

# Counseling Students in the Electronic Generation

## Audio Instructions:

Call 1.866.777.1265

Use Code 336 848 6441



# Topics for Discussion

- Millennial Students
- Communication Style
- Creating a Social Media Program
- How to Engage Students
- Imagine the Possibilities



“Change is the law of life.  
And those who look only  
to the past or present are  
certain to miss the future.”

—John F. Kennedy



# Millennial Students

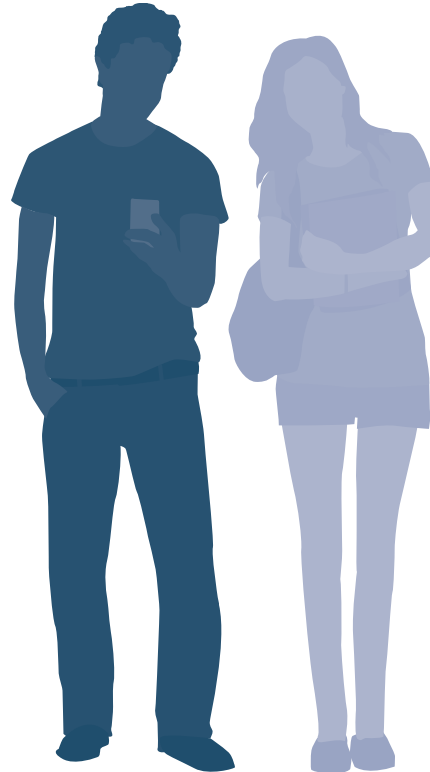
## Millennial Students: born after 1980

Wanted •

Sheltered •

Confident •

Team Oriented •



• Conventional

• Pressured

• Achieving

• Tech-Savvy



# Millennial Students: the way we interact and seek entertainment is different



Internet



Online shopping



Mobile phones



Social networking



iPods



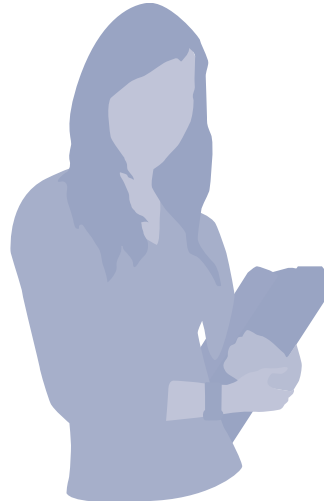
Blogs



Videos

# Survey Says

Findings for  
approximately:



**1,400 College Students  
Ages 18–24**



**1,400 Young Employees  
Ages 21–29**

- Survey translated and distributed in 14 countries to gain approximately 100 completed surveys for each subgroup in each country
- Countries: United States, Canada, Mexico, Brazil, United Kingdom, France, Spain, Germany, Italy, Russia, India, China, Japan, Australia

Cisco Connected World Technology Report. September, 2011



# Survey Says

## Internet

- Roughly half of the students (49%) and young professionals (47%) **consider the Internet to be close in importance to water, food, air, and shelter** in their lives.
- Both college students and young professionals indicate that their computer, specifically their **laptop, is their primary way of getting information and news** rather than devices such as TV or print media.
- More than half of the students (55%) and young professionals (62%) indicate they **could not live without the Internet**; it is an integral part of their daily life.
- Given a choice between the Internet and social activities such as dating and going out with friends, the largest proportion of college students (40%) consider the **Internet to be most important in their daily life**.
- About two-thirds (64%) of the students would **prefer to have access to the Internet versus a car**.

Cisco Connected World Technology Report. September, 2011





# Survey Says

## Social Media

- For students surveyed in Brazil, Spain, Italy, India and China, **keeping up to date on Facebook is more important** on a typical day than dating, spending time with friends, listening to music, or going to a party.
- Most of the students and young professionals **access their Facebook page at least once every day**.
- Roughly **7 in 10** young professionals indicate that they have **“friended” or follow their manager and/or co-workers** on Facebook or Twitter.

Cisco Connected World Technology Report. September, 2011



# So, do graduate students really use social media?

*Yes! Today's grad students are considered "digital natives."*

- 1st generation to grow up natively using technology to maintain interpersonal relationships, instead of adopting it later in life
- 81% access the internet wirelessly
- 75% use social media
- 70% believe colleges should have a presence on social networks
- 51% want to be contacted directly through a social network

At a recent conference for the National Association of Graduate Admissions Professionals, Jeff Berg (Peterson's and CUnet Social Media Strategist), presented *"More than Just Fans: 5 Steps to Creating Vibrant Social Communities for Graduate Students."*



# What does this mean for communication?

- The internet plays a significant role in our lives.
- Primary methods of communication have evolved.
- Online communication channels are as necessary as in-person contact.
- Millennials demand immediate access to information.
- Mobile technology and social media will impact the future of education and business communication and corporate lifestyles.



# Reliance on Social Media

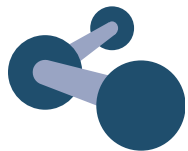
# What is Social Media?



- Two-way communication vehicle



- Interactive conversation



- Sharing of user-generated content



# Popular Social Media sites:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- Social networking site that allows information sharing among friends and fans<sup>SM</sup>

The Twitter logo, featuring the word "twitter" in blue lowercase letters followed by a blue bird icon.

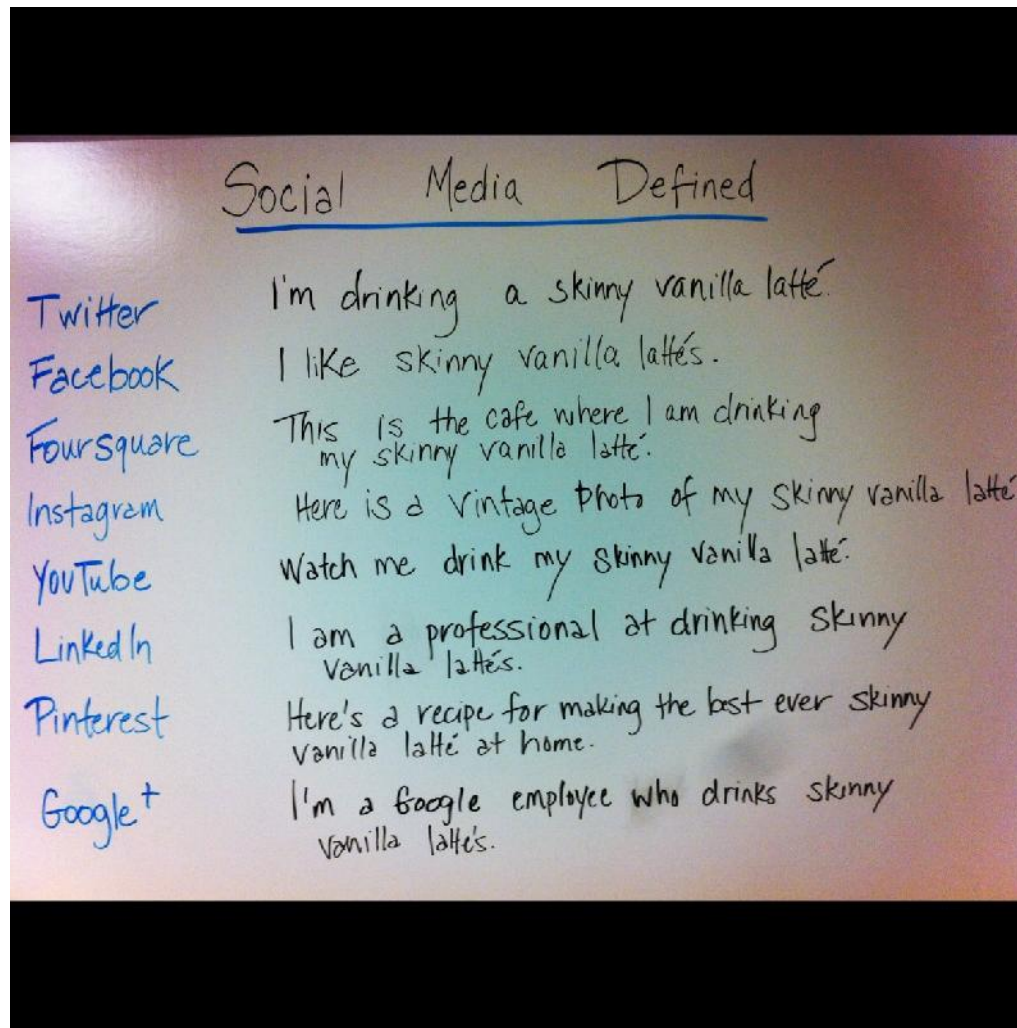
- Micro blogging service that allows users to send and read short messages

The YouTube logo, with the word "You" in black and "Tube" in white on a red rounded rectangle, followed by a small trademark symbol.

- A place to discover, watch, upload and share videos



# Popular Social Media sites:



## Did you know?

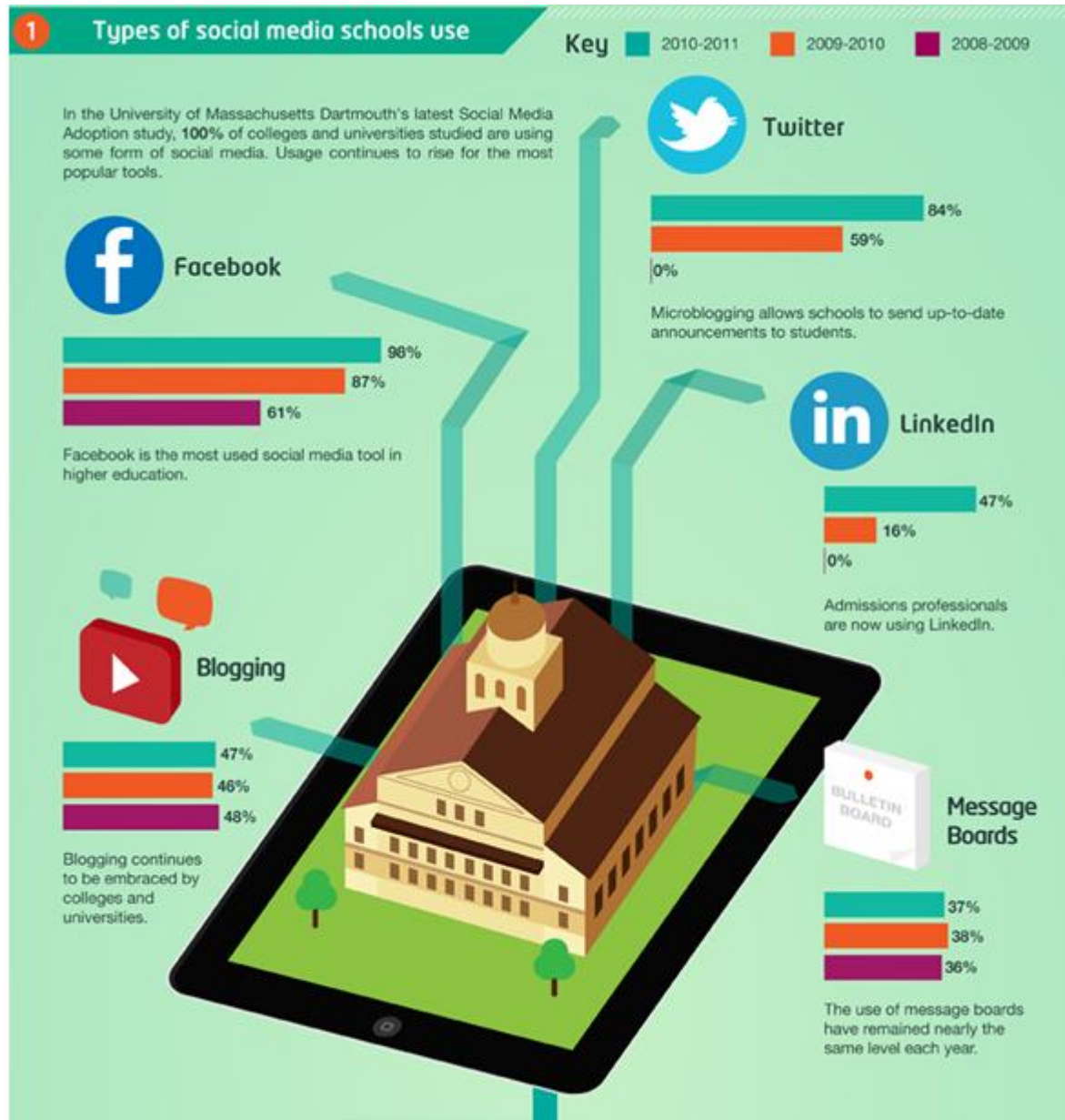
- Facebook is a world of over 800 million users; 75% of everyone in the world with internet access is on Facebook.
- For every minute that goes by, about 48 hours of video is uploaded to YouTube.
- 20% of the world's collective internet time is spent on social media.

At a recent conference for the National Association of Graduate Admissions Professionals, Jeff Berg (Peterson's and CUnet Social Media Strategist), presented *"More than Just Fans: 5 Steps to Creating Vibrant Social Communities for Graduate Students."*



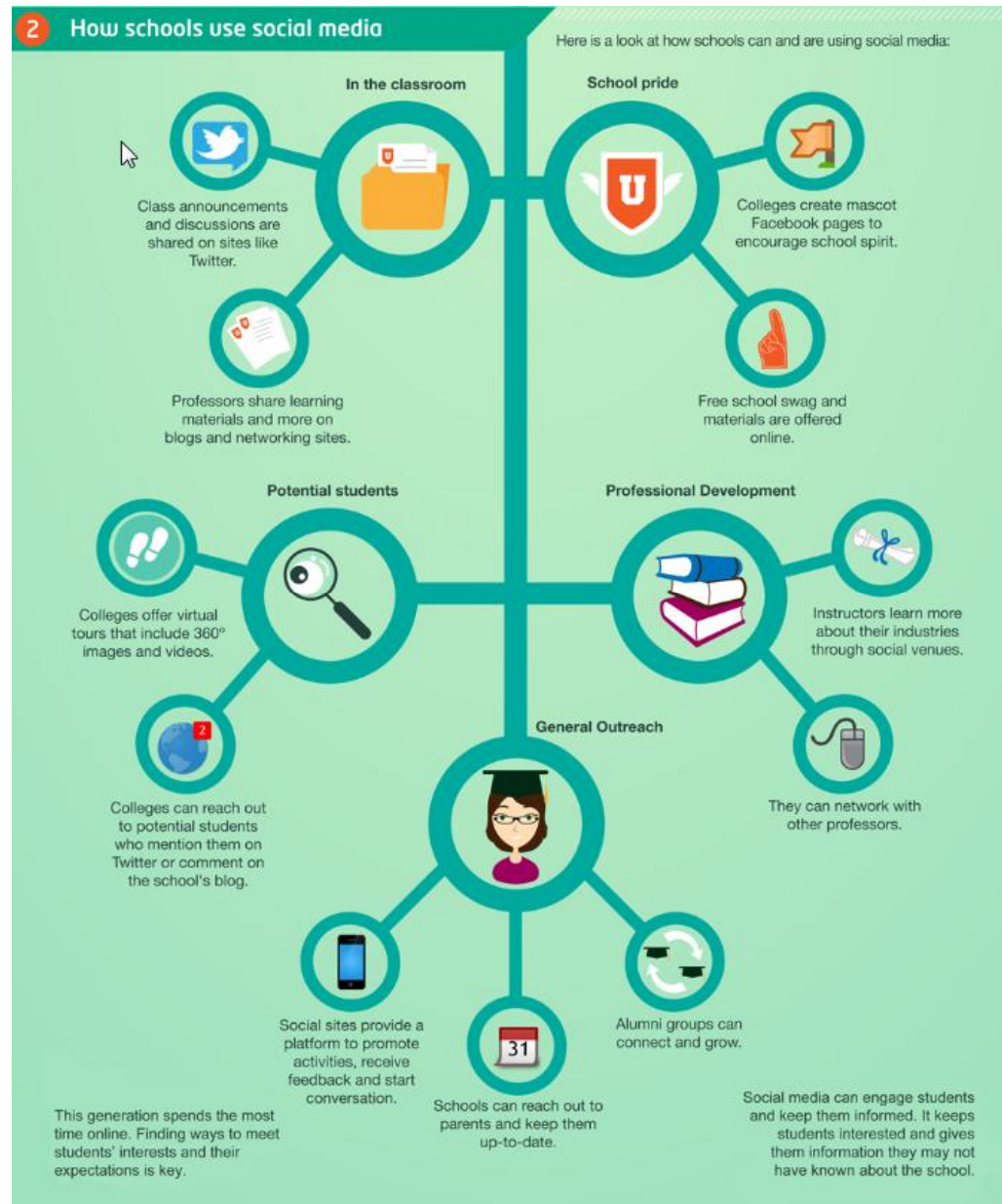


# How Schools Use Social Media



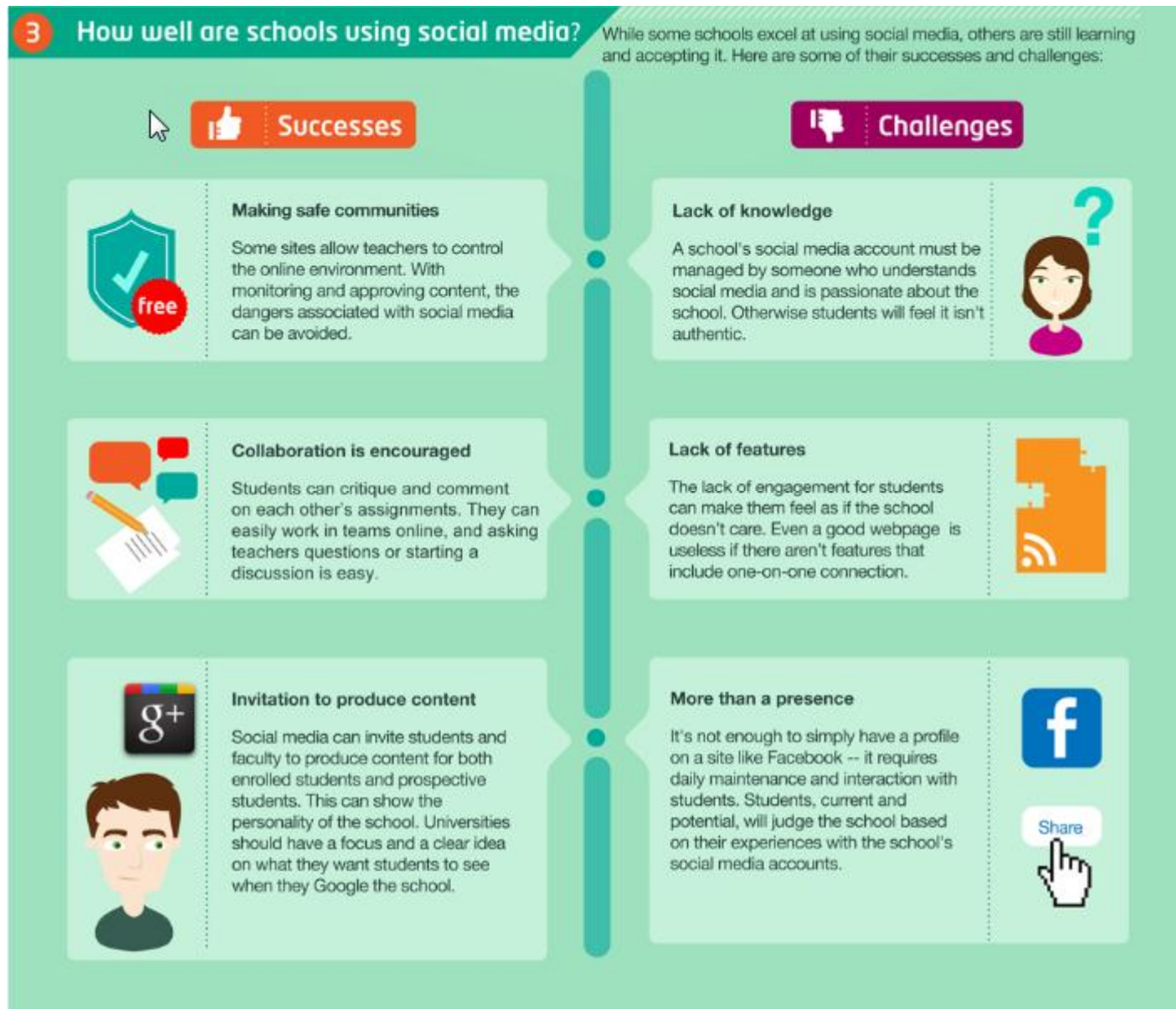
Info graphic by [onlineuniversities.com](http://onlineuniversities.com)

# How Schools Use Social Media



Info graphic by [onlineuniversities.com](http://onlineuniversities.com)


# How Schools Use Social Media



# Getting Started

# Hard Work

- One-on-one
- Care more
- Be real
- Listen more
- Better content



It happens in the small, personal interactions that allow us to prove to each other who we are and what we believe in, honest moments that promote good feelings and build trust.

-Gary Vaynerchuk



# Steps to Create a Social Media Program

## Step 1

### Secure Internal Buy-In: State your case

Typical concerns:

- budget
- employee productivity
- security
- school reputation

## Step 2

### Develop a Strategy:

- Research the marketplace *Where are your students?*
- Decide where to concentrate efforts
- Listen to what they're saying
- Plot your objectives and strategies
- Decide how to measure efforts

From Marketing Profs: "A Step-by-Step Guide to a Successful Social Media Program"

# Steps to Create a Social Media Program

## Step 3

### Appoint a Team:

- Find active users within your office
- Dedicate appropriate resources
- Decide who should represent your office
- Decide on employee participation
- Set parameters

## Step 4

### Create a Social Media Policy:

- Protect confidential and PII
- Explain personal responsibility
- Determine online representation
- Develop content and comments policy/approval process

From Marketing Profs: "A Step-by-Step Guide to a Successful Social Media Program"



# Steps to Create a Social Media Program

## Step 5

### Prepare Your Department:

- Conduct initial training
- Provide ongoing guidance and resources

## Step 6

### Manage the Program:

- Monitor progress and success
- Watch for new developments
- Establish credibility
- Respond to public comments and complaints

From Marketing Profs: “A Step-by-Step Guide to a Successful Social Media Program”





# Engaging Students

# Facebook & Twitter

- How can Facebook and Twitter help financial aid officers?
  - Schools can create a primary page and a page for each area or department on campus
- Typical items to make available



— Links to forms and info located on school website



— Event schedules



— Financial Literacy Info



— Deadline alerts




— Virtual office hours




— Event photos

# Facebook: School Financial Aid example




**LOYOLA UNIVERSITY NEW ORLEANS**  
SCHOLARSHIPS + FINANCIAL AID


College/University  
Welcome to the Facebook page of the Office of Scholarships and Financial Aid. Ask questions, let us know.  
[About](#)



Loyola University New OrleansLocal's photo.  
about an hour ago

NewOrleansLocal.com Pic of the










Loyola University New Orleans... [Events](#) ▾

✓ Liked

### Past Events

The Loyola University New Orleans Financial Aid Office Page does not have any upcoming events. These are the events that it has hosted in the past.

	<b>Apply for Summer Financial Aid</b> Sunday, April 1, 2012 at 12:00am	<a href="http://www.loyno.edu/financialaid/summer-financial-aid">http://www.loyno.edu/financialaid/summer-financial-aid</a>
	<b>Exit Loan Counseling for May Graduates</b> Thursday, March 1, 2012 at 1:00am	<a href="http://www.loyno.edu/financialaid/stafford-and-grad-plus-exit-counseling">http://www.loyno.edu/financialaid/stafford-and-grad-plus-exit-counseling</a>
	<b>File Your 2012-2013 "FAFSA"</b> Thursday, March 1, 2012 at 1:00am	<a href="http://www.fafsa.gov">www.fafsa.gov</a>
	<b>Dollars and Sense</b> Wednesday, September 14, 2011 at 6:00pm	Monroe Library, Loyola University New Orleans New Orleans, Louisiana
	<b>"Dollars and Sense"</b> Thursday, September 1, 2011 at 6:00pm 1 guest	Monroe Library - 1st floor Living Room

# Facebook: Nelnet example

facebook

Search for people, places and things

Nelnet helps make educational dreams possible.

**Nelnet**  
203,912 likes · 378 talking about this · 50 were here

Company  
Nelnet, Inc. is a leading education planning and financing company that helps students, families, schools, and financial institutions.

About

Nelnet FAQs Payment Tools **Repayment Plans**

Highlights

Post Photo / Video

Write something...

**Nelnet**  
September 26 via Roll 6t

We're planning a sweepstakes for 2013... what prizes are you interested in winning?

**What Do You Want to Win?** Pick the prize you'd most like to win!  
www.facebook.com/AnswerItNow  
1: Cars  
2: Luggage  
3: Cash & Gadgets  
4: Other

Like · Comment

12 people like this.

View all 31 comments

Write a comment...

**Nelnet** shared a link.  
17 hours ago 6t

It's easy to switch to eStatements! Watch the video to learn how to go paperless.

27 Friends like Nelnet

Recent Posts by Others on Nelnet

Line Dempsey  
Hey Nelnet - sorry you won't receive any more checks...  
11/14/12 · 12 hours ago

Joyce Anderson  
Students, check out these Monday Money Tips!  
11/14/12 · 18 hours ago

Shaniqua Holman  
hel o can you give me a good fax number to send my ...  
11/13 · Yesterday at 9:38am

Donald Burns  
Hello, On my account screen it says, "Next Payment D...  
11/2 · Yesterday at 9:19am

Cindy Lu  
Hello, I just received a repayment schedule even thou...  
11/1 · Yesterday at 12:26am

More Posts

Recommendations

Write a recommendation...

**Nelnet** Repayment Plans

✓ Liked

## Repayment Plans

Pick a plan that's right for you!

When it comes to paying your loans, you've got a variety of options. We know that it can sometimes be a little overwhelming, but we're here to help you anytime, day or night. Whether you're struggling with your payment, or if you're able to comfortably make regular payments, we can work with you to choose a repayment plan that matches your lifestyle. Check out this [Repayment Plan Comparison Chart](#) to see your options.

### Standard Repayment

The most common and economical repayment plan is Standard Repayment. This plan generally spreads equal payments over 10 years (but could be up to 25 years for a Consolidation Loan) and is automatically selected unless you choose a different repayment plan.

### Graduated Repayment

This plan starts with low payments that gradually increase every two years. This is a good choice for professionals who expect to make more money as they advance their career.

### Extended Repayment

For borrowers who have more than \$30,000 in outstanding federal student loans taken out on or after October 7, 1998, the Extended Repayment Plan makes monthly payments more affordable. However, it will take longer to pay off the loan (up to 25 years), and you will pay more interest on this plan.

### Income-Sensitive Repayment

This plan is for **Federal Family Education Loan**

# Twitter: Examples

W UNIVERSITY of WASHINGTON

**n elnet.**  
EDUCATION PLANNING  
& FINANCING

Making  
educational  
dreams  
come true.

Visit us online:  
[nelnet.com](http://nelnet.com)  
[fb.com/nelnet](https://fb.com/nelnet)

Customer Service:  
888.486.4722

**Nelnet**  
@Nelnet

458 TWEETS  
24 FOLLOWING  
719 FOLLOWERS

**Follow Nelnet**

Full name  
Email  
Password

Sign up

**Tweets**

Following  
Followers  
Favorites  
Lists  
Recent images

**Tweets**

**Nelnet** @Nelnet 18h  
What does International Day of Non-Violence mean to you?  
[bit.ly/QSuwFv](http://bit.ly/QSuwFv) #NonViolenceDay #Gandhi  
Expand

**Nelnet** @Nelnet 2 Oct  
It's easy to switch to eStatements! Watch the video to learn how to go paperless. [vimeo.com/43219676](http://vimeo.com/43219676)  
[View media](#)

**Nelnet** @Nelnet 29 Sep  
October is almost here! Got any great Halloween costume ideas yet? #halloweencostume  
Expand

**Nelnet** @Nelnet 28 Sep  
#Graduate last spring? It might almost be time to make your first payment. Learn more by visiting our site: [tinyurl.com/9kd8973](http://tinyurl.com/9kd8973)  
Expand

**Nelnet** @Nelnet 28 Sep  
What's going on this weekend? #Picnic, #bike ride, or watching #football; let us know your plans!  
Expand

# Ways to Engage



## Visual

- Photos
- Infographics
- Videos



## Mobile

- Website
- Social media
- Apps



## Immediate

- Online office hours



## Real

- Care
- Informal
- Humor



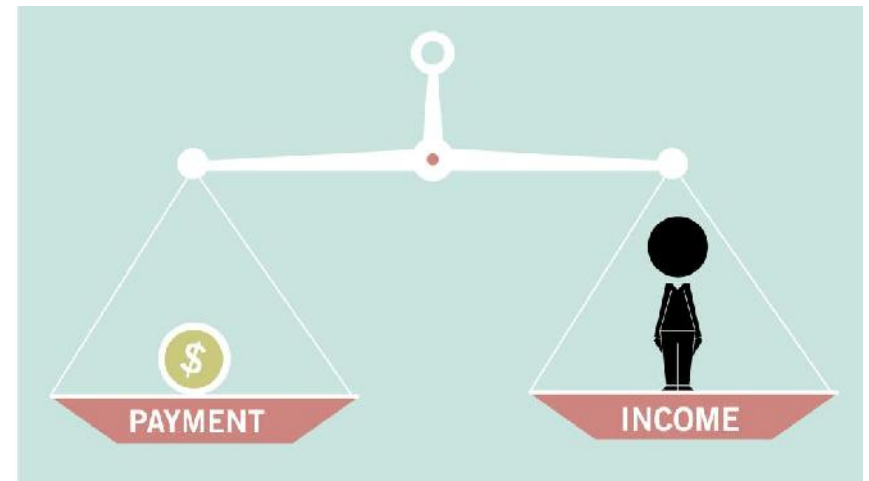
## Share & Steal

- FSA
- Federal Loan Servicers

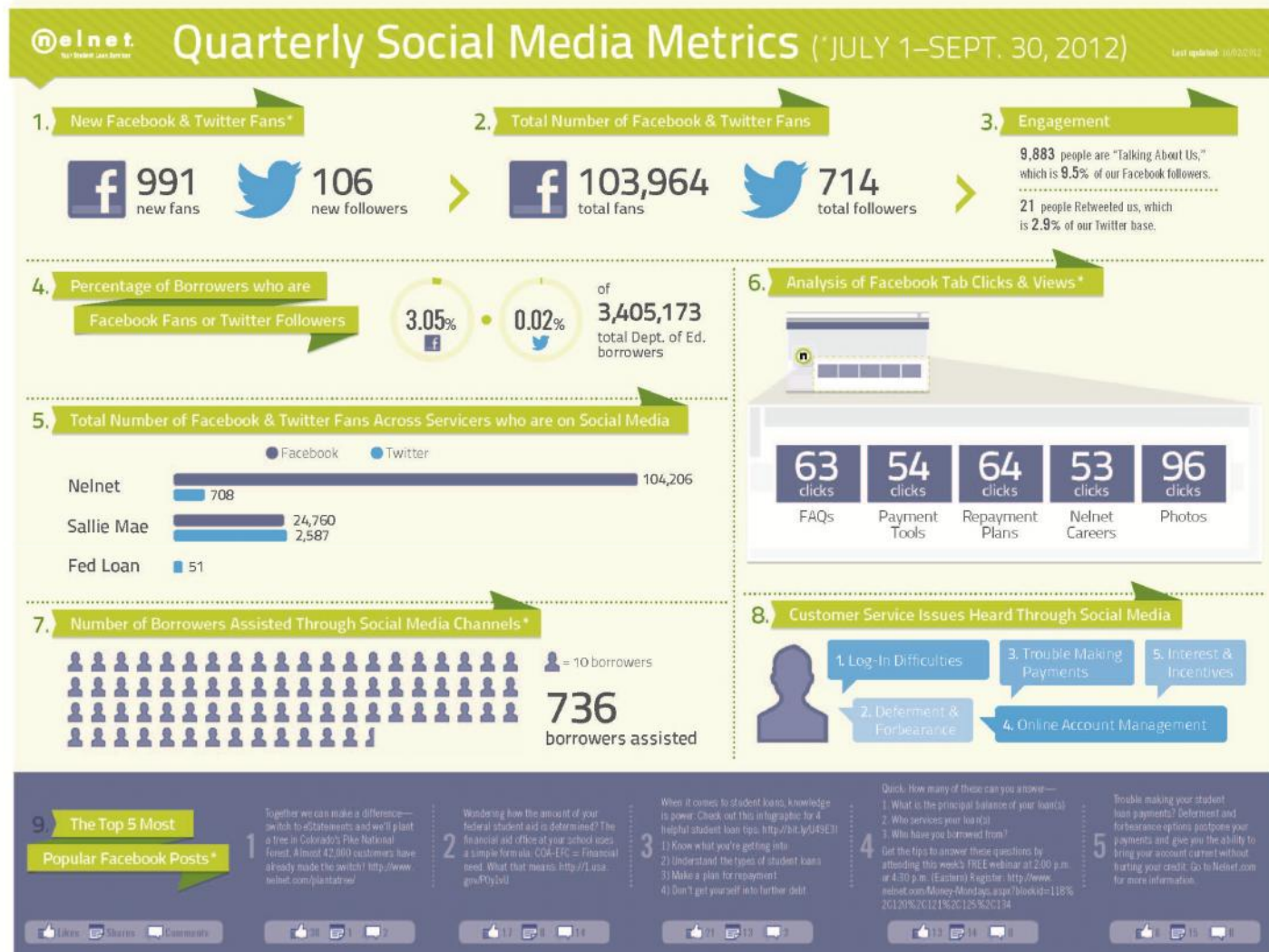




# Infographics (FSA)




# Metrics







Imagine the Possibilities




**Wine Library**<sup>®</sup>  
www.winelibrary.com




**Wine Library**  
@WineLibrary  
*The Internet's leading discount wine retailer*  
Springfield, New Jersey · <http://winelibrary.com/>




15,343 TWEETS  
2,063 FOLLOWING



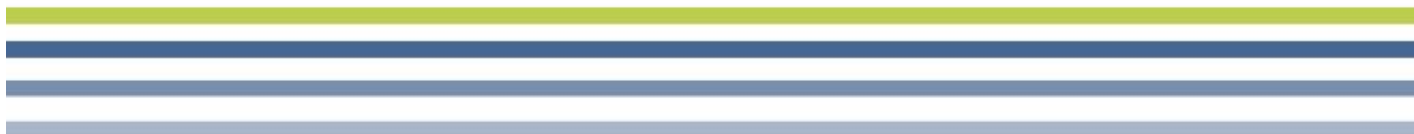
**Travis Millsaps** @travismillsaps 29 Oct  
@Mariobatali do you have a good meat idea for a bearless chili?  
#askmb  
View conversation



**Mario Batali** @Mariobatali 29 Oct  
Barbecue RT. @adrienne\_fm: @Mariobatali. I have a ton of leftover porchetta from a family wedding. Other than sandwiches....??  
#askmb  
Expand





**Adrienne** @adrienne\_fm 29 Oct  
@Mariobatali. I have a ton of leftover porchetta from a family wedding. Other than sandwiches....?? #askmb  
Expand




Having a bad day?  
We will make it better.

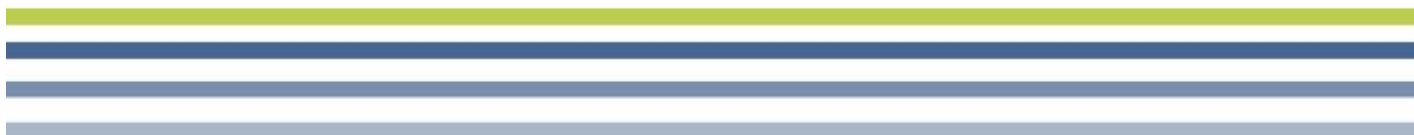
**3 LOG BY BABY** **danielleblogbybaby** @danielleGparker 2 Nov  
a big thank you to @interfloraUK for the #RandomActsOfKindness  
they have most definitely cheered me up! xx  
[pic.twitter.com/WJbj32XG](https://pic.twitter.com/WJbj32XG)  
Retweeted by Interflora Flowers  
Hide photo Reply Retweet Favorite



1 RETWEET 

8:20 AM - 2 Nov 12 · Details Flag media

 **Simone** @SimsLifeBlog 2 Nov  
@danielleGparker @InterfloraUK that is a stunning bouquet!!  
Expand



## KLM Airline Surprise



# Finally

- Embrace it
- Try new platforms
- Have fun
- Be yourself



# Thank You!

## Contact Information:

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