

# EMPOWERING THE STUDENT VOICE

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The AU Social Media Club as a Blueprint for Development

# MEET THE AUTHORS

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## **Alex Priest, Kogod/BSBA, SOC/BA '11**

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Alex Priest is an innovative and outgoing networker, thought-leader, and life-long learner. Alex graduated from American University with honors in May 2011 with a B.S.B.A. in Marketing, a B.A. in Public Communications, and a minor in Statistics.

Alex has a passion for not only social media, but also learning and improving higher education. In the past, he's worked with Senate Majority Leader Harry Reid, the

American Legacy Foundation, MS&L PR, the Consumer Electronics Association, TechChange, and the United States Institute of Peace.

As Founder and President of the American University Social Media Club, Alex led the organization from a small executive board of seven to an active membership of more than 25 members and hosted the first annual Social Learning Summit, a first-of-its-kind conference for students, educators and professionals to learn from each other and with each other about what's next in media and education.

Follow Alex on Twitter, @[alexpriest](#). Email him at [alex@hellomedia.co](mailto:alex@hellomedia.co).



## **Miranda Gale, Kogod/BSBA, SOC '11**

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Miranda Gale is an effervescent, innovative and principle-centered world citizen with verve for knowledge and an unapologetic interest in new things. A 2011 graduate of American University with a B.S.B.A. in Marketing and a double major in Public Communications, Miranda strives to be a case of a hard mind and a soft heart.

With experience in strategic communications with Congressman Ed Perlmutter, event planning at RedPeg Marketing, and account management at VideoTakes, Inc., Miranda is an advocate for using new media technologies in education to create a model for *better learning*.

As Director of Online Operations for the American University Social Media Club, Miranda was a key organizer in the development of the club and brand, construction of website content, and coordination of the Social Learning Summit 2011.

Follow Miranda on Twitter, @[mirandagale](#). Email her at [gale.miranda@gmail.com](mailto:gale.miranda@gmail.com).

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# ABSTRACT

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**T**HIS CAPSTONE, completed collaboratively with Miranda Gale and Alex Priest, seeks to use the accomplishments of the American University Social Media Club as a blueprint for creating an effective and empowering advocacy organization for students. Using practical experience in leadership, finance, technology, event planning, marketing, and communication, the first-of-its-kind organization had significant impact throughout the campus and D.C. social media community at large. This capstone, a case study of the Social Media Club's development and premier event, the Social Learning Summit, showcases a clear avenue to success for new student organizations seeking to engage the student body.

Using lessons gleaned from the brief history of the club, we expect to find key elements of the organization's strategy that are adaptable for other student groups. This guidance will enable student movements to build a powerful presence on campus, secure necessary funding to survive, and sustain momentum for growth and prosperity.

# **BUILDING AN ORGANIZATION**

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au-smcedu founded 9.8

au-smcedu goes live on social media 9.15

first general meeting 9.28

first budget allocation received [\$400] 9.29

pop chips  
consumed per day

twitter followers

SEPTEMBER

facebook likes

OCTOBER

twitter 101 11.3

proposal submitted for ann ferren teaching conf 11.10

first budget drafted for sls11 11.14

sponsor outreach for sls11 begins 11.14

miranda gale joins executive board 11.20

budget allocation received [\$100] 11.30

NOVEMBER

DECEMBER

hours of sleep per night

10.5 first executive board meeting

10.11 access gained to online financial access system

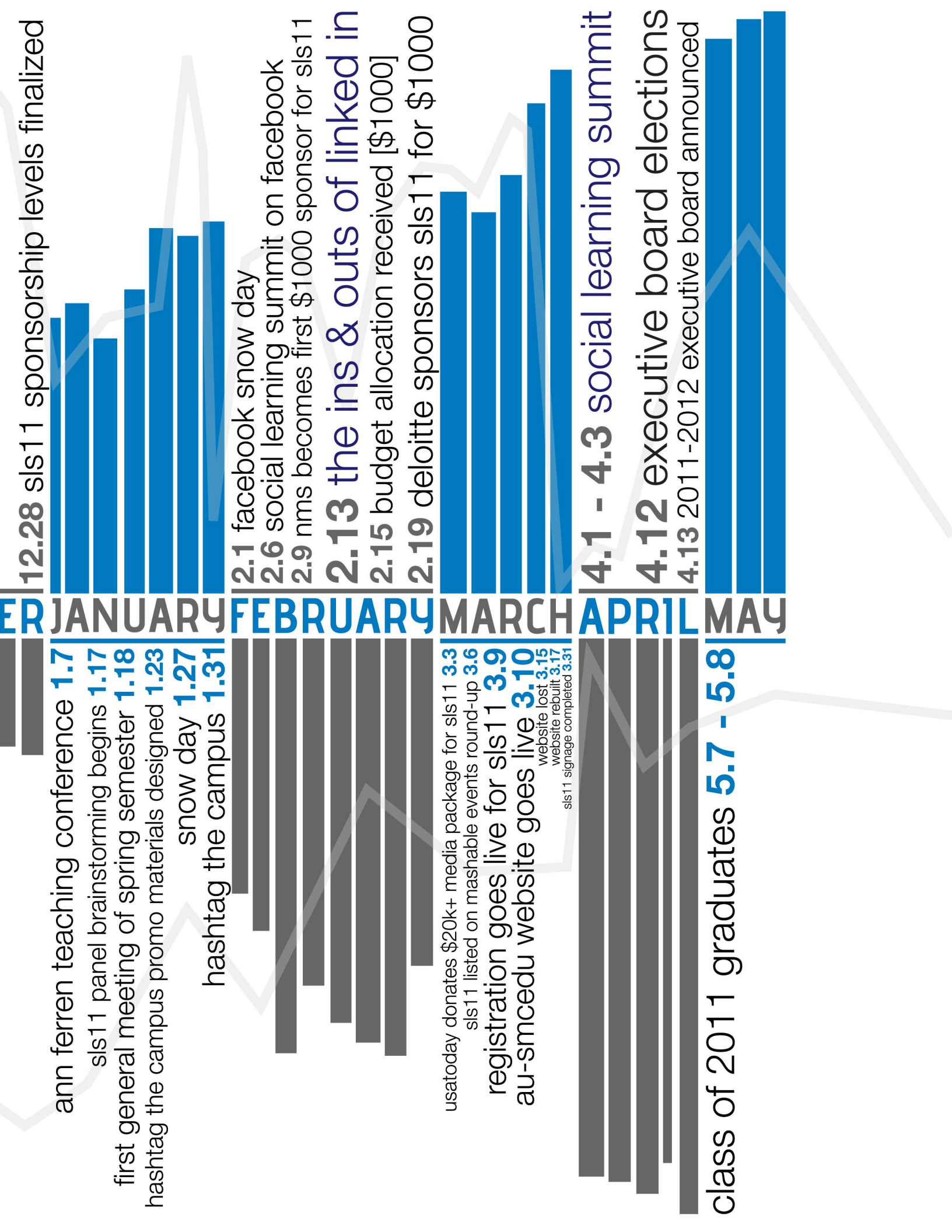
10.12 sis building confirmed for social learning summit 2011

10.28 second budget allocation received [\$150]

12.7 website construction begins

12.8 au-smcedu logo unveiled

12.10 end of fall semester



# SOCIAL MEDIA CLUB OVERVIEW

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**T**HE AU SOCIAL MEDIA CLUB (AU-SMCEDU) IS THE OFFICIAL GROUP for social media and education at American University in Washington, D.C., and one of the first active SMCEDU chapters in the country. Founded in September 2010, the club quickly built a national reputation for its innovative ideas and engaging voices. With the April 2011 Social Learning Summit, the club brought together students, educators and professionals in the first ever student-run social media conference in the nation.

## Mission

The American University Social Media Club's mission is to create a network of social media users, to advance media literacy, encourage ethical behavior online, learn from media professionals, share the lessons they have learned, and advocate for revolutionary new teaching methods utilizing social media and new technologies within American University.

Our organization also believes that conversation should be at the center of education, and that social media offers endless tools to enhance the academic dialogue for *better learning*. We advocate for the advancement and the development of social media curriculum in higher education institutions across the country.

We also believe that the best organizations are communicative and collaborative. With that in mind, we maintain a participatory culture of life-long learning and teaching. With our passion and skills in new media and technology, members of the AU-SMCEDU are glad to sit down with individuals and groups of students, professors, and professionals to help them become more media literate and learn to leverage these powerful tools.

## About SMCEDU

The national Social Media Club (SMC) launched the Social Media in Education project (SMCEDU) in July 2009 to bring together the education and professional communities to further the development of social media curriculum in schools. The impetus behind SMCEDU was inspired in large part by Steve Radick, from Booz Allen Hamilton, who contacted Chris Heuer, Founder of SMC, to see what could be done to improve education of college students around the use of social media. The SMCEDU project seeks to ensure that graduates from every college and university are media literate and to enhance the education process itself.

# CONSTITUTION

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**T**HE AMERICAN UNIVERSITY SOCIAL MEDIA CLUB'S MISSION is to create a network of social media users, to advance media literacy, encourage ethical behavior online, learn from media professionals, share the lessons they have learned, and advocate for revolutionary new teaching methods utilizing social media and new technologies within American University.

## I. Name

- a. This organization is called the American University Social Media Club.
- b. The shorthand AU-SMCEDU will be used as an alternate official title.

## II. Affiliation

- a. The AU-SMCEDU will not be formally affiliated with the national Social Media Club (SMC) (<http://socialmedioclub.org>), and will remain independent of SMC finances, policy and rules, but will maintain a presence on the national SMC website.
- b. AU-SMCEDU will work closely with the national organization (SMCEDU) and local D.C. metropolitan chapters of the SMC for events, guest speakers and learning opportunities.

## III. Non-Discrimination

- a. The AU-SMCEDU is open to all students and will not discriminate in membership selection on the basis of race, creed, color, national origin, age, sex, sexual orientation, personal appearance, disability, marital status, family responsibility, political affiliation, source of income, or other rights secured by the First Amendment of the U.S. Constitution.

## IV. Policy and Laws

- a. The AU-SMCEDU will adhere to all American University policies, as well as all local and federal laws.

## V. Membership

- a. Active members must be active undergraduate or graduate students of American University.
- b. Membership shall be free and open to students, with no application process necessary.
- c. All members must submit their name, class year, degree program, and contact information into a club registry for notification and attendance purposes.



# CONSTITUTION

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- d. All members must attend at least one AU-SMCEDU meeting per month to remain listed as “active” members and retain voting privileges.
  - i. The Secretary shall send a documented warning to members who remain inactive for two months in a row.
  - ii. Members inactive for one academic semester or more will be removed from all AU-SMCEDU mailings and must re-register to rejoin the organization and regain voting privileges.
- e. All active, registered members shall have the power to vote for the leadership of the organization.
  - i. For the first year of the organization’s founding and development (2010-2011), an executive board will be chosen by the founder Alex Priest to streamline the initiation, growth, and event-planning processes of the club.

## VI. Club Leadership

- a. The executive board for the AU-SMCEDU will be comprised of the following roles and respective responsibilities:
  - i. **President** – The primary leader and strategic guide of the organization, the president will be responsible for communicating with the club’s faculty advisory board, executive board, and school administration for all events, advocacy efforts and other necessary concerns. The president will plan the agenda and preside over all meetings, unless unable to attend, and will manage the membership committee. The president will be voted on and instated after a majority vote by all active members; however, members are unable to impeach the president. The president must have satisfactory academic standing in accordance with American University policies and directives, and must be able to fully commit themselves to the role for a full academic year. Should the president be unable to meet any of these requirements, the executive board may vote on proper action.
  - ii. **Vice President** – Second in command, the vice president has the responsibility of managing the club in the circumstance that the president does not satisfy requirements and the executive board moves to impeach. Also, if the president is unable to attend a meeting, the vice president will preside. The vice president will also help coordinate communication with the university administration and direct communication from the club members to the president. The vice president is additionally responsible for managing membership registration and will preside over the events committee, acting as point of contact for club events. The vice president will manage the club bylaws and constitution, acting as the administrator for all rules and regulations.



# CONSTITUTION

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- iii. **Secretary** – The secretary will attend all meetings throughout the semester, as he or she will be responsible for documenting, recording, and disseminating minutes at the meetings and at club events. Should the secretary be unable to attend a meeting or event, he or she will be responsible for finding a replacement and contacting the president and vice president within a reasonable time span. The secretary will additionally manage member attendance and participation. All promotional materials and other communications from the club will be copy-edited by the secretary. Crucially, at the end of each event, the secretary will compose a summary blog post for the AU-SMCEDU website. If unable to do so, he or she must appoint another writer to be approved by the rest of the executive board.
  - iv. **Treasurer** – The treasurer will be responsible for establishing a budget for each semester, managing and recording all spending for meetings, events, travel and other necessary expenses. The treasurer will be required to summarize the financial standing of the club every fourth meeting with either the president and/or vice president to ensure financial stability of the organization. The treasurer will also plan and manage fundraising efforts and will be responsible for expense forms and reimbursements.
  - v. **VP Communications** – The VP communications will manage all major internal and external communications for the organization, including the drafting of emails and reminders for club members. The VP communications will also manage all visual communications, such as photography at events. Additionally, they will set up all necessary technology for club events and meetings and resolve any issues with the communications technology.
  - vi. **VP Marketing** – The VP marketing will manage all marketing activities for the organization, design and coordinate promotional plans and materials, and direct the branding activities. The VP marketing will also navigate Student Activities regulations regarding advertising on campus.
  - vii. **Director of Online Operations** – The director of online operations will maintain and manage all website content, edit and managing the AU-SMCEDU blog, and retain the aesthetics of the AU-SMCEDU online presence.
- b. Each member of the executive board will be elected by popular vote in a secret ballot of the AU-SMCEDU registered members.
  - c. The term for executive board members shall be one academic year, beginning in September and ending in May, unless previously negotiated.
  - d. Executive board members may resign at any time, but must prepare a transition document outlining their responsibilities and ongoing projects.

# CONSTITUTION

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- e. Executive board members may be expelled from their position in the following cases:
  - i. Egregious violation of American University policy or regulation while representing the AU-SMCEDU.
  - ii. Violation of local or federal laws while representing the AU-SMCEDU.
  - iii. After a vote of no confidence by two-thirds of registered members.
- f. Vacancies on the executive board will be filled by a popular vote by secret ballot of the present members at a general meeting, within two weeks of the vacancy.
- g. If an executive board member plans to study abroad, a trainee will be appointed to eventually assume the position.
  - i. Will mostly be used for a Spring semester abroad scenario.
  - ii. The trainee must be approved by a majority vote of present club members, as with other executive board members.
  - iii. The trainee will work closely with the executive board member throughout the semester to ensure a smooth transition process.
  - iv. Once the new semester has begun, the trainee will become a full executive board member.

## VII. Advisor

- a. The advisor(s) will have three primary responsibilities:
  - i. **Guidance** – Executive board members may reach out to the advisor(s) for advice and guidance with campaigns, concepts, or strategic planning.
  - ii. **Advocacy** – The advisor(s) will be the AU-SMCEDU's connection to the faculty of the university, helping to facilitate meetings and workshops and promote candid conversation with American University faculty and staff.
  - iii. **Supervision** – The advisor(s) will act as supervisors, assisting in the development of the organization and events and enforcing policies, rules, regulations, laws, and procedures.
- b. The advisor(s) will be welcome to attend all meetings of the AU-SMCEDU, and would be requested to attend at least one meeting with the executive board per month.

## VIII. Organizational Structure

- a. Initial committees for the AU-SMCEDU shall include:
  - i. **Membership** – Under leadership of the president, the Membership Committee will be responsible for keeping members engaged and active in the development of new strategies to recruit and retain members.

# CONSTITUTION

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- ii. **Events** – Under leadership of the vice president, the Events Committee will assist in the development and execution of AU-SMCEDU events.
- iii. **Marketing** – Under leadership of the VP marketing and VP communications, the Marketing Committee will assist with campus outreach and membership recruitment campaigns.

## IX. Meetings

- a. Meetings shall be held *at least* once every two weeks, with one executive board meeting per month during the academic year.
- b. The executive board may determine alternative schedules for the months of August, December, January, and May, due to the beginning and end of the academic semesters.
  - i. Executive board meetings shall be open to all registered members, but attendance is not required.
- c. The president shall preside over all meetings and events unless he or she is unable, in which case the vice president will fulfill those responsibilities.

## X. Elections

- a. Elections shall take place during the last meeting of the academic year.
- b. Elections shall be conducted by secret ballot.
- c. Each candidate will be given 3 minutes to present his or her campaign speech.
- d. Members will be notified of upcoming elections one month in advance.

## XI. Ratification and Amendments

- a. Ratification of the constitution shall be executed by unanimous agreement of the presiding executive board and the club advisor(s).
- b. Amendments shall be made by a two-thirds vote of present members.
  - i. Amendments may be proposed at any time.
  - ii. Voting on amendments will take place at the next meeting the meeting of their proposal.
  - iii. All members and executive board members may propose amendments.
  - iv. Two dissenting votes by executive board members will veto any amendment.
  - v. One dissenting vote by an advisor will veto any amendment.

# ORGANIZATIONAL STRUCTURE

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**President**

**Vice President**

**Director of Online Operations**

**VP Marketing**

**VP Communications**

**Treasurer**

**Secretary**

# ROLES AND RESPONSIBILITIES

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## President

- Plans agenda and presides over meetings.
- Organizes long-term strategy and day-to-day operations.
- Manages executive board and acts as a resource for all AU-SMCEDU operations.
- Contributor to AU-SMCEDU social media activity.

## Vice President

- Presides over meetings and events when president cannot attend.
- Manages faculty outreach and advocacy for Social Media Curriculum.
- Acts as administrator for constitution and bylaws, and is responsible for the implementation of any changes.
- Contributor to AU-SMCEDU social media activity.

## Director of Online Operations

- Manages and edit all website content, and create content when required.
- Editor and manager for AU-SMCEDU blog.
- Resolves issues with communications technology and social media within the organization.
- Contributor to AU-SMCEDU social media activity.

## VP Marketing

- Manages all marketing activities for the organization.
- Directs creative and branding activities.
- Navigates all AU Student Activities regulations regarding advertising and promotions on campus.
- Contributor to AU-SMCEDU social media activity.

## VP Communications

- Manages all major internal and external communications for the organization, including drafting emails and reminders.
- Handles visual communications, such as photography at events, etc.
- Contributor to AU-SMCEDU social media activity.

# ROLES AND RESPONSIBILITIES

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## Secretary

- Records and distributes minutes for each meeting and event.
- Composes summary blog posts for each major AU-SMCEDU event.
- Manages and records attendance and participation of members.
- Contributor to AU-SMCEDU social media activity.

## Treasurer

- Manages the budget for the organization and individual events.
- Tracks expenses and fundraising, including sponsorships.
- Manages expense forms, reimbursements, and other financial documentation.
- Gives financial briefing to president and/or vice president every four meetings.

# ORGANIZATIONAL COMMUNICATION

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**D**IGITAL COMMUNICATION TOOLS PLAYED AN ESSENTIAL ROLE in the creation, development, and success of the American University Social Media Club. As students living extraordinarily involved lives, we took advantage of every digital tool and trick at our disposal to ensure work was done efficiently and effectively, even across great geographic distances. Such tools in our digital arsenal included:

- **Google Apps** – With a custom installation of Google Apps on the ausmcedu.org domain name, every executive board member received their own email address (e.g. [president@ausmcedu.org](mailto:president@ausmcedu.org)) and access to AU-SMCEDU branded Google Docs, Google Calendar, and more. Without extensive use of Google Docs, projects such as pitching sponsors, outreach to speakers, and even compiling budgets would have been almost infinitely more cumbersome and difficult.
- **Facebook Groups** – In addition to email and text messaging, Facebook served an essential communications role. With separate, private groups set up for committees, the executive board, and membership at large, sending messages to targeted groups of club members was virtually effortless and always effective.
- **Dropbox** – Enabling instantaneous cloud-based file sharing and storage allowed the club to operate from any location and any computer as necessary, ensuring that even in the direst of circumstances, we still had the file-sharing capabilities we required to collaboratively accomplish the job.
- **GroupMe** – Although relatively new to our tool belt, this group texting service proved invaluable during the Social Learning Summit. Acting as a modern walkie-talkie, GroupMe enabled the executive board members to send out a call for help or direct others as necessary, both instantaneously and while on the go—the perfect solution for a hectic environment like the Summit.

# BRANDING

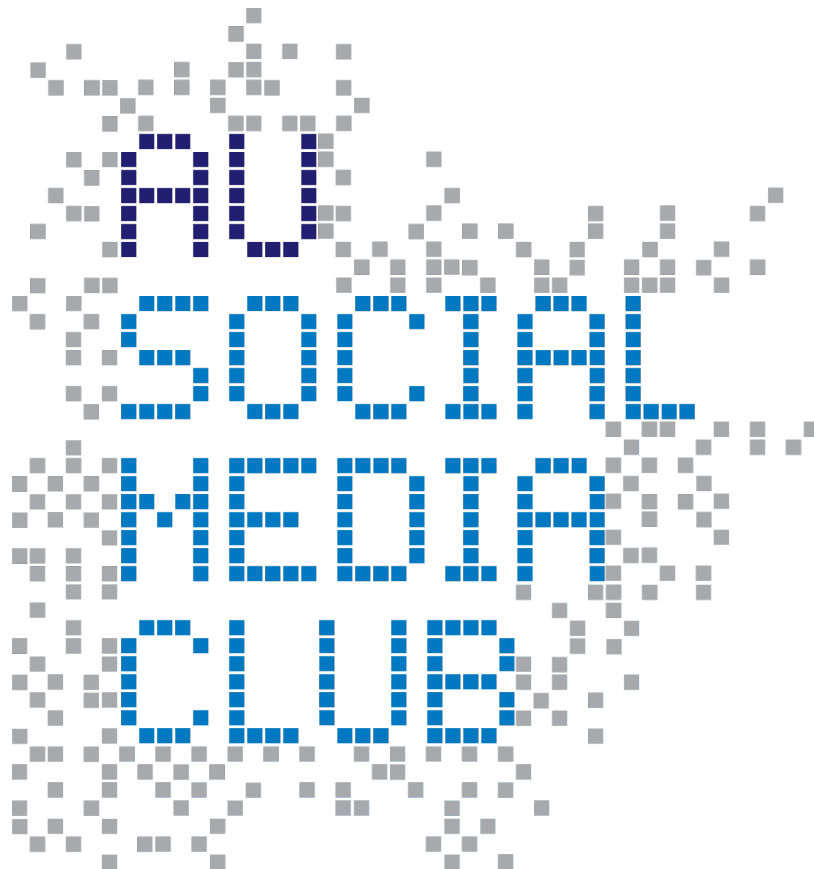
**K**EY TO THE AMERICAN UNIVERSITY SOCIAL MEDIA CLUB'S SUCCESS has been a strong, distinctive, and meaningful brand. Working closely with the American University marketing team, we developed a brand image that strongly represented what we consider central tenets of the AU Social Media Club mission—sharing, technology, and innovation. This modern, unique logo incorporates two shades of blue, symbolizing our commitment to American University and their progress towards a brighter future for new media education at our institution. The free-flowing, random gray pixels indicate the loosely connected bonds we share through today's digital media network, as well as the uncertainty the future holds for the future of connectedness in education.

## Key Contact

**Jon Hussey**  
Manager of Web Communications  
American University

[hussey@american.edu](mailto:hussey@american.edu) | 202-885-4952

## Logo

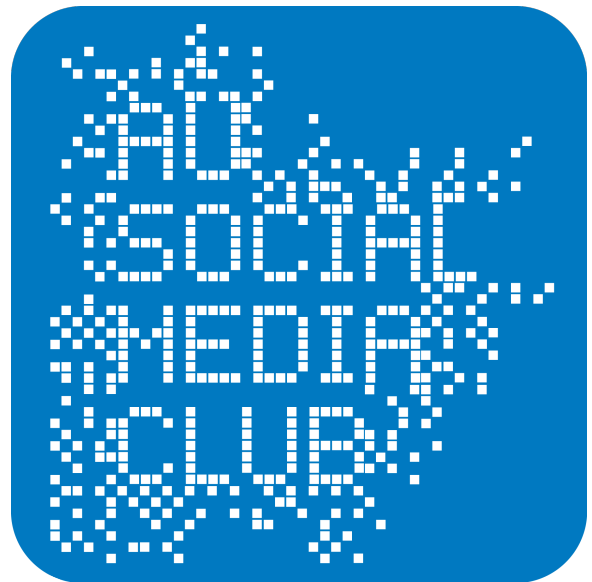
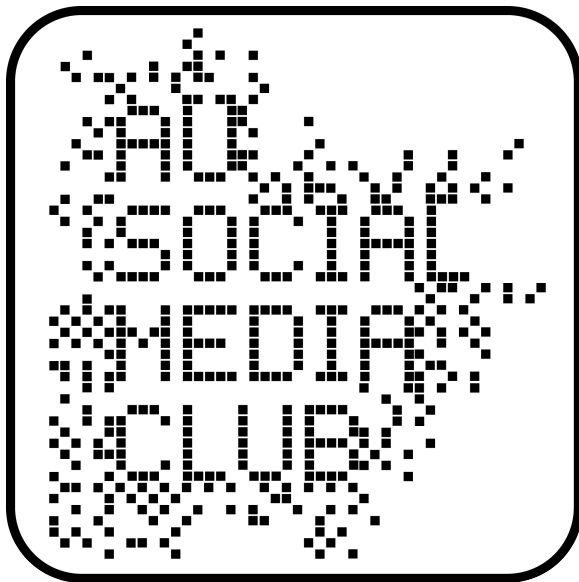
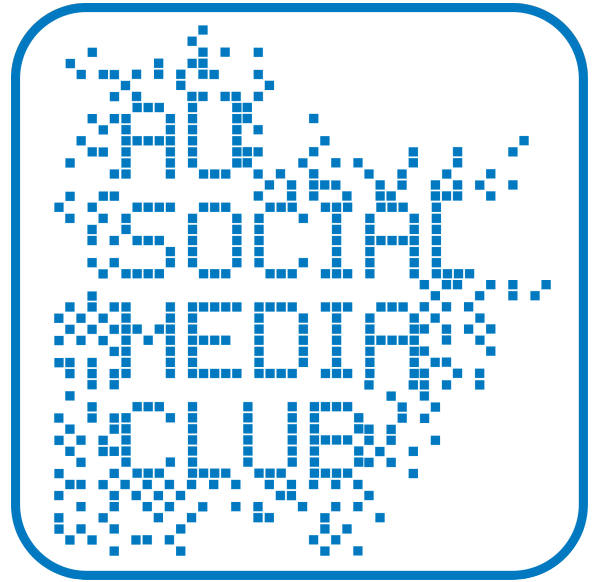
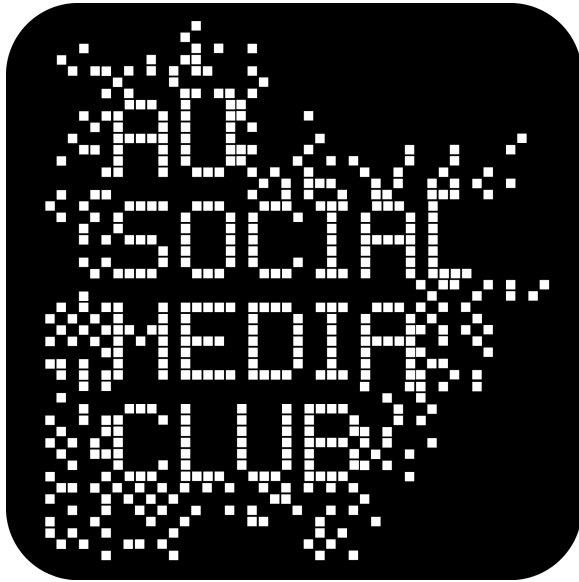




# BRANDING

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## Variations on the Logo



# BRANDING

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## Positioning

The American University Social Media Club has been positioned carefully in accordance with the principles outlined in the organization's mission statement: to create a network of social media users, to advance media literacy, encourage ethical behavior online, learn from media professionals, share the lessons they have learned, and advocate for revolutionary new teaching methods utilizing social media and new technologies within American University.

Each and every facet of the brand strives to convey one or more of these principles, and the brand identity reflects this positioning across all digital and traditional platforms.

## Personality

Through bright colors, a vibrant and modern logo, and a unique and distinctly personal voice in marketing materials, social media, and individual spokespersons for the organization, the AU-SMCEDU developed a brand personality centered on the following qualities and traits:

- Lively.
- Bright.
- Sociable.
- Altruistic.
- Engaged.
- Tongue-in-Cheek.
- Playful.
- Just a Little Geeky.

## Brand Identity

### Colors

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**Light Blue**  
Hex #0079C1  
RGB: 0, 121, 193



**Indigo**  
Hex #221F72  
RGB: 34, 31, 114



**Light Grey**  
Hex #A7A9AC  
RGB: 167, 169, 172

# BRANDING

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## Fonts

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**Logo:** Proprietary, image-based font.

**Website:** Arial, Helvetica.

**Marketing Materials, Advertising:** Advent, Helvetica Neue.

## Images

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Images closely associated with the AU Social Media Club brand include:

- Pixels (such as those in the logo).
- The hashtag (#) symbol.
- The iconic Twitter bird.
- QR codes, used frequently in AU-SMCEDU marketing.



## Tagline

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Better learning through *conversation*.

## Boilerplate

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The AU Social Media Club is the official group for social media and education at American University in Washington, D.C., and is the first student-led chapter of its kind. To initiate *better learning through conversation*, the club teaches and advocates for digital literacy and social media curriculum in education institutions across the country. For more information, please visit [AUSMCEDU.org](http://AUSMCEDU.org), follow us on Twitter at [@AU\\_SMCEDU](https://twitter.com/AU_SMCEDU), or find the AU-SMCEDU page on Facebook at [Facebook.com/AUSMCEDU](https://Facebook.com/AUSMCEDU).

# GENERAL MEETINGS

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**G**ENERAL MEETINGS FOR THE AMERICAN UNIVERSITY SOCIAL MEDIA CLUB, held every two weeks during the academic year (with the exception of breaks) were varied in structure and content, but essential progress was made with each and every meeting of the membership and executive board. Open for anyone to attend, including students, faculty, and staff, each meeting was co-led by the president and vice president while in-depth meeting minutes were recorded by the secretary. An outline of the significant general meetings follow, detailing key progress and accomplishments throughout the school year.

## September 28, 2010

### First General Meeting

- Introductions
  - Alex Priest, Megan Ackerman, and Yong Lee introduced themselves, the club's mission, why they were passionate about social media and education, and upcoming events at the first meeting of the AU-SMCEDU.
  - Attendees were asked for their feedback on why they came to the meeting, how they found out about it, and what they hoped to gain from the club. Attendees responded that they wanted to learn "how Twitter impacts journalism," how to network through social media, how to use Twitter to plan events, and how to help lead professors towards a wider use of Social Media Curriculum in education.
- Event Announcements
  - Plans to hold the 2011 Summit were first publicly announced.
  - Concepts for Twitter 101 and Hashtag the Campus, originally scheduled for early November 2010, were discussed.
  - An American University hosted Tweetup was suggested.
- Education
  - The concepts of a Twitter hashtag, a Twitter handle, foursquare, geo-location and other social media vernacular was discussed in further detail for attendees new to the subject to promote digital literacy.
- Available executive board positions announced: secretary, treasurer, and graphic designer.

# GENERAL MEETINGS

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October 10, 2010

## Assembly of AU-SMCEDU Organizational Structure and Logistics

- Attendee Action Steps
  - Attendees asked to sign up for a committee. Committees available were:
    - **Event Planning** - Will work to organize and promote AU-SMCEDU events, including monthly events such as workshops, panels, and speakers, as well as conference to be held next Spring.
    - **Online** - Will work on maintaining our social media presence on various social networks and platforms, as well as keeping the website and blog up-to-date and active (once they exist!).
    - **Outreach and Marketing** - Will work primarily on campus outreach, including recruitment programs and campus-wide campaigns such as “Hashtag the Campus.”
    - **Social Media Education and Advocacy** - Will work to train faculty, students, staff, other campus groups, and (eventually) local nonprofits on using social media tools, as well as advocating for social media and technology use and education in the classroom.
    - **Faculty and Staff Relations** - Will work closely with American University faculty and staff to create opportunities on campus to put social media to work, whether it's with advising or in the classroom. Will manage the club relationship with the faculty advisory board and university administration.
  - Attendees asked to find and join the new Facebook group.
  - Attendees asked to submit designs and ideas for logo.
- Organizational Planning
  - Ann Ferren Teaching Conference and Center for Teaching, Research and Learning discussed.
  - Kendall Byl, the Fall 2010 VP Marketing, discussed potential plans and partnerships for the Hashtag the Campus event, set for early November.
  - Initial Student Activities budget request discussed.
  - Twitter 101, the first AU-SMCEDU event on November 3rd, was discussed in terms of an overview, plans and reasoning.
- Summit Update: Topic of Social Media and Education, acquisition of SIS atrium for Summit, and potential co-sponsors.

### Key Contact

**Anna Olsson**

Manager, Training & Assessment  
Center for Teaching, Research & Learning  
American University

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# GENERAL MEETINGS

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October 26, 2010

## LinkedIn and Foursquare Workshops, Logistics for LinkedIn 101 Event and Summit Update

- LinkedIn Workshop
  - 5 Key Elements:
    - There is no page limit, so be detailed in your qualifications.
    - Be aggressive with making connections. After meeting people, especially professionally, write a personal message in order to connect with them and stay in touch.
    - Participate and engage by using groups and finding information.
    - Don't be afraid to ask for recommendations to complete your profile.
    - Ask for introductions to a new professional through a mutual friend. You can message your friend and ask to be connected.
- Foursquare Workshop
  - 4 Key Elements:
    - Foursquare platform allows users to "check in" to a location.
    - "Goal" of the platform is to become a mayor of a venue by checking in at that location most often and getting badges from unique check ins or consistent activity.
    - Allows you to map your friends' locations, aiding in more spontaneous meet ups.
    - You can comment or leave a tip about a location. You can give tips about places with which you are familiar and receive information about venues you've never been to before.
- Twitter 101 Event Logistics
  - Confirmed panelists: Tammy Gordon (@floridagirlindc), Jon Hussey (@auwebmanager), Jason Peck (@jasonpeck), Professor Talon (@talan), Yong Lee (@yongclee), and Greg Saperstein (@gsaperstein).
  - Hashtag confirmed as #twitter101.
  - Subway sandwiches and drinks.
- Summit Update
  - Held April 1 - 3 in School of International Service.
  - Things to complete: Pricing information, kickoff event, agenda and other ideas.

# GENERAL MEETINGS

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## November 30, 2010

### **Hashtag the Campus Postponed, the Summit and Website Progress**

- Hashtag the Campus
  - Currently working with Student Government, event postponed until Spring 2011.
  - Request for campus hashtags for posters.
- Summit Update
  - Live Streaming from COTELCO.
  - Kick-Off event brainstorm.
  - Pricing thoughts: tiered pricing model with \$20 students, \$40 for staff, and \$60 for professionals.
  - 3 sessions running concurrently each day.
- Website Progress: Alex and Miranda will work on website during Winter Break.

## January 18, 2011

### **Upcoming Events, Summit Update and Member Opportunities**

- Calendar Update: Social Justice Camp, Social Media for Creatives, SMCDC event at CEA, Kogod Case Competition, SCMDC event.
- Upcoming AU-SMCEDU Events: LinkedIn Workshop, Social Learning Summit.
- Summit Update
  - Panel Concept Brainstorm: International differences, government, preparing for an interview, “screw-ups,” social media and activism.
  - Potential free entrance to conference for accessibility.
- Member Opportunities
  - Internship opportunities provided in weekly mailer.
    - Global Awareness Project Consulting, Georgetown Dish, Working America.
  - Recognition at graduation.
  - Call for AU-SMCEDU blog entries.

## February 1, 2011

### **Hashtag the Campus, LinkedIn 101 and the Social Learning Summit**

- Hashtag the Campus Update
  - Mentioned in national Social Media Club newsletter.
  - Should have mention in *the Eagle* and *ATV* this week.

# GENERAL MEETINGS

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- Over 650 tweets related mentioning #SMCEDU.
- LinkedIn 101 Workshop Update
  - Workshop on 2/13 to learn how to set up or improve a LinkedIn account.
  - Panel on Feb. 16 with professionals on how and why to use LinkedIn.
- Social Learning Summit Update
  - Geared to students & faculty.
  - Expected attendance of 200 - 300.
  - Continued Panel Concept Brainstorm: Social Media and remote learning (with potential panelist Dr. Rhonda Zaharna), continuity plans, public and private life balance (with potential panelists @DCDebbie and @CityGirlBlogs), political campaigns (potential panelist from Politico), political and nonprofit fundraising, the environment, poverty and homelessness, communication with celebrities and thought leaders, and apps and smart phone integration.

## February 15, 2011

### Hashtag the Campus Results and Summit Updates

- Hashtag the Campus Results
  - Verdict: Major success.
  - @AnthsGilms won Hashtag AU event and \$100 of LivingSocial bucks.
  - Coverage in *the Eagle* and 5,410 mentions of @AU\_SMCEDU handle.
- Summit Updates
  - Final changes to panels and topics.
  - Notify us if you'd like to be a student panelist or moderator.

## April 12, 2011

### Social Learning Summit Results, Member Opportunities and 2011 - 2012 Elections

- Social Learning Summit Results
  - Over 300 attendees.
  - Trended on Twitter twice.
  - Request for blog posts, photos, and videos.
- Member Opportunities
  - iBiomed, Pappas Group, ChowDC, AU Career Center and 82 Degrees.
- Elections for 2011 - 2012 Executive Board Positions
  - Available positions include: President, Vice President, Secretary, Treasurer, Vice President of Marketing, Vice President of Communication, Director of Online Operations, and Conference Chair.



# EVENTS

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## Twitter 101

**Time:** Wednesday, November 3, 2011 - 5:30 - 7pm

**Location:** East Quad Building Lounge

**Attendance:** 60 – 70

**Purpose:** To promote the digital literacy of a new technology, Twitter. It was created to discuss the awareness of, navigation, and use of Twitter in social, professional, and academic spheres.

**Description:** A brief presentation on the nuts and bolts of Twitter by Alex Priest (@alexpriest) followed by a panel presentation of some of the most influential personalities and experts on Twitter today, moderated by social media and education expert Yong Lee (@yongclee).

### Panelists:

- Tammy Gordon (@floridagirlindc), Senior Advisor for Social Communications & Networks, Office of the Chief Communications Officer at AARP.
- Jason Peck (@jasonpeck), Social Media Manager at eWayDirect.
- Scott Talan (@talan), Assistant Professor at AU School of Communication.
- Jon Hussey (@auwebmanager), Manager of Web Communications at American University.
- Greg Saperstein (@gsaperstein), Communications and International Studies Junior at American University, AU Social Media Club Member.

### Marketing:

- Facebook Event Description: “Join the AU Social Media Club for a special event presenting the basics of Twitter. Open to all students, staff and faculty at American University, this event will feature a brief presentation of the basics about the social network service, including terminology, essential features, and fundamental usage techniques, followed by an expert panel of social media geniuses from AARP, eWayDirect, and American University's very own staff, faculty, and student body. They'll discuss more on the how and why of Twitter, including how to use it professionally, and maybe even to land a job! Food and drinks will be provided.”
- Twitter

### Expenses:

- \$150 for food and speaker gifts.

# EVENTS

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## Hashtag the Campus

**Time:** Monday, January 31 - February 13, 2011

**Location:** The American University Main Campus

**Purpose:** Because of the AU-SMCEDU's belief that conversation should be the center of our education, we conducted an event to start getting students on campus involved in social media, particularly Twitter, and encourage media literacy.

A blue rectangular graphic with white text. The top line reads 'HASHTAG' in large, bold, sans-serif capital letters. The second line reads '#AMERICANU' in the same font. Below this, in a smaller, lowercase sans-serif font, it says 'help us hashtag the campus'.

**Description:** Hashtag the Campus was a competition among Twitter and foursquare users. Each part of the American University main campus was labeled with posters indicating a specific hashtag for that area or building ([Appendix A](#)). The person with the most tweets after two weeks referencing both the #smcedu hashtag and a building hashtag received \$100 in LivingSocial Deal Bucks.

### Marketing:

- ATV Interview of Miranda Gale
- Facebook Page ([Appendix B](#))
- Posters ([Appendix C](#))

### Engagement:

- 1,800 Total Tweets including the #smcedu and campus hashtag
- 360 people who participated
- Over 3,000 Twitter Mentions of [@AU\\_SMCEDU](#)
- Facebook Attendees: 202

# EVENTS

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## The Ins & Outs of LinkedIn: Part 1

**Time:** Sunday, February 13 at 7pm

**Location:** Financial Services and Information Technology (FSIT)  
Computer Lab

**Attendance:** 15 - 20



**Purpose:** To encourage social media usage and digital literacy among students, particularly regarding LinkedIn. The primary emphasis was on tool utilization and platform navigation.

**Description:** After a brief presentation on the essentials, functionalities, advantages, applications, and key strategies of LinkedIn by Miranda Gale, attendees were welcomed to ask questions and receive one-on-one assistance in the intimate workshop environment with Miranda and Megan Ackerman. The presentation notes given are outlined below:

- **HOME:**
  - Share Updates: Less frequently is better, and only professional updates.
  - People You May Know: Explore! Be aggressive about connecting if you feel that you know someone well enough on a professional level.
  - Who's Viewed Your Profile: Useful for gauging who might be checking you out.
  - Search Updates (top of central column): Find topics, work, etc. you might be interested in.
  - Use filter columns on left side (after searching) to narrow down search results.
- **PROFILE:**
  - Title.
  - Summary/Experience: Virtual Resume.
  - Recommendations: Very important, short and simple.
  - Links.
  - Groups/Associations: How LinkedIn groups work.
  - Twitter Integration: Optional, not recommended - use #in hashtag instead.
  - Apps: Triplt, SlideShare Presentations, Events, WordPress.
  - 100% profile completeness is the goal.
- **WHEN VIEWING ANOTHER PROFILE:**
  - Options on top right side:
    1. "Send InMail" – Paid feature, use for sending messages to people you are not connected to.

# EVENTS

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2. "Get introduced through a connection" – Important feature; use your existing connections to connect you with new people.
3. "Add [name] to your network" – Invite them to connect with you. Generally must have their e-mail address or a connection through a group / work relationship to connect.
4. "Forward this profile to a connection" – Suggest to another friend
5. Search for references – Finds people you are connected to who may have worked with that person in the past.

- **GROUPS:**

- View groups you're a member of (e.g. American University Alumni, or Social Media Club DC).
- Discussions: Start a "discussion" about a topic of interest, or participate in existing discussions.
- Members: View members of that group.
- Promotions: Promoted posts.
- Jobs: Job board for that group.
- Search: Search within a group.

- **CONTACTS:**

- My Connections: Excellent resource for browsing your connections.

- **INBOX:**

- Send messages: Invite people to connect, view invitations sent to you.

- **COMPANIES:**

- Excellent resource for finding opportunities, keeping up to date on company activities.

- **SETTINGS (under [yourname] – Settings, on the top right):**

- Privacy Settings: Keep them open! You want to be found.

- **SEARCH:**

- Most essential function of LinkedIn.
- Use to find new connections, anyone connected to you at a 1st, 2nd, or 3rd degree, or anyone else.
- Lots of filters (along left-hand side) to use for finding connections.
- View others profiles for tools to connect.

## Marketing:

- Due to a partnership with Alpha Kappa Psi, the professional business fraternity, the LinkedIn Workshop gained more exposure among fraternity brothers word-of-mouth and through Alpha Kappa Psi's internal Facebook group postings.

# EVENTS

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- Facebook Page ([Appendix D](#))
- Twitter Promotion:
  - *We're kicking off Part 1 of #AULinkedIn! Tonight, we will show you the basics of @LinkedIn and how to set up an account.*
  - *RT @ALamchop: @AKPsiAU @AU\_SMCEDU - Connections. Connections. Connect with #linkedin #AULinkedIn*

## The Ins & Outs of LinkedIn: Part 2

**Time:** February 16 at 7pm

**Location:** McDowell Formal Lounge

**Attendance:** 30



**Purpose:** To encourage social media usage and digital literacy among students, particularly regarding LinkedIn. The primary emphasis was on leveraging the tool for networking and employment opportunities, as well as personal branding.

**Description:** LinkedIn Panel discussion on LinkedIn, featuring professional recruiters and networking professionals from the D.C. Metropolitan Area.

### Panelists:

- Heather Coleman (@[heathercoleman](#)), U.S. Army Communications.
- Brittany Cooper (@[brittanycooper](#)), Director of Recruitment and Corporate Culture at New Media Strategies.
- Felicia Parks, Career Advisor, AU Career Center.
- Scott Talan (@[talan](#)), Assistant Professor at AU School of Communication.

### Marketing:

- A partnership with Alpha Kappa Psi, the professional business fraternity, the LinkedIn Panel gained more exposure among brothers and through Alpha Kappa Psi's internal Facebook group.
- Facebook Page ([Appendix E](#))
- Twitter Promotion
  - Retweet of @[YongCLee](#): *Students want jobs. LinkedIn helps students meet employers. @AU\_SMCEDU is putting 2&2 together tonight 8pm: Ins&Outs of LinkedIn #smcedu*
  - *Don't forget about Part 2 of The Ins and Outs of @LinkedIn, TONIGHT! An all-star panel: <http://bit.ly/eWFpp9> #smcedu*
  - *Getting ready for #AULinkedIn with @akpsiau to begin. You still have a few minutes to join us in McDowell Formal Lounge. #smcedu*

# MISCELLANEOUS INITIATIVES

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**I**N ADDITION TO DEVELOPING THE BRAND, hosting events, and planning and executing the Social Learning Summit, a few additional initiatives and events came into play for the American University Social Media Club. Specifically, the Ann Ferren Teaching Conference in January 2011 and a snow day a few weeks later taught those of us with the club that there are opportunities to reach out to faculty, but we also have to keep on our toes to maximize our public relations reach.

## Ann Ferren Teaching Conference

In November 2010, the AU-SMCEDU submitted a proposal for the Ann Ferren Teaching Conference, an annual conference held every January at American University, geared towards working with educators for better higher education, and helping them to utilize all the resources and technology at their disposal.

Our proposal for the conference, “Social Media in the Classroom: From Distraction to Action,” was accepted and became one of the most popular panels at the conference. It proved to be an excellent opportunity to reach out to faculty directly and speak candidly about the benefits that social media can provide higher education. [Appendix F](#) showcases the session evaluation form for the panel, of which 82% indicated they were “somewhat” or “very likely” to use what they learned in an upcoming course.

## Facebook Snow Day

The panel at the Ann Ferren Teaching Conference had the intended effect of promoting the use of Social Media Curriculum, but unfortunately our brand did not seem to be associated as strongly with the panel as we had hoped.

On Wednesday, January 27, one professor, Dr. Rhonda Zaharna, took the panel’s message to heart and creatively opted to use Facebook to hold class on a day when classes were canceled due to snow. The story caught traction in the media ([Appendix G](#)) and before long, the news was even tweeted out by the official Facebook Twitter account and posted on the official Facebook fan page for millions to see. Alas, the AU-SMCEDU was not mentioned in any of the articles.

### Lesson Learned

**Stay on top of the news!** When an issue comes up that could impact your organization, be sure to reach out directly to media covering the story as quickly as possible to ensure you get the coverage you deserve.

# PROMOTING THE BRAND

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# SOCIAL MEDIA

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## Twitter

**Twitter Handle:** @AU\_SMCEDU (Appendix H)

**Twitter Profile Picture:** AU-SMCEDU primary logo

**Twitter Biography:** Official twitter account for the American University (@AmericanU) Social Media Club. Sharing lessons for the masses on social media. Embrace the hashtag.

<http://ausmcedu.org>



### Top Tweets (Sent from @AU\_SMCEDU):

**March 15:** Thrilled to have @corbett3000 & @debbieweil join us for the Social Learning Summit! Register to attend; <http://sls11.eventbrite.com> #SLS11

- 18,982 Impressions

**April 3:** Education should be about teaching students to LEARN. Not teaching them to memorize, etc. #SLS11

- 29,749 Impressions

**April 3:** "Engagement is an incredibly powerful force." We believe that, too. #SLS11

- 21,275 Impressions

**April 3:** Look for jobs that mesh well with how you want to represent yourself online. Doesn't matter how long you plan to work for someone. #SLS11

- 19,993 Impressions

**April 3:** "We want to make the classroom more Socratic." // Putting conversation at the center of the education experience. #SLS11 #smcedu

- 18,950 Impressions

**April 3:** Ok, that's it. Enough conversation, let's see #action. #SLS11

- 21,567 Impressions



# SOCIAL MEDIA

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**April 4:** Top 7 words in the #SLS11 word cloud: “#SLS11” “@AU\_SMCEDU” “social” “media” “wil” “world” “change”. That’s deep. <http://twitpic.com/4gyohc>

- 8,382 Impressions

**April 26:** Don’t forget! The DC Social Media Meetup is tonight at Public Bar (21+). Will we see you there? <http://on.fb.me/ffPlgA> #DCSM

- 23,292 Impressions

## Twitter Engagement as of May 1, 2011 (from Crowdbooster):

- Average Tweets per Day: 11
- Number of Followers: 948
- Total Tweets: 2,643
- Total Mentions: 936
- Total Retweets: 656

## Facebook

**Page Name:** American University Social Media Club (AU-SMCEDU) ([Appendix I](#))

**Facebook Profile Picture:** AU-SMCEDU primary logo

**Facebook About:** Welcome to the official AU-SMCEDU fan page! Be sure to follow us on twitter, too!

[http://twitter.com/au\\_smcedu](http://twitter.com/au_smcedu)



**Facebook Company Overview:** The AU Social Media Club (AU-SMCEDU) is the official group for social media and education at American University in Washington, D.C., and one of the first active SMCEDU chapters in the country.

## Likes and Interests:

American University Sustainability, Under Armour, Ionic Media Group, Deloitte, American University Library, WAMU 88.5 - American University Radio, AU School of Public Affairs, American University's College of Arts and Sciences, School of International Service - American University, American University School of Communication, American University Alumni Association, Social Media Club @Rensselaer, American University Honors Program, AbroadCircle, Kogod School of Business (American University), AU - Public Relations Student Society of America, Landmark's E Street Cinema, The Best of Social, Kennedy Political Union, Alpha Kappa Psi - Lambda Nu, American University, The Eagle, American University Career

# SOCIAL MEDIA

Center, USA Today, USA TODAY College, Mashable, TechChange: The Institute for Technology and Social Change, Popchips, New Media Strategies, iStrategyLabs, Social Learning Summit, American University, Social Media Club DC (SMC-DC), Social Media Club

## Facebook Engagement as of May 1, 2011 (from Facebook Insights):

- Total Post Views: 51,068
- Post Feedback: 222
- Total Likes: 318

### Users [See Details](#)

New Likes? Lifetime Likes?

**348** **318**

Active Users?

☒ Daily Active Users ☒ Weekly Active Users ☒ Monthly Active Users



### Interactions [See Details](#)

Post Views? Post Feedback?

**51,068** **222**

Page Content Feedback?

☒ Likes ☒ Comments



# SOCIAL MEDIA

## Flickr

**Flickr Account Name:** AU\_SMCEDU

**Flickr Profile Picture:** AU-SMCEDU primary logo

**Flickr About:** Same Language as “About” on Website

**Flickr Language:** Photos from the 2011 Social Learning Summit, a new annual conference bringing together students, educators, and professionals to learn from each other and with each other about what's next in education, and to explore topics at the intersection of social media, technology, innovation and education.



### Flickr Content

- Total Public Images: 613
- Number of Sets within Social Learning Summit 2011 Collection: 19

### Flickr Engagement as of May 1, 2011:

- 96.9% of All AU\_SMCEDU Images Viewed
- Total Comments: 15
- Total View Counts for Photos: 5,688

A screenshot of the Flickr website showing the profile of 'au\_smcedu'. The page displays the 'Social Learning Summit 2011' collection. At the top, there's a navigation bar with links like Home, You, Organize &amp; Create, Contacts, Groups, Explore, and Upload. Below the navigation bar, the collection title 'Social Learning Summit 2011' is shown with a small thumbnail. A description follows: 'Photos from the 2011 Social Learning Summit, a new annual conference bringing together students, educators, and professionals to learn from each other and with each other about what's next in education, and to explore topics at the intersection of social media, technology, innovation and education.' Below this, a grid of photo sets is displayed. Each set has a thumbnail, a title, and a photo count. The sets shown are: 'The Child Named Facebook' (21 photos), 'Closing Keynote Panel:...' (52 photos), 'The Facebook Candidate' (10 photos), 'Tweet Your Way to the Top' (10 photos), 'Practice Safe Text' (20 photos), 'Transparent Politics' (36 photos), 'Social Startups' (18 photos), 'Going Green' (14 photos), 'Peace Through Tweets' (24 photos), and 'YouTube, Vimeo, and Vevo...' (38 photos). The bottom row shows the start of another set.

# WEBSITE

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**T**HE HOMEPAGE FOR THE AMERICAN UNIVERSITY SOCIAL MEDIA CLUB is located at <http://ausmcedu.org>. Designed, written, and built by our own members (Appendix J), the website serves as home base for the club, allowing members to participate and write guest entries for the blog, and providing the club with a platform to broadcast important information to members and other interested parties.

## Components

### Homepage

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The homepage hosts the central content for the website, the AU-SMCEDU blog. Featuring posts by members, faculty, and guests on education, social media, and all related topics, the blog serves as a key communication tool for the organization.

In addition, the homepage features links to key American University schools and offices, including:

- American University (<http://american.edu>).
- Career Center (<http://american.edu/careercenter>).
- College of Arts and Sciences (<http://american.edu/cas>).
- Kogod School of Business (<http://american.edu/kogod>).
- School of Communication (<http://american.edu/soc>).
- School of Public Affairs (<http://american.edu/spa>).
- School of International Service (<http://american.edu/sis>).
- Washington College of Law (<http://wcl.american.edu>).

The homepage also features a blogroll linking to some of the most prominent bloggers in education and social media, such as Katie Brosious, Terry Eberhart, John A. McArthur, Andrea Michnik, Dana Nelson, Kristie Wells, and more.

Finally, the footer of AUSMCEDU.org features a real-time Twitter widget displaying the most recent tweets by the AU-SMCEDU, while the sidebar showcases the Facebook feed for the club.

### Blogroll

**Katie Brosious**

<http://kbrosious.com/>

**Terry Eberhart**

<http://digin4ed.bridgcrew.net/>

**John A. McArthur**

<http://jamcarthur.com/>

**Andrea Michnik**

<http://www.andreagenevieve.com/>

**Dana Nelson**

<http://danamnelson.com/default.aspx>

**Kristie Wells**

<http://kristiewells.com/>

# WEBSITE

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## About Section

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The “About” section of the website features brief biographies, relevant links, social media profiles, and photos for the entire American University Social Media Club executive board, as well as faculty advisors for the organization.

## News Section

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The “News” portion of AUSMCEDU.org displays a feed exclusively of news and announcements for the AU-SMCEDU. These consist of major announcements by the organization, meeting updates, and other administrative details that don’t quite fall into place on the blog.

## Events Section

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The “Events” tab on the website takes users to an events calendar for the AU-SMCEDU, displaying all upcoming events, meetings, and community events of interest to the club’s audience. Each event listing includes the time of the event, location, and an embedded Google Map displaying the location of the event.

**AU SOCIAL MEDIA CLUB**

[Home](#) [About](#) [News](#) [Events](#) [Video](#) [Social Learning Summit](#)

enter search terms ...

### Calendar of Events

← April 2011 May 2011 June 2011 →

[EVENT LIST](#) [CALENDAR](#)

[iCal Import](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

# WEBSITE

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## Website Development Process

The American University Social Media Club website is built on a third-party hosted Wordpress.org installation, using a purchased theme that has been extensively modified and styled to fit the needs of the organization.

### Don't Forget!

#### Back up your data, and back up often!

Avoid difficult situations by ensuring you always have a fresh back up of your website, related databases, design files, and any third-party plug-ins or software you may have installed.

Originally hosted with Just Host, a small, inexpensive hosting provider, website construction began on January 10, 2011. After extensive design work, custom coding, copy writing, and proofreading, the website first went live on March 10, 2011. Unfortunately, Just Host suffered a server crash only five days later, destroying all data and forcing the AU-SMCEDU to revert to a much older version of the site.

AUSMCEDU.org was re-launched only two days later on a new host, GoDaddy, featuring comparable prices and far more reliable hosting service and backups.

## Website Analytics

Using Google Analytics, we have been able to successfully track various metrics of traffic and engagement on AUSMCEDU.org ([Appendix K](#)):

- **Total Views:** 4,378
- **Total Page Views:** 8,533
- **Pages Viewed Per Visit:** 1.95
- **Bounce Rate:** 49.15%
- **Average Time Spent on Site:** 4 minutes, 4 seconds
- **Most Popular Pages** (Since creation of site):
  - Social Learning Summit 2011
    - 3,597 Views
    - 42.15% of Total Page Views
  - AU Social Media Club Home Page
    - 1,480 Views
    - 17.34% of Total Page Views
  - "10 Reasons Why You Should Attend the Social Learning Summit"
    - 330 Views
    - 3.87% of Total Page Views

# MAKING THE SOCIAL LEARNING SUMMIT A REALITY

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# SOCIAL LEARNING SUMMIT 2011

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**O**RIGINALLY CONCEIVED IN JANUARY 2010, the Social Learning Summit had been a project of the American University Social Media Club since before the club received recognition as an official student organization. At first, the event was envisioned as an opportunity to bring educators together around new and innovative topics at the intersection of social media and education. But before long, the Summit took on a much greater goal.

The Social Learning Summit soon became a core component of our work with the Social Media Club, designed to bring together students, educators and professionals to learn from each other and with each other about what's next in education. Topics at the Summit covered a wide range of issues at the theoretical junction of education, innovation, and social media. We leveraged both personal and professional networks to bring in more than 100 speakers in fields such as advocacy, international affairs, politics, and more, speaking in 21 panels over the course of two and a half days.

This section delves deeper into the planning, organization, marketing, and logistics of the first annual Social Learning Summit 2011.

# SOCIAL LEARNING SUMMIT 2011



# SLS11 PLANNING

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**P**LANNING FOR THE SOCIAL LEARNING SUMMIT BEGAN in September 2010, immediately after the start of the Fall semester and coordinated simultaneously with the development of the American University Social Media Club as an official student organization. The planning phase involved fulfilling three specific needs for the Summit: securing physical space to hold the event, securing funding to pay for the event, and developing the structure and content for the event.

## Securing Space

We entered the semester with one specific location in mind for the Summit: the new School of International Service (SIS). A brand new building, it features an open atrium, numerous large classrooms equipped with the latest technology, and is easily one of the most attractive and eye-catching buildings on the American University campus.

Securing the space was a four-step process:

1. Identifying and connecting with a point of contact for securing space in SIS.
2. Evaluating the building to determine what rooms and dates would best fulfill our needs for the Summit.
3. Negotiating a co-sponsorship with an SIS-based organization or department to reserve the space for free.
4. Undergoing the space reservation process with University Event Scheduling as *early as possible* to reserve the space for such a major event, which requires use of the building for one entire weekend.

## Finding the Point of Contact

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After searching the American University website (<http://american.edu>), checking with the Dean's Office for SIS, and sending a few inquiring emails, the point of contact emerged to be (as of this writing) the SIS "Hub," in charge of all event scheduling for the School of International Service. Several interactions with this key contact pointed us in the right direction for securing the space we desired. At time of writing, this key contact was Lindsay Booth, who was instrumental in the success of the Summit.

### Key Contact

**Lindsay Booth**  
SIS HUB  
School of International Service

[sishub@american.edu](mailto:sishub@american.edu) | 202-885-6101

# SLS11 PLANNING

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## Evaluating the Space

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After walking through the event space, consulting with the full American University Social Media Club executive board and advisors, and speaking with several additional American University faculty, we estimated—optimistically—that we could see as many as 200 to 300 attendees at Social Learning Summit 2011.

To maximize attendee interaction, ensure rooms were easy to find, and keep all activities in a central area, we decided to use each of the three first floor classrooms in the building for breakout sessions at the Summit (with three sessions running simultaneously during a specific time slot), the largest available conference room, “The Founder’s Room,” for the opening and closing events of the Summit, and two additional rooms on the second floor as a workroom and hospitality room.

## Negotiating an SIS Co-Sponsor

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### Key Contact

**Robert Tomasko**  
Director, Social Enterprise Initiative  
School of International Service

[tomasko@american.edu](mailto:tomasko@american.edu) | 202-885-1618

For any outside organization, including on-campus student organizations, additional fees are required for use of the new School of International Service building. That is, unless there is an SIS-based organization or initiative involved in the program. After searching through student organizations and departments within SIS, we discovered the Social Enterprise Initiative (<http://www.american.edu/sis/socialenterprise/index.cfm>), an organization who’s focus on international innovation and entrepreneurship ties in closely with the AU-SMCEDU’s thoughts on innovation, social media and international service.

## Completing the Space Reservation Process

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Completing the process was a simple matter of entering the details of the Summit into the University Event Scheduling system and receiving approval. It is important to note, however, that reserving a space such as this for such a significant time period requires reservation *far* in advance. For the Social Learning Summit 2011, the School of International Service was reserved more than six months in advance of the event.

# SLS11 PLANNING

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## Securing Funding

Securing funding for the Social Learning Summit was no easy task, and it was never expected to be. From early on in the planning stages, a running list of potential corporate and media sponsors was drafted, with ongoing outreach from December 2010 all the way through the weeks leading up to the Summit in April 2011.

A four-tier sponsorship plan was created and finalized in December 2010, approaching sponsors for one of four levels of sponsorship: \$250, \$500, \$1000, and \$5000 ([Appendix L](#)). A long list of potential sponsors was divvied up among executive board members and active members. Each member then contacted their assigned sponsor(s) using the appropriate language and description for the event to solicit sponsor participation, in addition to leveraging their own personal networks to seek sponsorships from local companies, family companies, or other business relationships they could provide.

The list of targeted sponsors may be viewed in [Appendix M](#). By the date of the event, numerous companies had committed their support, and the AU-SMCEDU raised more than twice the amount required to fund the Summit. Final sponsors included:

- **AbroadCircle** – \$250
- **Bob Fine / Cool Blue Press** – Free Copies of *The Big Book of Social Media Case Studies, Stories, and Perspectives* for All Attendees
- **COTELCO** – Remote Participation Assistance
- **Deloitte** – \$1,000
- **Dunkin' Donuts** – 20 Dozen Donuts / Day; 14 Boxes of Coffee / Day
- **Greg's List** – \$250
- **iStrategyLabs** – \$500
- **Mashable** – Event Listing
- **New Media Strategies** – \$1,000
- **Popchips** – 1,500 Bags of Popchips
- **PRSSA** – \$250
- **Social Media Club** – \$500
- **TechChange** – \$250
- **USA TODAY** – Media Package (Valued at \$20,000+)

In addition to our sponsorship strategy, funds were acquired through the American University Club Council budget allocation process. The AU-SMCEDU submitted a budget request for each budget cycle, receiving at least \$100 for each allocation, and receiving \$1000 for the month of March when the Social Learning Summit budget was also submitted, leading up to the event ([Appendix N](#)).

# SLS11 PLANNING

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## Developing Structure and Content

Numerous concepts were considered when structuring the Social Learning Summit 2011, including an “unconference” format, in which attendees choose session topics, lead workshops, and essentially organize the conference on the fly.

Ultimately, a more rigid structure was chosen so to make the conference as accessible as possible to any students, faculty or staff not familiar or comfortable with the “unconference” style.

We chose to balance broader issues of social media and education with more specific, in-depth looks at the impact of new media on special topics and individual industries. After brainstorming for panel ideas and recommendations at the January 18 general meeting, the results were aggregated into a Google Doc titled “Potential SLS11 Workshops and Speakers,” which listed the potential panel topic, an individual to contact for advice on who to recruit for the panel, contact information, when the individual was contacted, notes, and which club member was responsible for exploring the potential of that panel.

Key aspects of the structure for the conference are as follows:

- **Friday night kickoff event** featuring guest speaker Peter Corbett and a panel discussing social media’s role in education.
- **Three breakout sessions** on each day of the conference (Saturday and Sunday) with **three sessions running concurrently** in each session (for a total of 18 breakout panels).
- **Opening and closing keynote panels** on Saturday morning and Sunday afternoon, respectively.
- Topics ranging from “What’s Next [in Education]?” to “Going Green on the Social Web: Advocating for the Earth and Science.”

Outreach to speakers took a very similar approach. Recruitment and coordination of panelists and moderators was conducted primarily via email. A list of targeted speakers was compiled and delegated to members of the club, with invitations to potential panelists and moderators sent between March 17 and 18 ([Appendix P](#)). After potential panelists and moderators responded, participating individuals were indicated on the master sheet and confirmed.

Outreach continued from February through late March, and the speaker schedule—with more than 100 guest speakers—was finalized in the week prior to the Summit.

The full conference schedule, including session titles and guest speakers, can be found in [Appendix O](#).

# SLS11 LOGISTICS

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**W**ITH MORE THAN 100 SPEAKERS AND ONLY ABOUT 20 VOLUNTEERS, a strong emphasis was placed on ensuring that the logistics of the Social Learning Summit ran smoothly. Strategies for managing both speakers and volunteers were discussed in advance of the Summit, and both proved tremendously valuable during execution of the event.

## Speakers

The AU\_SMCEDU strategy for managing speakers incorporated two key elements: personal outreach and support both before and during the Summit, and hospitality and appreciation during and after the Summit.

### Personal Outreach and Support

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Every speaker for the Summit received an email one week in advance of the event, on March 27, introducing them to their fellow panelists, providing directions to the School of International Service, and including contact information for their “point of contact” for their panel—the AU Social Media Club member responsible for ensuring everything with that panel ran smoothly and on-time.

This same information was recapitulated on a “For Speaker’s” page on AUSMCEDU.org, readily accessible through the Social Learning Summit homepage. An example of the letter sent to each speaker is in [Appendix Q](#).

### Hospitality and Appreciation

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As none of the guest speakers received honorariums for their attendance, we strove to express our greatest hospitality and appreciation for each guest speaker’s contribution. With a special hospitality “Speaker’s Lounge” on the second floor of SIS and an open invitation to guest blog and work with the AU-SMCEDU in the future, we hope that every speaker recognizes the deep appreciation we have for their work and their contribution to the discussion at the Social Learning Summit 2011.

# SLS11 LOGISTICS

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## Volunteers

Volunteers were recruited both in advance of the event and on the fly when needed throughout the weekend. Social Media Club volunteers were at the event at all times to sign people in, register people at the door, and assist in answering questions, giving directions, and contribution to the discussion at the event.

Volunteers utilized digital tools extensively, including GroupMe, Google Docs, Dropbox, and various mobile technologies for checking in attendees and registering walk-ins as necessary throughout the weekend.

By assigning different volunteers as “points of contact” for different panels, we provided motivation for those students to participate, as well as ensured that things continued to run smoothly throughout the execution of the conference.

Points of contact were contacted a day before the Summit kickoff and reminded of their agreements, responsibilities and resources in an email titled, “IMPORTANT INFO: Social Learning Summit Point of Contacts,” ([Appendix R](#)).

# SLS11 MARKETING

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**A** S WITH ANY STRONG MARKETING CAMPAIGN, we thoughtfully considered the four P's when planning our marketing strategy for the Social Learning Summit: price, place, product, and promotion. Below are details surrounding each element of our marketing strategy that helped make the event a true success.

## Price

Due to the American University Social Media Club's goal of creating a well-attended and accessible conference to compete with various other events occurring simultaneously on the American University campus, the Summit was discount priced at just \$10 per person for the entire weekend. In addition, panelists and moderators were emailed promotional codes for the Eventbrite registration system, awarding them free entry into the Summit as a small token of appreciation for their help.

## Place

Held at the School of International Service at American University, the Social Learning Summit could hardly have had a better location. With free and accessible parking, a brand new building, and even accessible Wi-Fi and power outlets, the building was a tremendous asset to the success of the Social Learning Summit 2011 ([Appendix S](#)).

## Product

No amount of marketing can save a bad product, and delivering a satisfying experience for all Summit attendees was top priority at all times.

The weekend-long conference, Friday, April 1 through Sunday, April 3, featured 18 breakout sessions, three keynote panels, a keynote speaker, and a kickoff reception.

### **Networking and Kickoff Reception (Friday, April 1)**

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- Presentation by Peter Corbett, CEO of iStrategyLabs and keynote panel ([Appendix T](#)).
- Hors d'oeuvres catered by Bon Appetit and beverages.

# SLS11 MARKETING

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## Two Keynote Panels (Saturday, April 2 and Sunday, April 3)

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- **Radical Education:** This opening keynote panel on Saturday morning discussed the current state of higher education, the rapid evolution of modern education with social media and technology, and the radically new and innovative ideas being promoted by some of those in the social media world, including the AU Social Media Club. Featuring:
  - **Moderator:** Sarah Kessler, Reporter, Mashable (@[sarahfkessler](#))
  - Patrick Foster, Digital Solutions, USA TODAY College (@[mrpattyfoster](#))
  - Jon Hussey, Manager of Web Communications, American University (@[auwebmanager](#))
  - Yong Lee, Acting Director, SMCEDU (@[yongclee](#))
  - Andi Narvaez, SMCEDU Advisory Board Member (@[andinarvaez](#))
  - Alex Priest, President and Founder, AU Social Media Club (@[alexpriest](#))
  - Scott Talan, Assistant Professor, AU School of Communication (@[talan](#))
  - Rhonda Zaharna, Assistant Professor, AU School of Communication
  
- **Whats Next?:** After two days of breakout sessions, outstanding panelists, guest speakers and conversation, we have to ask: what's next? Where do we go from here? Where does social learning fit in? We tackled those questions and more in our closing keynote panel Sunday, April 3. Featuring:
  - **Moderator:** Yong Lee, Acting Director, SMCEDU (@[yongclee](#))
  - Andrea Baker, Manager, Systems of Engagement Development, AIIM (@[immunity](#))
  - Gerg Cypes, Director of Product, Clearspring (@[gregcypes](#))
  - Glenna DeRoy, Social Media Analyst, USA TODAY (@[ghderoy](#))
  - Joe Gizzi, Marketing Strategist, New Media Strategies (@[districtjoe](#))
  - Rey Junco, Lock Haven University (@[reyjunco](#))
  - Andrea Meier, Social Media and Content Marketing Manager, Blackboard Inc. (@[andreajm](#))

## Other Elements of the Social Learning Summit

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An additional 18 breakout panels were held on Saturday, April 2 and Sunday, April 3, focusing on a broad range of topics and featuring more than 100 panelists and moderators. The full program book can be seen in [Appendix O](#).

The Summit also featured a heavy dose of free giveaways and food ([Appendix U](#)), including:



# SLS11 MARKETING

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- Free copies of *The Big Book of Social Media Case Studies, Stories, and Perspectives*,” edited by Bob Fine.
- AU Social Media Club pens.
- AU Social Media Club mugs.
- Dunkin’ Donuts doughnuts and coffee for breakfast on Saturday and Sunday morning.
- Unlimited Popchips all weekend.

## Promotion

### Conference Correspondence with Attendees

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On March 31, the day before the kickoff event for the Social Learning Summit, registered Summit attendees were emailed a reminder titled, “Join Us As We Kick Off the Social Learning Summit Tomorrow Night!” to remind them of the event and update them on recent changes and exciting news ([Appendix V](#)).

After the first full day of the conference (Saturday, April 2), attendees were sent an email titled, “Thank You for Making Day 1 of #SLS11 a HUGE Success!” recapping the social media statistics from the day, thanking panelists and moderators, and reminding registrants of the continuing events on Sunday, April 3 ([Appendix W](#)).

### Advertising

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Posters were created in the same style as the Hashtag the Campus posters, with targeted hashtags for specific audiences. QR codes were used on all posters to guide tech-savvy audiences to the Social Learning Summit web page. Approximately 400 full-color posters were distributed across campus between March 23 and March 25. In addition, signage for the Summit was displayed on television screens in the Mary Graydon Center, Kogod School of Business, Butler Pavilion, Career Center, and School of International Service. Quarter-sheets promoting the Summit were dropped at key locations on campus, as well.

Hashtags for the Social Learning Summit posters included:

#RADICAL #ACTIVISM #SOCIAL #PEACE #GREEN #VIDEO  
#SAFETEXT #STARTUPS #JOBS #NETWORK #CRISIS  
#TRANSPARENCY #JOURNALISM #TMI #LOCAL #SMCEDU

# SLS11 MARKETING

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Executive board members and volunteers created hand-made posters at a “Poster Party” on March 20. This was an effort to both bond members of the club and to give the Social Learning Summit advertising a personalized feel. All Social Learning Summit Poster styles can be seen in [Appendix X](#).

Finally, a generous sponsorship by *USA TODAY* contributed an ad package valued at more than \$20,000 to the Social Learning Summit marketing campaign. Through professional and personal connections of club members with *USA TODAY* College staff and *USA TODAY* social media analyst Glenna DeRoy, a two-day ad run and 1,000 full-color inserts were acquired with no fee.

Total impressions are approximately 175,000 through distribution of the ad in the D.C. metropolitan area, all of Virginia, all of Maryland, and all of eastern Pennsylvania including Philadelphia. Details and specifications for the ad (seen in [Appendix Y](#)) are as follows:

- One quarter-page black and white advertisement printed Friday, March 18 ([Appendix Y](#)).
- One quarter-page black and white advertisement and one full-page, full-color, double-sided insert printed Friday, March 25 ([Appendix Z](#)).

## Online Promotion

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Online promotion was aggressive, creative and diverse, taking a number of forms and effectively saturating the market.

- **Blog Post** – “10 Reasons Why You Should Attend the Social Learning Summit,” published on the homepage of the AU-SMCEdu website on March 29, written by Vice President Megan Ackerman ([Appendix AA](#)).
- **Social Learning Summit 2011 Homepage** – A dedicated page was built for the Social Learning Summit on AUSMCEdu.org, directing visitors to more information about the Summit, registration, and the Summit schedule ([Appendix BB](#)).
  - Promotion of the “About” page for the Social Learning Summit was highly successful, garnering 3,597 views and accounting for more than 42% of total website page views since the website launched in mid-March.
  - The “Registration” tab navigated users directly to the Eventbrite page (<http://sls11.eventbrite.com>), where visitors were able to register for the event by purchasing tickets and/or sponsorship packages, as well as view other registered guests ([Appendix CC](#)).

# SLS11 MARKETING

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- The “Schedule” tab linked directly to the SCHED\* page for the Summit, an interactive event page and schedule for the Summit, located at <http://sls11.sched.org> (Appendix DD).
- The “Media” page provides links to all external media coverage of the Social Learning Summit.
- **Save the Date** – An email alert encouraging newsletter subscribers to save the date was sent on February 8, 2011 (Appendix EE).
- **Twitter** – Twitter was used extensively to promote the Summit. Metrics regarding Twitter usage was tracked through the hashtag #SLS11 throughout the Summit using the Bivings Group’s free Slurp140 Twitter tool.
  - Sample tweets:

**March 31:** #SLS11 is almost here! If you haven’t registered yet, go to <http://sls11.eventbrite.com> OR you can register at the conference (cash or credit)

**April 1:** See you in 45 minutes—right? Join us for the #SLS11 kickoff, TONIGHT. Bring friends, this is open to all! MGC 2-6. (And we have free food!)

**April 2:** WOAHA. #SLS11 is TRENDING in DC! <http://yfrog.com/h258pyp>

**April 3:** Headed out to #SLS11? If you checked in yesterday, don’t forget to bring your name badge and program book!

- **Facebook** – The Social Learning Summit was actively promoted through Facebook, both through the AU Social Media Club Facebook page and through a unique devoted page for the Social Learning Summit, with comprehensive coverage of event developments and plans (Appendix FF).

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## Online Publicity and PR

The Social Learning Summit was extraordinarily fortunate to receive generous coverage from sponsors, the local social media community, and American University (Appendix GG), including:

# SLS11 MARKETING

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- Event listing on Greg's List DC.
- Event listing on the national Social Media Club website and newsletter.
- Event listing on *Mashable's* "100+ Upcoming Social Media & Tech Events."
- Blog posting by guest speaker Keith Petri (@[ebrandingme](#)).
- Blog posting by guest speaker Andrew Pergam (@[pergam](#)).
- Blog posting by Colin Delany (@[epolitics](#)).
- Profile of AU Social Media Club President Alex Priest and the Social Learning Summit on the American University School of Communication homepage on March 18, "Student Sees Future in Social Media."
- "7 Questions for the American University Social Media Club," on the *Association for Social Media & Higher Education* web page on March 25.
- School of Communications, "Social Learning Summit 2011" email sent to all communications students on March 29.
- Kogod Center for Career Development, "Last Call to Register – Join the Social Media Club for their 1<sup>st</sup> Annual Social Learning Summit this Weekend!" email sent to all business students on April 1.
- Promoted through the American University chapter of the Public Relations Student Society of America, a sponsor of the event, on March 29.
- Promoted through the Alpha Kappa Psi professional business fraternity mailing list on March 28.

## Personal Selling

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Finally, a key element to marketing the Social Learning Summit included personal outreach and marketing by individual members of the AU-SMCEDU. Personal emails to class listservs through Blackboard proved very successful ([Appendix HH](#)), and announcements by supportive professors drove significant traffic to the Summit.

## The Social Learning Summit 2011 in Figures

- ## Trending

**Trending** is when one word or phrase is mentioned more frequently than all others in a geographic area.

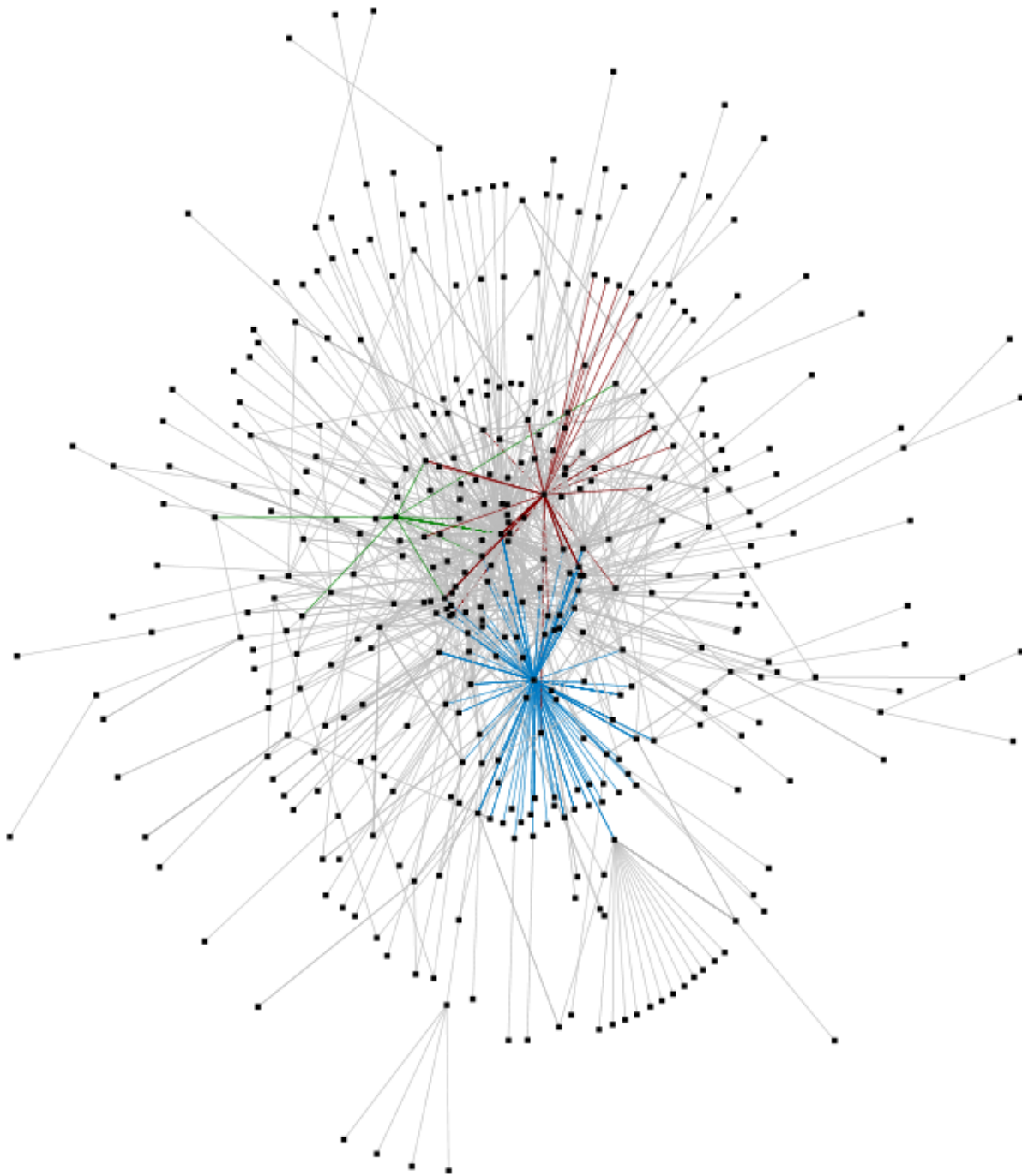
To further demonstrate the themes and metrics from the Social Learning Summit, we have developed two separate statistical infographics. The first, an infographic made with the web-based tool Wordle, depicts the 100 most commonly mentioned terms among all tweets mentioning the #SLS11 hashtag, giving statistically greater prominence to words that show up more often in the source text.



# SLS11 EVALUATION

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The second infographic, created in NodeXL, demonstrates the complex relationships between conversational Twitter handles with the hashtag #SLS11. By importing all Twitter activity during #SLS11 stored by Slurp 140, the relationships involving the top 100 most active Twitter handles are pictured. In this particular infographic, @AU\_SMCEDU's relationships are illustrated in blue, while @alexpriest's relationship network is in maroon and @mirandagale's relationships are in green.



# SLS11 EVALUATION

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## Attendee Profile

Based on data obtained after the event, attendance at the event featured approximately the following:

- *Who?* **50%** professionals, **8%** educators, **42%** students.
- *What?* **50%** of respondents attending the opening networking and keynote event. **80%** went to Day 1 of the Summit, **68.2%** went to Day 2, and **4.5%** could not attend.

## Media Coverage

The Social Learning Summit received tremendous support after the event, as well, in the form of considerable media coverage ([Appendix II](#)), including the following:

- **ATV Tech tAUk:** “Tech tAUk at the Social Learning Summit,” April 2.
- **AU School of Communication:** “Social Learning Summit Showcases SOC,” April 6.
- **AU Social Media Club Blog:** “Starting the Social Conversation,” April 11.
- **ATV Tech tAUk Comprehensive YouTube Video Coverage:** April 18.
- **Tech Cocktail:** “American University Hosts Social Learning Summit,” April 21.

## Post-Summit Survey Results

To further explore the results of the Social Learning Summit, an email with the subject line “A Survey a Day Keeps the Doctor Away,” containing the link to an online evaluation, was sent to all SLS registrants on April 6 ([Appendix JJ](#)).

The 18-question, 5-minute survey was created with the same lively, playful voice that is characteristic of the AU-SMCEDU brand, and was organized according to market research standards to gather feedback from the Summit. The survey was created through SurveyGizmo, a feature rich-online tool to build surveys, evaluations, and polls, and was distributed through an email listserv of attendees supplied by Eventbrite ([Appendix KK](#)). The results of the survey, summarized below, were taken from a pool of 66 participants ([Appendix LL](#)).

# SLS11 EVALUATION

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## Satisfaction with the Social Learning Summit

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- **79.4%** of attendees would “ABSOLUTELY” attend SLS12.
- **95.2%** of attendees were “satisfied” or “very satisfied” with the content of the panels.
- **98.4%** of attendees were “satisfied” or “very satisfied” with the quality of the panelists.

## Highest Rated Panels: Quantitative Measurement of Likert Scale Questions

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### Keynote Panel: Radical Education

- **27.8%** - 5
- **55.6%** - 4
- **83.4%** - 4 & 5
- **36/66** attendees

### Tweet Your Way to the Top: Social Media and the Job Search

- **73.1%** - 5
- **26.9%** - 4
- **100%** - 4 & 5
- **26/66** attendees

### Slacktivism or Activism? Liking Our Way to a Better World

- **44.0%** - 5
- **48.0%** - 4
- **92.0%** - 4 & 5
- **25/66** attendees

### Where Do You Draw Your Line? Defining TMI on Social Networks

- **61.9%** - 5
- **23.8%** - 4
- **84.7%** - 4 & 5
- **21/66** attendees

### Social Startups: Startups and Social Media

- **36.8%** - 5
- **26.3%** - 4
- **63.1%** - 4 & 5
- **19/66** attendees



# SLS11 EVALUATION

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## Highest Rated Panels: Qualitative Measurement from Free Response Questions Among 55 Respondents

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- “Slacktivism or Activism? Liking Our Way to a Better World” – 8 unique participant mentions.
- “Tweet Your Way to the Top: Social Media and the Job Search” – 8 unique participant mentions.
- “Where Do You Draw Your Line? Defining TMI on Social Networks” – 7 unique participant mentions.
- “Radical Education” – 6 unique participant mentions.
- “Social Startups: Startups and Social Media” – 6 unique participant mentions.

## Testimonials and Feedback

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“What did you like?” All of the following are direct quotes from survey respondents:

- *Awesome networking, interesting conversations, killer connections made.*
- *Extremely well organized, very professional atmosphere, but relaxed at the same time.*
- *Great panel topics. Great food. Organized. Well-run. Minimal if any hiccups.*
- *It was an absolutely fabulous networking opportunity.*
- *The energy was inspiring.*
- *The speakers were excellent! Well planned! A great event!*
- *Here are a few things that stood out: people and access to the incredible amount of brainpower along with the brimming enthusiasm to learn - all colliding under one roof. Great experience learning and meeting a ton of great people.*
- *It was exceptionally dense for the amount of time and cost. The affordability was incredible and what we got for the cost made it unbeatable. The intimacy and approachability of the smaller classes was also great. The access to so much information and Bob Fine’s book was surprising.*
- *This summit provided the opportunity to see many more (or different) ways people are using social media for various causes or self promotion. The whole aspect of creating a "Digital Brand" was eye opening to me. The themes of the panels were very good and covered a wide range of interests. The cost was unbelievable, especially for the swag and food we were given.*
- *It was great to meet up with so many tweeps, and to introduce myself to other professionals interested in this intersection of 21st century life.*
- *I am so impressed -- this is one of the most dynamic clubs I have ever seen hit the campus -- great job!*

# SLS11 EVALUATION

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While the vast majority of feedback from the Social Learning Summit was positive, as illustrated by the previous section, a few constructive comments were elicited from the survey question, “What could we improve upon for SLS12?” All the following results are direct quotes from survey respondents:

- *Create a job board where professionals can post open positions for students.*
- *Having nametags for each of the panelists that the audience members could see.*
- *Panels had too many presenters... Maybe limit size to 3 or 4 people next time.*
- *The only place to go is up. Bigger, bigger, bigger!*
- *With such success, you will definitely need a larger venue. Many sessions were standing room only. Also, please make the video of sessions available online for those who had the agonizing choice of choosing one session over another. All in all, for a first time out, you guys did a great job.*
- *Later starting time on Saturday / Sunday. Have some sort of (open bar) networking reception immediately after the Saturday panels.*
- *A small complaint about the wonderful tweet wall: some of the videographers entertained themselves by tweeting stupid, unrelated things with the session hashtag so it would show up on the wall. Also, the New Media session was really awkward and tense as one panelist took over the discussion and talked over everyone else. The moderator didn't really speak up and an audience member had to ask a question, "just to move the conversation along." Also, the moderator was not on Twitter during the session so she didn't see any of the numerous questions submitted via Twitter.*
- *Dial down the evangelism. It's great that everyone is enthusiastic and excited, but there were a lot of sweeping statements being made, unsupported by anything but belief. Invite a few people who might not agree, mix it up. Also: less whining about boring lectures, more actionable proposals/workshops/trainings for doing different.*
- *Perhaps have stronger moderators to keep the panel discussion streamlined. Many of the moderators were timid and non-authoritative. It might be better not to have students moderating because they were resistant to taking charge of wayward conversations that were off topic.*
- *PLEASE start later next year. 8 am registration/9 am start is WAY TOO EARLY for both students and the creative class.*
- *I think it's important to pay attention to gender diversity for some of the panels. The Social Start Ups and the opening night panels were all male.*

# SLS11 EVALUATION

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## Panel Concepts for Social Learning Summit 2012

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The following panel concepts were derived from survey results:

- Social Media in Fashion
- Social Media and the 2012 Governmental Elections
- Online Reputation Management
- The Future of Web Design and Advanced Data Visualization (Infographics)
- Blackboard Beatdown
- Social Media and China/Third World
- Social Media & the Arts
- Social Media & the Facts
  - Research on Social Media and the Brain
  - Research on Social Media and the Academic Impact
  - Pros and Cons of Social Media based in Studies
- Specific Skill-Based Sessions and Workshops
  - Social Media 101 for Beginners
  - Using WordPress in the Classroom
  - How to Facilitate a Twitter Discussion
  - How to Facilitate a Skype Discussion
  - Understanding and Using Quora
  - How to Establish, Grow, and Nurture Online Communities
  - Leveraging Social Media in the Traditional Media/Press Arsenal (e.g. Pitching print reports via twitter, etc.)

# KEY TAKEAWAYS FROM AU-SMCEDU

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1. **Relationship-Building.** | Initiate and develop strong relationships with the American University administration, especially individuals who have been our champions in the past.
2. **Broad-Based Networking.** | Make concerted efforts to play a role in the D.C. social media community at large by attending events, planning meetings, and connecting the needs of organizations with AU-SMCEDU members.
3. **Club Solidarity and Commitment.** | Create strong incentives for general AU-SMCEDU members and foster a playful, creative environment to maintain an engaged, stable and enthusiastic club.
4. **Plan SLS12 Early.** | Outreach early and often for sponsorships, as one common concern over the Social Learning Summit 2011 was late notice.
5. **Summit Accessibility is Key.** | Keep the Social Learning Summit as open, welcoming, cheap and accessible as possible for a wide audience to promote a lively and unbiased conversational environment.
6. **Leave No Rock Unturned.** | In all marketing efforts, reach out to atypical audiences and maintain high visibility by saturating the market, creating relevant, high-quality content, and staying curious and engaged with industry advancements.
7. **Build a Brand Bigger than AU.** | American University is the alma mater of the AU-SMCEDU, but should not be allowed to coddle the expansion and growth of the organization. Serve the D.C. academic and professional communities with an enlightened self-interest for American University.
8. **Require Excellence.** | If leadership roles require alteration or intervention, ensure that replacement members are driven, capable, excellent writers, and up for the challenge.
9. **Be Life-long Learners.** | Maintain a participatory culture passionate for ongoing learning and openness to teaching, and keep up-to-date on social media and technology developments.

# APPENDICES

# A: HASHTAG THE CAMPUS, HASHTAGS

---

The following hashtags were used in the 2011 Hashtag the Campus campaign:

- #ANDERSON
- #ASBURY
- #AUBKSTR
- #AUCENTRAL
- #AUHONORS
- #AULIBRARY
- #AUSHUTTLE
- #AUWELLNESS
- #BATTELLE
- #BEEGHLY
- #BENDER
- #BUTLER
- #CAPITALHALL
- #CAREERCENTER
- #CENTENNIAL
- #CLARK
- #CONGRESSHALL
- #CONSTITUTION
- #DAV
- #EQB
- #FEDERALHALL
- #FINAID
- #GLBTARC
- #GRAY
- #GREENBERG
- #HEALTHCENTER
- #HONORS
- #HUGHES
- #JACOBS
- #KATZEN
- #KAY
- #KCCD
- #KOGOD
- #LEONARD
- #LETTS
- #MARKETPLACE
- #MCCABE
- #MCDOWELL
- #MCKINLEY
- #MGC
- #MPC
- #MUDBOX
- #NEBRASKA
- #PHOTOLAB
- #QUAD
- #QUIETFLOOR
- #REEVES
- #ROPER
- #SIS
- #SOC
- #STUDYABROAD
- #TAVERN
- #TDR
- #TENLEYCAFE
- #TENLEYCAMPUS
- #WARD
- #WAKINS
- #WRC
- #WRITINGCENTER

# B: HASHTAG THE CAMPUS, FACEBOOK

**facebook** 

Search

Home Profile Account 

**HASHTAG #AMERICANU**  
help us hashtag the campus

+ Select Guests to Invite

202 Attending [See All](#)

 Hannah Kate

 Ben Loeb

 Alex Priest

 Megan Ackerman

 Lesley Siu

 Tev Hannington

 Jess Rybka

 Jess Noonan

112 Maybe Attending [View](#)



775 Awaiting Reply [View](#)

**Hashtag the Campus**  
You are Attending · Share · Public  
Event

[Edit Event](#) [Update Fans of American University Social Media Club \(AU-SMCEDU\)](#)

Time **Monday, January 31 at 6:00am – February 13 at 11:30pm**

Location **American University**  
4400 Massachusetts Ave. NW  
Washington, DC

Created By **American University Social Media Club (AU-SMCEDU), Miranda Gale**

More Info  
Use Twitter hashtags to start the conversation at AU. Person with most tweets each day gets a Twitter shoutout; most tweets after two weeks (must include #smcedu) earns you \$100 in LivingSocial (<http://livingsocial.com/>) Deal Bucks.  
  
Checking in on Foursquare counts, too. Be sure you share your check-ins on Twitter and include #smcedu. AU is on Foursquare at <http://foursquare.com/americanu>.  
  
Want more info? Check out our FAQ below, ...  
[See More](#)

Share:  Post  Link  Photo  Video

Write something...

 **American University Social Media Club (AU-SMCEDU)**  
Well so far Hashtag the Campus has been an incredible success! We've been mentioned 2,800 times on Twitter, and over 225 of our friends on Twitter have participated. Thank you, and keep it going! One more week until we announce the grand prize winner!  
February 6 at 2:52pm · [View Post](#)

**Friends' Photo Albums**

**Profile Pictures**  
by Alex Priest

**4th of July**  
by Alex Priest

**Sponsored** [Create an Ad](#)

**Applebee's**  
 Applebee's added two new exciting SIZZLING Entrees stacked with layers of flavors.  
[Like](#) · Ashley Goldie likes this.

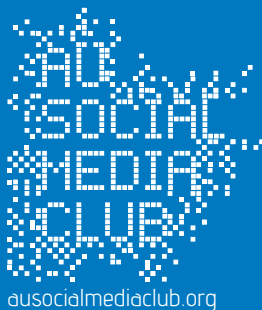
**Cyrano at Folger Theatre**  
folger.edu  
 In a duel of romance, swordsman and poet Cyrano captivates  
[Madison Ryckman](#)  Chat (27)  
June 5 at Folger Theatre.

# C: HASHTAG THE CAMPUS, POSTERS

American University  
Student  
Activities  
Explore - Dream - Discover  
1/2011

# #TDR

help us hashtag the campus



The AU Social Media Club was founded on the belief that **conversation** should be the center of our education. Be a part of that conversation by using our campus hashtags (or create your own!) and #smcedu on Twitter from January 31 through February 13. Follow @AU\_SMCEDU on Twitter and let us know what you think. Top tweets by 2/14 win **\$100 in LivingSocial Deal Bucks**. Tweets must include the #smcedu hashtag to be counted in the contest.

Visit [ausocialmediacub.org/hashtagAU](http://ausocialmediacub.org/hashtagAU) to find out more. Questions? Contact us on Twitter, Facebook, or by email at [smcedu@american.edu](mailto:smcedu@american.edu).



@au\_smcedu



/ausmcedu

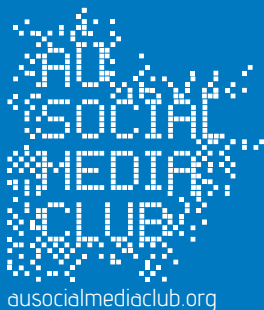


# C: HASHTAG THE CAMPUS, POSTERS

American University  
Student  
Activities  
Explore - Dream - Discover  
1/2011

# #KOGOD

help us hashtag the campus



The AU Social Media Club was founded on the belief that **conversation** should be the center of our education. Be a part of that conversation by using our campus hashtags (or create your own!) and #smcedu on Twitter from January 31 through February 13. Follow @AU\_SMCEDU on Twitter and let us know what you think. Top tweets by 2/14 win **\$100 in LivingSocial Deal Bucks**. Tweets must include the #smcedu hashtag to be counted in the contest.

Visit [ausocialmediacub.org/hashtagAU](http://ausocialmediacub.org/hashtagAU) to find out more. Questions? Contact us on Twitter, Facebook, or by email at [smcedu@american.edu](mailto:smcedu@american.edu).



@au\_smcedu



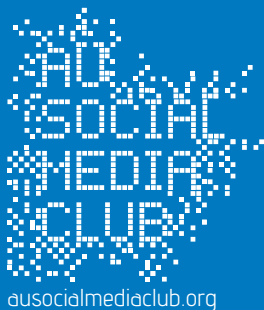
/ausmcedu

# C: HASHTAG THE CAMPUS, POSTERS

American University  
Student  
Activities  
Explore - Dream - Discover  
1/2011

# #DAV

help us hashtag the campus



The AU Social Media Club was founded on the belief that **conversation** should be the center of our education. Be a part of that conversation by using our campus hashtags (or create your own!) and #smcedu on Twitter from January 31 through February 13. Follow @AU\_SMCEDU on Twitter and let us know what you think. Top tweets by 2/14 win **\$100 in LivingSocial Deal Bucks**. Tweets must include the #smcedu hashtag to be counted in the contest.

Visit [ausocialmediacub.org/hashtagAU](http://ausocialmediacub.org/hashtagAU) to find out more. Questions? Contact us on Twitter, Facebook, or by email at [smcedu@american.edu](mailto:smcedu@american.edu).



@au\_smcedu



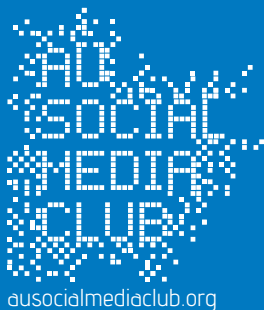
/ausmcedu

# C: HASHTAG THE CAMPUS, POSTERS

American University  
Student  
Activities  
Explore - Dream - Discover  
1/2011

# #LETTTS

help us hashtag the campus



The AU Social Media Club was founded on the belief that **conversation** should be the center of our education. Be a part of that conversation by using our campus hashtags (or create your own!) and #smcedu on Twitter from January 31 through February 13. Follow @AU\_SMCEDU on Twitter and let us know what you think. Top tweets by 2/14 win **\$100 in LivingSocial Deal Bucks**. Tweets must include the #smcedu hashtag to be counted in the contest.

Visit [ausocialmediacub.org/hashtagAU](http://ausocialmediacub.org/hashtagAU) to find out more. Questions? Contact us on Twitter, Facebook, or by email at [smcedu@american.edu](mailto:smcedu@american.edu).



@au\_smcedu



/ausmcedu

# D: LINKEDIN, FACEBOOK EVENT

facebook

ins

The

&

outs

of

LinkedIn

+ Select Guests to Invite

10 Attending

See All



Megan Ackerman



Nate Bonsignore



Elizabeth Castle



Julia Joy Berk



Jess Noonan



Andrew Lam



Emily Pansa



Ben Loeb

3 Maybe Attending

View





Search

The Ins & Outs of LinkedIn – Part 1

You are Attending · Share · Public Event

Time

Sunday, February 13 · 3:00pm – 5:00pm

Location

Kogod FSIT Lab

Created By

Alpha Kappa Psi – Lambda Nu

More Info

Alpha Kappa Psi and AU Social Media Club collaborate to bring you The Ins & Outs of LinkedIn – Part One...

– Setting up personal LinkedIn Profile. Functionalities and Advantages

– Physical – Hands-On Work

– Setting up and Applications

Part 2 will take place Feb. 16th at 7:30 in McDowell Formal find the Facebook event here: [http://www.facebook.com/event.php?eid=124193710982573&num\\_event\\_invites=1](http://www.facebook.com/event.php?eid=124193710982573&num_event_invites=1)

Share:

 Post

 Link

 Photo

 Video

Write something...



Miranda Gale

THE EVENT IS NOW AT 7:00! See you soon!

February 13 at 6:26pm · Like · Comment

66

# E: LINKEDIN 2, FACEBOOK EVENT

facebook

Search

The ins & outs of LinkedIn

+ Select Guests to Invite

37 Attending See All

Lesley Siu

Alex Priest

Megan Ackerman

Julia Joy Berk

Jess Noonan

Jess Rybka

Ben Loeb

Elyssa Boulet

56 Maybe Attending View

The Ins & Outs of LinkedIn – Part 2

You are Attending · Share · Public Event

Time

Wednesday, February 16 · 7:30pm – 10:30pm

Location

McDowell Formal Lounge

Created By

Alpha Kappa Psi – Lambda Nu

More Info

Alpha Kappa Psi and AU Social Media Club collaborate to bring you The Ins & Outs of LinkedIn – Part 2  
– Experts and Q and A  
– What employers and recruiters are looking for.  
  
Part 1 will be held on February 13th and can be found here: <http://www.facebook.com/event.php?eid=123398507731031>

Share:

Post

Link

Photo

Video

Write something...

Jess Noonan

So you need a professional network, but Linked In is a little confusing. Join Alpha Kappa Psi – Lambda Nu and American University Social Media Club (AU-SMCEDU) for The Ins & Outs of LinkedIn – Part 2

February 7 at 10:34am · View Post

67

# F: AFTC SESSION EVALUATION FORM



## 22<sup>nd</sup> Annual Ann Ferren Teaching Conference Session Evaluation Form

### 107: Social Media in the Classroom: From Distraction to Action

Responses: 16  
Actual Attendance: 33  
Response Rate: 48%

Did this session cover the content you hoped it would?

63% Absolutely, it exceeded my expectations  
31% Yes, it met most of my expectations  
6% Sort of, it met some of my expectations  
0% No, it was not at all what I expected

Please rate the format of this session:

	Too Much	Just Right	Not Enough
Panelist Presentations	6%	75%	13%
Amount of Discussion	0%	88%	12%
Time Spent on Topic	0%	94%	6%
Use of Multimedia	0%	94%	6%

How likely are you to use what you learned today in an upcoming course?

44% Very Likely  
38% Somewhat Likely  
13% Not Really Sure Yet  
0% Not Very Likely  
0% Will Not Use What I Learned

If totals do not equal 100%, questions were left unanswered by participants.

Comments on this session and/or suggestions for future sessions:

"Great panelists! Extremely relevant topic for modern college classroom communication technology and the requisite etiquette that should apply to its use."  
"Very exciting -- but needed more time. I think a "course" for faculty on this topic would be very helpful -- give us a total of 8-15 class hours, help us develop our own approaches, etc. The energy and interest in the room were very persuasive evidence of the readiness for more work on this."  
"Need more!"  
"Very useful and informative."  
"Very informative and lively -- good energy."

# G: WAPO, FACEBOOK SNOW DAY

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 [voices.washingtonpost.com](http://voices.washingtonpost.com) [http://voices.washingtonpost.com/campus-overload/2011/02/snow\\_hits\\_and\\_class\\_moves\\_to\\_f.htm](http://voices.washingtonpost.com/campus-overload/2011/02/snow_hits_and_class_moves_to_f.htm)

## Campus Overload - When snow hit, one American U class moved to Facebook

Today's guest blogger is **R.S. Zaharna**, an associate professor of communication at American University who experimented with hosting class on Facebook during a snowstorm last week. ([University profile](#))

The first e-mails about the threat of snow came in shortly after noon, not from the university but from the students: "Professor, supposedly we are getting 5-8 inches of snow this evening, and I'm worried about getting home from class. Do you know if we are still definitely going to hold a session? If so I will obviously try my best to make it."

I doubted there would be 5 to 8 inches, but I knew that it was possible classes would be canceled. In Washington, D.C., just a few inches of snow are enough to send the nation's capital into a tail spin, snarl traffic and otherwise endanger students who commute to the **American University** campus where I teach. Last year, we had two back-to-back blizzards that shut down campus for a week. This year, colleagues farther up the East Coast are getting their turn.

Last year's blizzards, nightmares though they were, forced me to take a second look at technology, especially the part about connecting and interacting. Coincidentally, I had just written a book highlighting connectivity and interactivity as defining features of the global communication era. In theory, I know about the potential of using new technology to connect and interact. The problem was, I had never put theory into practice. But that February 2010 storm, dubbed Snowmageddon by the media, gave me long, house-bound days to re-consider not what the technology could do for me, but what I could do with technology.

I took some tiny steps. The snow melted. I went on sabbatical. And, that was it.

Two weeks ago, I returned from sabbatical. Last week the snow, and the panic, returned.

Soon after the first student e-mailed me her snow advisory, others started e-mailing their "what if..." weather-related concerns. I was trying to deal with this blizzard of e-mail, and the snow hadn't even started.

That's when I remembered our [class Facebook page](#). I posted an update on the page and told the students I would only cancel if the university canceled. That way I did not have to reply to every single panicky request.

Setting up this Facebook page was one of the first things I did after I created my spring syllabus for this class, International Public Relations. It wasn't my idea; it was something I learned from students and junior colleagues when I returned from sabbatical. After eight months of being in research la-la land, stepping back onto a high-speed, wi-fi campus was like moving from the cave wall paintings to, well, digital walls. I attended a one-day university-sponsored teaching symposium and zeroed in on technology sessions to get myself up to speed. The line that really stuck with me was: "If you want to fish, go where the fish are." The fish, it seems, were all on Facebook, and I wanted to cast my net.

I set up our "AU -- International Public Relations/Communication" Facebook page. I'm not a "digital native," so followed my notes very carefully: Facebook sign-in. Left column "Groups." Open/private, secret. Click "open."

There it was. My line was in the water.

On Wednesday, I used the page to post my own "Snow Advisory." The snow had finally started, but the e-mails suddenly stopped.

Wow, it works!

Then the official word came. The University would close at 3 p.m. My 5:30 p.m. class was canceled - at least the on-campus version was canceled. A student posted this news on the class wall.

My next Facebook post: "I'm thinking ... stay tune..." (Yes, it should have been stay tuned, but I was into digital speak.)

At 4 p.m. I alerted students that I would post a "creative challenge" at 5 p.m. I also sent e-mail alerts and

# G: WAPO, FACEBOOK SNOW DAY

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posted an announcement on the traditional teaching site.

Their assignment: Students would use the cultural assignments that were due for that night's class to re-design a brochure for a digital storytelling summer camp for teens to better appeal to diverse ethnic communities. I had planned to do this in class, with students working in groups.

Then I realized I didn't know how to upload the brochure they needed for the assignment.

I clicked every which way I could think of. Right. Left. Center. Drag. Scroll. Then I remembered "visual" - photo - jpg. How to convert pdf to jpg. Digital speak. Google it.

It worked.

At 5 p.m., I posted the "Creative Challenge." To keep the spirit light, I switched it from a "must do" assignment to a "try to" effort.

"Class" began as scheduled at 5:30. Students were online. They were posting. They were into the assignment.

I was giving feedback, posting my comments. No, wait. I wasn't posting comments. I was writing them, but no one could see them. Then, I accidentally hit the "return" key. My posts were up and I was back in business.

I tried to keep the discussion going with prompts and questions, but I need more tips on providing quick online feedback. Resorting to "wow" and exclamation marks has its pedagogical limits.

I tried to keep comments short .... tried to remember the dots... to signal "ongoing, please continue"...

GREAT experience! (Three exclamation marks in digital speak.)

I learned a lot, and the students did an incredible job. They provided solid, thoughtful answers that referred to their reading and research. And they seemed to enjoy the experience. One even participated while she was riding the Metro. Not everyone made it to my virtual class, but those who didn't were catching up, posting their ideas the day after the storm.

So the next time it snows, I won't be ice fishing; I'll be Facebook fishing.

(And you can read the [full class transcript](#) on Facebook.)

**Facebook turns seven later this week, so two Facebook reps will be on Campus Overload Live Thursday afternoon at 1 to answer questions from readers. [Send in your questions now!](#)**

**How have you used technology and social media in your classroom? I would love to hear about your experiences in the comments section.**





# 1: AU-SMCEDU ON FACEBOOK

facebook

Search

Home Profile Account

AU SOCIAL MEDIA CLUB

Wall

Hidden Posts

Info

Photos (6)

Discussions

FBML

Edit

About

Welcome to the official AU-SMCEDU fan page! Be sure to follow us on twitter...

More

320

people like this

Likes

See All

SOCIAL MEDIA CLUB

American University

SOCIAL LEARNING SUMMIT

WAMU 88.5 - American University Radio

American University Library

Page Owners

See All

Jess Rybka

Amanda M. Zimmer

Miranda Gale

Megan Ackerman

Ben Loeb

American University Social Media Club (AU-SMCEDU)

Non-Profit Organization

Edit Info

Admins (11)

See All

Use Facebook as American University Social Media Club (AU-SMCEDU)

View Notifications

Promote with an Ad

View Insights

Suggest to Friends

You and American University Social Media Club (AU-SMCEDU)

69 friends like this.

Landmark's E Street Cinema, Social Learning Summit, TechChange: The Institute for Techn...

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: American University...

The text of your ad will go here.

Like · Miranda Gale likes this.

Sponsored

Create an Ad

FDU Summer Sessions

view.fdu.edu

FAIRLEIGH DICKINSON UNIVERSITY

The Leader in Global Education

Two northern NJ campuses to choose from, Madison or Teaneck. Three separate Summer Sessions, starting May 23rd, June 13th and July 5th.

Vancouver Island College of...

Convenient and affordable online home study natural health programs.

www.vicnw.com

Like · 1,094 people like this.

Snatam Kaur - DC Concert

spiritvoyage.com

SNATAM KAUR

D.C. JUNE 5

Sunday, June 5 - Join Snatam Kaur & Guruganesha Singh for a summer evening concert and immerse yourself in the yoga of sound.

Write something...

Share: Post Photo Link

Chessia Kelley

Undergrads have 'til May 12 to apply for the Ultimate Under Armour Intern Team. Think you got what it takes? Head over to Under Armour's page and APPLY... <http://www.facebook.com/underarmour>

Under Armour

The world's hungriest athletes live by a code, a pledge to themselves and everyone else- PROTECT THIS HOUSE. I WILL.

Page: 686,312 people like this.

April 25 at 1:38pm · Like · Comment · Share

Kristi Hancock

SuperMedia is looking for Inside Sales Consultants for their Rockville, MD office. Want to learn more? Visit [supermedia.com/careers](http://supermedia.com/careers) for more information and even apply! Search job ID 977.

Careers

supermedia.com

April 19 at 2:54pm · Like · Comment · Share

American University Social Media Club (AU-SMCEDU)

Thanks, Kristi!

April 20 at 12:06pm · Like

Write a comment...

American University Social Media Club (AU-SMCEDU)

Studying on campus today? Take a break from 3:30-5:30 and head to the SIS building for the Environmental Art exhibition opening:

412 Impressions · 0% Feedback

April 16 at 3:25pm · Like · Comment · Share

American University Social Media Club (AU-SMCEDU)

In case you missed it, I would like to introduce you to the 2011-2012 AU Social Media Club Executive Board:

Your 2011-2012 Executive Board:

ausmcedu.org

President: Chloe Troia (@chloetroia) Vice President: Colin Musselman (@colinmusselman) Secretary: Sonia Gaillis-Delepine (@sonizzle) Treasurer: Sam Tift (@usmiddleclass) VP Marketing: Nicole Pulley (@nicolepulley) VP Communications: Angela Varela (@angeladelosol) Director of Online Operations: Taiga

420 Impressions · 0% Feedback




 [An Accidental Divorce](#)  
Mar 17, 2011 | 0 comments

Available for iPhone® and Android™



Apr 21, 2011 | 2 comments | [View Post](#) | [!\[\]\(8477bf165661a8d59b497faa5f014d14\_img.jpg\)](#) [!\[\]\(efec00ec2427e0f7254c2c5494124cc7\_img.jpg\)](#) [!\[\]\(378f5784f68220f14de6c254b5ae9336\_img.jpg\)](#) [!\[\]\(1c14b7b1de10c7f443f4422d953671ed\_img.jpg\)](#) [!\[\]\(2522fa0da91182c8535a8fd2807e126b\_img.jpg\)](#)



Apr 13, 2011 | 0 comments | View Post |     

We're also thrilled to announce that our **Fall Conference Director for SLS12 Planning** will be Greg Saperstein (@gsaperstein).

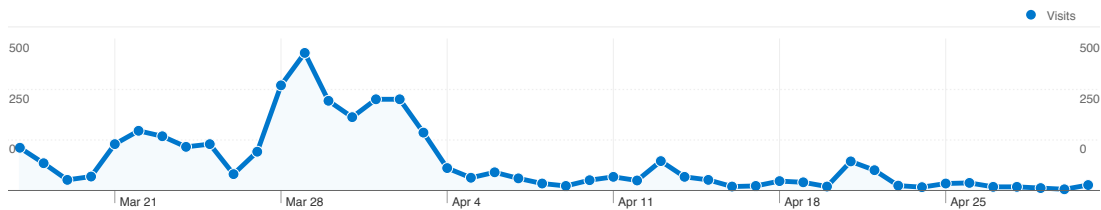
AU-SMCEDU is the rallying cry for American University students seeking **better learning**. Started by the [Social Media Club](#), SMCEDU has grown from a simple [hashtag on Twitter](#) into a national movement. The American University Social Media Club ([@au\\_smcdu](#)) is the first of what we hope will be many student-led chapters of the [SMCEDU project](#), showing educators and students alike how to use social media, technology, and innovation for a better higher education experience. For more information on SMCEDU, visit our [about page](#).



# K: AUSMCEDU.ORG ANALYTICS

## ausmcedu.org Dashboard

Mar 17, 2011 - May 1, 2011  
Comparing to: Site



### Site Usage

4,386 Visits

49.16% Bounce Rate

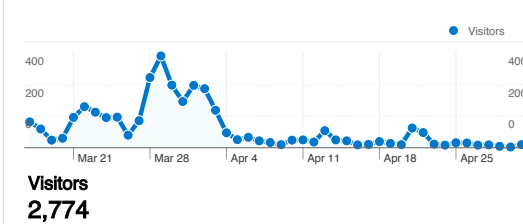
8,550 Pageviews

00:04:05 Avg. Time on Site

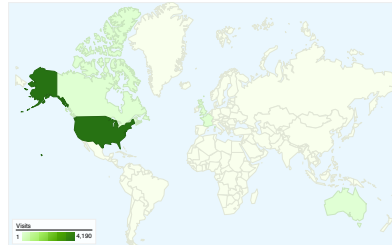
1.95 Pages/Visit

60.53% % New Visits

### Visitors Overview



### Map Overlay



### Traffic Sources Overview



■ Referring Sites  
2,243.00 (51.14%)  
■ Direct Traffic  
1,304.00 (29.73%)  
■ Search Engines  
822.00 (18.74%)  
■ Other  
17 (0.39%)

### Content Overview

Pages	Pageviews	% Pageviews
/sls11/	3,598	42.08%
/	1,486	17.38%
/sls11/?fb_xd_fragment=	904	10.57%
/2011/03/29/10-reasons-why-	331	3.87%
/about/	279	3.26%

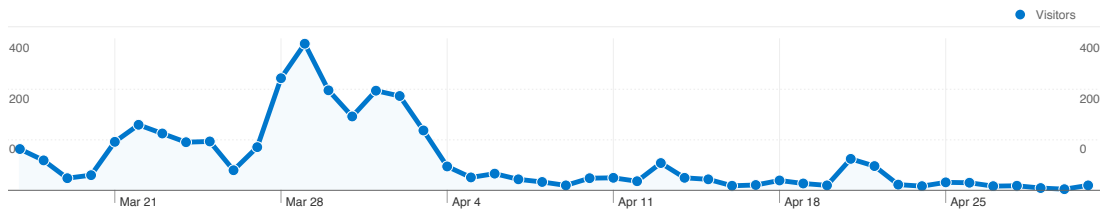
# K: AUSMCEDU.ORG ANALYTICS

ausmcedu.org

## Visitors Overview

Mar 17, 2011 - May 1, 2011

Comparing to: Site



2,774 people visited this site

4,386 Visits

2,774 Absolute Unique Visitors

8,550 Pageviews

1.95 Average Pageviews

00:04:05 Time on Site

49.16% Bounce Rate

60.53% New Visits

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Chrome	1,446	32.97%	Unknown	4,386	100.00%
Firefox	1,335	30.44%			
Safari	920	20.98%			
Internet Explorer	419	9.55%			
Mozilla Compatible Agent	193	4.40%			

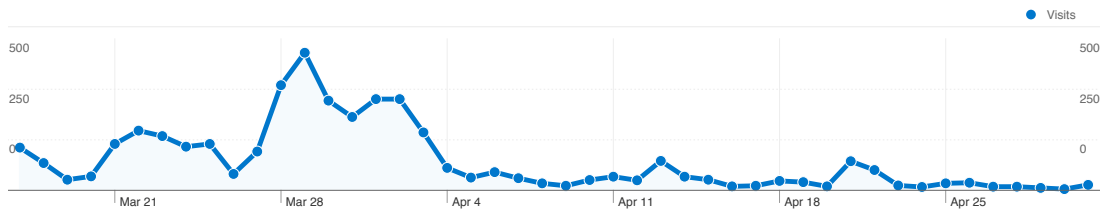
# K: AUSMCEDU.ORG ANALYTICS

ausmcedu.org

## Traffic Sources Overview

Mar 17, 2011 - May 1, 2011

Comparing to: Site



All traffic sources sent a total of 4,386 visits

29.73% Direct Traffic

51.14% Referring Sites

18.74% Search Engines



■ Referring Sites  
2,243.00 (51.14%)  
■ Direct Traffic  
1,304.00 (29.73%)  
■ Search Engines  
822.00 (18.74%)  
■ Other  
17 (0.39%)

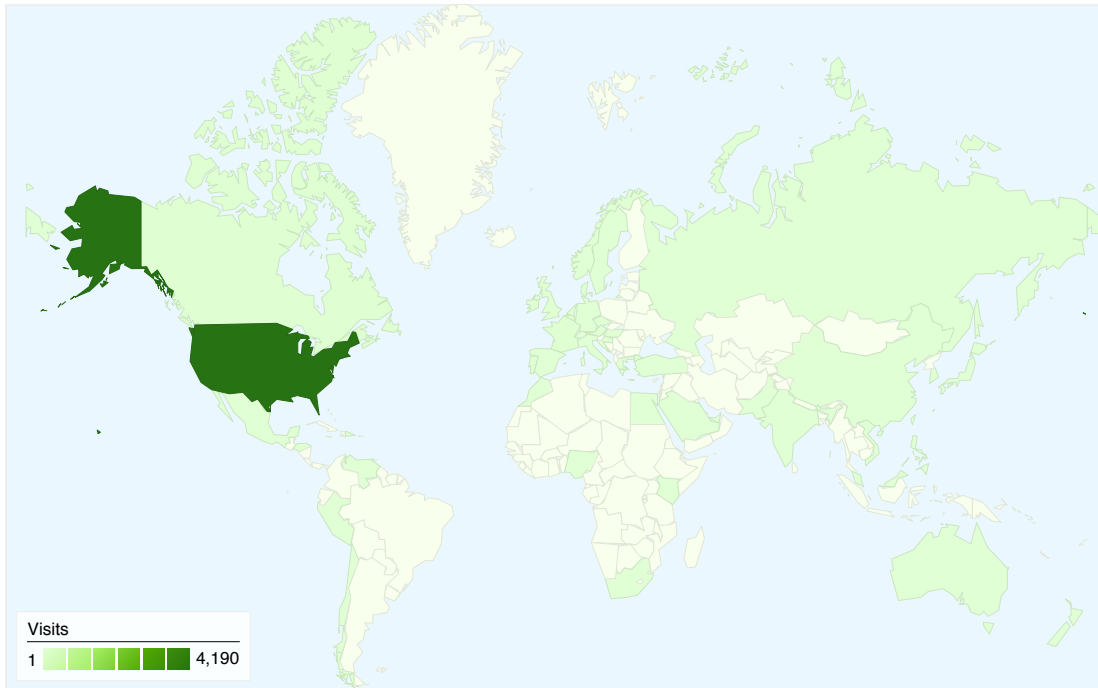
## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	1,304	29.73%	social learning summit	248	30.17%
google (organic)	822	18.74%	sls11	61	7.42%
facebook.com (referral)	607	13.84%	au social learning summit	48	5.84%
sls11.sched.org (referral)	496	11.31%	american university social	28	3.41%
twitter.com (referral)	483	11.01%	au social media club	28	3.41%

# K: AUSMCEDU.ORG ANALYTICS

ausmcedu.org  
Map Overlay

Mar 17, 2011 - May 1, 2011  
Comparing to: Site



4,386 visits came from 49 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
4,386	1.95	00:04:05	60.03%	49.16%		
% of Site Total: 100.00%	Site Avg: 1.95 (0.00%)	Site Avg: 00:04:05 (0.00%)	Site Avg: 60.37% (-0.57%)	Site Avg: 49.16% (0.00%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States	4,190	1.95	00:04:13	58.66%	48.14%	
France	31	1.03	00:00:18	90.32%	93.55%	
Canada	26	1.81	00:02:23	100.00%	61.54%	
United Kingdom	18	2.00	00:02:31	100.00%	66.67%	
Australia	11	1.18	00:00:12	81.82%	72.73%	
Dominican Republic	8	1.25	00:00:51	100.00%	75.00%	
Russia	6	1.33	00:00:03	83.33%	66.67%	
Switzerland	6	1.50	00:00:16	83.33%	66.67%	
Germany	5	1.00	00:00:01	100.00%	80.00%	

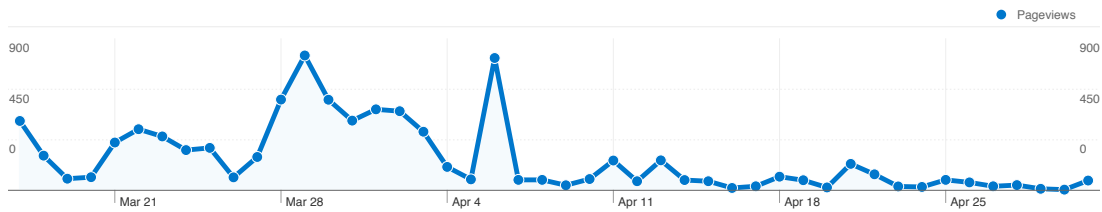
# K: AUSMCEDU.ORG ANALYTICS

ausmcedu.org

## Content Overview

Mar 17, 2011 - May 1, 2011

Comparing to: Site



Pages on this site were viewed a total of 8,550 times

8,550 Pageviews

6,236 Unique Views

49.43% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/sls11/	3,598	42.08%
/	1,486	17.38%
/sls11/?fb_xd_fragment=	904	10.57%
/2011/03/29/10-reasons-why-you-should-attend-the-social-	331	3.87%
/about/	279	3.26%



# L: SLS11 SPONSORSHIP PACKAGES

Social Learning Summit  
2011 presented by  
[Your Logo Here!]



## Sponsorship Packages

All sponsorship packages are negotiable and all offers of sponsorship are welcome. We're looking forward to working with you and making the 2011 Social Learning Summit an outstanding success.

April 1-3, 2011

## Gold Megabyte Sponsor: \$500

One 125px square ad on website for one month prior and one month following SLS

Sponsor logo and acknowledgement in SLS program book

125px square ad in two AU Social Media Club email newsletters prior to SLS

Social media recognition in week prior to event: at least five tweets, one Facebook posting

Two blog posts on AU-SMCEDU blog: one prior to and one following event

Optional exhibitor table in high traffic area

Logo displayed on electric screens in SLS venue

## Bronze Kilobyte Sponsor: \$250

Acknowledgement in SLS program book and email newsletters in the month prior and the month following SLS

Social media recognition in week prior to event: at least five tweets, one Facebook posting

One blog post on AU-SMCEDU blog

Optional exhibitor table in high traffic area

## Platinum Gigabyte Sponsor: \$1000 (limit 5)

Naming rights to one event classroom (The "Your Company" Classroom). Includes unlimited branding and marketing materials in that room, as well as signage

450px wide banner ad on website for three months: one month prior and two months following SLS

Sponsor logo and acknowledgement in SLS guidebook

Display ad in two AU Social Media Club email newsletters prior to SLS

Social media recognition in week prior to event: at least five tweets, one Facebook posting

Two blog posts on the AU Social Media Club blog: one prior to and one following event

Optional exhibitor table in high traffic area

Large logo displayed on electric screens throughout SLS venue

One time use of attendee list for post-summit email marketing

## Diamond Terabyte Sponsor: \$5000 (limit 1)

Event naming rights (Social Learning Summit presented by "Your Company")

Branding opportunities in SLS lobby

Five minute welcome speech at summit opening event

450px wide banner ad on AU Social Media Club website header for three months: one month prior and two months following SLS

Sponsor logo and advertisement in SLS program book

Display ad in three AU Social Media Club email newsletters prior to SLS

Social media recognition in week prior to event: at least five tweets, one Facebook posting

Four blog posts on AU Social Media Club blog: two prior to and one following event

Large logo and periodic full-screen advertisements displayed on electric screens in summit venue

Two-time use of attendee list for post-summit email marketing

**We're eager to get started as soon as possible! If interested—whether to sponsor or even simply participate in the conference—contact us at [smcedu@american.edu](mailto:smcedu@american.edu) or call us at AU Social Media Club President Alex Priest at 270-287-1307.**

# M: SLS11 TARGETED SPONSORS

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## **Corporate/Media Sponsors:**

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AARP  
APCO  
The Atlantic  
Baked & Wired  
Booz Allen Hamilton  
Bourbon Coffee  
Burson-Marsteller  
Carousel 30  
Chinatown Coffee  
Clearspring  
Consumer Electronics Association  
Qorvis  
Costco  
David All Group  
Deloitte  
Discovery Communications  
Edelman  
eWay Direct  
Facebook  
Fedex-Kinkos  
UPS  
Fleishman-Hillard  
Georgetown Cupcake  
Georgetown Bagelry  
Giv.to  
Google  
Human Rights Coalition  
iStrategyLabs  
JESS3  
LinkedIn  
Living Social  
Mashable  
Microsoft  
MS&L Groupe  
National Geographic  
National Journal  
Network Solutions  
New Media Strategies  
New York Times  
NPR  
ONA  
OPOWER  
Politico

Politics and Prose  
PRSA  
RedPeg Marketing  
Sisarina  
Social Media Club  
Spectrum Science  
Starbucks  
Sunlight Foundation  
SweetGreen  
TBD  
TechChange  
TechCocktail  
The Hill  
UN Foundation  
USA Today  
USIP  
VitaCoco  
WAMU  
Washington Post  
Whole Foods  
Wired Magazine

## **American University Clubs/Departments:**

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AbroadCircle  
Alpha Kappa Psi  
AU Marketing  
AU Marketing Association  
Bender Library  
Career Center  
Center for Social Media  
COTELCO  
CTRL  
The Eagle  
JLAB  
PRSSA  
Social Enterprise Initiative  
Student Union Board  
Sustainability Office

# M: SLS11 TARGETED SPONSORS

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## **Administration:**

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CAS Administration  
Kogod Administration  
SIS Administration  
SOC Administration  
SPA Administration

## **Other School Groups:**

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GW Communication Scholars  
George Mason "PR"emier  
Communications  
George Mason American Marketing  
Association  
UMD American Marketing Association

# N: AUCC BUDGETS SUBMITTED

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AU-SMCEDU

September 2010 Budget Application

## Club Overview

The AU Social Media Club (AU-SMCEDU) is a brand new organization this year. It has two primary objectives: **First**, to teach American University students, faculty, and staff how to efficiently and effectively use social media for personal and professional goals and **secondly**, to advocate for new teaching methods utilizing social media and new technologies within American University. We believe that, for far too long educators have forced students to adapt to old methods of teaching—it is time for educators to adapt to the modern ways students are learning. Instead of viewing social media as a distraction, it's time to accept the fact that it has staying power, and find ways to utilize it as a resource for enhancing our higher education.

As we begin recruiting for our membership body, we hope to attract students from all across the university with an interest not just in social networks (e.g. Twitter, Facebook, LinkedIn, etc.) but also those with interest in simply being social and being on the cutting edge of our information-centric generation, regardless of their school of study.

In terms of events, we look forward to hosting guest speakers from the D.C. social media community, including those who have used social media and technology for entrepreneurship, social good, business, international relations, and more. We also hope to hold numerous workshops for students and faculty alike, providing both an introduction and advanced training in the use of social media for networking, business, teaching and more. Finally, we plan to collaborate closely with faculty and the university administration to integrate more advanced technology and social media into the classroom.

## Future Plan

At this point, everything falls under the category of "Future Plan," but in the immediate future we plan to:

- Market heavily for recruitment leading up to our first general meeting on Tuesday, September 28, 2010.
- Begin planning for our first two events, to be held in October, a speaker panel and a social media workshop, open to the entire university community.
- Design a comprehensive website and blog for the organization, as well as the relevant social media accounts.
- Connect the American University chapter to similarly focused organizations within the city.
- Begin planning for a regional conference, hopefully to be held at American University in April 2011.
- Begin building strategic partnerships with D.C.-area public relations firms, new media marketing companies, strategic consulting firms, government agencies, non-profit groups, and more.

# N: AUCC BUDGETS SUBMITTED

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AU-SMCEDU

September 2010 Budget Application

## Fiscal Plan for September-October 2010

Although we have not been in existence long enough to accurately evaluate a fiscal plan for the entire 2010-2011 academic year, we have identified the following immediate expenses as we work to launch the organization and build our membership. Our expenses will likely be higher for this period of the year than in the future budgetary periods. All itemized expenses are estimated.

### Marketing

Facebook Ads	200
Printing	50
<b>Total</b>	<b>\$250</b>

### Website

Template Design	100
Domain Registration	20
Web Hosting	70
<b>Total</b>	<b>\$190</b>

### Events

Food	150
Discretionary Expenses	100
<b>Total</b>	<b>\$250</b>

<b>Total Budget Request</b>	<b>\$800</b>
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In the future, we plan to hold at least one fundraiser for the academic year and plan to receive significant contributions from event co-sponsors and corporate sponsors.

# N: AUCC BUDGETS SUBMITTED

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AU-SMCEDU

October 2010 Budget Application

## Club Overview

The AU Social Media Club (AU-SMCEDU) is a brand new organization this year. It has two primary objectives: **First**, to teach American University students, faculty, and staff how to efficiently and effectively use social media for personal and professional goals and **secondly**, to advocate for new teaching methods utilizing social media and new technologies within American University. We believe that, for far too long educators have forced students to adapt to old methods of teaching—it is time for educators to adapt to the modern ways students are learning. Instead of viewing social media as a distraction, it's time to accept the fact that it has staying power, and find ways to utilize it as a resource for enhancing our higher education.

Our first club meeting, held September 28, showed that the American University student body is interested in social media and more importantly interested in bringing social media to the classroom. The first meeting had 25 members attend and 85 people have expressed interest in the organization.

In terms of events, we look forward to hosting guest speakers from the D.C. social media community, including those who have used social media and technology for entrepreneurship, social good, business, international relations, and more. We also hope to hold numerous workshops for students and faculty alike, providing both an introduction and advanced training in the use of social media for networking, business, teaching and more. Finally, we plan to collaborate closely with faculty and the university administration to integrate more advanced technology and social media into the classroom.

## Semester Plan

- Continue to market heavily to the student body.
- Organize our November 3, Twitter 101 workshop, which will be an event open to the entire university community. It will help students grasp Twitter and some of its practical uses.
- Continue planning our speaker panel, which will have some DC professionals share their experiences with social media.
- Design a comprehensive website and blog for the organization, as well as the relevant social media accounts.
- Connect the American University chapter to similarly focused organizations within the city.
- Begin planning for a regional conference, hopefully to be held at American University in April 2011.
- Begin building strategic partnerships with D.C.-area public relations firms, new media marketing companies, strategic consulting firms, government agencies, non-profit groups, and more.

# N: AUCC BUDGETS SUBMITTED

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AU-SMCEDU

October 2010 Budget Application

## Fiscal Plan for October-November 2010

Although we have not been in existence long enough to accurately evaluate a fiscal plan for the entire 2010-2011 academic year, we have identified the following immediate expenses as we work to launch the organization and build our membership. Our expenses will likely be higher for this period of the year than in the future budgetary periods. All itemized expenses are estimated.

<b>Marketing</b>	
Facebook Ads	\$200
Hashtag the Campus	50
<b>Total Marketing</b>	<b>\$250</b>
<b>Website</b>	
Template Design	\$100
Domain Registration	20
Web Hosting	70
Logo Design	150
<b>Total Website</b>	<b>\$340</b>
<b>Events</b>	
Food for (2) meetings (25-85 people)	\$200
Discretionary Rxpenses	100
Gifts for panel speakers (4 people)	50
Food for events (workshop/panel)	200
<b>Total Events</b>	<b>550</b>
Total expenses	\$1,140
Money in reserve	(400)
<b>Total budget request</b>	<b>\$740</b>

In the future, we plan to hold at least one fundraiser for the academic year and plan to receive significant contributions from event co-sponsors and corporate sponsors.

# N: AUCC BUDGETS SUBMITTED

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**AU-SMCEDU**

**February 2011 Budget Application**

## **Club Overview**

The AU Social Media Club (AU-SMCEDU) is now in its second semester of operation and the club has set some lofty goals for this semester. AU-SMCEDU aims to teach American University students, faculty, and staff how to efficiently and effectively use social media for personal and professional goals and secondly, to advocate for new teaching methods utilizing social media and new technologies within American University.

The events this semester aim to expose students to social media and get them more involved in the conversation. Beginning February 1<sup>st</sup> we launched our “Hashtag the Campus Campaign” which will encourage students to check-in to different locations on campus and provide tips and advice to other students. The campaign will consist of poster promotion and end with a prize for the most active participant based on check-ins, tweets, and value of their content. Each spot on campus will receive its own hashtag, which will allow us to monitor the conversations. In case you do not know a hashtag is a term or phrase denoted with a # sign, it is used to Twitter to serve as a searchable entity. I have included a hashtag poster, but I’m sure you’ll see plenty more around campus

Our biggest event this semester is our Social Learning Summit, which will be held April 1-3. This event will gather students, faculty, and DC professionals to discuss the use of social media and figure out ways to incorporate it into the classroom. The expected attendance of this event is around 200 people and tickets will cost \$10. I have included relevant conference materials such as our sponsorship paper work and information sheet.

We have continued to hold regular meetings and have a number of smaller events planned for the semester. One upcoming event is our LinkedIn panel and discussion. This will be a two-part event scheduled for February and March that serve as a lead-up to the big conference in April.



# N: AUCC BUDGETS SUBMITTED

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## Fiscal Plan February – May

### Marketing

Facebook Ads for Conference and Hashtag the Campus	\$200
Printed materials (50+ HQ, color posters for Hashtag)	100
	<b>\$300</b>

### Events

Hashtag the Campus (Posters, Prize)	\$300
Social Learning Summit (Event Budget included)	2,970
LinkedIn Event (food, gifts for panelists)	150
	<b>\$3,317.84</b>

### Current Finances

Current Balance of OFAS	<b>\$334.85</b>
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### Budget Allocation Request

Expected spending	\$3,952.69
Minus: Expected sponsorship for SLS	(2,000)
Minus: Current budget	(334.84)
<b>Budget Allocation Request</b>	<b>\$1,617.85</b>

# N: AUCC BUDGETS SUBMITTED

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## SLS Conference Budget

### Friday – Butler Boardroom (200 people)

- Bon Appétit Catering (min. 10 days notice)

- Cash Bar – Looks like a NO
- Servers – not needed if no china
- Delivery charge - \$20 is Butler in MGC?
- Food
  - ♣ Hot Skewers \$2.35/person (45)
  - ♣ Vegetable \$2.75/person (20)
  - ♣ Tartlets \$2.25/person (30)
  - ♣ Potato bites \$1.75/person (20)
  - ♣ Empanadas \$3.50/person (40)
  - ♣ Mini quiche \$2.50/person (45)

**Food/catering subtotal: \$621.50**

- Drinks
  - ♣ Juice Bar \$12.00/gallon (2)
  - ♣ Thirst quenching \$13.65/gallon (2)
  - ♣ Soda & Juice \$1.65/each (50)

**Drinks subtotal: \$133.80**

- Decorations

- High tables (talk to Classroom Services)
- Signage
  - ♣ Posters 8.5x11 \$.59/poster (20)
  - ♣ Registration 8.5x11 \$.59/poster (3)
- Centerpieces – (unknown)
- Tablecloths
  - ♣ 52" Sq. = \$4.65 each (10)
  - ♣ Banquet = \$5.25 each (1)

**Tablecloth/decoration subtotal: >\$65.32**

### Saturday – SIS Building

- **Breakfast**

*Bon Appétit Option*

- Continental \$6.95/person (100)

### Sunday – SIS Building

- **Breakfast**

- Continental \$6.95/person (100)

**Breakfast subtotal: \$1,390**

### Signage

- Brochure (5pgs.) 8.5x11 \$3.00/per (350)
- Classroom sign (2-days) 11x17 \$.79/per (8)
- Registration (2-days) 8.5x11 \$.59/per (10)
- Name Labels (40/pack) \$3.00/pack (15)

**Signage Subtotal: \$1,107.22**

**Minimum budget estimate: \$3,317.84 (not including tax)**

# SOCIAL LEARNING SUMMIT 2011

Brought to you by the  
AU Social Media Club

April 1-3, 2011  
American University  
Washington, DC

# 0: SLS11 PROGRAM

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## Welcome to the Social Learning Summit.

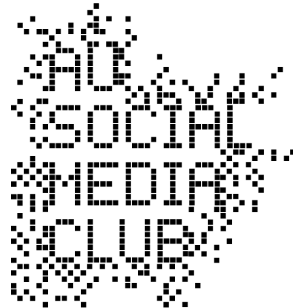
On behalf of the American University Social Media Club, I would like to thank you for joining us. The Social Learning Summit is our first major endeavor, and we could not be more excited to have you joining us for it this weekend. With this Summit, we hope to bring students, educators, and professionals together for informal conversation around the broad spectrum of topics at the intersection of social media, technology, innovation, and education.

We've brought together some of the best minds in all these fields, as well as in politics, advocacy, international affairs, and more for what we hope will be an outstanding, groundbreaking, and fun weekend of dialogue.

Thanks to our outstanding sponsors and speakers, we have a lot to offer you this weekend. We hope you'll take full advantage of it by attending these sessions with an open mind, lots of questions, and a healthy interest in better learning.

Thank you again for coming, and enjoy the weekend!

- Alex Priest, President, AU Social Media Club (@alexpriest)



## What is **Social Learning**?

Welcome to the social age. Bolstered by technology, our communications are now instantaneous. Think about that. Individuals all over the world are being empowered with a digital voice. People are connecting and forming communities through social media. Individuals are effectively becoming their own publishing houses online. And all this happens instantaneously. Over **250 million websites**. **140 million tweets** per day. More than **500 million Facebook users**, creating and sharing **30 billion pieces** of content a month. Wholly monumental.

These accessible, attractive and universal technologies have redefined social learning.

For the last century, social learning theory has argued that learning takes place in a social context, through observational modeling and imitation of superiors. Indeed, we believe the best type of learning is conversational. It is collaborative. It is social and encourages close communication between educator and novice to explore new topics, expose erroneous beliefs, and bring clarity to current events. However, amidst the use of social media for booming enterprise and world revolutions, the wide array of digital tools have been largely unengaged for the purpose of learning.

It is time we learn from each other and with each other about what's next in education.

The American University Social Media Club seeks to work with educators, students, and professionals to integrate these revolutionary new social teaching methods which utilize social media and new technologies into higher education. The Social Learning Summit was organized to bring awareness to this growing movement of individuals looking towards the future of social media curriculum in higher education.

Let the conversations begin.

# 0: SLS11 PROGRAM

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## Schedule Overview

### Friday, April 1 (Mary Graydon Center)

7 p.m. **Kickoff Networking Reception, Keynote, and Panel**  
*Mary Graydon Center 2-6*

### Saturday, April 2 (New SIS Building)

8 a.m. Registration and Breakfast Provided by Dunkin' Donuts  
*SIS Atrium*

9 a.m. **Keynote Panel:** Radical Education | *Founder's Room*

11 a.m. Breakout Session 1:

- When Parents Tweet: The Social Media Generation Gap | *Room 102*
- Becoming Budding Bloggers | *Room 113*
- Slacktivism or Activism? Liking Our Way to a Better World | *Room 120*

12:30 p.m. Lunch Break | *Friedham Quadrangle*

1:30 p.m. Breakout Session 2:

- The Facebook Candidate: Public Lives in Public Office | *Room 102*
- Tweet Your Way to the Top: Social Media and the Job Search | *Room 113*
- The Child Named Facebook: Social Media and the Rest of the World | *Room 120*

3:30 p.m. Breakout Session 3:

- Social Startups: Startups and Social Media | *Room 102*
- Going Green on the Social Web: Advocating for the Earth and Science | *Room 113*
- Practice Safe TEXT: Safe Practices for the Social Media Generation | *Room 120*

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### Sunday, April 3 (New SIS Building)

8 a.m. Registration and Breakfast Provided by Dunkin' Donuts  
*Atrium*

9:30 a.m. Breakout Session 1:

- Transparent Politics: Governing in a New Media World  
*Room 102*
- Peace Through Tweets: Peacebuilding and Crisis Management in a Connected World | *Room 113*
- YouTube, Vimeo and Vevo, Oh My! Social Media on Camera | *Room 120*

11 a.m. Lunch Break | *Friedham Quadrangle*

12 p.m. Breakout Session 2:

- Where Do You Draw Your Line? Defining TMI on Social Networks | *Room 102*
- The Connected Classroom | *Room 113*
- The NEW Media: Journalism in the Social Age  
*Room 120*

2 p.m. Breakout Session 3:

- A Social Bill of Rights: Civil Rights and Social Media  
*Room 102*
- An App for Everything: Mobile's Role in Higher Ed  
*Room 113*
- Blogging the District: How to be Hyperlocal | *Room 120*

4 p.m. **Closing Keynote Panel:** What's Next? | *Founder's Room*

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# 0: SLS11 PROGRAM

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## Friday, April 1 | 7PM

### NETWORKING RECEPTION

*Mary Graydon Center 2-6*

### KEYNOTE: Peter Corbett, CEO, iStrategyLabs

*Mary Graydon Center 2-6*

### PANEL: SMCEDU 101

*Mary Graydon Center 2-6*

The Social Learning Summit has only been an idea until this point. It all started with the Social Media Club's SMCEDU Project. This panel will discuss what SMCEDU is, why it matters and how education will never be the same.

- **Moderator:** Peter Corbett, CEO, iStrategyLabs (@corbett3000)
- Eddie Lee, Social Media Producer, U.S. Dept. of Education
- Yong Lee, Acting Director, SMCEDU (@yongclee)
- Alex Priest, President & Founder, AU-SMCEDU (@alexpriest)
- Scott Talan, Asst. Professor, AU School of Communication (@talan)

## Saturday, April 2 | 9AM

### KEYNOTE PANEL: RADICAL EDUCATION

*SIS Founder's Room*

This opening keynote panel will discuss the current state of higher education, the rapid evolution of modern education with social media and technology, and the radically new and innovative ideas being promoted by some of those in the social media world, including the AU Social Media Club.

- **Moderator:** Sarah Kessler, Reporter, Mashable (@sarahfkessler)
- Patrick Foster, Digital Solutions, USA TODAY College (@mrpattyfoster)
- Jon Hussey, Manager of Web Communications, AU (@auwebmanager)
- Yong Lee, Acting Director, SMCEDU (@yongclee)
- Andi Narvaez, SMCEDU Advisory Board Member (@andinarvaez)
- Scott Talan, Asst. Professor, AU School of Communication (@talan)
- Rhonda Zaharna, Asst. Professor, AU School of Communication

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## Saturday, April 2 | 11AM

### WHEN PARENTS TWEET: THE SOCIAL MEDIA GENERATION GAP

*SIS Room 102*

We've all reached that inevitable moment in our lives when we're faced with a huge decision: whether to accept our parents friend request on Facebook. This panel will discuss the alleged "generation gap" in social and digital media. Does it exist? Does it matter?

- **Moderator:** Channele Schneider, ThereFromHere (@writerchanelle)
- Miranda Gale, Online Director, AU-SMCEDU (@mirandagale)
- Patrick Foster, Digital Solutions, USA TODAY College (@mrpattyfoster)
- Alejandra Owens, Blog Managing Director, AARP (@frijolita)
- Debbie Weil, Social Media Consultant (@debbieweil)

### BECOMING BUDDING BLOGGERS | SIS Room 113

Sure, Facebook and Twitter are hot topics today, but blogging is still at the heart of social media and online communication. This panel will explore the how and why of blogging for students, and explore how blogging itself can be used to learn from each other and with each other.

- **Moderator:** Kaitlin Carpenter, AU Student (@suchthekaitlin)
- Jessica Darmawan, AU Student
- Winston "Stone" Ford, CouchSessions (@couchsessions)
- Andi Narvaez, SMCEDU Advisory Board Member (@andinarvaez)
- Chris Richards, Music Critic, Washington Post (@chris\_\_richards)

### SLACKTIVISM OR ACTIVISM? LIKING OUR WAY TO A BETTER WORLD | SIS Room 120

Some have suggested today's youth are a generation of "slacktivists". Activists in name only, using the "like" button and tweets as forms of protest. Is this generation of students less motivated to truly act than in the past? Or are they simply armed with different tools?

- **Moderator:** Tyler Gray, Social Media, Bivings Group (@tylergray)
- Angelo Carusone, Campaign Director, Media Matters (@stopbeck)
- Christie Garton, Editor & Blogger, USA TODAY (@usatkindness)
- Richard Graves, Director, Fired Up Media (@richardgraves)
- Asher Huey, New Media, New Partners (@asherhuey)
- Sarah Kessler, Reporter, Mashable (@sarahfkessler)
- Alan Rosenblatt, Online Advocacy, CAP Action Fund (@drdigipol)
- Megan Yarbrough, Online Campaigns Associate, M+R (@misshealth)

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# 0: SLS11 PROGRAM

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## Saturday, April 2 | 1:30PM

### **THE FACEBOOK CANDIDATE: PUBLIC LIVES IN PUBLIC OFFICE** *SIS Room 102*

Today's politicians have a lot to keep in mind when running for office. This panel will discuss today's "Facebook Candidates" and how the public world of social media has impacted modern political elections.

- **Moderator:** Sam Tift, AU Student (@usmiddleclass)
- Krystal Ball, Democratic Strategist (@krystalball1)
- Asher Huey, New Media, New Partners (@asherhuey)
- Alan Rosenblatt, Online Advocacy, CAP Action Fund (@drdigipol)
- Susan Page, Washington Bureau Chief, USA TODAY (@susanpage)
- Greg Pinelo, Partner, GMMB (@gregpinelo)
- Dave Stroup (@davestroup)

### **TWEET YOUR WAY TO THE TOP: SOCIAL MEDIA AND THE JOB SEARCH** | *SIS Room 113*

80% of today's jobs come from networking. Do you think social media plays a role in your future? This discussion will focus on strategies and stories of how social media can impact your future career.

- **Moderator:** Geoff Silverstein, Marketing, AU Career Center (@thegmax)
- Brittany Cooper, Director of Recruitment, NMS (@brittanycooper)
- Heather Coleman, Comm. Specialist, CorpComm, Inc. (@heathercoleman)
- Greg Cypes, Director of Product, Clearspring (@gregcypes)
- Jason Parker, Brazen Careerist (@jasonhparker)
- Charles Purdy, Monster Careers (@hotjobs\_editor)
- Scott Talan, Asst. Professor, AU School of Communication (@talan)

### **THE CHILD NAMED FACEBOOK: SOCIAL MEDIA AND THE REST OF THE WORLD** | *SIS Room 120*

We've all seen the impacts of social networks in Egypt, Tunisia, and Libya. This panel takes an international perspective on social media, and our panelists will explore these issues and more.

- **Moderator:** Amanda Zimmer, VP of Comm., AU-SMCEDU (@ayeemzee)
- Kendall Byl, AU Student (@kendallbyl)
- Tracy Johnson, Booz Allen Hamilton (@tjohns06)
- Pallavi Kumar, Asst. Professor, AU School of Communication (@pdkdc)
- Stefy Narvaez (@fairtrdestefy)
- Amy Phillips, Social Pollen (@amydpp)
- Nicole Pulley, AU Student (@nicolepulley)

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## Saturday, April 2 | 3:30PM

### **SOCIAL STARTUPS: STARTUPS AND SOCIAL MEDIA** | *SIS Room 102*

In a catch-up-or-catch-you-later environment, social media's involvement in business is vital. Business is increasingly social, and we'll be joined by some outstanding DC startups who are doing it right.

- **Moderator:** Greg Saperstein, AU Student (@gsaperstein)
- Andrew Bates, EyeTraffic Media (@andrewbates)
- Allen Gannett, Founder, Splash Networks (@allengannett)
- Chris Golden, Founder, MyImpact (@chrisgolden)
- Peter Lamotte, President, GeniusRocket (@peterlamotte)
- Gwanhoo Lee, Assoc. Professor, Kogod (@gwanhoolee)
- Michael Mayernick, Co-Founder, Spinnakr (@mmayernick)
- Matt Zimmer (@mattzimmer)

### **GOING GREEN ON THE SOCIAL WEB: ADVOCATING FOR THE EARTH AND SCIENCE** | *SIS Room 113*

Social media can do a lot more for the environment than just saving paper. We'll explore how social media has been used and can be used as an effective outlet for environmental and scientific causes and advocacy.

- **Moderator:** Jamie Vernon, Science Advocate (@jivernonphd)
- Kelly Barrett, Spectrum Science (@kellyalysia)
- Danielle Brigida, Digital Marketing Manager, NWF (@starfocus)
- Chris O'Brien, Director of Sustainability, AU (@greenau)
- Margaret Rubega, University of Connecticut (@profrubega)

### **PRACTICE SAFE TEXT: SAFE PRACTICES FOR THE SOCIAL MEDIA GENERATION** | *SIS Room 120*

There are many ways to use social media, but some are riskier than others. With social communities growing, so are potential dangers. This discussion will provide insight to how to do social media safely and responsibly.

- **Moderator:** Tracy Brisson, CEO, Opportunities Project (@oppspjproject)
- Jill Foster, LiveYourTalk (@jillfoster)
- Andy Hasty, Honors Paralegal, FTC
- Andi Narvaez, SMCEDU Advisory Board Member (@andinarnvaez)
- Eric Novotny, Sr. Vice President, CRDF Global
- Alejandra Owens, Blog Managing Director, AARP (@frijolita)
- Keith Petri, eBrandingMe (@ebrandingme)

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# 0: SLS11 PROGRAM

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## Sunday, April 3 | 9:30AM

### **TRANSPARENT POLITICS: GOVERNING IN A NEW MEDIA WORLD** *SIS Room 102*

Running for office is one thing, but governing is a whole different story. This panel takes a look at Gov2.0 and how social media is changing the way our politicians actually try to get things done.

- **Moderator:** Sam Tift, AU Student (@usmiddleclass)
- Wayne Moses Burke, Exec. Dir., Open Forum Foundation (@wmburke)
- Rory Cooper, Dir. of Comm., Heritage Foundation (@rorycooper)
- Justin Herman, Phase One Consulting Group (@justinherman)
- Natalie Grantham Jennings, WhoRunsGov (@capiappe)
- Aaron Keyak, Dir. of Comm., Congressman Steve Rothman (@akeyak)
- Daniel Morgan, Phase One Consulting Group (@dsmorgan77)
- Rachel Van Dongen, Editor, WhoRunsGov (@whorunsgov)

### **PEACE THROUGH TWEETS: PEACEBUILDING AND CRISIS MANAGEMENT IN A CONNECTED WORLD** | *SIS Room 113*

Want to change the world? Some say social media is helping us do just that. From building peace to managing crises, social media is playing a key role in making the world a little bit better place. This panel will talk about how it's doing this, and how you can get involved in the process.

- **Moderator:** Jessica Darmawan, AU Student
- Daryn Cambridge, Int'l Center on Nonviolent Conflict (@daryncambridge)
- Craig Hayden, Asst. Professor, AU School of Int'l Service
- Nick Martin, TechChange (@ncmart)
- Anand Varghese, U.S. Institute of Peace (@vargheseanand)
- Ashleigh Zimmerman, Seeds of Peace

### **YouTube, Vimeo and Vevo, Oh My! Social Media On Camera** *SIS Room 120*

This panel will explore all aspects of social media behind the camera, whether that's on the set, on YouTube, or in public speaking when that recording light is flashing.

- **Moderator:** Megan Ackerman, VP, AU-SMCEDU (@missmeganemily)
- Caty Borum Chattoo, Asst. Professor, AU School of Comm (@catybc)
- Larry Engel, Assoc. Professor, AU School of Communication (@engelfilm)
- Joe Gizzi, Marketing Strategist, NMS (@districtjoe)
- Paul Klein, Asst. Mgr., E Street Cinema (@ptklein)
- Tod Plotkin, Founder, Green Buzz Agency (@greenbuzzagency)

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## Sunday, April 3 | 12PM

### **WHERE DO YOU DRAW YOUR LINE? DEFINING TMI ON SOCIAL NETWORKS** | *SIS Room 102*

How much is "too much information" on social media? We're bringing some of the most colorful people on the social web to talk about what they think is too much, and how to set standards for your social media activity.

- **Moderator:** Lara Ramos, Asst. Dir of Employer Outreach, AU Career Center (@larathere)
- Megan Ackerman, Vice President, AU-SMCEDU (@missmeganemily)
- DC Debbie (@dcdebbie)
- Shana Glickfield, Partner, BeeKeeper Group (@dcconcierge)
- Stef Woods (@citygirlblogs)

### **THE CONNECTED CLASSROOM** | *SIS Room 113*

People can learn a lot through social media, including sometimes what they're learning in class. This discussion will showcase ideas and innovations incorporating social media and technology into today's modern classroom.

- **Moderator:** Scott Talan, Asst. Professor, AU SOC (@talan)
- Derrick Cogburn, Assoc. Professor, AU SIS (@derrickcogburn)
- Sarah Kessler, Reporter, Mashable (@sarahfkessler)
- Shannon Mouton, Topaz Consulting (@shannonrenee)
- Raul Pacheco-Vega, University of British Columbia (@raulpacheco)
- Jenn Pedde, Community Manager, MSW@USC (@jpedde)
- Ethan Pew, Visiting Asst. Professor, Kogod (@ethanpew)

### **THE NEW MEDIA: JOURNALISM IN THE SOCIAL AGE** | *SIS Room 120*

Today's world is all about new media and social media, but how does this impact the old media? This panel takes a look at how social media is, and has already, revolutionized the journalistic landscape.

- **Moderator:** Nicole Pulley, AU Student (@nicolepulley)
- Paul Brandus, West Wing Report (@westwingreport)
- Glenna DeRoy, Social Media Analyst, USA TODAY (@ghderoy)
- Hemal Jhaveri, AME Digital and Social Media, POLITICO (@hemjhaveri)
- David Johnson, Asst. Professor, AU SOC (@darthcheeta)
- Andrew Pergam, Editorial Director, J-Lab (@pergam)

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# 0: SLS11 PROGRAM

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## Sunday, April 3 | 2PM

### **A SOCIAL BILL OF RIGHTS: CIVIL RIGHTS AND SOCIAL MEDIA**

*SIS Room 102*

Social networks have become a phenomenal resource for standing up for what you believe in, including civil rights and equality. Some of the best advocates around talk about how social media brings about social civil rights.

- **Moderator:** Ben Loeb, Treasurer, AU-SMCEDU (@loebben)
- Adam Bink, Dir. of Online Programs, Courage Campaign (@adamjbink)
- Regina Holliday, Health Advocate (@reginaholliday)
- Asher Huey, New Media, New Partners (@asherhuey)
- Bradley Moss, James Madison Project
- James Walker, Socially Diverse (@jaywalk1)
- Shireen Mitchell (@digitalsista)

### **AN APP FOR EVERYTHING: MOBILE'S ROLE IN HIGHER ED**

*SIS Room 113*

With an iPhone or Android in seemingly every pocket, today's popular mobile slogan is "an app for everything." Perhaps this applies for education, too. This panel will explore how mobile devices and technology fit into the classroom equation, if at all.

- **Moderator:** Greg Saperstein, AU Student (@gsaperstein)
- Ali Allage, Boost Labs (@ali\_allage)
- Vince Buscemi, VP Client Services, Mindgrub Tech (@vincebuscemi)
- Glenna DeRoy, Social Media Analyst, USA TODAY (@ghderoy)
- Barg Upender, Mobomo (@bargupender)
- Aram Zucker-Scharff, Community Mgr. Student Media, George Mason University (@chronotype)

### **BLOGGING THE DISTRICT: HOW TO BE HYPERLOCAL | SIS Room 120**

DC has some of the best examples of "hyperlocal" blogs, blogs covering a small, unique area in an in-depth an insightful way. Some of DC's best hyperlocal voices chat about why they do what they do, and how students can get more involved in their community.

- **Moderator:** Alla Goldman, Bivings Group (@allagoldman)
- Amy Melrose, Free in DC Blog (@freeindcblog)
- Matt Rhoads, Borderstan (@borderstan)
- Amos Snead, Famous DC (@amosnead)
- Dave Stroup (@davestroup)
- Justin Young, ReadySetDC (@readysetdc)

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## Sunday, April 3 | 4PM

### **CLOSING KEYNOTE PANEL: WHAT'S NEXT?**

*SIS Founder's Room*

After two days of breakout sessions, outstanding panelists, guest speakers and conversation, we have to ask: what's next? Where do we go from here, and how can we make higher education better? Where does social learning fit in? We'll tackle these questions and more in our closing keynote panel.

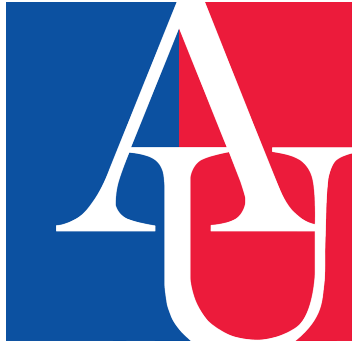
- **Moderator:** Yong Lee, Acting Director, SMCEDU (@yongclee)
- Andrea Baker, AIIM (@immunity)
- Greg Cypes, Director of Product, Clearspring (@gregcypes)
- Glenna DeRoy, Social Media Analyst, USA TODAY (@ghderoy)
- Joe Gizzi, Marketing Strategist, NMS (@districtjoe)
- Rey Junco, Lock Haven University (@reyjunco)
- Andrea Meier, Social Media and Content Marketing Manager, Blackboard, Inc. (@andreaajm)

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# 0: SLS11 PROGRAM

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Thank You, **AU!**



Tremendous thanks to American University for not only hosting the 2011 Social Learning Summit, but for being the generous home of the American University Social Media Club. Thank you for providing the opportunity, the resources, and the open-minded and innovative environment needed for this kind of fresh thinking to thrive.

Special thanks to the following departments and offices:

- American University Career Center (@aucareercenter)
- American University Marketing and Communications (@americanu)
- American University Media Relations (@aumedia)
- Bender Library (@aulibrary)
- COTELCO (@cotelco)
- J-Lab (@jlab)
- K-LAB: Kogod Leadership and Applied Business
- Kogod School of Business (@kogodbiz)
- Office of Campus Life / Student Activities (@auactivities)
- School of Communication (@au\_soc)
- School of International Service
- School of Communication Office of Partnerships and Centers
- Social Enterprise Initiative
- Student Activities Marketing (@auactivities)
- University Event Scheduling

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A Little **Recognition** for  
All This **Hard Work**

Special shout outs to the following outstanding members of the American University Social Media Club, who worked so very hard to make the Social Learning Summit a reality.

- Megan Ackerman\* (@missmeganemily)
- Julia Berk (@juliajoy830)
- Sommer Brugal (@sbrugal)
- Kendall Byl (@kendallbyl)
- Kaitlin Carpenter (@suchthekaitlin)
- Jessica Darmawan
- Miranda Gale (@mirandagale)\*
- Morgan Gress (@morgangress)
- James Hare (@harej)
- Lauren Krizel (@laurenkrizel)
- Ben Loeb (@loebben)\*
- Paula Lopez (@paulamlopz)
- Colin Musselman (@musselshuffle)
- Christy Nguyen (@christyannawynn)
- Alex Priest (@alexpriest)\*
- Nicole Pulley (@nicolepulley)
- Jessica Rybka (@jessjrybka)\*
- Greg Saperstein (@gsaperstein)
- Sam Tift (@usmiddleclass)
- Chloe Troia (@chloetroia)\*
- Angela Varela (@angeladelosol)
- Ali Villalobos (@alivilla)
- Ashley Wolos (@ashleyaw)
- Amanda Zimmer (@ayeemzee)\*

Additional thanks to the incredible AU faculty and staff who have helped us along the way:

- Caty Borum-Chattoo (@catybc)
- Derrick Cogburn (@derrickcogburn)
- Lauren Feldman (@lfeldman17)\*\*
- Jon Hussey (@auwebmanager)
- David Johnson (@darthcheeta)
- Pallavi Kumar (@pdkdc)
- Juana Merlo (@moipaprika)
- Ethan Pew (@ethanpew)
- Gemma Puglisi (@puglisigemma)
- Geoff Silverstein (@thegmax)
- Scott Talan (@talan)\*\*
- Jamie Vernon (@jlvnonphd)
- Rhonda Zaharna

\* Executive Board Member

\*\* Faculty Advisor

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# 0: SLS11 PROGRAM

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## SPECIAL THANKS TO OUR SPONSORS



A GANNETT COMPANY



Special thanks to Yong Lee (@yongclee) for the inspiration behind SLS11, Professors Scott Talan (@talan) and Lauren Feldman (@lfeldman17) for their incredible support, and Asher Huey (@asherhuey) for helping secure food trucks for the Summit!

# P: SLS11 SPEAKER'S LETTER

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Dear speaker's name:

The **American University Social Media Club** cordially invites you to speak at the **Social Learning Summit**

This weekend-long conference, **April 1-3, 2011**, aims to bring together **students, educators, and professionals** to learn from each other and with each other about the broad range of topics at the intersection of **education, innovation, and social media**. Events will be held at American University are open to the general public.

With your expertise, we would like for you to be a part of the following panel(s):

<u>Panel Name</u>	<u>Date and Time</u>
-------------------	----------------------

Please contact me if you have any further questions (your email and/or phone number). As soon as you confirm that you are able to participate, I can send you the code to sign up for your **free** speaker ticket. I sincerely hope you can join us for this important conversation about social media and (insert topic here).

I look forward to hearing from you!

Thank you,

Your name

Your email

**AU Social Media Club**



# Q: SLS11 SPEAKER INSTRUCTIONS

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Alex Priest <president@ausmcedu.org>

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## PLEASE READ: Important Details About the 2011 Social Learning Summit

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Alex Priest <president@ausmcedu.org>  
To: Miranda Gale <gale.miranda@gmail.com>

Sat, Apr 30, 2011 at 10:32 PM

Dear Moderator and Panelists,

Thank you so much for agreeing to be a part of our first [Social Learning Summit](#)! We're thrilled to have you speak at American University, and we hope that you'll enjoy the experience of speaking as much as we will enjoy learning from you and with you. Please read this **entire** email very carefully, as it includes important details regarding this weekend's events. If you have any questions at all, you may reply directly to this email, or contact your **primary contact** (details below).

First, I wanted to take this opportunity to introduce you each to each other (emails can be found in the To: field above):

- **Moderator:** Moderator Name, Title, Company (@twitterhandle [linked])
- Panelist 1, Title, Company (@twitterhandle)
- Panelist 2, Title, Company (@twitterhandle)
- Panelist 3, Title, Company (@twitterhandle)
- Panelist 4, Title, Company (@twitterhandle)
- Panelist 5, Title, Company (@twitterhandle)

Moderators: Please use this opportunity to introduce yourself and how you would envision the flow of the conversation to take place. You don't need to provide panelists with specific questions you will ask, but give them an idea of the topics you would like to cover--and pay close attention to their feedback in advance of the summit!

Panelists: Please take this opportunity to introduce yourself further, if you'd like, and use this email chain to discuss what topics each of you would like to focus on and what conversation would be of most value to **you** at the Summit.

In addition, I have cc'ed your **primary contact** for the Summit, **[name]**. This person will be your primary contact person for any questions you have specifically regarding your panel, the structure of the conference, and logistics of the session itself. They can be reached at [email address].

### YOUR PANEL

Your panel, [title], is an exciting topic! This particular breakout session is scheduled for [time] on [date] in [room number] in the **American University new School of International Service building**.

Important: If you have not yet registered for the Summit, please do so **as soon as possible**! We need everyone registered—including speakers—so we can have an accurate number of name badges, seats, and food on hand. You may register on our Eventbrite page (<http://sls11.eventbrite.com>) using the promo code **SLS11\_SPEAKER** for your free ticket.

### STRUCTURE

# Q: SLS11 SPEAKER INSTRUCTIONS

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Please do your best to arrive to your panel's assigned room, [room number], at least five minutes before the start of your panel at [time of panel] on [date of panel]. This will help us ensure that the entire weekend's events run smoothly and on time.

We envision the Social Learning Summit as a very informal atmosphere, where panelists and audience members should feel comfortable in **conversation** with each other. **This is not a lecture.** That said, please feel free to give a brief (5-10 minutes, max) introduction to yourself and your area of expertise. The remainder of the panel session (each breakout session is 1.5 hours long) will be devoted to moderator questions and questions from the audience.

Computers and LCD projectors will be in every room, and you may also use these to present PowerPoint presentations, videos, and more. Volunteers will be on hand to assist you in setup, but please be prepared to bring your own PowerPoint presentations on flash drives, or make them accessible via Web-based email or Dropbox, as we will **not** be storing or setting these up for you in advance of your panel. We recommend that you do your best to arrive to your room **10 minutes early** if you have a PowerPoint file, etc. so as to take care of any last minute issues that may arise.

Moderators: Please notify your panelists when **10 minutes remain** in the breakout session. This will allow sufficient time to wrap up the conversation and quickly answer any last-minute questions from the audience.

## GETTING HERE

American University is located at **4400 Massachusetts Avenue, NW**, in northwest Washington, DC. A Google Map of the two key buildings for the Summit (allowing you to create your own personalized directions) is available here: [http://bit.ly/SLS\\_Map](http://bit.ly/SLS_Map)

Free parking is available for those **driving to the campus**:

- For the kickoff event, at 7pm on Friday, April 1, the best place to park will be in the **sports center parking garage**. To enter the parking garage, enter campus via the **Massachusetts Avenue entrance**, across from the Katzen Arts Center. Continue driving through the tunnel and make an immediate u-turn at the end to enter the parking garage. If possible, park on the **second level** of the parking garage and follow the signage to the Campus Bookstore. Through that door, walk outside the glass doors to the concrete bridge, and take the next right to enter the glass doors into Mary Graydon Center. Walk directly across the hall to the other end of the building, and MGC Rooms 2-6 are in the rear left corner of the building.
- For each conference day, Saturday April 2 and Sunday April 3, the best place to park will be in the **SIS parking garage**, underneath the new School of International Service building. You may enter this parking garage at the intersection of Nebraska and New Mexico Avenues, NW. Once parked, take the elevator up to the lobby area for registration, the keynote panels, and breakout session rooms.

For those taking the **Metro** to American University, please take the **red line** to the **Tenleytown-AU** stop. Exit the metro from the South/East exit, taking an immediate left at the top of the long escalator. Keep walking forward to the street, and the American University shuttle stop. This free shuttle bus (clearly marked) operates every 15 minutes and will take you to the main campus of American University. If you have questions about where to get off the shuttle bus, the drivers will gladly let you know and point you in the right direction. If you take the metro to AU, please allow for **at least 30 minutes** to get from the metro station to campus, as shuttles are (unfortunately) not always on time, nor always consistent about arriving at perfect 15 minute intervals.

If you have any further questions about getting to American University, please reply to this email or feel free to give **Alex Priest** a call at [270-287-1307](tel:202-287-1307).

## HOSPITALITY at the SOCIAL LEARNING SUMMIT

# Q: SLS11 SPEAKER INSTRUCTIONS

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Speakers have access to our hospitality room, located on the second floor in **[Room Number]**. Feel free to take advantage of this room at any time for drinks, quick snacks, or just to relax.

## ATTEND

We're thrilled to have you come speak, but we also want you to *attend*! Please stick around and take advantage of the other outstanding panels and speakers we have lined up for the conference. Check out the full conference program here: <http://sls11.sched.org>

## SPREAD THE WORD

Although the date is getting *very* close, we hope to continue promoting registration even up to the dates of the Summit. We **will** accept registrations at the door, and for American University students, we will accept Eaglebucks as payment. Keep in mind the Summit is only **\$10**, and all attendees (including you!) will receive a free copy of *The Big Book of Social Media Case Studies, Stories and Perspectives*, as well as free Dunkin' Donuts breakfast on Saturday and Sunday and free PopChips throughout the weekend. In addition, we have several **food trucks** that will be coming to campus during the lunch breaks on Saturday and Sunday!

As you well know, a Facebook status update and a tweet can go a long way. So please help us out by doing one (or all!) of the following:

- RSVP to the Social Learning Summit on Facebook: <http://on.fb.me/SLS11Event>
- "Like" the Social Learning Summit on Facebook: <http://facebook.com/sociallearningsummit>
- Tweet about the Social Learning Summit using the #SLS11 hashtag and pointing readers to any of the following links:
  - <http://ausmcedu.org/sls11>
  - <http://sls11.eventbrite.com>
  - <http://sls11.sched.org>
- "Like" the AU Social Media Club on Facebook: <http://facebook.com/ausmcedu>
- Follow the AU Social Media Club on Twitter: [http://twitter.com/au\\_smcedu](http://twitter.com/au_smcedu)

## THANK YOU

Thank you so much again for being a part of this exciting new conference, and contributing to the success of our new organization. We're so happy you've chosen to share your expertise with the students, educators, and professionals attending the 2011 Social Learning Summit, and we hope it will be as enjoyable an experience for you as it--hopefully!--will be for all those attending.

Thanks again, and see you this weekend!

All the best,

Alex Priest  
President, AU Social Media Club

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# R: SLS11 POINT OF CONTACT LETTER

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Miranda Gale <gale.miranda@gmail.com>

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## IMPORTANT INFO: Social Learning Summit Point of Contacts

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Megan Ackerman <megan@ausmcedu.org>

Fri, Apr 1, 2011 at 12:14 AM

To: alex@ausmcedu.org, gale.miranda@gmail.com, jd5807a@student.american.edu, lek289@gmail.com, marketing@ausmcedu.org, st3061a@student.american.edu, amanda.m.zimmer@gmail.com, bl3676a@student.american.edu, Greg Saperstein <gregsaperstein@gmail.com>

Hello Point of Contacts,

First off, I want to thank you so much for volunteering to take on this important task.

I have some important things that I need to go over with all of you, so please take the time ASAP to read this over:

### CONTACT YOUR PANEL

You should all be getting your inbox filled with messages from the people that are on your panel. If you are not, please let me know ASAP! If you are, I suggest you introduce yourself to everyone now via e-mail so that it is an easy in-person introduction. If you have already introduced yourself, please reach out to the panel again - remind them to come to the networking reception TOMORROW (Friday, April 1) from 7-9PM in MGC 2-6. Also, please remind your panelists of a few other things: 1) that their ticket is good for the entire weekend. 2) to check the panelist page on the AU-SMCEDU website: <http://ausmcedu.org/sls11/for-panelists/> 3) Please inform your panelists that we will have the panels streaming live (information to access the stream will come soon) and they will also be recorded.

### AT SLS

Your job as point of contact for a panel is to ensure that everything goes smoothly during the panel. This means that you will have to make sure the room is set up properly (chairs are in order, the panelist table has the right amount of chairs, microphones, that the name tents are set up for the panelists, and that the projector and computer are set-up and working properly) You will also need to all the moderators and panelists are in the room 5-10 minutes before the panel is scheduled to begin - I suggest you email the moderator for your panels and ask them to come in 10-15 minutes earlier so that you can get their presentation set up on the computer (if applicable). While the panel is taking place, we expect you to stay in the room for the *entire* session. If you are comfortable with doing so (and are not a moderator or panelist as well), we would love to have you live-tweet your session! Just use the #SLS11 hashtag and ask your panel for another identifying tag to use with the #SLS11 tag (i.e. #SLS11 #SLS11video).

### TECH RUN-THROUGH

As mentioned above, one job is to make sure the computers and projectors are working properly. We will be having a tech run-through with people from A/V **TOMORROW at 5:15PM**. I would *really* like you all to be there, but I understand if you are unable to do so



# R: SLS11 POINT OF CONTACT LETTER

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due to prior engagements. If this is the case you need to let me know ASAP so that I can arrange to have a separate run-through with you. If you can attend, please meet in MGC 2-6, A/V will be setting up for the kick-off and will walk us over to SIS to show us what to do. If after the lesson you have issues, you can call ext. 2296 and they will send someone to help (I suggest writing that number down).

## **PROBLEMS?**

As the next three days are going to be EXTREMELY hectic, I may be less available via email & Twitter. If you're having problems and need an ASAP answer, please call or text me - [\(818\) 516-1377](tel:8185161377) I'd rather you call me then have an important question or problem go unanswered.

Please let me know if you are able to attend the tech run-through and if you have any questions please let me know.

Thanks!

Megan

## **Megan Ackerman**

Vice President, [AU Social Media Club](#)  
[twitter.com/au\\_smcedu](https://twitter.com/au_smcedu) | [facebook.com/ausmcedu](https://facebook.com/ausmcedu)  
[megan@ausmcedu.org](mailto:megan@ausmcedu.org)  
[\(818\) 516-1377](tel:8185161377)

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# S: THE NEW SIS BUILDING

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# T: SLS11 KICKOFF EVENT



## SOCIAL LEARNING SUMMIT 2011

April 1-3  
American University

### FRIDAY April 1

[View Full Schedule](#)

7:00PM  
to 9:00PM

#### SLS11 Networking and Kickoff

**Type:** [Reception](#)

**Venue:** [Mary Graydon Center 2-6 \(4400 Massachusetts Ave. NW\)](#)

Join us for the 2011 Social Learning Summit Kickoff! With networking, light hors d'oeuvres, an outstanding keynote speech by Peter Corbett, CEO of DC's own [iStrategyLabs](#), and a rockstar panel, we hope to kick off our first annual SLS with a bang.

**Featuring:**

**Speaker/Moderator: Peter Corbett, CEO, iStrategyLabs (@corbett3000)** - Peter Corbett is the founder and CEO of [iStrategyLabs](#) - an interactive agency that develops creative solutions to clients' challenges and brings them to life in the digital and physical world. He's widely known for his creative marketing approaches coupled with a deep technical background, and a focus on civic innovation through community building.

**Eddie Lee, Social Media Producer, United States Department of Education** - Eddie Lee is the social media producer for the U.S. Department of Education and the Youth Outreach Coordinator for the White House Initiative on Asian Americans and Pacific Islanders. His documentaries and online videos have been viewed over 1 million times on YouTube. He is also the co-founder of a non-profit video production group called the Jubilee Project, which produces online viral videos to raise awareness and funds for non-profit organizations. In eight months, he produced 40 videos that received 940 thousand views and raised over 22 thousand dollars for non-profit organizations. He was a state New Media director on the Obama campaign where he produced over 75 online videos. He graduated Harvard University in 2009 with a bachelors degree in government.

**Yong Lee, Acting Director, SMCEDU (@yongclee)** - Yong Lee is a graduate of the University of Maryland, Baltimore County, where he received a B.S. in Information Systems. A former software developer, he currently directs [Social Media Club for Education \(SMCEDU\)](#), an initiative that seeks to advance social media in higher education. He hosts a weekly Twitter chat on these topics every Monday at 12:30pmET under the #smcedu hashtag. Yong also serves as a project assistant in the [Center for New Designs in Learning and Scholarship \(CNDLS\)](#) at Georgetown University.

**Alex Priest, President and Founder, AU Social Media Club (@alexpriest)** - Alex is the founder and president of the AU Social Media Club. An American University senior, Alex is pursuing a dual-degree in marketing and public communications, with a minor in statistics. Alex has a passion for not only social media, but for learning and for finding innovative ways of improving higher education. In the past, he's worked with Senate Majority Leader Harry Reid, the American Legacy Foundation, MS&L PR, the Consumer Electronics Association, TechChange, and the United States Institute of Peace.

**Scott Talan, Assistant Professor, AU School of Communication (@talan)** - Scott Talan, MPA, has worked in media, PR, and communications in four distinct fields: TV News, Politics, Nonprofits and Higher Education. Scott worked at the United Nations, Harvard University and the New Mexico Legislature. He recently served as the Director of Communications for the National Association of Schools of Public Affairs. Before news, Talan was as an elected city council member and Mayor of Lafayette, California. His first career was in nonprofit communications working for the March of Dimes. Talan received his Master in Public Administration from Harvard's Kennedy School of Government, studied broadcast journalism at Stanford after getting his BA from the University of California at Davis.

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# U: SLS11 GIVEAWAYS AND PROMO

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# U: SLS11 GIVEAWAYS AND PROMO

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## U: SLS11 GIVEAWAYS AND PROMO

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# V: SLS11 KICKOFF REMINDER

---



Miranda Gale <gale.miranda@gmail.com>

---

## Join Us As We Kick Off the Social Learning Summit Tomorrow Night!(Copy)

---

AU Social Media Club <contact@eventbrite.com>  
Reply-To: smcedu@american.edu  
To: gale.miranda@gmail.com

Sat, Apr 30, 2011 at 9:37 PM



Dear Registered Guests of the **2011 Social Learning Summit**,

Thank you so much for registering for this exciting event! You are one day away from an action-packed weekend filled with top-notch speakers, exceptional networking, and fantastic food.

We wanted to remind you that the Kick-Off Networking Reception is **tomorrow Friday, April 1 at 7PM** in the Mary Graydon Center at American University. Mingle with students, educators, and professionals while you munch on light hors d'oeuvres. [Peter Corbett](#), CEO of DC's own [iStrategyLabs](#) will give the keynote speech, followed by an exceptional group of panelists.

Our panel will feature **Eddie Lee**, Social Media Producer for the US Department of Education, [Yong Lee](#), acting director of the Social Media Club for Education, [Alex Priest](#), President and Founder of the AU Social Media Club and [Scott Talan](#), Assistant Professor at AU's School of Communication.

Those driving to American University may park in the main sports center parking garage for free. Look for the signs to the Mary Graydon Center from the parking garage and make your way to the first floor, where signs will guide you to the event.

This Kick-Off Networking Reception marks the beginning of a history-making weekend, so don't miss it! And in the mean time, keep the #SLS11 conversation going on [Twitter](#), [Facebook](#) and LinkedIn and let everyone know where you'll be spending your weekend!

See you soon!

- The AU Social Media Club

### THE DETAILS:

**Event:** Social Learning Summit 2011 Kick-Off!

**Date:** Friday, April 01, 2011 at 7:00 PM - 9:00 PM

**Location:**  
American University  
School of International Service  
4400 Massachusetts Ave NW  
Washington, DC 20016

**For more information click here:** [Social Learning Summit 2011](#)

# W: SLS11 DAY 1 WRAP UP

---



Miranda Gale <gale.miranda@gmail.com>

---

## Thank You for Making Day 1 of #SLS11 a HUGE Success!

---

AU Social Media Club <contact@eventbrite.com>

Sat, Apr 2, 2011 at 6:52 PM

Reply-To: smcedu@american.edu

To: gale.miranda@gmail.com



Dear SLS11 Attendees and Registered Guests,

After an outstanding kickoff event and one incredible day of panels, networking, and more, I think we can safely say that the **2011 Social Learning Summit** is a HUGE success! Thank you all for being a part of this exciting and groundbreaking event. A few stats from the first day, as of 6:30pm, courtesy of the [Bivings Group](#):

- **3769 tweets** from **519 people**
- **3165 mentions** of the AU Social Media Club
- Became a **trending topic** in Washington, D.C. on Twitter

Without your attendance and participation, this would never have been possible! We've definitely gotten the attention of Washington, D.C. and the education community and likely made waves across the country.

But it's not over!

### TOMORROW

Please join us for our second and final day of the Social Learning Summit tomorrow! We're kicking things off again with **registration at 8am**, with a fresh round of breakout sessions starting promptly at 9:30am.

We'll again have fresh **Dunkin' Donuts** donuts and coffee in the morning, **PopChips** throughout the day, and more food trucks (Big Cheese, Eat Wonky, BBQ Bus) for lunch! Huge thanks again to all our sponsors, including **USA TODAY**, **Deloitte**, **New Media Strategies**, **iStrategyLabs**, the **Social Media Club**, **TechChange**, **AbroadCircle**, **CoolBlue Press**, **Greg's List**, the **AU PRSSA**, **Tech Cocktail**, and **Mashable**.

### BRING FRIENDS

Don't forget, it's not too late to attend the Social Learning Summit. Tomorrow is going to be an incredible day of more panels and networking and we'll happily take registrations at the door!

### THANK YOU TO OUR VOLUNTEERS

A HUGE thanks to all of our incredible volunteers who joined us today to make this event as awesome as it has been. We're looking forward to seeing you again tomorrow, and we hope you're feeling as accomplished and proud of this event as we are.

### FEEDBACK

Thoughts on the first day? [Let us know!](#) We want to do everything we can to make this the best experience for you that we can.



## X: SLS11 POSTERS

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# #SLS11

Join us **April 1-3** at **American University** for the

# SOCIAL LEARNING SUMMIT 2011



**MORE INFO:** <http://ausmcedu.org/sls11>

**REGISTER:** <http://sls11.eventbrite.com>

If you have questions about  
**access**, the **event**  
or need to request  
**disability accommodations**  
please contact  
[smcedu@american.edu](mailto:smcedu@american.edu)



This weekend-long conference aims to bring together **students**, **educators**, and **professionals** to learn **from** each other and **with** each other about what's coming **next** in **education**.



# X: SLS11 POSTERS

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# X: SLS11 POSTERS



Join us **April 1-3** at **American University** for the  
**SOCIAL LEARNING SUMMIT 2011**  
AT THE NEW SCHOOL OF INTERNATIONAL SERVICE

This weekend-long conference aims to bring together **students, educators, and professionals** to learn **from** each other and **with** each other about what's coming **next** in **education**.

**MORE INFO:** <http://aumcedu.org/sls11>  
**REGISTER:** <http://sls11.eventbrite.com>

If you have questions about **access**, the **event** or need to request **disability accommodations**, please contact [smcedu@american.edu](mailto:smcedu@american.edu)



# RETHINK THE CLASSROOM

higher education, meet the 21st century

---

Join us **April 1-3** at **American University** for the

## SOCIAL LEARNING SUMMIT 2011

brought to you by the **American University Social Media Club**

**MORE INFO:** <http://ausmcedu.org/sls11>

**REGISTER:** <http://sls11.eventbrite.com>

This weekend-long conference aims to bring together  
**students, educators, and professionals**  
to learn **from** each other  
and **with** each other about

# what's next in education.



# RETHINK THE CLASSROOM

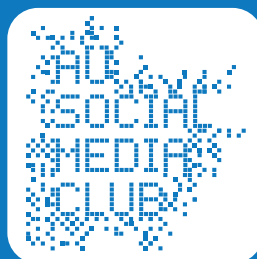
higher education, meet the 21st century

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Join us **April 1-3** at **American University** for the

# SOCIAL LEARNING SUMMIT 2011

brought to you by the **American University Social Media Club**



What's IS the **Social Learning Summit**? Flip me over!



## Z: SLS11 USA TODAY INSERT

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This weekend-long conference aims to bring together **students, educators, and professionals** to learn **from** each other and **with** each other about **what's next in education.**

**MORE INFO:** <http://ausmcedu.org/sls11>  
**REGISTER:** <http://sls11.eventbrite.com>

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# AA: SLS11 “10 REASONS” BLOG POST

## 10 Reasons Why You Should Attend the Social Learning Summit

Megan Ackerman | Mar 29, 2011 | 1 comment

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Tweet 30

10Share

So, I'm sure by now you have seen it on [Twitter](#), on [Facebook](#), in the hallways and on bulletin boards around the [American University](#) campus, and you've probably heard by word of mouth (or so we hope). Still not quite sure what the [#SLS11](#) is or why you should care to go?

Well, here are the **10 reasons to convince you why you shouldn't miss the Social Learning Summit** coming up this weekend.

### 10) FREE DUNKIN' DONUTS

Nope... you didn't read that wrong! I will say it again, **FREE Dunkin' Donuts!** We understand that 8AM is a difficult time for many of you college students and parents (and anyone with a social life), but thanks to our awesome sponsors, Dunkin' Donuts ([@DCDunkin](#)), we will have free doughnuts and coffee on [Saturday](#) and [Sunday](#) morning. Consider it our thank you from us to you for getting up so early during your beloved weekend.



### 9) MORE FREE STUFF

I know what you're thinking: *more* free stuff? Yep! We really want to make sure you come to SLS11 a happy camper, and so do our sponsors! Thanks to CoolBlue Press, we're giving **every** attendee a **FREE** copy of ["The Big Book of Social Media Case Studies, Stories, and Perspectives."](#) And, we're giving you some awesome [AU Social Media Club](#) stuff that **no one** else has! Get excited.



### 8 ) NETWORKING

Whether you're a student, professor, or professional, your friends on Twitter and Facebook can never be "too big"! Since we're all so social online, let's get social in person too! This conference is going to be a great opportunity for you to meet your favorite Tweepers! Join us **Friday, April 1 at 7PM in MGC 2-6** for an awesome **Networking Reception**. If you check-in on [FourSquare](#), I'm sure you'll find a few of your other "digital friends" in the crowd! Don't stress if you don't get to meet everyone on Friday- the entire weekend is one big networking opportunity. Stick around after a panel and introduce yourself to the panelists, or you can also tweet them and say hello from afar... but we don't advise that.

### 7) THE PANELS

Have you seen the list of panels?! They are amazing! We cover topics about social media and [education](#), [politics](#), [job searching](#), and even defining [TM!](#) You know what, I am just going to let the panels speak for themselves. Take a look at the [schedule](#) and then come back to this. It'll be here, I promise.

# SCHEDULE

# AA: SLS11 “10 REASONS” BLOG POST

## 6) THE PANELISTS AND MODERATORS

Go back to the schedule, and look at the panelists and moderators. We spent a lot of time begging these people to come here and tell you what they know (and they know a lot), so you should probably come and hear what they have to say. Plus, I know you're dying to see the [man](#) behind the tweets for American University ([@AmericanU](#)), hear where [DC Debbie](#) draws her TMI line, and hear from the guy who tweets as [@StopBeck](#).

## 5) GET AHEAD OF THE CURVE

We'd like to assume that if you're reading this, you're pretty on top of your social media mark. But maybe you're not. Or maybe you know the platforms and just aren't sure how to use them to get a job or to enhance your educational experience. Well, look no further for answers. This is exactly what the conference is all about! We want to teach **you** how to do all these things so you can get ahead of the curve and know what's coming up in education!



## 4) FOOD TRUCKS

What is it about Food Trucks and Social Media that goes together so well? We don't know, but we realized that it's a fact and thought we'd bring them to YOU! During the lunch break on [Saturday](#) (12:00PM-1:00PM) and [Sunday](#) (11:00AM-12:00PM) we'll have different food trucks serving their deliciousness on the Quad! (psst... tell your friends, the trucks will be serving everyone at AU, not just those coming for the conference!)

## 3) 1,500 BAGS OF POPCHIPS

Let's just say [popchips](#) ([@popchips](#)) is awesome, and for some reason loves us so much, they filled [Alex Priest's](#) apartment with 1,500 bags of popchips for you to enjoy for FREE during the conference.



## 2) \$10

With the economy as bad as it is, \$10 for free Dunkin' Donuts, books, popchips, and swag on top of the awesome networking and learning experiences you'll get, I'd say you're getting a pretty good deal. So stop buying your daily Americano's between now and Friday and you'll have enough to get in! If you don't get your allowance until the 1<sup>st</sup>, you're still good – we'll have registration available at the doors!

## 1) BE A PART OF HISTORY

Ok, I know it sounds cheesy, but seriously! You can be a part of history by coming to this conference! It's the first social media conference to be run entirely by [students ever](#). That's a big deal! Plus, we're betting we can make it a trending topic on Twitter! Don't you want to be able to check-in, tweet, and brag about how awesome you are for being at [#SLS11](#)? Well, I'll think you're pretty cool...

But if I haven't convinced you yet, take a look at what others are saying about the conference [here](#)!

And now that you're convinced, you can register by clicking this button below:





# BB: SLS11 HOMEPAGE



## AU SOCIAL MEDIA CLUB

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### Social Learning Summit

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## SOCIAL LEARNING SUMMIT 2011

Please join us for the first annual **Social Learning Summit**, brought to you by the American University Social Media Club.

**Date:** April 1-3, 2011

**Location:** American University School of International Service

This weekend conference, April 1-3, 2011, aims to bring together **students, educators, and professionals** to learn from each other and with each other about what's next in education. Topics will cover a wide range of issues at the intersection of **education, innovation, and social media**, including what's happening in classrooms now, what's coming next, and what's happening in fields such as advocacy, international affairs, politics, and more.

Speakers for the event include representatives from all our incredible sponsors (below), as well as other organizations and schools in the D.C. area and beyond. That makes for an outstanding lineup of speakers from **USA TODAY**, Mashable, American University, AARP, the National Wildlife Federation, Spectrum Science, WhoRunsGov, ClearSpring, GeniusRocket, and many, many more.

We hope to make the inaugural Social Learning Summit accessible for **everyone**, and all proceeds from the conference will go toward conference expenses and for future programming of the American University Social Media Club. All are invited and encouraged to join us for the event, whether for one workshop or for every session throughout the course of the weekend.

Follow the AU Social Media Club on Twitter (@au\_smcedu) and on Facebook for updates, and keep an eye on the #SLS11 hashtag, the official hashtag for the 2011 Social Learning Summit. Questions, concerns, or ideas? Let us know at smcedu@american.edu.

# REGISTER SCHEDULE

#### Special Thanks to Our Sponsors:

And extra thanks to SCHED\*, the event calendar software powering our conference schedule.



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## SOCIAL MEDIA CLUB

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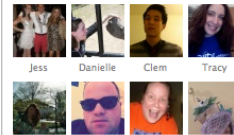
you by the American University Social Media Club. This weekend conference, April 1-3, 2011, aims to bring together students, educators, and professionals to learn from each other and with each other.

March 27 at 1:23pm

**Social Learning Summit** Hey, check out our insert in today's USA Today! If you're at AU, be sure to grab your paper.



175 people like Social Learning Summit.



Facebook social plugin

#### Social Learning Summit 2011 #sls11 on Twitter

**citygirlblogs @JoshuaBauder**  
Thanks so much for the shoutout! Loved your recap of #s11 and happy you'll be pursuing your social media goals!  
yesterday · reply · retweet · favorite

**AU\_SMCEU** An RT Word Tree from #s11 using Many Eyes: <http://www-958.ibm.com/v...>  
// THIS IS AWESOME.  
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**transportgooru RT @alexpriest:**  
Woah. An RT Word Tree from #s11 using Many Eyes: <http://www-958.ibm.com/v...>  
// THIS IS AWESOME. cc @mirandagale @missmeganemily  
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**MissMeganEmily RT @AU\_SMCEU:** An RT Word Tree from #s11 using Many Eyes: <http://www-958.ibm.com/v...>  
// THIS IS AWESOME.  
7 hours ago · reply · retweet · favorite

**mirandagale RT @alexpriest:**



Join the conversation

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## Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Attendee <a href="#">more info</a>	Ended	\$10.00	\$1.49	N/A
Bronze Kilobyte Sponsor <a href="#">more info</a>	Ended	\$250.00	\$0.00	N/A
Gold Megabyte Sponsor <a href="#">more info</a>	Ended	\$500.00	\$0.00	N/A
Platinum Gigabyte Sponsor <a href="#">more info</a>	Ended	\$1,000.00	\$0.00	N/A
Diamond Terabyte Sponsor <a href="#">more info</a>	Ended	\$5,000.00	\$0.00	N/A

## Event Details

### The 2011 Social Learning Summit

Please join us for the **first annual Social Learning Summit**, brought to you by the American University Social Media Club.

This weekend conference, April 1-3, 2011, aims to bring together **students, educators, and professionals** to learn from each other and with each other about the broad swath of topics at the intersection of **education, innovation, and social media**.

We hope to make the inaugural Social Learning Summit accessible to **everyone**, and all proceeds from the conference will go toward conference expenses and for future programming of the American University Social Media Club. **All** are invited and encouraged to join us for the event, whether for one workshop or every session throughout the course of the weekend.

Guest speakers for the conference hail include speakers from local companies such as [Clearspring](#), media companies such as the [Washington Post](#), American University and other schools, and some of the most prolific Twitter-ers in DC.

View the [full schedule for the conference HERE](#).

## When

Friday, April 01, 2011 at 7:00 PM

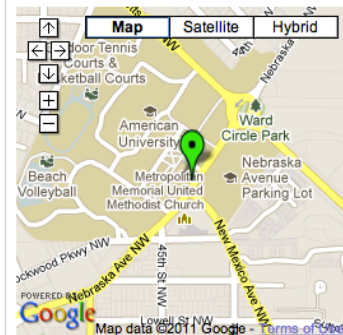
- to -

Sunday, April 03, 2011 at 5:00 PM (ET)

[Add to my calendar](#)

## Where

**American University**  
School of International Service  
4400 Massachusetts Ave NW  
Washington, DC 20016



Other Maps:

[Yahoo](#) | [Mapquest](#) | [Microsoft](#)

# DD: SLS11 SCHED\* PAGE



## SOCIAL LEARNING SUMMIT 2011

April 1-3  
American University

### SATURDAY April 2 ▼

8:00 AM	Registration / Breakfast
9:00 AM	Keynote Panel: Radical Education
10:30 AM	Break
11:00 AM	Becoming Budding Bloggers Slacktivism or Activism? Liking Our Way to a Better World When Parents Tweet: The Social Media Generation Gap
12:30 PM	Lunch Break
1:30 PM	The Child Named Facebook: Social Media and the REST of the World The Facebook Candidate: Public Lives in Public Office Tweet Your Way to the Top: Social Media and the Job Search
3:00 PM	Break
3:30 PM	Going Green on the Social Web: Advocating for the Earth and Science Practice Safe TEXT: Safe Practices for the Social Media Generation Social Startups: Startups and Social Media

[Sign up](#) or [log in](#) to create your schedule, see your friends and meet other attendees.

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# DD: SLS11 SCHED\* PAGE



## SOCIAL LEARNING SUMMIT 2011

April 1-3  
American University

### SUNDAY April 3 ▼

8:00 AM	Registration / Breakfast
9:30 AM	Peace Through Tweets: Peacebuilding and Crisis Management in a Connected World Transparent Politics: Governing in a New Media World YouTube, Vimeo and Vevo, Oh My!: Social Media on Camera
11:00 AM	Lunch Break
12:00 PM	The Connected Classroom    The NEW Media: Journalism in the Social Age Where Do You Draw Your Line? Defining TMI on Social Networks
1:30 PM	Break
2:00 PM	A Social Bill of Rights: Civil Rights and Social Media An App for Everything: Mobile's Role in Higher Ed Blogging the District: How to Be Hyperlocal
3:30 PM	Break
4:00 PM	Closing Keynote Panel: What's Next?

[Sign up](#) or [log in](#) to create your schedule, see your friends and meet other attendees.

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# EE: SLS11 SAVE THE DATE

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0

Important updates for the 2011 Social Learning Summit.



## Save the Date for the 2011 Social Learning Summit!

We're thrilled to announce the 2011 Social Learning Summit, to be held **April 1-3, 2011** at **American University in Washington, D.C.** The conference will bring together **students, educators and professionals** to learn together and from each other about the most pressing issues at the intersection of **social media, technology and education**.

Prepare for an exciting weekend of innovation, insight and networking hosted by the [AU Social Media Club](#). Click the button below to get on the list early and [be the first to know](#) when registration opens for the conference. Sponsors, speakers, and the full conference schedule will be announced soon!

Be the **first to know**  
when registration goes live!  
**Click here** to add your  
name to the list.

<http://bit.ly/sls11>

Please share this announcement with your friends by [forwarding this email](#) or use the buttons below to share on Twitter and on Facebook! We hope you're as excited about the 2011 Social Learning Summit as we are.

[f Like](#) [t Tweet](#)

## Interested in sponsoring?

We'd love to work with you! Please check out our [fact sheet about the conference](#) as well as our list of [sponsorship packages](#), and then [shoot us an email](#) (or just reply to this one) to get the ball rolling. We can't wait to hear from you.

# FF: SLS11 FACEBOOK PAGE

## SOCIAL LEARNING SUMMIT 2011

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About

Bringing together students, educators and professionals to learn together a...

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WAMU 88.5 - American University Radio



Kogod School of Business (American)



American University Library



USA Today

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Social Learning Summit

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Social Learning Summit Showcases SOC | American University  
[www.american.edu](http://www.american.edu)  
Career Center News Detail

April 8 at 10:21am · Like · Comment

Vivian Matz likes this.



Aris Kyriakopoulos

Day 1 of Social Learning Summit was amazing!! Can't wait for more goodness on Day 2!

April 2 at 5:36pm · Like · Comment

Megan Ackerman and Social Learning Summit like this.



Isabel Saldarriaga

Great Work! Congratulations!

April 3 at 1:07pm · Like · Comment

Megan Ackerman and Greg O'Neill like this.



Jacob Shapiro

Hey everyone! Join this Social Learning Summit group, an excellent Facebook way to connect with everyone both at and away from the conference!



April 2 at 12:02pm · Like · Comment

Jacob Shapiro An amazing platform to brand your messages and interact with others while everyone focuses on the Summit

# GG: SLS11 PUBLICITY AND PR

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## AU Social Media Club Social Learning Summit 2011

**Event Date:** Friday, April 1, 2011 - 7:00pm - Sunday, April 3, 2011 - 5:00pm

**RSVP:** RSVP Required

Cost

Price: \$10.00



### American University

**Venue Address:**

4400 Massachusetts Avenue NW

Washington, DC 20016

United States

See map: [Google Maps](#)

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[American University Social Media Club](#).



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We hope to make the inaugural Social Learning Summit accessible to **everyone**, and all proceeds from the conference will go

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## Upcoming 2011 Social Media Conferences & Events (March 2011)

Submitted by Social Media Club Reporter on Tue, 03/29/2011 - 12:41pm

### Featured Events

- April 1-3, 2011 - **Social Learning Summit 2011** (Washington D.C. USA)

This weekend conference, April 1-3, 2011, aims to bring together **students, educators, and professionals** to learn from each other and with each other about what's next in education. Topics will cover a wide range of issues at the intersection of **education, innovation, and social media**, including what's happening in classrooms now, what's coming next, and what's happening in fields such as advocacy, international affairs, politics, and more.

**SOCIAL  
LEARNING  
SUMMIT 2011**

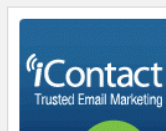
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 share

## SOCIAL LEARNING SUMMIT 2011

**April 1-3, 2011, Washington, DC:** Please join us for the first annual [Social Learning Summit](#), brought to you by the American University Social Media Club. This weekend conference will bring together students, educators, and professionals to learn from each other and with each other about a broad swath of topics at the intersection of social media, technology, and education. Speakers include professors, researchers, students, and professionals from all fields of study, and all are invited to attend. Registration is only \$10, so [register](#) today!



# GG: SLS11 PUBLICITY AND PR

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## Practicing Safe TEXT: Safe Practices for the Social Media Generation | Keith Petris Space

As the Founder/CEO of eBranding Me I am asked to speak on protecting students online reputations at various higher education institutions. This coming weekend is the [Social Learning Summit](#). Held by the Social Media Club at American University, the event is being sponsored by USA Today, Deloitte, New Media Strategies, Social Media Club, iStrategy Labs, Tech Change, Pop Chips, Cool Blue Press, Public Relations Student Society of America, Mashable, Abroad Circle, Tech Cocktail, Greys List D.C. and my favorite, Dunkin Doughnuts.



Alex Priest, the President of American University's Social Media Club, asked if I would be interested in being a part of the panel titled, "[Practice Safe TEXT: Safe Practices for the Social Media Generation](#)." I knew that I had to be a part of this event and felt that I could speak to the topic at hand. I am very excited to be involved in the inaugural event and invite any and all of my followers to attend – heck, reach out and ask to meet for coffee while I am in town!

Our society is building strong ties each and everyday between their on and offline personas. Unfortunately, this is creating a substantial divide between parents and their children – an education gap, if you will. Problems are arising from [educational acceptance](#) to [bullying](#). As a result, legal actions are being pursued and lives are being ruined. It is not only recommended that parents address these issues with their children at an early age, but necessary to ensure that child's safety and future.

### *Panel Topic*

There are many ways to use social media, but some activity is riskier than others. With social communities growing, so are the potential dangers. This discussion will provide insight to how to do social media safely and responsibly.

### *Featuring*

- **Jessica Darmawan, Student, American University** - Jessica Darmawan is a budding international blogger from Jakarta, Indonesia. With her passion for travel, she blogs about the world's largest archipelago, Indonesia, and its unique culture, natural landscape, traditional cuisine, and people. Within 6 months, [her blog](#) has grown to over 5,500 followers from all over the world. She hopes to work with Indonesia's Department of Tourism in the future to further expand her blog. Jessica is a Junior in the School of International Service at American University, and she hopes to use social media to promote causes.
- **Jill Foster, LiveYourTalk (@jillfoster)** - Cited by ForbesWoman as one of 30 women entrepreneurs to follow on [Twitter](#), Jill Foster is principal of [Live Your Talk](#); her work has been in conversation in The Washington Post, Huffington Post, Guardian UK, Washingtonian Magazine, and a range of media

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outlets. Believing strong communities come from strong conversations (and thus public speaking skill), Jill specializes in helping professionals in technical fields engage through public speaking.

- **Andy Hasty, Honors Paralegal, Federal Trade Commission** - Andy Hasty is an Honors Paralegal in the Federal Trade Commission's Bureau of Consumer Protection, where he supports numerous policy and enforcement efforts. Focused primarily on technology-related consumer protection issues, Andy monitors and reports on developments in interactive technology, and works on matters related to the emerging mobile marketplace. In addition, Andy helps manage OnGuardOnline.gov, a joint effort between the federal government and the technology industry to help computer users protect their personal information, secure their computers, and be on guard against Internet fraud. As part of the OnGuard Online team, Andy also participates in numerous government, non-profit, and industry events around DC. He holds a B.A. from the University of Virginia, and plans to go to law school in the fall.
- **Andi Narvaez, SMCEDU Advisory Board Member (@andinarvaez)** - Andi Narvaez is a social media and public relations professional. She currently serves on the advisory boards of Social Media Club DC and Social Media Club Education Connection, she is public relations chair for DC Twestival and works for Citizen Effect, a philanthropy startup dedicated to providing citizens with the tools and support they need to work directly with communities in need around the world. She is originally from Quito, Ecuador but moved to Washington, DC in 2009 to pursue a masters degree in Public Relations at University of Maryland. You can read her blog at [andinarvaez.com](http://andinarvaez.com) and follow her on Twitter [@andinarvaez](https://twitter.com/andinarvaez).
- **Eric J. Novotny, Senior Vice President, CRDF Global** - Eric J. Novotny is presently Adjunct Professor at SIS in the International Communication program. He is also Senior Vice President of CRDF Global, a not-for-profit foundation dedicated to international cooperation in science, technology and innovation. He is a graduate of Georgetown University and the University of Oxford.
- **Alejandra Owens, Blog Managing Director, AARP (@frijolita)** - Alejandra Owens is the Managing Director of AARP's 5 year old blog. She is also a member of AARP's Social Communications team providing strategic advice on the use of various social platforms. Alejandra is also a food blogger, regularly posting recipes on her own site [One Bite At A Time](http://OneBiteAtATime.com) and contributes to the neighborhood blog [Boderstan.com](http://Boderstan.com) as a food writer. She can be found on Twitter at [@frijolita](https://twitter.com/frijolita).
- **Keith Petri, eBrandingMe (@ebrandingme)** - Keith Petri, founder of [eBranding Me](http://eBrandingMe.com) and avid blogger, is a graduate of Skidmore College in Saratoga Springs, NY. His studies in business, economics and studio art, along with an affinity for marketing, technology and entrepreneurship, have led to his current passion for social media and the new rules of digital networking. Through his prior entrepreneurial pursuits, blogging and extensive networking, Keith has seen the need for educating his peers on creating a positive online presence. eBranding Me is the culmination of his efforts.

## About Keith Petri

Keith Petri, the founder of eBranding Me, is a graduate of Skidmore College in Saratoga Springs, NY. His studies in business, economics and studio art along with strong passions for marketing, technology and entrepreneurship led him to his current passion for social media and strong understanding of the new rules of networking. Through his prior entrepreneurial pursuits, recent blogging and extensive networking, Keith has seen the need for educating his peers on creating a positive online presence. eBranding Me is the culmination of his efforts.



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 [andrewpergam.wordpress.com](http://andrewpergam.wordpress.com) <http://andrewpergam.wordpress.com/2011/03/31/event-social-learning-summit-at-au-this-weekend>

## Event: Social Learning Summit at AU this Weekend | the pergam pages

March 31, 2011 · 1:53 am

If you're in D.C. this weekend, I can think of few reasons not to attend the Social Learning Summit at American University. In fact, the organizers — all A.U. students, by the way — have pulled together [10 reasons](#) why you *have to* be there.

I'll add an 11th: Me. I'm on a panel at 12 p.m. on Sunday about [journalism in the social age](#). (Full schedule [here](#).) And it's a helluva group assembled.

Here's the event's [description](#):

*This weekend conference, April 1-3, 2011, aims to bring together **students, educators, and professionals** to learn from each other and with each other about what's next in education. Topics will cover a wide range of issues at the intersection of **education, innovation, and social media**, including what's happening in classrooms now, what's coming next, and what's happening in fields such as advocacy, international affairs, politics, and more.*

Now I just have to figure out what journalism in the social age looks like...

## e.politics: online advocacy tools & tactics » The Great Debate: Activism vs. Slacktivism

March 14th, 2011

Here's a potential treat for our UK readers and anyone else going to the [eCampaigning Forum](#) in Oxford later this month: an [extended live debate about the nature and effectiveness of digital activism](#). Do the internet's "[weak ties](#)" provide the illusion of action at the expense of real change? Or do [electronic tools create the potential for a new politics](#), opening routes for new voices and new possibilities? Or of course, none of the above. From the debate's description:



*All activism depends on the belief and hope by participants that acting together will make a difference. With increasing debate and rhetoric around the influence and power of digital activism, what will the future be for this form of mobilisation if misinformed commentary or ill-conceived use of digital tools and networks attempt to undermine it?*

Sounds like fun! Interesting panel, too, with a mix of [activists, academics and critics](#). I'll keep an eye out for the video if it gets posted online. I think you can guess [how we feel about the subject around these parts](#).

– [cpd](#)

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## COMMUNICATIONS

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### Student Sees Future in Social Media

March 18, 2011

Honors student Alex Priest doesn't do anything halfway. In May, he'll graduate with not one, but two degrees: a BA in public communication from the School of Communication, and a BS in Business Administration from Kogod. He's made the Dean's list every semester. He has had several internships, even when studying abroad in Copenhagen. And he's been nominated for the prestigious American University [President's Award](#).

Last fall, he founded one of the fastest-growing student organizations on campus, the [AU Social Media Club](#) (AU-SMCEDU). With an eye to the future, he's considering starting his own media consulting firm, Hello Media, to ensure that wherever he lands after graduation, he can continue to work on the communication projects he loves. "How we communicate is what makes us human. And these [social media] allow us to do that better, faster, and make it more fun."

Priest's first internship was on Capitol Hill. Unlike many students who get their start responding to constituent letters or making coffee, he worked in U.S. Senator Harry Reid's war room in the Capitol Building. When he interned in the communications department of the American Legacy Foundation, best known for its "Truth" campaign against smoking, he put together case studies on how brands used social media to target consumers. His findings gave the organization new insight into where it could best reach its target audiences. "It was great to feel that not only did I gain standard communications skills, but I made a contribution to the institution," he says.

While studying abroad in Copenhagen in the fall semester of '09, he worked with international non-profits around the Climate Change Conference and Olympic deciding committee. Back in the states, as an intern at the [Consumer Electronics Association](#), Priest was CEA's official voice on Twitter for the 2011 International [Consumer Electronics Show](#). His Tweets were followed by 140,000 attendees.

AU has let Priest maximize his potential, he says. "Being at AU and living in Washington, DC has provided opportunities beyond my wildest dreams. From the incredible opportunities that I've had for demonstrating leadership on campus, to building a robust and thriving network of friends and colleagues in the DC professional community, my four years at AU have been some of the best of my entire life."

AU-SMCEDU is one of the first student chapters of "Social Media Club Education", a movement that seeks better learning using social media. "Today's students learn from each other online. But the traditional educational classroom model does not follow that," Priest says. "Social media - new communications tools overall - are so influential. They are such a leap forward, as big a jump as from snail mail to email."

The group's faculty advisor, SOC professor Lauren Feldman, says, "I have had the privilege of watching Alex, in just a matter of months, develop the Social Media Club from a kernel of an idea into a vital, prominent campus organization -- one which is teeming with student members, inspiring faculty interest, and earning the respect of outside professionals. Alex is a natural leader, with the ability to inspire and mobilize those around him."

One of the group's first events, a panel AU-SMCEDU held at the Ann Ferren Teaching Conference, inspired a professor to hold a snowed-out class on Facebook. Her subsequent blog post on the experience has now appeared on over 30 million users walls. A recent "Hashtag the Campus" contest generated over 1,800 tweets and over 4,000 mentions.

Feldman credits Alex with much of the early success of the group's upcoming "[Social Learning Summit 2011](#)" to be held on AU campus April 1-3. "For the conference, Alex has himself secured a number of high profile sponsors and speakers, and is doing a great job of keeping the Club's executive board on track in promoting the event and orchestrating the myriad other details integral to its success."

The weekend-long conference aims to bring together students, educators, and professionals to learn from each other and with each other about what's next in education. Confirmed speakers so far include Peter Corbett, CEO of iStrategy Labs, Danielle Brigida with the National Wildlife Federation, Tammy Gordon of AARP, Debbie Weil, and many other big names in the local and national social media community. Sponsors include Mashable, Deloitte and USA Today. Registration for the conference is \$10, and the [schedule](#) is available online. Those who can't make the conference can follow the AU Social Media Club on Twitter ([@AU\\_SMCEDU](#)) and on [Facebook](#) for updates, and keep an eye on the [#SLS11 hashtag](#).

Like

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 [socialmediahighered.com](http://www.socialmediahighered.com) <http://www.socialmediahighered.com/2011/03/7-questions-for-the-american-university-social-media>

## 7 questions for the American University Social Media Club - Association for Social Media & Higher Education

**Alex Priest** ([@alexpriest](#)), president of the club, and **Megan Ackerman** ([@MissMeganEmily](#)), vice president of the club, fielded questions and talked about whether using Twitter and Facebook during class amounts to a distraction or a teaching opportunity and how their club is a great reflection of what [American University](#) students are like.

### 1. ASMH: Who first came up with the idea to found AUSMCEDU and why?

**MA:** Alex Priest, the club's president, is also the club's founder. Alex has been involved in social media and began to get really involved in the Social Media Club ([@socialmediacub](#)), and particularly in the Social Media in Education Project (SMCEDU) about a year ago. Over the summer of 2010, Alex began the working on the idea of a Social Media Club at American University.

**AP:** The idea was sparked through conversation with Yong Lee ([@yongcleee](#)), Andi Narvaez ([@andinarvaez](#)), Steve Radick ([@sradick](#)) and James Walker ([@jaywalk1](#)), especially. They've been instrumental to the founding and success of the organization.

**MA:** Alex's intention was, and still is, to create a network of students who are passionate about social media and who also believed that social media belonged in education. Alex and I really believe that education should be based around a conversation and that social media offers so many tools to professors and students to enhance the conversations. When we started up the club in September of 2010, it was Alex's vision that we established the club with.

### 2. ASMH: How large is the AUSMCEDU community?

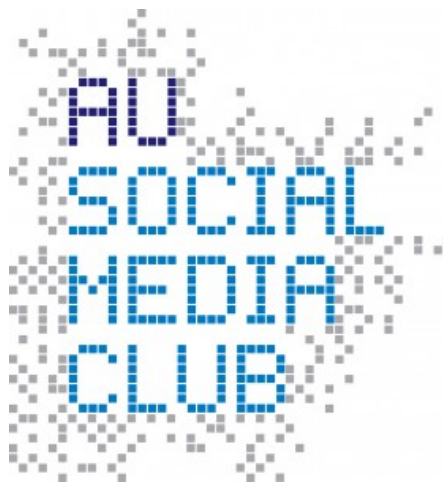
**MA:** There are currently seven executive board members. We have about 110 students on our mailing list; 50 of them are on [our Facebook group](#) and participate in discussions and whatnot; and there about 15-20 core members who come to almost every meeting.

### 3. What are some of the goals of the group?

**MA:** First off, to make the [Social Learning Summit](#) a success! We are really putting all of our efforts this school year into the conference, because it exemplifies everything we believe in. It's helping to create a network of social media users at AU, in D.C. and all over the country!

The conference is going to be all about where social media and education connect, with panels about ways professors can use social media in the classroom, how students can market themselves online as a good job candidate and how social media is changing the way things are done in the world so that students and teachers can learn how to prepare themselves for the changes that are sure to come in education.

**AP:** And at its heart, the organization is about creating better learning. The conference is a huge step toward this. We believe that technology, conversation and innovation in the classroom are essential to moving higher education forward, and the status quo simply isn't good enough for modern students.



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## 4. Would you encourage other universities and colleges to host SMCEDU groups?

**MA:** Definitely! It's been a great way for us social media users to get out from behind our laptops and smart phones and network with other students. I learn something new everyday from the other members; they will tweet about a new iPhone app, or will mention an awesome new website that lets you make Powerpoints online... Having people as interested in social media like me in a club with me makes finding out things so much easier!

Also, it's been great for the school. We think this conference will bring a lot of great media to AU, and a lot of the professors are really interested in learning from us! We hosted a panel at our school's teaching conference that took place in January, [The Ann Ferren Teaching Conference](#), where we talked about ways professors can use social media to benefit their lessons. We brought in panelists from different backgrounds: professors, professionals and one of our members, [Miranda Gale](#), represented the student opinion and the professors who attended loved it! One took what she learned from the panel and used it when the school was shut down due to snow and actually got a lot of attention for it, and the office that puts on teaching conference is going to do a second panel!

## 5. What are some of the greatest social media challenges facing higher education institutions today?

**MA:** Well one thing that we have found is that many professors still see technology as a distraction! They see a laptop up and assume that the student is on Facebook the whole time. And maybe they are right, but that's why we encourage them to use the same platforms! While you're lecturing, have students ask questions via Twitter, post articles on Facebook... you can display the Twitter feed and Facebook page while your lecturing to see what's going on with your students!

## 6. What are some of the most important opportunities higher education institutions encounter in social media?

**MA:** It's honestly the best way to connect with the students and what is more important than a higher education institution being connected to the students? You can see what students think about classes, professors, different study areas, food offerings... It's like the [Princeton Review](#) but instead of begging your students to fill out a boring survey, they are saying it, as they are thinking it, in the open!

Why use [ratemyprofessor.com](#)? Just see what the students are tweeting! The more boring the class is, the more you will see them tweeting to their friends or about wanting to go out (or worse, about how much they hate your class). But if the student is engaged, like really engaged, their feed will have tweets with quotes from class or will mention what they are doing and THAT is a very powerful thing!

## 7. To what extent, if at all, is AUSMCEDU an official AU group?

**MA:** We are completely, 100 percent official. American University recognizes us as a student-led on-campus organization; we did all of the training, got all of the signatures and recruited members. But what makes us really official is that we are a good representation of what AU students are like. We like to have fun, we know how to work hard, we care about our education, we are always looking at what's the next best thing and we are constantly trying to figure out ways to help and benefit others.

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Miranda Gale <gale.miranda@gmail.com>

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## Social Learning Summit 2011

Communication <communication@american.edu>

Tue, Mar 29, 2011 at 2:48 PM

Join us for the first annual **Social Learning Summit!**

Hosted by the American University Social Media Club.

Registration: <http://ausmcedu.org/sls11/>



**Date:** April 1-3, 2011

**Location:** American University School of International Service

The event is open to undergrad and graduate students of all majors. This is a great opportunity to learn how to leverage social media in communications. Make sure to register to join the "When Parents Tweet: The Social Media Generation Gap" and "The NEW Media: Journalism in the Social Age" panels.

Follow the AU Social Media Club on Twitter (@[au\\_smcedu](#)) and [on Facebook](#) for updates, and keep an eye on the [#SLS11 hashtag](#), the official hashtag for the 2011



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Miranda Gale <gale.miranda@gmail.com>

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## **Last Call to Register - Join the Social Media Club for their 1st Annual Social Learning Summit this Weekend!**

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kccd@american.edu <kccd@american.edu>  
To: gale.miranda@gmail.com

Fri, Apr 1, 2011 at 3:10 PM



**Join the American University Social Media Club for their first annual Social Learning Summit!**

Registration: <http://ausmcedu.org/sls11/>

Date: April 1-3, 2011

Location: American University School of International Service

The event is open to undergrad and graduate students of all majors. This is a great opportunity to learn how to leverage social media in an effective career search. Make sure to register to join our "Tweet Your Way to the Top: Social Media and the Job Search" and

"Where Do You Draw Your Line? Defining TMI on Social Networks" panels.

Follow the AU Social Media Club on Twitter (@au\_smcedu) and on Facebook for updates, and keep an eye on the #SLS11 hashtag, the official hashtag for the 2011 Social Learning Summit. Questions, concerns, or ideas? Let us know at [smcedu@american.edu](mailto:smcedu@american.edu).

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Miranda Gale <gale.miranda@gmail.com>

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## Support Jess

auprssapresident@gmail.com

Thu, Mar 31, 2011 at 9:00

<auprssapresident@gmail.com>

AM

Reply-To: auprssapresident@gmail.com

To: Jonathan Whitehead <jw6325a@student.american.edu>, Julie Sheiber <js2986a@student.american.edu>, Morgan Gress <morgan.gress@gmail.com>, Lauren Reddington <lauren.reddington@gmail.com>, Miranda Gale <gale.miranda@gmail.com>, Alex Priest <alex.priest@mac.com>, Julia Berk <jb9512a@student.american.edu>  
Cc: Gemma Puglisi <puglisi@american.edu>

Hey everyone,

So Jess is well on her way to Seattle for National Assembly! As you may remember from Conference, PRSSA members become wicked active on Twitter. I know, you're thinking but they are already, well even more so. I've noticed chapters have tweeted in their support to their chapter delegate to show their public support.

While candidates can't campaign for themselves during the actual Assembly, other chapters are starting to rally around their delegate. Especially since Jess is running for the National Committee position - VP of Internships & Jobs, please take a minute to wish her the best using #prssana in your tweet to @jess\_noons.

Thanks everyone!

Reminder:

The Marketing fair is today starting at 3.

The SMCEDU #SLS11 Social Learning summit is happening this weekend! Registration is only \$10.

Prof Picante is speaking about the publishing industry at Monday's meeting. Please attend!

Don't forget to tweet!

(Yeah, I know shocking coming from me)

Ashley

Sent from my Verizon Wireless BlackBerry

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Miranda Gale <gale.miranda@gmail.com>

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## [Brothers] This Week at Lambda Nu - March 27, 2011

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alex@hellomedia.co <alex@hellomedia.co>  
To: alex@hellomedia.co

Mon, Mar 28, 2011 at 10:31 PM

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This Week @ Lambda Nu

the weekly AKΨ update



**Note from the VP Tech:** I'll be ravamping This Week @ Lambda Nu over the coming weeks. Any features, design concerns, or essential information you want in this weekly newsletter? Let me know!

### President

- Elections next week.
- Convention attendees.

### Executive VP

- Brother of the Week: Tevis Hannington!

### VP Membership

- UNITY Update: April 16, 2011 from 7-11pm. Tickets are on sale!
- \$40 per person and \$50 for alumni and guests.
- AKPsi Zumba: Look for an email, waiting on final room confirmations.
- Dinner with Sari's mom.
- Let's go to the club!
- Karaoke Night: Recessions on Friday Nights - Remember, Brothers who play together staty together!

### VP Alumni

- The CAA is having two events in the upcoming weeks:
  - April 15, 8:30pm - Happy Hour for "End of Tax Season Blowout" at Rock Bottom Brewery in Ballston Mall; immediately afterwards, 9:55pm, Blue Show at the Comedy Spot. Tickets are \$15, but students can purchase them 2-for-1 on the Comedy Spot website ([www.comedyindc.com](http://www.comedyindc.com)).
  - Sometime in June the CAA will be hosting a booze cruise. Details to come.

### VP Finance

- Audit: Sunday, April 3, 7-9pm (location TBD)

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- Buy your UNITY tickets!

## VP Technology

- *Nothing this week!*

## VP Marketing

- Wear your letters, market spirit!

## VP Professional Development

- **Robert Egger (founder of DC Central Kitchen) - The Nonprofit World**
  - Date: Monday, April 4
  - Time: 6pm - 7pm
  - Location: Battelle Atrium
- **Hugh & Crye - Pranav Vora on Entrepreneurship and Professional Dress**
  - Date: Thursday, April 7
  - Time: 6pm - 7pm
  - Location: New Student Lounge
- **Carie Lewis: Director of Emerging Media at The Humane Society of the United States**
  - Date: Monday, April 18
  - Time: 5:30pm
  - Location: Ward 104

## VP Capital Acquisition

- Relay for Life
- Wawa
- Puppy sale

## VP Administration

- *Nothing this week!*

## Pledgemaster

- Professional Event: March 30 - New Student Lounge, 7-8pm.

## Master of Rituals

- *Nothing this week!*

## Additional Announcements:

- Please register for the [Social Learning Summit!](#) Get more information [here](#), and view the [schedule](#) for the conference here. Or skip straight to registration and [register today!](#) Questions? Email [smcedu@american.edu](mailto:smcedu@american.edu).

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# HH: PERSONAL SELLING

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Miranda Gale <gale.miranda@gmail.com>

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## MGMT-458-002H-2011S: Social Learning Summit - This Weekend!

Alex Priest <ap1355a@american.edu>

Mon, Mar 28, 2011 at 11:17 PM

Hi all,

I rarely send emails through Blackboard, but I wanted to ensure that you knew about an exciting conference we have been planning for this weekend--the Social Learning Summit. The conference is hosted by the AU Social Media Club, and is going to be an incredible opportunity for networking and learning about how social media, technology, and innovation are impacting various fields (including business!) and education. The Summit is open to students, educators, AND local professionals.

The conference is April 1-3, beginning with a kickoff networking reception, keynote talk, and panel on Friday night at 7pm, and continuing with breakout sessions throughout the day on Saturday and Sunday. Registration is only \$10, and for that price you get: free breakfast from Dunkin' Donuts on both days, a free copy of "The Big Book of Social Media Case Studies, Stories and Perspectives," unlimited free PopChips throughout the weekend, various swag from sponsors including Deloitte, USA TODAY, New Media Strategies, and more, and we're even bringing food trucks to the quad for lunch each day of the conference! We encourage advance registration (<http://sls11.eventbrite.com>), but we'll also be accepting registration at the door.

All the details about the conference can be found on our website at <http://ausmcedu.org/sls11> View the full schedule for the conference at <http://sls11.sched.org>

If you have any questions at all, don't hesitate to let me know. I hope you'll join us for what's looking like will be an incredible weekend!

Thanks,  
Alex

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# 11: POST-SLS11 MEDIA COVERAGE

## Tech tAUK

Technology News and Discussion for  
Students with a Sense of Humor



← With Lion, It's Time for Mac OS 11

Is The iPad Killing American Jobs? →

### Tech tAUK at the Social Learning Summit

Posted on April 2, 2011 by Douglas Bell

## SOCIAL LEARNING SUMMIT 2011

Our special episode from the Social Learning Summit is now airing on ATV and [available for download online!](#) You can also find extended footage on [our YouTube channel](#) and [our website](#).

In case you haven't heard, this weekend the AU Social Media Club is hosting a [Social Learning Summit](#) in the SIS Building, featuring panels and sessions discussing the intersection of social media and education. Tech tAUK is essentially living at the SIS Building this weekend, as we'll be filming a jam-packed special episode. We're filming most of the sessions, and will be filling our weekend up with interviews of the panelists here at SLS. If you aren't able to make it to the summit, we'll be sure to share as much of the experience as we can with you in our special episode later this week.

Do you have thoughts on the Social Learning Summit or questions for any of the presenters that you'd like us to ask them? If so, post a comment here!

Editing gods willing, our Social Learning Summit episode will premiere on ATV this Tuesday, April 5th, at 9 PM and 1 AM.

#### About the Show

Tech tAUK is a weekly show covering the world of technology from a student's perspective, focused on exploring all of the ways that our lives and our society are immersed in tech and how it is changing our world. Along with, of course, a healthy sense of humor and an occasional dose of sarcasm. [Learn more »](#)

#### When It's On

Daily at 2:00 PM  
Mon & Thurs at 3:00 AM  
Tues & Fri at 9:00 PM and 1:00 AM  
Wed & Sat at 4:00 AM  
Sun at 7:00 PM and 2:00 AM  
[View TV Schedule »](#)

New episodes premiere on Tuesdays at 9:00 PM.



# 11: POST-SLS11 MEDIA COVERAGE



AMERICAN UNIVERSITY  
WASHINGTON, DC

Career Center

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**COMMUNICATIONS**

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## Social Learning Summit Showcases SOC

April 6, 2011

School of Communication faculty members and students were key to making last weekend's Social Learning Summit 2011 a great success. American University Social Media Club, the group that organized the event, is led by SOC students and professor **Lauren Feldman**, its faculty advisor, teaches public communication for the School. Feldman and SOC colleague professor **Scott Talan** were both heavily involved in the conference. Over 300 attendees ranging from longtime communications professionals to those just beginning careers saw SOC's expertise on display on fourteen panels considering topics from "Social Media on Camera" to "The Connected Classroom".

Beginning with the keynote panel, which discussed the current state of higher education and the innovative ideas being promoted and adopted marrying education with social media and technology, SOC demonstrated its breadth of knowledge. Students **Alex Priest (@alexpriest)**, President and Founder, AU Social Media Club who will graduate with a BSBA from Kogod and SOC in May, and **Jon Hussey (@auwebmanager)**, Manager of Web Communications, American University, who is pursuing his MA in interactive Journalism were joined by recent social media convert professor **Rhonda Zaharana**, whose blog post about conducting a class on Facebook received over 30 million views, and professor **Scott Talan (@talan)** whose interest and expertise in social networks and media builds on a career that has included work in media, PR, and communications for TV News, Politics, Nonprofits and Higher Education.

Public communication student **Katilin Carpenter** was a panelist for "Becoming Budding Bloggers", which explored the how and why of blogging for today's students, and explore how blogging itself can be used to learn from each other and with each other.

The "Slacktivism or Activism? Liking Our Way to a Better World" panel looked at the notion that online activism and protests are somehow less valid than the marches and sit-ins of yesteryear. A leader in the area of online politics, SOC adjunct professor **Alan Rosenblatt (@drdigipol)**, Ph.D., Associate Director for Online Advocacy, Center for American Progress Action Fund joined speakers from M+R Strategic Services, USA Today and the Bivings Group. Rosenblatt also spoke on another politically-themed panel, "The Facebook Candidate: Public Lives in Public Office".

In another panel, student **Miranda Gale (@mirandagale)**, Director of Online Operations, AU Social Media Club, took on the social media generation gap – and whether one really exists. She was in impressive company, with co-panelists **Debbie Weil (@debbieweill)**, Social Media Consultant, who was named one of the Most Influential Women in Technology in 2010 by Fast Company, and **Alejandra Owens (@frijolita)**, the Managing Director of AARP's blog. Gale will be graduating with honors in May, with a B.S.B.A. in Marketing and a double major in Public Communication.

**Amanda Zimmer (@ayeemzee)**, VP of Communications, AU Social Media Club, a junior currently working towards a BA in Broadcast Journalism with minors in Marketing and Multimedia Studio Art moderated "The Child Named Facebook: Social Media and the REST of the World". That panel took an international perspective on social media, including the recent revolutions in Egypt, Tunisia and Libya. Public Communications professor **Pallavi Kumar, (@pdkdcc)** was one of the panelists. An AU alumna, Kumar has more than 15 years experience in public relations. Most recently, she worked at Fleishman Hillard as a vice president in their social marketing practice. Joining Kumar was SOC student **Nicole Pulley, (@nicolepulley)** who is the Marketing Program Associate at the Fair Trade Federation.

**Megan Ackerman (@MissMeganEmily)**, Vice President, AU Social Media Club, moderated "Tweet Your Way to the Top: Social Media and the Job Search", a panel that included professor **Scott Talan**, who discussed strategies and stories of how social media can impact your future career with the Senior Editor of Monster Careers and the social media lead at CorpComm, Inc. The topic is of special interest to Ackerman, a senior working on her BA in American Culture and Media, an interdisciplinary study she created which combines Broadcast Journalism, Public Relations, and American Studies. Ackerman was also a panelist for "Where Do You Draw Your Line? Defining TMI on Social Networks".

Student **Greg Saperstein (@gsaperstein)**, helmed the "Social Startups: Startups and Social Media" panel, which included a number of local entrepreneurs, including **Allen Gannett (@allengannett)** of Splash Networks, **Andrew Bates (@andrewbates)** of EyeTraffic Media, and **Peter Lamotte (@peterlamotte)** of GeniusRocket.

Faculty for SOC's political communication and film divisions joined student moderator Megan Ackerman for "YouTube, Vimeo and Vevo, Oh My!: Social Media on Camera". **Caty Borum Chattoo (@CattyBC)** is a communication professional with multifaceted expertise in social change communication, integrated media campaigns, and documentary film and television production. In addition to teaching public communication at AU, she currently serves as a consultant to independent broadcaster, Link TV, on its next-generation social-change documentary platform, ViewChange.org. Film professor **Larry Engel (@engelfilm)** is an Emmy award-winning producer, writer, director, and cinematographer with more than thirty years of filmmaking experience spanning all seven continents.

Talan took a turn as moderator for "The Connected Classroom", a panel that showcased ideas and innovations incorporating social media and technology into today's modern classroom.

**Andrew Pergam (@pergam)** from SOC's J-Lab: The Institute for Interactive Journalism joined journalism professor **David Johnson (@darthcheeta)** and student Nicole Pulley for "The NEW Media: Journalism in the Social Age". This panel took a look at how social media is—and has already—revolutionized the journalistic

# 11: POST-SLS11 MEDIA COVERAGE

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landscape. Johnson specializes in digital journalism, interactive storytelling and convergence media. He is also a founding member of the Media Bloggers Association. Pergam is an award-winning journalist and is now editorial director at J-Lab. A former television reporter and digital newsroom leader, has taken a keen interest in local online news and the future of journalism as a whole.

"A Social Bill of Rights: Civil Rights and Social Media" was moderated by **Ben Loeb (@loebben)**, Treasurer, AU Social Media Club. Loeb is a sophomore studying Marketing and Public Communication at American University. He has worked in a number of different communications and marketing outlets including a congressional office, political action committee, and marketing agency.

SOC alum **Matt Rhoades (@borderstan)** was a panelist for "Blogging the District: How to Be Hyperlocal". Rhoades is the editor and co-founder of Borderstan.com. He and his husband, Luis Gomez -- who is the co-editor -- founded the site in August 2008. Borderstan covers the Dupont-Logan-U Street area with a team of eight contributors and three editors. Rhoades works in the corporate communications sector by day and holds a master's degree in public communication from American University.

Like



# 11: POST-SLS11 MEDIA COVERAGE

## Starting the Social Conversation

Ben Loeb | Apr 11, 2011 | 0 comments



3



6

4Share

Just over a week ago, the American University Social Media Club held its first annual Social Learning Summit to discuss the application of social media in education. The event was a great success! We had **over 300 attendees, over 9,000 tweets** using the #SLS11 hashtag, **more than 900 people** tweeting about the conference, and we trended in D.C., **TWICE!!!**

Big takeaway from #SLS11: Social media will not change the world, but those who change the world will be using social media.

12:34 AM Apr 4th via web  
Retweeted by 80 people



**DaveStroup**  
Dave Stroup

This particular message really stuck with me after the conference (I was just one of the 80 people to retweet it). One of my main takeaways relates to Dave's point. Social media will not be the tool to fix the education system, but it is certainly a tool that can help. This message came from the #classroom panel that included American University faculty members Scott Talan (@Talan), Derrick Cogburn (@DerrickCogburn), and Ethan Pew (@EthanPew). They explained that social media is a tool that can be used to engage students, but it won't fit everywhere. We need to analyze the application of social media on a case-by-case basis.

While the club and I support the application of social media in the classroom, we also recognize that it won't fit in everywhere. For example, a math class would be better off using a pen and paper and crunching numbers in class. However, a Facebook group or Twitter hashtag could be a valuable resource to expand the conversation and share information outside the classroom.

I remember one of the speakers at the conference explained how she used Twitter in her high school biology class. She had her students tweet about things they learned in class and saw in the real world. If we can partner biology and Twitter, why not combine other areas of study with social media?

I hope that the people following the conversations understood that social media is worth experimenting with, even if it doesn't fit everywhere. I hope that the next set of debates about social media and education will come in the classroom and on the Twitter wall.



# 11: POST-SLS11 MEDIA COVERAGE

**You** **Tube**

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Playlists



0:00 / 7:27

360p

Info

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Playlists

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**Social Learning Summit - Anand Varghese Interview**

From: techtauk | Apr 18, 2011 | 4 views

Josh interviews Anand Varghese from the Center of Innovation: Science, Technology, and Peacebuilding at the U.S. Institute of Peace, at the Social Learning Summit held at American University on April 1-3, 2011.

Like

Comment

**Uploads (33)**

**Social Learning Summit - Anand**  
4 views - 1 week ago

**Social Learning Summit - Todd Plotkin**  
7 views - 2 weeks ago

**Social Learning Summit - Susan Page**  
10 views - 2 weeks ago

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**Favorites (0)**

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**Social Learning Summit 2011... (15)**

**Social Learning Summit - Todd Plotkin**  
techtauk - 7 views

**Social Learning Summit - Susan Page**  
techtauk - 10 views



# 11: POST-SLS11 MEDIA COVERAGE

## American University Hosts Social Learning Summit — Tech Cocktail

Henry Sams

[American University](#) hosted its very first [Social Learning Summit](#) earlier this month. The event was produced by the AU Social Media Club and was a huge success. You might be asking yourself, "What exactly is social learning?" Take a second to think about the multitude of avenues you have these days to communicate. With over 250 million websites, 140 million tweets per day, and 500 million Facebook users who create 30 billion pieces of content a month, there is no doubt that we are living in the social age. With more ways to communicate instantaneously than ever, it comes as a surprise that higher education institutions haven't fully figured out how to incorporate these social tools into the classroom. I share the belief with the [AU Social Media Club](#) that learning is social, and it is conversational. People have been learning this way for the past century. With all the social technologies we have today, it is time to start thinking about how we can use them to promote education. This conference shed some light on just that as well as other topics within the social media realm.

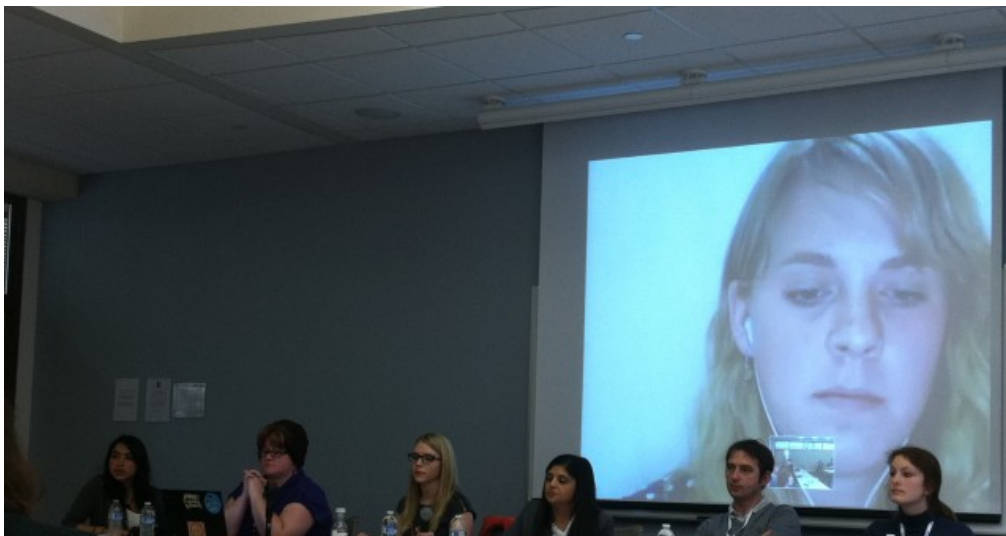
**SOCIAL  
LEARNING  
SUMMIT**

### The Highlight

The keynote panel discussed the current state of higher education and the rapid evolution of modern education with social media and technology. It was moderated by Sarah Kessler (Reporter, Mashable) and comprised of:

- Patrick Foster (Digital Solutions, USA TODAY)
- Jon Hussey (Manager of Web Communications, AU)
- Yong Lee ( Acting Director, SMCEDU), Andi Narvaez (SMCEDU Advisory Board Member)
- Scott Talan ( Asst. Professor, AU School of Communication)
- Rhonda Zahama (Asst. Professor, AU School of Communication)
- Alex Priest (President, AU Social Media Club)

The panel took time to highlight some of the benefits of using social media at universities and colleges. Everyone knows that it is virtually impossible to keep students off their social networks while in class. Put bluntly, it's just a wasted effort. So instead of calling students out for using social media in class, the panel discussed how it can be utilized for educational purposes. A prime example was put on display during the keynote in the form of tweets with #s11 hashtags projected onto a screen behind the speakers. With this, the audience was able to engage in the conversation without verbally saying anything.



# 11: POST-SLS11 MEDIA COVERAGE

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With all the conversation about social media and education, some interesting questions came up:

- How do you prevent social media from being a distraction in class?
- How do you keep students from using it to cheat?
- Will Social Media 101 be a future class?

Perhaps we don't fully know how to answer these questions yet, but with all the advancement in communication and higher education racing to catch up, it seems inevitable that colleges will need to adopt these technologies and answer these questions.



## Breakout Sessions

The conference consisted of 18 breakout sessions spaced out over April 2nd and 3rd. Here is a list of the sessions and a brief description of what was discussed:

- **When Parents Tweet: The Social Media Generation Gap** – Discussed the alleged “generation gap” in social and digital media.
- **Becoming Budding Bloggers** – Explored the how and why of blogging for students and how it can be used to learn from each other and with each other.
- **Slacktivism Or Activism? Liking Our Way To A Better World** – Is this generation of students less motivated to truly act than in the past? Or are they simply armed with different tools?
- **The Facebook Candidate: Public Lives In Public Office** – Discussed today’s “Facebook Candidates” and how the public world of social media has impacted modern political elections.

# 11: POST-SLS11 MEDIA COVERAGE

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- **Tweet Your Way To The Top: Social Media And The Job Search** – Focused on strategies and stories of how social media can impact your future career.
- **The Child Named Facebook: Social Media And The Rest Of The World** – Gave an international perspective on social media.
- **Social Startups: Startups And Social Media** – Focused on social media's involvement in business and how it can help your startup.
- **Going Green On The Social Web: Advocating For The Earth And Science** – Explored how social media has been used and can be used as an effective outlet for environmental and scientific causes and advocacy.
- **Practice Safe Text: Safe Practices For The Social Media Generation** – Provided insight on how to do social media safely and responsibly.
- **Transparent Politics: Governing In A New Media World** – Took a look at Gov2.0 and how social media is changing the way our politicians actually try to get things done.
- **Peace Through Tweets: PeaceBuilding and Crisis Management In A Connected World** – Spoke about how social media is playing a key role in making the world a little bit better place and how you can get involved in the process.
- **YouTube, Vimeo and Vevo, Oh My! Social Media on Camera** – Explored all aspects of social media behind the camera.
- **Where Do You Draw Your Line? Defining TMI On Social Networks** – Brought together some of the most colorful people on the social web to talk about what they thought was too much, and how to set standards for your social media activity.
- **The Connected Classroom** – Showcased ideas and innovations incorporating social learning and technology into today's modern classroom.
- **The New Media: Journalism In The Social Age** – Took a look at how social media is, and has already, revolutionized the journalistic landscape.
- **A Social Bill Of Rights: Civil Rights And Social Media** – Spotlighted how social media has become a phenomenal resource for standing up for what you believe in, including civil rights and equality.
- **An App For Everything: Mobile's Role In Higher Ed** – Explored how mobile devices and technology can fit into the classroom equation, if at all.
- **Blogging The District: How To Be Hyperlocal** – Discussed how "hyperlocal" blogs have had an impact on their communities.

Kudos to [Alex Priest](#) (founder and president of the AU Social Media Club) and the entire [AU Social Media Club](#) group of students at American University who had the foresight to plan and execute such a great event.



# JJ: POST-SLS11 SURVEY EMAIL

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Miranda Gale <gale.miranda@gmail.com>

## A Survey a Day Keeps the Doctor Away(Copy)

AU Social Media Club <contact@eventbrite.com>

Sat, Apr 30, 2011 at 9:36 PM

Reply-To: smcedu@american.edu

To: gale.miranda@gmail.com



... Or at least makes SLS12 that much better.

Dear SLS11 Attendees,

Thank you so much for joining us at the 2011 Social Learning Summit! We could not be more thrilled with the outcome of the event, but like any good host, we want your feedback so we can make next year's Summit just that much better.

**Four lucky participants** in the following five-minute survey will win **\$20 in LivingSocial Deal Bucks!** Please click the [following link](#) to participate (and fill it out now, before you forget!):

<http://edu.surveymzmo.com/s3/509728/Social-Learning-Summit-2011>

But that's not all...

### THANK YOU

A huge thanks to all our sponsors, including [USA TODAY](#), [Deloitte](#), [New Media Strategies](#), the [Social Media Club](#), [PopChips](#), [iStrategyLabs](#), [TechChange](#), [AbroadCircle](#), [Cool Blue Press](#), [Dunkin' Donuts](#), [Greg's List](#), [Tech Cocktail](#), and [Mashable](#).

This Summit wouldn't have been possible without their support. And of course, it wouldn't have taken place at all were it not for our **incredible volunteers** and AU Social Media Club [executive board](#) behind the scenes keeping things running smoothly.

### FINAL STATS

- **313** registered attendees.
- More than **9427** tweets using the [#SLS11 hashtag](#).
- **946 people** tweeting about the Summit.
- Became a **trending topic** in Washington, D.C. on Twitter... **twice**.
- More than **1000 bags of PopChips** consumed.
- **480 Dunkin' Donuts** consumed.
- **Five** on-campus appearances by famous D.C. food trucks.
- Over **four hours** of making out by random weird couple on the SIS atrium staircase (seriously, there are [photos](#)).

# JJ: POST-SLS11 SURVEY EMAIL

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## PHOTOS ARE ONLINE

Photos from the Social Learning Summit are [now online](#)! Huge thanks to Miranda Gale ([@mirandagale](#)) for snapping such awesome photos throughout the weekend... and in heels no less!

Check out all the photos on our [Flickr page](#).

## FEEDBACK

Once again, don't forget to send us your feedback by filling out [this survey](#). For five minutes of your time you've got a decent shot at winning **\$20 in LivingSocial Deal Bucks**.

## KEEP IN TOUCH

Keep in touch with us by liking our [Facebook page](#), following us on [Twitter](#), reading our [blog](#), and even checking out our shiny new [Flickr page](#). And of course, [shoot us an email](#) at any time with any cool opportunities, news, or just to say hi.

## GET INVOLVED

Are you a student at AU? Looking to get involved with the Social Media Club? Now is the perfect time as we start preparing for summer and making plans for the 2011-2012 school year. Sign up for our [mailing list](#) for updates and [shoot us an email](#) if you have a second to let us know you want to participate. We can't wait to meet you!

Until next time,

- The AU Social Media Club



This email was sent by Eventbrite. Anyone can use Eventbrite to spread the word, collect money, and track RSVPs for an event.. [See how](#) you can too!

Click [here](#) to unsubscribe from events by "Social Media Club".

# KK: SURVEYGIZMO SLS11 SURVEY

PREVIEW: Social Learning Summit 2011

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## Social Learning Summit 2011

You rock.

First of all, thank you so much for registering for the Social Learning Summit 2011! Please complete this survey so that our team can better organize the SLS 2012. Four random participants will also win \$20 LivingSocial Deal Bucks. So...incentives.

Next

0%

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PREVIEW: Social Learning Summit 2011

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## Social Learning Summit 2011

SLS Events

1. Which events at the Social Learning Summit did you attend? Please check all that apply. \*

- ☐ Opening Keynote Panel (Friday Night)
- ☐ Day 1 of Panels (Saturday)
- ☐ Day 2 of Panels (Sunday)
- ☐ I was unable to make any SLS events. :(

Back Next

100%

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 PREVIEW: Social Learning Summit 2011  
 Refresh View Page 1

8. Please rate ONLY the panels \*that you attended\* on Saturday, April 2 on a scale of 1 (boo) to 5 (BEST EVER).

	5	4	3	2	1
Keynote Panel: Radical Education (9 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When Parents Tweet: The Social Media Generation Gap (11 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Becoming Budding Bloggers (11 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Slackivism or Activism? Liking Our Way to a Better World (11 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Facebook Candidate: Public Lives in Public Office (1:30 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tweet Your Way to the Top: Social Media and the Job Search (1:30 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Child Named Facebook: Social Media and the Rest of the World (1:30 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Startups: Startups and Social Media (3:30 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going Green on the Social Web: Advocating for the Earth and Science (3:30 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practice Safe TEXT: Safe Practices for the Social Media Generation (3:30 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Please rate ONLY the panels \*that you attended\* on Sunday, April 3 on a scale of 1 (boo) to 5 (BEST EVER).

	5	4	3	2	1
Peace Through Tweets: Peacebuilding and Crisis Management in a Connected World (9:30 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparent Politics: Governing in a New Media World (9:30 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube, Vimeo and Vevo, Oh My! Social Media on Camera (9:30 AM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where Do You Draw Your Line? Defining TMI on Social Networks (12 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Connected Classroom (12 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The NEW Media: Journalism in the Social Age (12 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A Social Bill of Rights: Civil Rights and Social Media (2 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An App for Everything: Mobile's Role in Higher Ed (2 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogging the District: How to be Hyperlocal (2 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closing Keynote Panel: What's Next? (4 PM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 PREVIEW: Social Learning Summit 2011  
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**Social Learning Summit 2011**

Thoughts? Opinions? Discuss.

4. What did you like about the Social Learning Summit 2011? \*

5. What could we improve upon for next year's Social Learning Summit? \*

Back Next

43%

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# KK: SURVEYGIZMO SLS11 SURVEY

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PREVIEW: Social Learning Summit 2011

SLS in Review.

6. Why did you choose to attend the Social Learning Summit 2011? (Please check the TOP THREE that apply.) \*

- ☐ The free Dunkin' Donuts.
- ☐ The free copy of The Big Book of Social Media.
- ☐ To be part of the conversation.
- ☐ The networking opportunities.
- ☐ To see a specific panel.
- ☐ To see Alex Priest (@alexpriest).
- ☐ Other

7. How satisfied were you with the content of the panels? \*

Very Satisfied   Satisfied   Neutral   Dissatisfied   Very Dissatisfied   Not Applicable

8. How satisfied were you with the quality of the panelists? \*

Very Satisfied   Satisfied   Neutral   Dissatisfied   Very Dissatisfied   Not Applicable

9. Would you attend Social Learning Summit 2012? \*

☐ Absolutely.  
☐ Maybe.  
☐ No thanks.  
☐ Depends on....

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PREVIEW: Social Learning Summit 2011

Social Learning Summit 2011

Favorites, and.... Not.

10. Please tell us your favorite things. Identification by hashtag or handle accepted/encouraged.

Favorite Panel

Favorite Person You Met

Favorite Panelist

Favorite Live Tweeter

11. Please tell us your least favorite things. Answers will be kept private.

Least favorite panel

Least favorite panelist

12. What panel topic would you like to see next year?

Back   Next

71%

# KK: SURVEYGIZMO SLS11 SURVEY

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PREVIEW: Social Learning Summit 2011  
Refresh View Page 1

**Social Learning Summit 2011**

Enough about us. How about you?

**13. How did you hear about the Social Learning Summit 2011? \***

- ☐ Through Facebook/Twitter.
- ☐ Read about it from Mashable.
- ☐ From the on-campus posters.
- ☐ Read about it from TechCocktail.
- ☐ From a friend.
- ☐ Through the AU Social Media Club website (www.ausmcedu.org).
- ☐ Read about it from the American University website.
- ☐ From the Career Center or KCCD.
- ☐ From a professor. So who, might we ask?
- ☐ From a member of the club. Drop names.
- ☐ From a different club. Which one?
- ☐ Other. Do tell.

**14. How would you categorize yourself? (other than an intelligent, forward-thinking, lifelong learner.) \***

- ☐ Professional
- ☐ Professor
- ☐ Student at American University
- ☐ Student at another school. Namely...

**15. And you areeee? \***

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PREVIEW: Social Learning Summit 2011  
Refresh View Page 1

**21. And you areeee? \***

- ☐ Male.
- ☐ Female.
- ☐ It's not that simple.

**22. How old are you? \***

- ☐ under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-54
- ☐ 55+

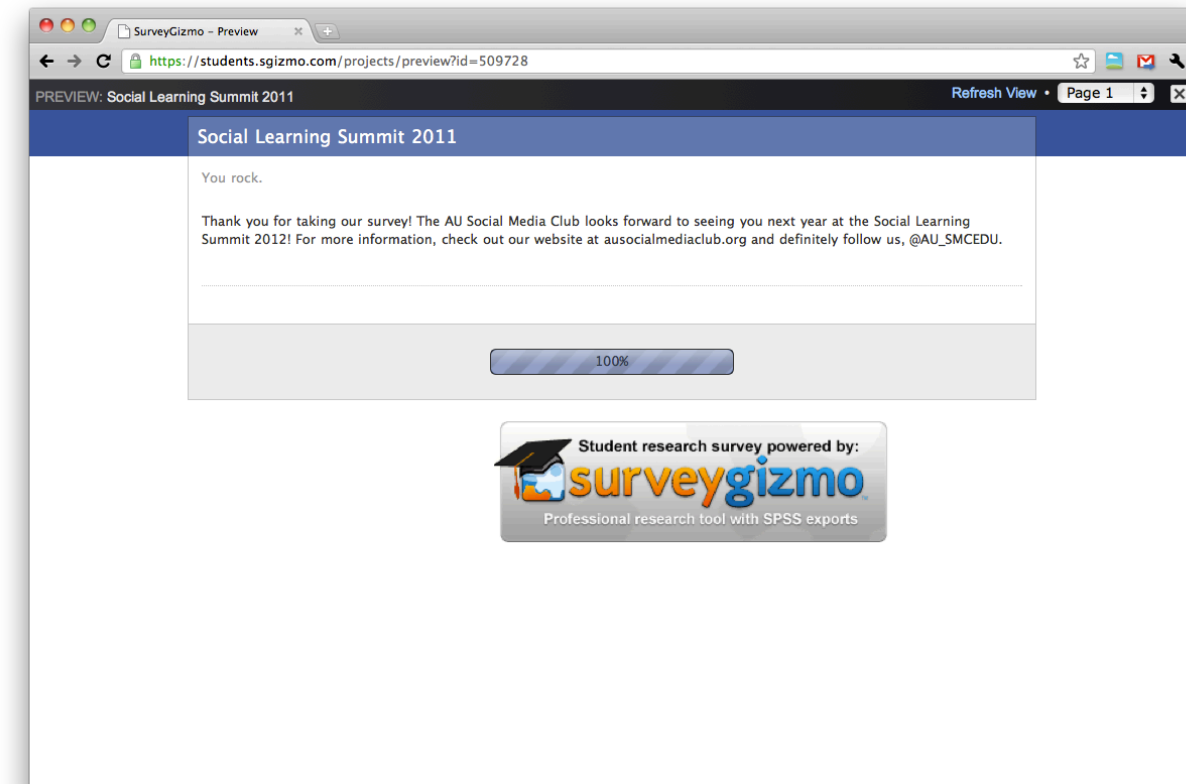
**23. In case you win one of our four \$20 LivingSocial Deal Bucks prizes, what's your email address? \***

**24. Feel like telling us a secret? Just for kicks?**

88%

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# KK: SURVEYGIZMO SLS11 SURVEY



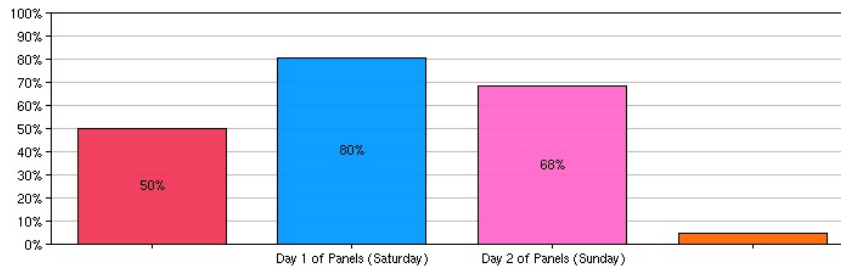
# LL: SLS11 SURVEY RESULTS



Online Surveys, Data Collection and Integration  
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## Final Summary

Survey: Social Learning Summit 2011



Which events at the Social Learning Summit did you attend? Please check all that apply.

Value	Count	Percent %
Opening Keynote Panel (Friday Night)	33	50%
Day 1 of Panels (Saturday)	53	80.3%
Day 2 of Panels (Sunday)	45	68.2%
I was unable to make any SLS events :(	3	4.5%

Statistics	
Total Responses	66

Please rate ONLY the panels \*that you attended\* on Saturday, April 2 on a scale of 1 (boo) to 5 (BEST EVER).

	5	4	3	2	1	Totals
Keynote Panel: Radical Education (9 AM)	10 27.8%	20 55.6%	5 13.9%	1 2.8%	0 0.0%	36 100%
When Parents Tweet: The Social Media Generation Gap (11 AM)	0 0.0%	5 71.4%	2 28.6%	0 0.0%	0 0.0%	7 100%
Becoming Budding Bloggers (11 AM)	2 20.0%	7 70.0%	1 10.0%	0 0.0%	0 0.0%	10 100%
Slacktivism or Activism? Liking Our Way to a Better World (11 AM)	11 44.0%	12 48.0%	1 4.0%	1 4.0%	0 0.0%	25 100%
	3 25.0%	5 41.7%	4 33.3%	0 0.0%	0 0.0%	12 100%
Tweet Your Way to the Top: Social Media and the Job Search (1:30 PM)	19 73.1%	7 26.9%	0 0.0%	0 0.0%	0 0.0%	26 100%
The Child Named Facebook: Social Media and the Rest of the World (1:30 PM)	0 0.0%	4 66.7%	2 33.3%	0 0.0%	0 0.0%	6 100%
Social Startups: Startups and Social Media (3:30 PM)	7 36.8%	5 26.3%	5 26.3%	1 5.3%	1 5.3%	19 100%
Going Green on the Social Web: Advocating for the Earth and Science (3:30 PM)	2 40.0%	2 40.0%	1 20.0%	0 0.0%	0 0.0%	5 100%
Practice Safe TEXT: Safe Practices for the Social Media Generation (3:30 PM)	1 12.5%	3 37.5%	2 25.0%	2 25.0%	0 0.0%	8 100%

Please rate ONLY the panels \*that you attended\* on Sunday, April 3 on a scale of 1 (boo) to 5 (BEST EVER).

	5	4	3	2	1	Totals
Peace Through Tweets: Peacebuilding and Crisis Management in a Connected World (9:30 AM)	5 50.0%	5 50.0%	0 0.0%	0 0.0%	0 0.0%	10 100%
Transparent Politics: Governing in a New Media World (9:30 AM)	2 28.6%	3 42.9%	0 0.0%	1 14.3%	1 14.3%	7 100%
YouTube, Vimeo and Vevo, Oh My! Social Media on Camera (9:30 AM)	4 28.6%	7 50.0%	2 14.3%	1 7.1%	0 0.0%	14 100%
						21 100%

# LL: SLS11 SURVEY RESULTS

Where Do You Draw Your Line? Defining TMI on Social Networks (12 PM)	13	61.9%	5	23.8%	2	9.5%	1	4.8%	0	0.0%	10	100%
The Connected Classroom (12 PM)	5	50.0%	4	40.0%	0	0.0%	0	0.0%	1	10.0%	10	100%
The NEW Media: Journalism in the Social Age (12 PM)	4	36.4%	4	36.4%	1	9.1%	1	9.1%	1	9.1%	11	100%
A Social Bill of Rights: Civil Rights and Social Media (2 PM)	6	42.9%	7	50.0%	0	0.0%	0	0.0%	1	7.1%	14	100%
An App for Everything: Mobile's Role in Higher Ed (2 PM)	3	42.9%	4	57.1%	0	0.0%	0	0.0%	0	0.0%	7	100%
Blogging the District: How to be Hyperlocal (2 PM)	3	30.0%	4	40.0%	3	30.0%	0	0.0%	0	0.0%	10	100%
Closing Keynote Panel: What's Next? (4 PM)	5	31.3%	8	50.0%	3	18.8%	0	0.0%	0	0.0%	16	100%

What did you like about the Social Learning Summit 2011?

Count	Response
1	Asher Huey was awesome! All of the panelists and panels were really cool.
1	Awesome networking, interesting conversations, killer connections made.
1	Cheap.
1	Everything.
1	Extremely well organized, very professional atmosphere, but relaxed at the same time.
1	Great food, great speakers, cool free stuff
1	Great panel topics. Great food. Organized. Well-run. Minimal if any hiccups.
1	Great panelists.
1	Great topics, great group of speakers, great audience!
1	I liked everything about it. It was very well laid out.
1	I loved the visible tweets in each of the panels, it was fun to see what people were tweeting.
1	Interesting speakers, learned A LOT!! Doughnuts!
1	It was an absolutely fabulous networking opportunity.
1	Loved the casual atmosphere and the amazing panelists! It was really easy to chat with them.
1	Meeting new people
1	Open engaged crowd
1	The choice in the panels. I really liked the panels AUSMC chose.
1	The energy was inspiring.
1	The location was awesome, as were the technical abilities.
1	The location was great and it was well organized.
1	The panels covered a range of really interesting topics, and included so many amazing panelists.
1	The speakers were excellent! Well planned! A great event!
1	The speakers, Miranda Gale
1	Variety of panel choices, the range and experience of people who made up the panels
1	Variety of topics covered Having a panel and not just one person talking Organization
1	Very well organized and highly automated. A pleasure to deal with.
1	Well organized, low registration fee, plenty of time built in for networking.
1	Well-organized great panelists breakfast/snacks
1	Wide range of topics and issues explored.
1	all the good food! and I realized how not tech-savvy i was
1	array of topics
1	great people, great enthusiasm, well organized
1	the chance to collaborate, learn from smart people
1	It was an awesome conference that covered a wide range of topics related to social media. It was very informative and the panelists were very knowledgeable.
1	Here are a few things That stood out: people and access to the incredible amount of brainpower along with the brimming enthusiasm to learn - all colliding under one roof. Great experience learning and meeting a ton of great people.
1	How social media was integrated effectively into everything. The variety of topics were excellent. And the dominant theme being education and learning was a plus!
1	Great variety of speakers - going in I was concerned the content would be over my head, but the speakers and audience was a combination where I both learned new things and felt comfortable. Very organized!
1	Lots and lots of great ideas. As a person whose only social media activity has been facebook, the summit inspired me to jump with both feet into twitter, linkedin, blogging, and other areas.
1	It was exceptionally dense for the amount of time and cost. The affordability was incredible and what we got for the cost made it unbeatable. The intimacy and approachability of the smaller classes was also great. The access to so much information and Bob Fines book was surprising.
1	The interactive discussion amongst speakers and participants. The live twitter page was also a nice touch.
1	I loved that the panels were thoughtful great people who had real careers and weren't just academe and students.
1	Everything. Literally, everything. I haven't slept the last two night because I put off my homework during the weekend, but it was worth every minute of lost sleep.
1	It was very well organized and the panels were diverse and brought great expertise on the subjects.

# LL: SLS11 SURVEY RESULTS

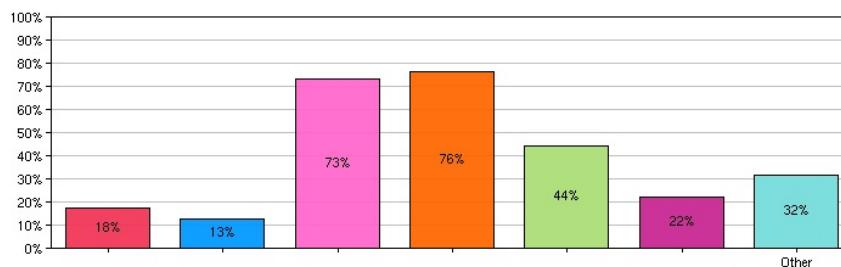
1	The diversity of topics covered in the panel, the high quality of the panelists and the engaged attendees.
1	The food, name tags, people, visible tweets, location, seminars, cost, intelligent questions...etc
1	A great place to network With fantastic people while discussing social media and how it interacts with life
1	Lots of energy, enthusiasm, exposure to new ideas and learning about "cutting edge" tech and apps
1	The location was great, sessions covered a wide range of topics, breakfast and snacks were a nice touch.
1	Really excellent group of panelists, valued their comments. It was also a very inclusive, open discussion. Loved the live tweet boards
1	Exposure to new vocabulary and ideas about integrating trends in social media into the classroom. Fabulous setting in the new building! Very professional delivery of a much needed service. Love, love, love the visual tweet board! Very dynamic learning experience!
1	Amazing panelists, great educational tools with the QR codes and @asherhuey's #dcfoodtrucks activism, the food trucks, nice venue, great people
1	Food trucks! And there was time in between panels for us to be social. Many conferences schedule things back to back so there's no time for networking.
1	The community and environment created from having great, knowledgeable speakers, hashtags for every session and the tweet wall!
1	It was great to meet up with so many tweeps, and to introduce myself to other professionals interested in this intersection of 21st century life.
1	Great opportunity to bring a lot of different people & perspectives in one place to have an important conversation.
1	This summit provided the opportunity to see many more (or different) ways people are using social media for various causes or self promotion. The whole aspect of creating a "Digital Brand" was eye opening to me. The themes of the panels were very good and covered a wide range of interests. The cost was unbelievable, especially for the swag and food we were given.
1	I liked the caliber of panel speakers and the discussions covered. I also enjoyed meeting new people that have a similar interest in social media.
1	The interaction of the panelists was interesting - they had diverse backgrounds and ideas for how to use SM.
1	Impeccable selection of moderators, panelists! Otherwise location was good, wi-fi coverage was actually surprisingly great (I have been to dozens of conferences and it usually sucks)
1	The conversations - the panelists - the use of technology - the topics - the relevance of social learning to just about everything - greeters - refreshments - flexibility - the book given to me for further study
1	It provided a lot of information and ideas I had never thought of before. Great way to network, and it was all very interactive. Although each session was a panel discussion, the audience could speak up whenever they felt like it.
1	Miranda Gale, I liked that it brought together a couple different groups to voice opinions about the use of social media. I thought there was a good dialogue about the use of social media in the classroom, as a business tool, and for establishing a personal brand. (It's Ben btw not a creeper)
1	I loved the panelists and the energy. I thought Friday's opening remarks and panel were the best.

What could we improve upon for next year's Social Learning Summit?

Count	Response
1	A little more notice
1	Better orientation and rules for speakers
1	Coordinate with moderators better. Train them before the summit. Via webinar perhaps?
1	Create a job board where professionals can post open positions for students
1	Free lunch?
1	Having nametags for each of the panelists that the audience members could see
1	I'm not sure
1	Less speakers on the panel (I say that as a speaker)
1	More Asher Huey, keep up with awesome events.
1	More days
1	More opportunities for socializing
1	More panels?
1	More variety of panels healthier food trucks
1	More video, perhaps?
1	NA
1	Name tags done in advance
1	Need to improve moderators of panel discussions.
1	No animation on the tweet walls
1	Open up to other schools in DC area. Double or triple the number of attendees :)
1	Overall great work! The wall was a bit too much sometimes
1	Panels had too many presenters... Maybe limit size to 3 or 4 people next time.
1	Provide fruit at breakfast? I have no serious complaints--your conference was well run.
1	Smaller panels, invite me to speak on one.
1	Some of the panel topics were kind of repetitive
1	The only place to go is up. Bigger, bigger, bigger!
1	Um...
1	i thought it was great!
1	it was great how it was this year!
1	maybe have part of it during the week -- maybe get more professor able to attend if on Friday
1	more time for questions
1	not sure! I think everything went really well.
1	With such success, you will definitely need a larger venue. Many sessions were standing room only. Also, please make the video of sessions available online for those who had the agonizing choice of choosing one session over another. All in all, for a first time out, you guys did a great job.
1	Later starting time on Saturday / Sunday. Have some sort of (open bar) networking reception immediately after the Saturday panels
1	Would love to learn more about existing research that exists to help make the case (to administrators and others) for using social media in the high school & Higher Ed. curricula. Also would like to hear more best practices for teaching using s.m. tools.
1	There was so much going on at once, sometimes had to sacrifice one great panel for another--I think this may have kept some event-goers from being a part of discussions that would have been

# LL: SLS11 SURVEY RESULTS

	awesome because they opted for another because it had more well-known speakers. also, bagels from Dunkins would've been epic, but otherwise the food was A++.
1	Make it a bit bigger. Spread it out a bit more so we can attend multiple panels. Maybe shorten each panel to fit more or to spread the most popular ones around.
1	End Sunday earlier, and maybe make Saturday's schedule a little longer? More coffee, less donuts! :-)
1	No visible tweet board but give people the URL for accessing it on their own computers/phones. Try to focus less on Facebook/Twitter and more on other budding tools. We're all already quite familiar with those platforms. Have a session on up and coming technology, maybe. Give us a one-up on the people not attending these conferences! I'd really like to meet with the speakers on a more personal level. Maybe you could do some kind of contest where the winner gets to have lunch with the Mashable reporter, or something. Just a thought.
1	There seemed to be some repetition of speakers and there was no conversation about alumni, which are a vital part of a institution's learning community.
1	My only gripe was the lack of wireless connectivity to the internet during the conference. For many students/AU alumni, it was fairly easy to get connected to the Eaglenet but for outsiders, we were left holding the bag. And also the lack of power outlets, coupled with weaker batteries (resulting from incessant tweeting) made it a miserable experience following conversation happening simultaneously in other sessions.
1	A small complaint about the wonderful tweet wall: some of the videographers entertained themselves by tweeting stupid, unrelated things with the session hashtag so it would show up on the wall. Also, the New Media session was really awkward and tense as one panelist took over the discussion and talked over everyone else. The moderator didn't really speak up and an audience member had to ask a question, "just to move the conversation along." Also, the moderator was not on Twitter during the session so she didn't see any of the numerous questions submitted via Twitter.
1	Tweets- letters flying in got distracting. Some panels ran a little too long... became repetitive.
1	Maybe only have two sessions at a time so there are fewer options...because I felt like I was missing out not being at all of them! Tweet wall would be less distracting if it were an actual feed instead of bouncing letters.
1	I didn't see anything to improve on. I really enjoyed the level of excitement this topic generated in the session I attended.
1	Fewer panelists, or fewer panelists hocking their own services. Moderators did not take advantage of the awesome panelists in many cases and certain sessions felt directionless.
1	Pray it doesn't hail down on the food trucks during lunch time. A bigger room for #jobs. And more jelly donuts instead of the creme ones that look like jelly donuts! Oh, and put the hash tag for the panel into the program so people can find it afterwards.
1	Dial down the evangelism. It's great that everyone is enthusiastic and excited, but there were a lot of sweeping statements being made, unsupported by anything but belief. Invite a few people who might not agree, mix it up. Also: less whining about boring lectures, more actionable proposals/workshops/trainings for doing different.
1	The only improvement I saw was on "The Facebook Candidate" panel there was only Democratic panelists, it would've been interesting to hear the Republican side of social media. Other than that, no complaints here!
1	Shortening the panels and breaking it up with other activities i.e. workshops or something less focused than a panel - maybe make the opening night a more fun/social activity than the same panel format that was carried throughout the weekend.
1	No more than 4 people per panel. Some panels with 5+ were way to packed. Also there should be a brief training for those who are new to facilitating panel discussions.
1	More structure for panels that imply instruction - i.e how to be hyperlocal didn't have a lot of how-to. I know the food trucks got rave reviews but I personally didn't like the options - healthier options would be better for such a long busy day.
1	There was ample time built in for networking, but perhaps one or two orchestrated "events" to help people leave their comfort zone. In addition, most of the panels I went to were great - but a few were uncomfortable and tense. You might consider taking a look at panelists ahead of time and making sure the moderator is strong enough to handle them. Oh - and I like panels, but a workshop or a session with a different setup would have been a welcome change.
1	Signage to the building for people who are not as familiar with the campus. Putting examples of panelist's websites, blogs, etc up on the screen. Making sure moderators know to look for questions on Twitter or appoint someone else to monitor these incoming questions and ask them aloud.
1	Directions to the campus from the metro would have been helpful. As out of towners, we were unfamiliar with the area. We took the metro from the hotel and got to the campus about an hour later - did not realize that it would only be 15 mins by car!
1	Have non-student moderators who are more experienced at guiding conversations. It seems like the moderators interrupted the flow of discussion with somewhat random questions (like they were reading from a check list rather than being present). Also, need much smaller panels. Six is way too many people for that amount of time. And consider having people do training or presentations, rather than just panels.
1	Have moderator's ensure that the panelists allow for conversation-- some panelists took up a lot of time speaking, not directly answering questions from the audience, etc.
1	I wish I could have attended multiple panels that were scheduled at the same time. It might help to only have 2 concurrent sessions? Perhaps have stronger moderators to keep the panel discussion streamlined. Many of the moderators were timid and non-authoritative. It might be better not to have students moderating because they were resistant to taking charge of wayward conversations that were off topic.
1	Panels were sometimes a bit too large. Better with fewer people? Also, topic panels should be more on point. There was not much tying the civil rights discussions back to civil rights.
1	Consider having some repeat sessions, since there were many wonderful topics, but only one opportunity to go to that session.
1	I think the conference should include more student voices. I think it should have included casual social media users, who are new to Twitter. These people could talk about what they like and what keeps them active on the site. I think the panels were heavy with professionals and faculty, not enough student voices. As an E-Board member I recognize how tough it was to get people involved in the club, let alone serve on a panel. Also the idea that it was just talking and we needed to move towards action. I liked when Asher made the audience tweet @mayorvincegray.
1	PLEASE start later next year. 8 am registration/9 am start is WAY TOO EARLY for both students and the creative class.
1	Several of the panels were panelists just expressing their own opinions, rather than educating the audience. For example, the Social Bill of Rights involved the panelists only expressing their own opinions, rather than educating the audience.
1	I think it's important to pay attention to gender diversity for some of the panels. The Social Start Ups and the opening night panels were all male.



Why did you choose to attend the Social Learning Summit 2011? (Please check the TOP THREE that apply.)

Value	Count	Percent %	Statistics
The free Dunkin' Donuts.	11	17.5%	Total Responses
The free copy of The Big Book of Social Media.	8	12.7%	63
To be part of the conversation.	46	73%	



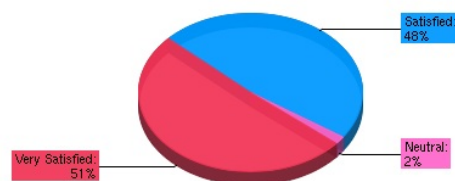
# LL: SLS11 SURVEY RESULTS

The networking opportunities	48	76.2%
To see a specific panel.	28	44.4%
To see Alex Priest (@alexpriest).	14	22.2%
Other	20	31.7%

## Reason for Attending Social Learning Summit - Other

Count	Response
11	The free Dunkin' Donuts

'Other' Responses Breakdown	
Count	Response
1	Invited by Angela, Megan, and a friend who only came for one panel.
1	Learn about integrating social media tools and ideas into curricula.
1	Low reg fee
1	Really? To see Alex is an option?
1	See examples of how others are using S.M
1	TO LEARN
1	The cost! please keep it so super affordable!
1	To film for Tedh Tauk
1	To learn about what's new/cool/trendy in social media
1	To learn something
1	To see @asherhuey
1	To speak
1	because I love everyone in AU-SMCEdu
1	for Jess Rybkal!
1	importance of higher education
1	invited by my daughter
1	learn more about social media!
1	learn more new stuff
1	what about to see @MissMeganEmily?

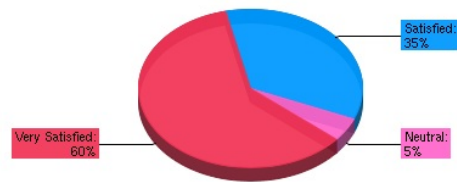


## How satisfied were you with the content of the panels?

Value	Count	Percent %
Very Satisfied	32	50.8%
Satisfied	30	47.6%
Neutral	1	1.6%

Statistics	
Total Responses	63
Sum	378.0
Average	6.0
StdDev	1.02
Max	7.0

# LL: SLS11 SURVEY RESULTS



How satisfied were you with the quality of the panelists?

Value	Count	Percent %
Very Satisfied	38	60.3%
Satisfied	22	34.9%
Neutral	3	4.8%

Statistics	
Total Responses	63
Sum	388.0
Average	6.2
StdDev	1.06
Max	7.0



Would you attend Social Learning Summit 2012?

Value	Count	Percent %
Absolutely	50	79.4%
Maybe	5	7.9%
Depends on....	8	12.7%

Statistics	
Total Responses	63

Depends on....

Count	Response
50	Absolutely
8	Depends on....
5	Maybe

'Other' Responses Breakdown	
Count	Response
1	If i'm in DC next year
1	if I am still in the area
1	if I'm living in DC
1	if i'm still in the area! but if so, YES
1	life... Probably-
1	logistics/scheduling. If I can attend, I will!
1	where I'm living??
1	whether I get to help set it up. I'll go even if I can't though

Favorite Panel

10153	
Count	Response

# LL: SLS11 SURVEY RESULTS

1	#JOBS
1	#Video
1	#activism
1	#appsedu
2	#budblog
1	#candidate
1	#civilISM
2	#classroom
1	#classroom #slactivism (7)
2	#jobs
1	#jobs #socialstartups
1	#peace
1	#science
1	#sls11 #newmedia
1	#socialstartups
1	#startups
1	#tmi
1	#tmi #activism #civsm
1	9am keynote panel
1	A Child Named Facebook
1	Closing Panel
1	Facebook Candidate
1	Going Green on the Social Web
1	Jobs panel
1	Journalism
1	Keynote on Radical Education
1	New Media
1	Peacemaking
1	Radical Education
1	Radical Education; TMI
1	Science
1	Slackivism vs Activism
1	Slackivism
1	Slackivism v Activism!
1	Slackivism
1	Slackivism vs. Activism
1	Social Media & Social Startups
1	Social Media and the Job Search
2	Social Startups
4	TMI
1	The Connected Classroom
1	Tweet your way to the top:
1	Vimeo, vevo YouTube
1	When parents tweet
1	get connected
1	opening night
1	social media and the rest of the world
1	the panel on Saturday about tweeting your way to the top

## Favorite Person You Met

10154	
Count	Response
1	#Myself, maybe Asher Huey.
1	#alan
2	@DCDebbie
1	@FairTradeStefy
1	@allengannett
1	@bobfine
2	@citygirlblogs
1	@claritzajimeniz
1	@dcdebbie
1	@drdigipol, @mrpattyfoster
1	@fairtradestefy
1	@mrpattyfoster

# LL: SLS11 SURVEY RESULTS

1	@reginholiday and the 9-year-old blogger
2	@talan
1	@talan @chrisheuer
1	@techchange
2	Alex Priest
1	Alex Priest (@alexpriest)
1	Allen Gannett
1	Amunda Zimmer
2	Asher Huey
1	Asher Huey and DCDebbie
1	DCDebbie
1	Jamie Vernon
1	Krystal Ball
3	Miranda Gale
1	Miranda Gale?
2	Peter Corbett
1	Prof. Scott Talan
2	Scott Talan
1	TOO MANY!!!
1	Talan
1	Tod Plotkin
1	Too many
1	Tracy Brisson
1	Way too many
1	Yong Lee
1	alex priest and USA sponsor Patrick
1	Did not get a chance to "meet" many people. As one of the oldest ones attending, it was a little awkward mixing with the youngsters.

## Favorite Panelist

10155	
Count	Response
1	#citygirlblogs
1	?????
1	@AsherHuey
1	@asherhuey
1	@asherhuey @drdigipol
1	@citygirlblogs
1	@drdigipol
2	@freindcblog
2	@monstercareers
1	@sirahkessler
3	@talan
1	@talan @chrisheuer
1	ALL panelists at #civilism and @darthcheeta for making sparks fly in #newmedia
2	Alan Rosenblatt
1	Alejandra Owens
1	Alex Priest of course
1	All
1	Allen Gannett
1	Also #Myself
3	Asher Huey
1	Asher Huey and DCDebbie
1	Charles Purdy
1	CityGirl Blogs
1	Corbett
1	DCDebbie
1	David (forgot last name) from the YouTube Panel
1	Greg Pinelo
1	Joe Gizzi
1	Margaret Rubega
1	Matt Zimmer
1	Miranda Gale
1	Miranda Gale? Allen Gannett

# LL: SLS11 SURVEY RESULTS

1	N/A
1	Professor Talan
1	Rory Cooper
2	Scott Talan
1	Scott Talan (@talan)
1	TOO MANY!!!
1	Tod Plotkin
1	professor talan
1	scot talan

## Favorite Live Tweeter

1 0215	
Count	Response
1	@AU_SMCEDU
1	@AlexPriest @mirandagale @joshuabauder
1	@Allysonstational
2	@JoshuaBauder
1	@JoshuaBaudin
1	@andinarvaez
1	@bivings
1	@chrisheuer
1	@joshuabader
2	@joshuabauder
1	@jstone6341
1	@loebben
3	@ranachronism
1	@talan
1	@techchange
1	American University
1	Bob Fine
1	Bob Fine and many others!
2	DCDebbie
1	Joshua B.
2	Joshua Bauder
1	Joshua Bauhder
1	Joshua Brauder followed by me of course
1	N/A
1	Tech Change (@techchange)
1	myself
1	oh my gosh--can't pick a fave...@talan is great

## Least favorite panel

1 0156	
Count	Response
1	#newmedia
1	#safety
1	#sls11 #gov20
1	Bill of Rights
1	Bloggging panel
1	Child Named Facebook
1	Connected Classroom
1	Didn't have one
1	Going Green on the Social Web
1	Government 2.0 - too many panelists
1	Keynote
1	Least useful for me - An App for...
1	N/A
1	N/A/
1	None
1	Only attended mine. No idea. :(
1	Opening Keynote

# LL: SLS11 SURVEY RESULTS

1	Practicing safe TEXT
1	Social Bill of Rights
2	TMI
1	The Child Called Facebook
1	The new media: Journalism in the social age
1	The one where Jessica Darmawan didn't show up and Alex had to take over as moderator
1	Video
1	missed that one
1	n/a
3	none
1	practice safe text
1	social startups
1	the video panel
1	unsure
1	Closing keynote panel (not bad at all, but it would have been great for someone to close with a big inspiring speech the way Peter Corbett did at the first one)

## Least favorite panelist

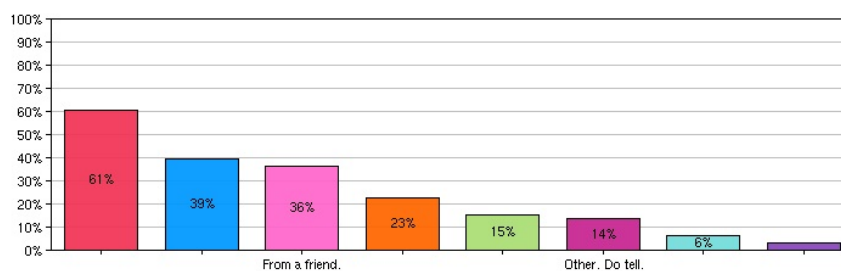
10158	
Count	Response
1	#DCdebbie
1	@darthcheeta
1	@henjhaveri (too defensive at #newmedia)
1	@talan (he likes to hear himself talk too much)
1	Amanda Zimmer because it is ME!
1	DC Debbie, spoke way too long
1	David Johnson
1	Didn't have one
1	Free in dc
1	Jessica Darmawan who didn't show up on time to moderate her panel
1	My #twoomie. j/k j/k lolll!!!!11111
1	N/A
1	None
2	Peter Corbett
1	That lawyer on the civil rights panel
1	The guy that moderated Connected Classroom - sat near Alex. Really loud and opinionated.
1	The woman who really wanted to be on the politics panel but wasn't
1	Todd Plotkin, Greg Cypes
2	n/a
1	non
2	none
1	that woman in Facebook Candidate who wasn't on panel but thought she was
1	the professor from social startups
1	the woman who kept interrupting the facebook candidate survey
1	Sarah Kessler (Mashable) and the woman that wasn't really a panelist but tried to be in the FB candidate
1	The woman who sat on everything we discussed over the weekend during the closing panel, and proceeded to ask for head shots.

## What panel topic would you like to see next year?

Count	Response
1	#jobs again.
1	Building bridges between educators and professionals
1	Fashion
1	How social media is changing the fashion industry
1	How to establish, grow, nurture online communities
1	I would like to see a panel topic on building a brand from the ground up through social media.
1	I would like to see more about social media & finding jobs
1	More instructional - how to package yourself for... tips and tricks for....
1	More on Gov 2.0 & Social Media
1	More panels on education
1	Networking/Jobs
1	Not sure
1	Panel on Quora

# LL: SLS11 SURVEY RESULTS

1	Social Media and the 2012 elections
1	Somewhat along the lines of the TMI panel, but Online Reputation Management
1	Staying connected: using social media to engage alumni
1	Technology/Advancement/New tools
1	Tweet your way to the top...i missed it this year!
1	Ummm
1	We'll see how social media changes within a year...
1	Web design and something with advanced data visualization
1	anything -
1	anything with Asher Huey
1	i dont know, they are all interesting!
1	more business oriented topic
1	politics/elections
1	social media & the arts
1	social media analytics analysis
1	Would love to see a whole panel on local businesses utilizing social media and what they're doing to drum up success (or failure). Would also love to come back next year to speak again, more in depth (this is Paul, by the way!)
1	Social Media in the workplace? Mobile revolutions? Maybe some sort of training to expand your market - I'd help there, but this survey is anonymous.
1	Social Media Literacy and the Digital Divide: How Access to tools and understanding them are important to enable participation in society.
1	I think there should be some specific skill-based sessions - using WordPress in the classroom, facilitating a twitter discussion, facilitating a Skype conversation with outside speaker, etc.
1	Social media and educating youth - more so, how is social media impacting younger generations and what the role of educational institutions should be?
1	1) Social Media for Beginners (w/ new students) 2) Social Business? How businesses can use social media (its sort of obvious, but might get more people/speakers) 3) What's Next (action driven) 4) Blackboard Beatdown (Final keynote covered this, but it might be better served in a panel or keynote speech)
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1	Creating your Digital Brand. We covered this at #jobs, but it could really be expanded and done as a group brainstorming session rather than a panel.
1	I missed the TMI panel so definitely that! And also something about using social media when your career is not social media related--etiquette, etc.
1	I'd really like a panel in which the assertion that social media use during a class helps learning gets discussed by some people with DATA. there's a lot of emerging cognitive science research showing that habitual multitasking makes multitaskers less efficient, less able to retain information. Maybe they are testing the wrong thing? What's the evidence on the other side? discuss!
1	I'd like to see someone present on all the different tools that make up social media and discuss what each does/ can be used for -something comprehensive, with the goal of arranging all of the tools along conceptual lines of communication.
1	I would like to see the video panel revised to include specific (new) tools and how to use them effectively.
1	More internationally-related panels (for example, social media and China) or social media and the third world
1	With new dating services popping up daily (each with more well defined niches - Ashley Madison, How about We, etc), and in a world where the percentage of new romantic relationships formed first online continues to grow: A panel on this topic would be appropriate.
1	Some more basic, how to kinds of panel(s)... Social Media boot camp for beginners. Also, some 'Meet the Experts' time... to ask specific questions.
1	The job search panel was really crowded and many of the budding blogger questions were about the job search. I think you could do different panels around careers because it was such a hot topic. The panelists in the job search session were assuming that people there wanted a career in social media but it was evident that was not the case. Some just wanted to know how to use social media to help their career.
1	survival skills for unplugging or S M fasts how to evaluate what's real and good for research papers and scholarship
1	Using social media as a tool in the traditional media/press arsenal. IE: pitching print reports via twitter, etc.



How did you hear about the Social Learning Summit 2011?

Value	Count	Percent %
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From a friend.	24	36.4%
Read about it from Mashable.	1	1.5%
Read about it from the American University website.	4	6.1%
From a professor. So who, might we ask?	2	3%
From a member of the club. Drop names	26	39.4%
From a different club. Which one?	2	3%
Other. Do tell.	9	13.6%

Statistics	
Total Responses	66

# LL: SLS11 SURVEY RESULTS

From a member of the club. Drop names.

Count	Response
15	Through the AU Social Media Club website (www.ausmcedu.org).

'Other' Responses Breakdown	
Count	Response
1	Talan
1	Tomaszko

'Other' Responses Breakdown	
Count	Response
1	@Alexpriest
1	@MissMeganEmily
1	@alexpriest
1	@alexpriest, of course
1	@missmeganemily
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1	Alex
1	Alex & Miranda
3	Alex Priest
1	Alex Priest, Megan Ackerman
1	Alex, Miranda, Megan etc.
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1	Chloe Trio
1	Christyannawyn
1	Greg S.
1	Greg Saperstein
1	I'm on E-Board
1	Jess Rybka
1	Megan Ackerman
1	Miranda
1	Miranda Gale
1	alexpriest

'Other' Responses Breakdown	
Count	Response
1	AKPa!
1	AU PRSSA

'Other' Responses Breakdown	
Count	Response
1	An Alan Rosenblatt retweet
1	Eventbrite
1	From Free in DC on Facebook
1	Jamie Vernon
1	My #twoomiel
1	SMCEDU Advisory Board Member
1	Saw it on Greg's List days before the conference.
1	asherhuey
1	family member

From a professor. So who, might we ask?

Count	Response
-------	----------



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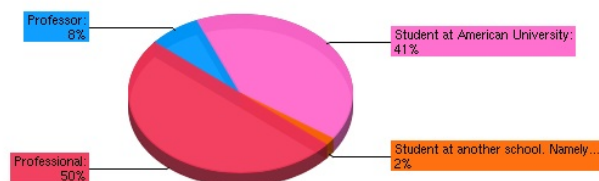
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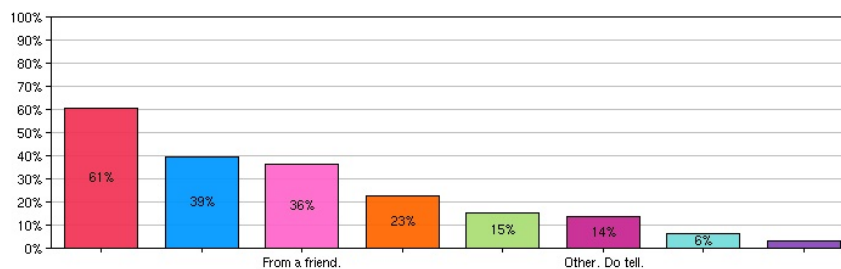
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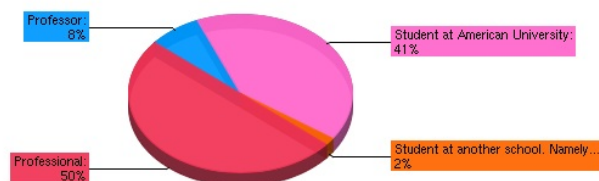
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How would you categorize yourself? (other than an intelligent, forward-thinking, lifelong learner.)

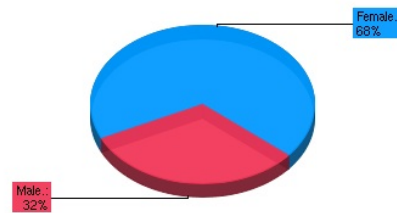
Value	Count	Percent %
Professional	33	50%
Professor	5	7.6%
Student at American University	27	40.9%
Student at another school, Namely...	1	1.5%

Statistics	
Total Responses	66

Student at another school, Namely...

Count	Response
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5	Professor
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1	Student at another school, Namely...

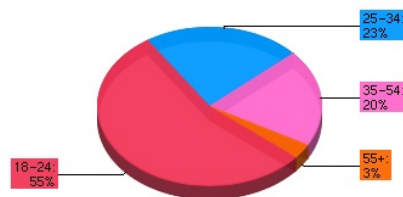
'Other' Responses Breakdown	
Count	Response
1	Full Sail University Online



And you areeee?

Value	Count	Percent %
Male.	21	31.8%
Female.	45	68.2%

Statistics	
Total Responses	66



How old are you?

Value	Count	Percent %
18-24	36	54.5%
25-34	15	22.7%
35-54	13	19.7%
55+	2	3%

Statistics	
Total Responses	66
Sum	1,588.0
Average	24.1
StdDev	8.53
Max	55.0

In case you win one of our four \$20 LivingSocial Deal Bucks prizes, what's your email address?

# LL: SLS11 SURVEY RESULTS

Count	Response
1	AmyKocur@gmail.com
1	DistrictOfAris@gmail.com
1	Greenberg.elyse@gmail.com
1	Margaret.Rubega@uconn.edu
1	Robin@ToymomsAttic.com
1	aawolos@gmail.com
1	ac5210a@student.american.edu
1	allyson@mwn.com
1	alysa.pridgen@gmail.com
1	amanda.m.zimmer@gmail.com
1	anydpp@gmail.com
1	andina.vaez@gmail.com
1	bauderjoshua@gmail.com
1	blandi.ton@gmail.com
1	bobfine@gmail.com
1	canilla.hawthorne@gmail.com
1	collin4@gmail.com
1	chrigolden07@gmail.com
1	ct1236a@american.edu
1	daryncambridge@gmail.com
1	district.ray@gmail.com
1	ethan.pew@american.edu
1	hgasswint@harford.edu
1	hr0392a@american.edu
1	isabel_saldaña@hotmail.com
1	jenna.mirish@gmail.com
1	jgizzi@nms.com
1	jh6183a@american.edu
1	jillae@gmail.com
1	joanna@thefire.org
1	jstone6341@gmail.com
1	kelly.a.barrett@gmail.com
1	lauren.reddington@gmail.com
1	lenore.champagne@gmail.com
1	loeb.benjamin@gmail.com
1	lr4581a@american.edu
1	ls0565a@student.american.edu
1	mattyounis@gmail.com
1	mg7956a@american.edu
1	mk6089a@american.edu
1	ms2207a@american.edu
1	njbd606@gmail.com
1	noreeno@ccu.org
1	nothanks@lfllditout.com
1	novotny@american.edu
1	np3518a@student.american.edu
1	paul.t.klein@gmail.com
1	paul@paulthland.com
1	pegher@gmail.com
1	pl6936a@gmail.com
1	progressivePS T@Gmail.com
1	reggieart123@yahoo.com
1	rt883@gmail.com
1	samanthajo.warfield@gmail.com
1	sarajden@gmail.com
1	st9519a@student.american.edu
1	smouton@topazconsultingdc.com
1	tgray@bivings.com
1	tj7025a@american.edu
1	tk3090a@student.american.edu
1	trace.dominguez@gmail.com
1	tracy@oppproject.com
1	transportgooru@gmail.com
1	vmatz-levi@ecfs.org
1	xavier@thenewmediafirm.com



# LL: SLS11 SURVEY RESULTS

1 zaharna@american.edu

Feel like telling us a secret? Just for kicks?

Count	Response
1	Alex Priest may have an addiction to twitter.
1	Awesome job with SLS11!!!
1	Before attending #SLS11 I used twitter to read news headlines...
1	Can it be really mean???
1	GREAT JOB!!
1	How do I know this won't be tweeted! :-P
1	I LOVE YOU MIRANDA GALE.
1	I am super jealous of that 9-year-old blogger.
1	I had a dream that I missed SLS11 the night before SLS11...
1	I had a great time at SLS11 and gained almost 80 Twitter followers as a result :)
1	I had gymboree class with the Olsen twins when I was 4
1	I have a whole bunch of pop chips at home.
1	I have, and use, a sparkly purple hula hoop.
1	I like dykes.
1	I shot a man in Reno just to watch him die.
1	I should be doing daily news clippings for my boss right now instead of taking this survey =)
1	I think I have a cavity (my first one), but I'm scared to visit the dentist.
1	I thought one of the panelists were cute!
1	I was able to check-in to a food truck for the first time!
1	I wish I had one. Oh wait, I have a crush on Mark Harmon. (He's old like me.)
1	I'm very excited about the prospect of SLS12. Keep it up team SLS11 was absolutely incredible.
1	I've been suffering from email overload for over 20 years, but I can also manage it...sort of.
1	It's hard being a Blair Waldorf in a Serena van der Woodsen world.
1	Lenny Kravitz is my husband, he just doesn't know it.
1	Love the survey. You should write more of these...
1	Miranda Gale, did you write this survey??? :)
1	More Miranda, Less Alex! ;)
1	Nope. :)
1	Overall the first SLS was awesome!
1	The conference rocked!
1	We need to have a quarterly SLS ")
1	Why was a manager of a movie theatre on a panel?
1	YOU ALL ROCK!
1	thanks!
1	you guys rock!
1	You made something that's semi-inaccessible (that insider feeling) and abstract, intimate and personal and for that you win.
1	Sure, at 29 years old - days before the conference I resigned from my job. I was a manager, important work (improving the energy efficiency of household appliances), great co-workers. But I was just bored to tears. It wasn't for me. I remember thinking back to being an undergrad where everyone has this expectation that you'll have everything "figured out" by the time you finish school. For most people it really doesn't work that way. You may go years before you really 'know' what you want to do. All that's really important is that you do two things: Constantly improve yourself, and constantly reinvent yourself. As long as you're always moving forward, everything else will take care of itself.
1	Loved the Social Learning Summit. Would like to see it take the conversation in a more defined direction next year.
1	Check out my website <a href="http://www.getitcalled.com">http://www.getitcalled.com</a> working to get synchronized skating recognized as an Olympic sport!!! Thanks for a great weekend at #SLS11!
1	Yesterday, I rode the bus home from work and @DCDebbie was on with me! She said her workplace was a secret but I have an idea now... ooOoOOOoOoOo
1	I am so impressed -- this is one of the most dynamic clubs I have ever seen hit the campus -- great job!

URL Variable: crc



# TERMS AND TOOLS



# TERMS AND TOOLS

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## **Aggregation**

The process of gathering content from various blogs or websites through RSS feeds. The gathered information can be viewed through aggregator websites such as Google Reader or other newsreader software.

## **Blog**

A website used by an author to share ideas or other information online. Blogs are usually updated regularly by bloggers, with posts appearing in reverse chronological order.

## **Blogroll**

A list of links to other blogs or resources that a blogger either often mentions in their own blog or thinks would be of interest to their readers.

## **Bounce Rate**

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page, typically indicating that the site entrance is not relevant to visitors.

## **Content**

Any text, picture, video, etc. on the Internet.

## **Community Building**

Process of growing your online networks. This can be through recruiting friends and fans on Facebook or followers on Twitter, as well as gaining readers through meaningful dialogue on Websites, blogs, or message boards.

## **Crowdbooster**

A web-based tool that provides tools that track Twitter analytics and recommendations actions to improve metrics.

## **Crowdsourcing**

Presenting a problem or question to a large group of people in order to get a response quickly and leverage the power of mass collaboration. This is often done on services like Twitter.

## **Digital Brand**

The reusable digital information that is used in applications to represent the unique brand identity of an organization including the logo, colors, images, fonts, tagline, brand personality, positioning, core beliefs, values, tone and themes.

# TERMS AND TOOLS

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## **DM**

Short for “Direct Message” on Twitter, this 140-character message is only shared between author and a single recipient.

## **Embed**

A way of displaying content (usually video) from one site on another. The HTML code is copied from the source site and placed into the destination site.

## **Eventbrite**

Founded in 2006, Eventbrite.com is an online event management tool and customer interface that allows organizers to create a customizable event page, spread the word about events with social media, collect money and information, and gain visibility into attendees and sales.

## **Facebook**

One of the most popular and fastest growing social networking sites on the Internet. It is free to use, open to everyone, and growing in influence globally.

## **Facebook Fan**

Fans on Facebook are those users who have elected to become “fans” or supporters of a specific Facebook page. Fans will receive updates from that page in their newsfeeds when they sign into Facebook. Fans use their status as a fan of a Facebook page as a sort of virtual yard sign to show their support for an organization, person or cause.

## **Facebook Group**

Groups on Facebook allow users with similar interests to share information, photos, videos, etc. Groups may be open to all users, limited by invitation only, or entirely secret.

## **Facebook Newsfeed**

Users’ newsfeeds are found on the Facebook homepage when they log in. They contain updates from the user’s friends and pages. Updates include photos, videos, notes, statuses or new tags.

## **Facebook Page**

Facebook pages are public profiles on Facebook that businesses, public figures, bands, etc. can use to connect with and share information with their fans. A Facebook page can share written information about a group or organization as well as pictures, videos, links and notes.

# TERMS AND TOOLS

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## **Feed**

Feeds are subscribed to by users and read in a feed reader or aggregator. They allow the user to access the content of a website without having to visit the site itself.

## **Flickr**

Image sharing website that allows users to tag uploaded photos with descriptive terms so that others may search for them.

## **Foursquare**

Website that allows users to “check in” from their current location.

## **Google Analytics**

A web-based set of tools that lets users measure their advertising ROI and track the metrics of their Flash, video, and social networking sites and applications.

## **Hashtag**

Keywords that can be searched on Twitter and are tagged using a pound symbol (#) before the intended word or phrase. For example, a tourist may tweet that he or she is “visiting #DC,” then search #DC to find out what others are saying or doing in the city.

## **Hits**

The number of times a webpage is visited.

## **Impression**

A single instance of an online advertisement being displayed to a single consumer. Impressions are a common measure of marketing effectiveness.

## **LinkedIn**

Popular networking site where business associates, recent graduates and other professionals can post virtual resumes and recommendations

## **Live-Tweeting**

The act of recording an event through tweets in real-time. Often used in conjunction with a predetermined hashtag so that the stream can be searched and followed like a story.

## **MailChimp**

A web-based tool that allows users to design email newsletters, share them on social networks, integrate with services, and track results.

# TERMS AND TOOLS

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## **Mashable**

Website and self-proclaimed social media guide. It features stories and links on new media and tips on how to maximize online presence.

## **Meetup**

Website that helps people with similar interests connect online and meet in person. The site has a special page for helping to organize TweetUps for local Twitter users.

## **Media Literacy**

A repertoire of competences, including knowledge and ability to use digital platforms, that enable people to analyze, evaluate, and create messages in a wide variety of media modes, genres, and forms.

## **Network**

The sum of the connections a person forms through their presence on social networking sites.

## **New Media**

Style of media characterized by direct communication, collaboration and participation by the author and their readers.

## **NodeXL**

A free, open-source template for Excel 2007 and 2010 that lets users enter a network edge list (e.g. from Twitter, Flickr, YouTube, etc.) and customize the resultant network graph's appearance, as well as calculate the graph's metrics. This tool demonstrates the complex network relationships between conversational Twitter handles, and the like.

## **Online Presence**

Individual, business or organization that posts content online, appears in search results and uses various tools to be contacted and communicated with online.

## **Participatory Culture**

Culture of openness and sharing that draws people to using social media tools.

## **Photosharing**

Uploading photos to a website like Flickr. Often tags are applied to the uploaded images to help categorize them. Other users on photosharing sites can comment on a user's pictures and possibly reuse them.

# TERMS AND TOOLS

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## **Platform**

The framework or system within which tools work. Tools that operate online use the Internet as their platform.

## **Post**

A single item on a blog or forum.

## **Profiles**

Information that individuals or organizations provide about themselves on social networking sites. Profiles may include biographical and contact information, photos, videos, blog posts and links.

## **QR Code**

Short for “Quick Response,” a QR code is a two-dimensional matrix barcode that is readable by barcode readers and camera phones.

## **Retweet**

How Twitter users can share tweets they find interesting by the people they follow. Users can either use Twitter’s retweet function to share an exact copy of the original tweet, or they may use “RT” followed by the original author’s handle and tweet, allowing them to leave a comment.

## **SCHED**

Created in 2008, *SCHED.org* is an interactive event calendar software used for personal schedule builders, social networking integration, mobile schedule application, and speaker, sponsor and exhibitor lists. SCHED became a premier calendar software for conferences after its use in the DC Week Conference 2010.

## **Search Engine Optimization (SEO)**

Web designers embed keywords in the background of a site so that when someone types that keyword into a search engine, the website can be easily found.

## **Slurp 140**

A free web-based tool powered by The Bivings Group that follows all tweets with certain hash tags and terms, monitors tweet volume and most active tweeters, and stores these tweets for further analysis.



# TERMS AND TOOLS

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## **SMCEDU**

The Social Media in Education Project is a growing movement, began by the Social Media Club in July 2009 that aims to bring together the education and professional communities to further the development of social media curriculum in schools.

## **Social Calendar**

Online schedule that allows multiple users to read and enter data and events. It can also be used to describe a calendar of social events that is posted online.

## **Social Network**

Relationships between individuals, groups, businesses and organizations through the use of tools and platforms to publish, share and discuss content online.

## **Social Networking Site**

Describes any website that allows users to create profiles within that site and form relationships with other users who can access their profile. Social networking sites include blogs, microblogs, photosharing sites and sites such as Facebook.

## **Social Media**

Encompasses all tools and programs that allow any user to public, discuss and share content online.

## **Synchronous Communication**

Communication happening in real-time, such as chats or voice/video chats.

## **Tag**

Keywords attached to a blog post, photo, or other content allowing users to easily find the topics they want through searches and aggregation.

## **Tweet**

A post on Twitter, limited to 140 characters.

## **Tweetup**

Offline meeting organized by people who met and organized the meeting on Twitter.

## **TwitPic**

One of the largest and most popular photo-sharing sites for Twitter.

# TERMS AND TOOLS

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## **Twitter**

Combines social networking with microblogging. Users post text, links, photos, and videos in tweets that are 140 characters or less. Users can follow other people's tweets and have their own tweets followed by other users.

## **Twitter Follower**

Someone who has subscribed to a user's tweets on Twitter. Tweets posted by followed users will appear on the homepage of the person following them.

## **Twitter Handle**

Username on Twitter, always begun with the "@" symbol.

## **Twitter Mention**

The use of another Twitter handle in a tweet.

## **Twitter Trending Topic**

Words or phrases that appear most often in tweets happening now. Trending topics can be a word, phrase or hashtag.

## **Twitterverse**

Term used to describe any and all people and things connected with Twitter, similarly to the concept of the blogosphere.

## **User-Generated Content**

Website content created and shared by a member of a social network. User-generated content can include blog posts to videos on sites like YouTube.

## **Vimeo**

A high-quality video-sharing website on which users can upload, share, and view videos.

## **Viral**

Content (most commonly video) interesting and creative enough that viewers share it with those in their social networks. Viral videos can become globally popular in a short time through online word-of-mouth.

## **Web 2.0**

A term that describes web-based services and sites that emphasize sharing and collaboration such as blogs, wikis and social networking sites.

# TERMS AND TOOLS

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## **Web-based Tools**

Google, Yahoo!, and a host of other commercial organizations provide an increasing range of free or low-cost tools including e-mail, calendars, word processing and spreadsheets that can be used on the web rather than your desktop.

## **Widget**

A piece of code that can be embedded on a website or onto a computer's desktop. Widgets are usually simple and display information and offer limited user interface.

## **Wordle**

A free, web-based tool that generates “word clouds” from text that it is provided or imported from data. The clouds give statistically greater prominence to words that appear more frequently in the source text.

## **WordPress**

Platform that allows users to either download software to create a blog hosted elsewhere, or host a blog on WordPress itself.

## **YouTube**

Website that allows users to create their own video channels. Users can upload videos up to 10 minutes long, attach tags to make them easier to search for and share them with everyone online.

