- Get
- Install



TODAY'S AGENDA

○ Who & Why

- Research and trends
- Social media statistics

○ How

- Digital integration
 - In-person
 - Static spaces
 - Interactive spaces
- Considerations and best practices



POLL | QUESTION 1

- Open Campus Labs *Respond* app
- Enter Connect ID **10833**
- Tap on your answer for Q1



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PARENT INVOLVEMENT YESTERDAY & TODAY

- Why and how?
- Why this is important
- How universities are responding:
 - Events and Involvement opportunities
 - Dedicated staff
 - P/F focused resources
- Challenges
 - Limited resources (human and financial)



POLL | QUESTION 2

- Open Campus Labs *Respond* app
- Enter Connect ID **10833**
- Tap on your answer for Q2



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PARENT INVOLVEMENT YESTERDAY & TODAY

“Much has changed in daily life over the past generation, including technology, rapid transfer of information, and higher education itself.

The way we teach, the ways students learn, and the relationship between children and parents is very different than it was when most college administrators were in college.”

Savage (2016)



EMERGING ADULTS

- National studies: 25% of young people surveyed, mostly college students, consider themselves to be adults
- Like their students, most parents in the study did not yet view their students as adults

Nelson et al. (2007)



FIRST GENERATION, INTERNATIONAL

- ‘The notion of “by any means necessary” captures the array of support that parents provide, whether it be saving up financially to help pay for books and tuition or driving far distances to do their part in making sure their students were successful.’

Marquez (2017)

- Parental support is positively correlated with self-efficacy

Butt, Mushtaq (2016)



POLL | QUESTION 3-4

- Open Campus Labs *Respond* app
- Enter Connect ID **10833**
- Tap on your answer for Q3-4



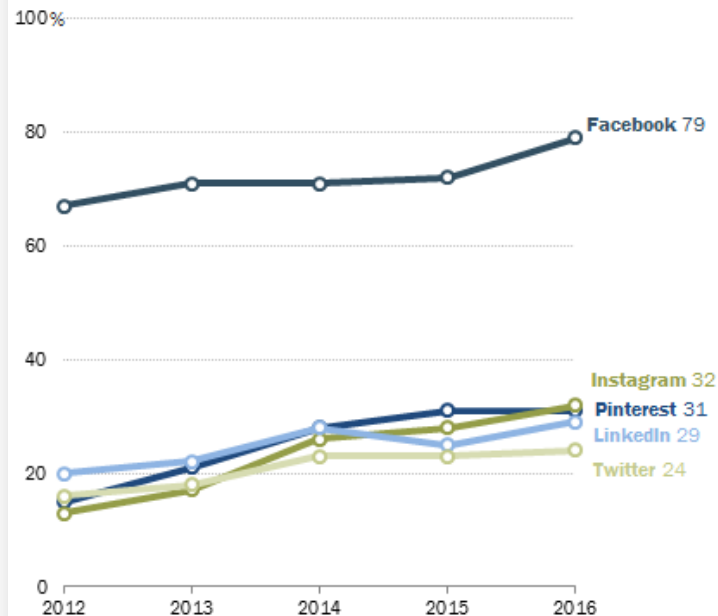
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DIGITAL ENGAGEMENT YESTERDAY & TODAY

Facebook remains the most popular social media platform

% of *online* adults who use ...



Note: 86% of Americans are currently internet users
 Source: Survey conducted March 7-April 4, 2016.
 "Social Media Update 2016"

PEW RESEARCH CENTER

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.
 Source: Survey conducted March 7-April 4, 2016.
 "Social Media Update 2016"

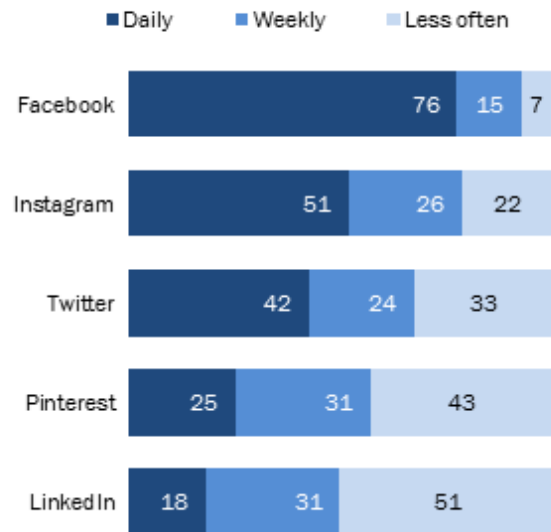
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DIGITAL ENGAGEMENT IMPACT

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...



Note: Do not know/refused responses not shown.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

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- Additional outlet for key information
 - Live, current, proactive
- Space for engagement with information
 - Format and imagery
 - Q&A w/staff and peers

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POLL | QUESTIONS 5-13

- Open Campus Labs *Respond* app
- Enter Connect ID **10833**
- Tap on your answer for Q5-13



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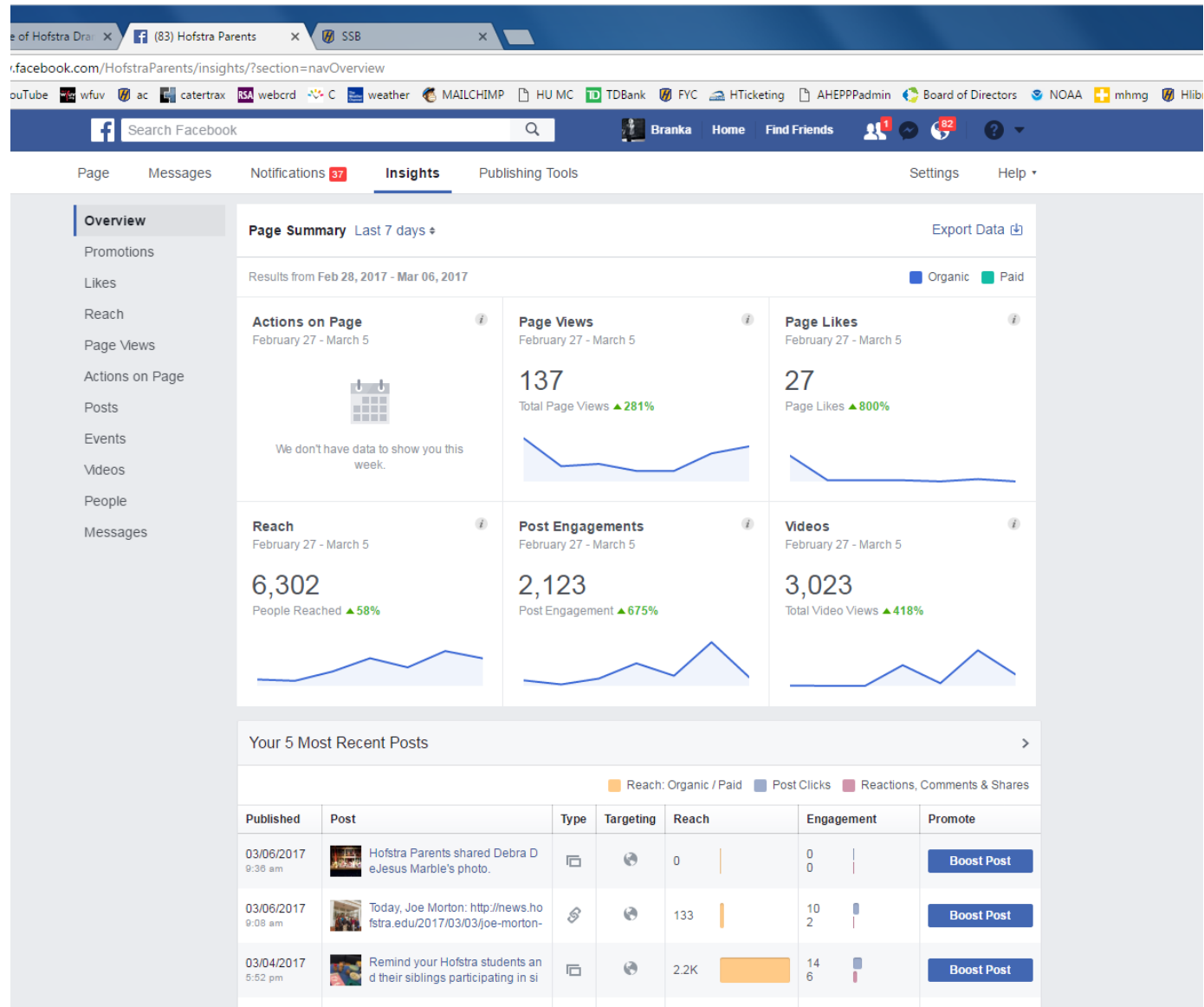
LEVERAGING DIGITAL SPACES

Channels & Platforms	UCLA Parent & Family Programs	Hofstra Parent & Family Programs
Facebook	7K+ Followers	3K+ Followers
Twitter	480+ Followers	560+ Followers
Instagram	480+ Followers	N/A
Pinterest	N/A	Hosted by University
Webchat/Webinar	YouTube Live (formerly Google Hangout)	Zoom Meeting Facebook Live
OTHER	WordPress (website) EMailer (newsletter/invites) CampusGroups (volunteer portal) CampusLabs (surveys) Jotform (data collection) Hootsuite (Social mgmt.)	MailChimp (e-newsletter) CampusLabs (surveys/polls) Flickr (University photos) Parent Portal (in progress, in-house)

LEVERAGING DIGITAL SPACES

Channels & Platforms	Considerations
Facebook	<ul style="list-style-type: none">• Most flexibility with content length and media• Algorithms and post frequency (use of hashtags)• Groups, Events, FB Live – leveraging functions• Ability to schedule posts in advance
Twitter	<ul style="list-style-type: none">• 140 characters, photos, links, polls• Post frequency (use of hashtags); schedule in advance
Instagram	<ul style="list-style-type: none">• Image and hashtag based• Platform works on phone/tablet (no pre-schedule)
Pinterest	<ul style="list-style-type: none">• Use boards to promote institutional pride (e.g. throwback pics) or involve parents in projects (e.g. holiday cookie recipes)
Webchat / Webinar	<ul style="list-style-type: none">• Ease of access and engagement• Format and collaboration w/campus partners
OTHER (websites, portals, survey/polls, emails communications, etc.)	<ul style="list-style-type: none">• Is your audience using this OR will they use this?<ul style="list-style-type: none">• Ease of access (login info)• Ease of use (admin side)• Cost / Benefit analysis

ASSESSMENT



CONSIDERATIONS AND BEST PRACTICES

○ **Considerations:**

- Digital media can expand reach w/minimal cost
- Provide space for connecting parents and family with the institution & peers

○ **Best Practices:**

- Consider functions, limitations, and voice
- Constant *new* platforms (i.e. Snapchat)
- Utilize analytics to support need and refine content (work smarter not harder)
 - Leverage these spaces for feedback



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