

Social Networking and Long-Term Organizational Goals

Maeve Reilly
iSchools
501 E. Daniel
Champaign, IL 61820
(217) 244-7316
mjreilly@illinois.edu

Anthony J. Rotolo
School of Information
Syracuse University
245 Hinds Hall
Syracuse, NY
(315) 443-3409
anrotolo@syr.edu

Sherry L.K. Main
Donald Bren School of Information
and Computer Sciences
University of California, Irvine
6056 Donald Bren Hall
Irvine, CA 92697-3425
(949) 824-1562
sherry@ics.uci.edu

Richard Urban
Graduate School of Library and
Information Science
University of Illinois
501 E. Daniel
Champaign, IL 61820
(217) 443-3409
rjurban@illinois.edu

ABSTRACT

Social and new media tools have increased in popularity and accessibility over the past year and have become much more than social networks and entertainment sites. As students and the press alike come to rely on social media as a real-time information source, how can the iSchools integrate new media tools to create a seamless, integrated flow in both its communications and marketing as well as in its teaching and research tools?

Categories and Subject Descriptors

Information seeking and use, Information management, Social tagging, Social networks, Organizational informatics

General Terms

Performance, Design, Experimentation, Human Factors

Keywords

Social networking, communications, new media

1. INTRODUCTION

In this session we will explore what it means to use social media. We'll explore topics such as:

- * How do I brand my social media presence?
- * How do the different social and new media accounts integrate? from Facebook to Twitter and LinkedIn, to YouTube, Flickr and more, we will investigate how to use various tools to complement your message.

* How easily can I develop a social media strategy that aligns with my organizational goals, and at what cost?

* How can my organization integrate social media internally to enhance communication and student services?

* How can I incorporate social media tools in my classroom or in my interactions with students or colleagues across institutions?

This session relies on the expertise of the social media strategist at Syracuse, and iSchools communications specialists who will discuss how social networking can become part of the iSchools long-term organizational goals. A graduate student in one of the iSchools will discuss how students perceive these messages, and how researchers and scholars are incorporating social media tools as they procure funding, develop research goals and further the mission of the iSchools.

This roundtable on the practice of incorporating social networking will benefit iSchools communications staff, as well as those about to embark in jobs in the field.