



Social Media & Universities

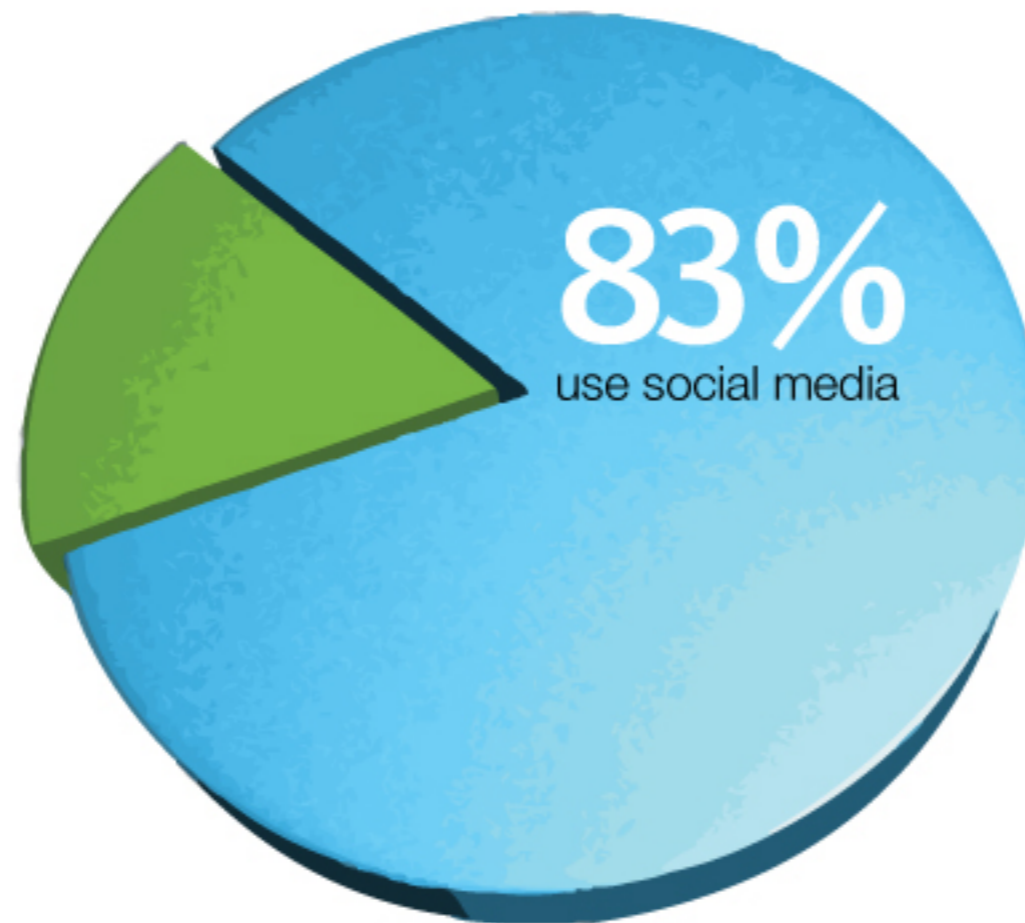


About the presentation

- 1- General introduction to Social Media
- 2- How universities in North America and Europe are using Social Media
- 3- Some statistics on Central America
- 4- About Costa Rica

Introduction to **social media**

83% of online population, ages 13 to 54, use social media,
says new Knowledge Networks report



source: Knowledge Networks report

Introduction to social media

A group of Internet-based applications that allow the creation and exchange of user generated content

cafemom

classmates.com



del.icio.us

digg

facebook

Flixster



hi5

imeem

last.fm
the social music revolution

LinkedIn



myspace.com
a place for friends

myYearbook
YOU'VE GOT FRIENDS!

Ning



plaxo

reddit

reunion.com
Life Changes - Easy to Touch™

TAGGED

twitter

You Tube

flickr

Ning

78% of the total social media population are on Social networks (Facebook, myspace, twitter) and youtube

22% of the total social media population are on the other social media platforms

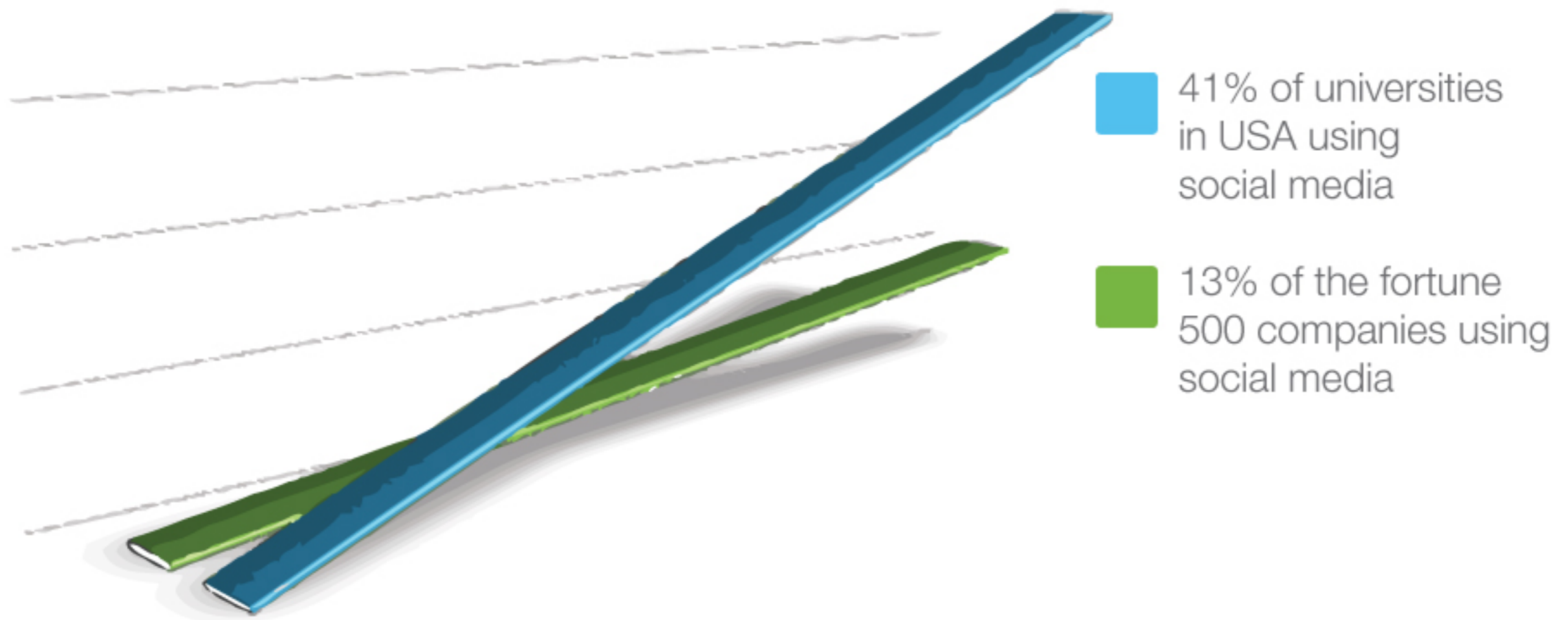


Universities

Vs Corporates

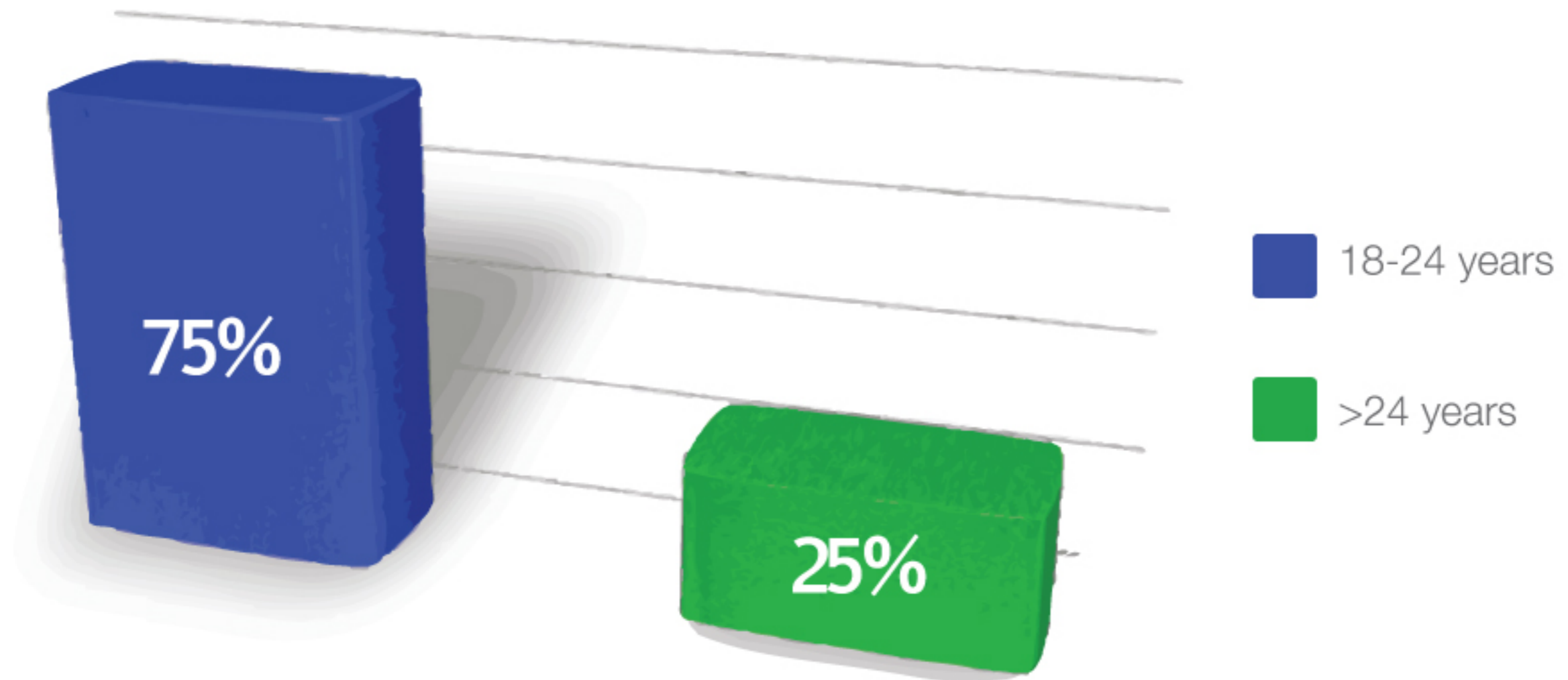
Universities using **social media: Stats**

Colleges and universities are outpacing U.S. corporate adoption of social media tools and technologies



Content on social media

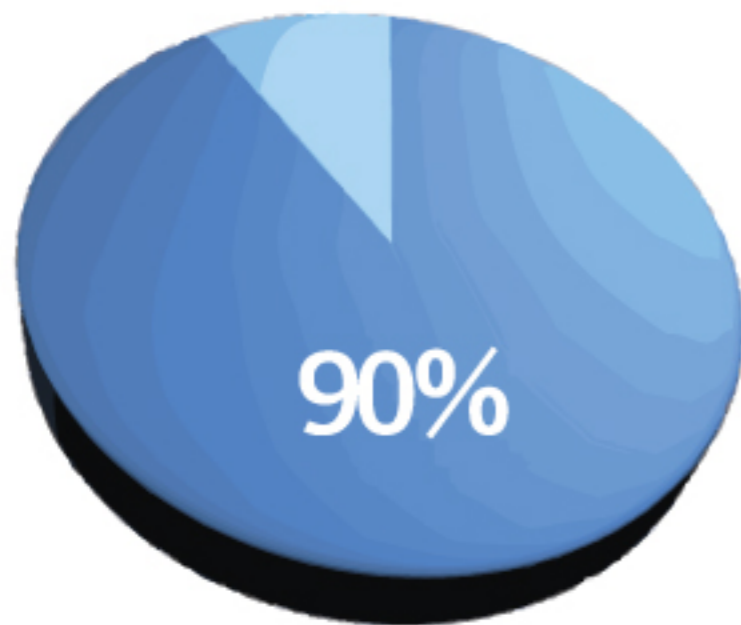
Users between the age group of 18-24 contribute
75% of the total social media content



Universities using social media: Stats

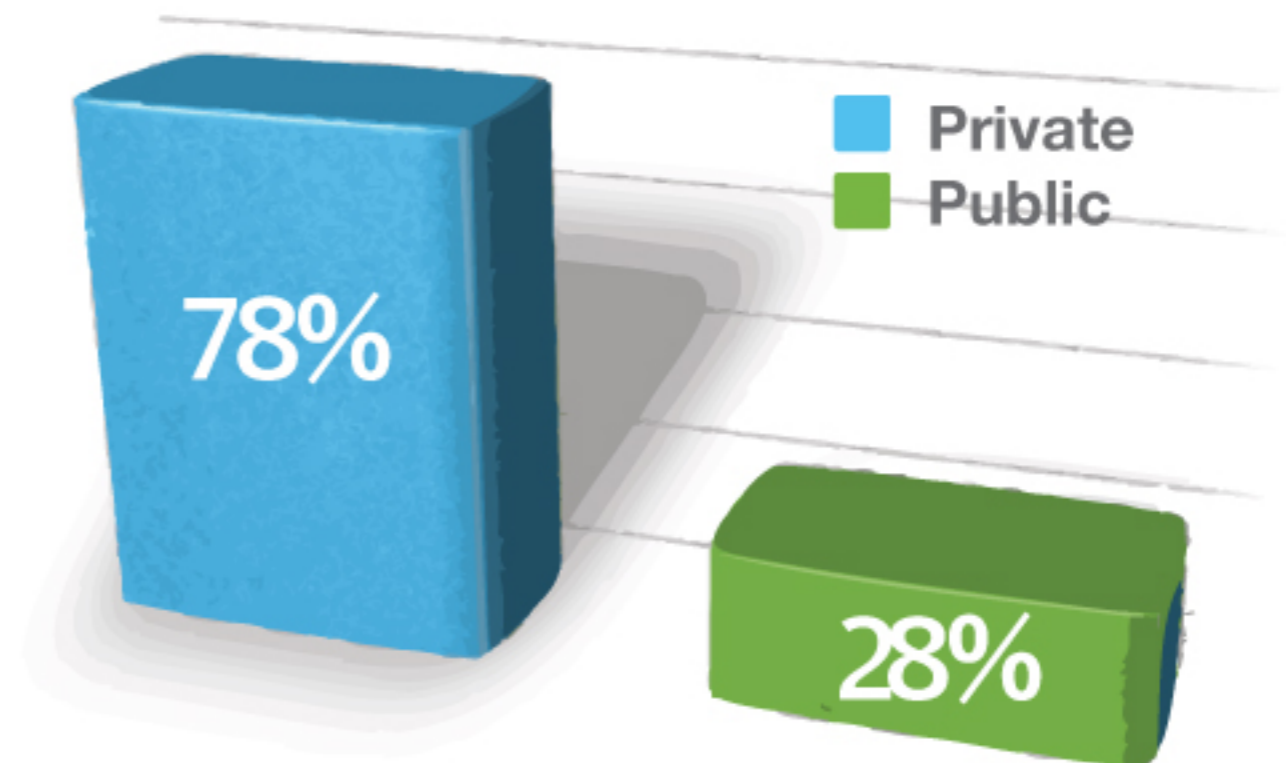
Adoption is being driven by admissions departments recognition of the increasing importance of social media in today's world.

Nearly 90% of admissions departments feel that social media is "somewhat to very important" to their future strategy.



Admissions Departments

78% of private schools have blogs, versus 28% of public schools a undergraduate populations of less than 2,000 have blogs.





Different ways
in which universities
are using social media



Susanth K. View my profile

News Feed

Messages (7)

Events

Photos

Friends

Applications

Games

Chat with friends

Go online

News Feed

Top news · Most recent

How do universities in North America and Europe use Social Media?



Susanth K. College and university pages on FB – Over 540 in Jan 2010

15 minutes ago · Comment · Like · Share



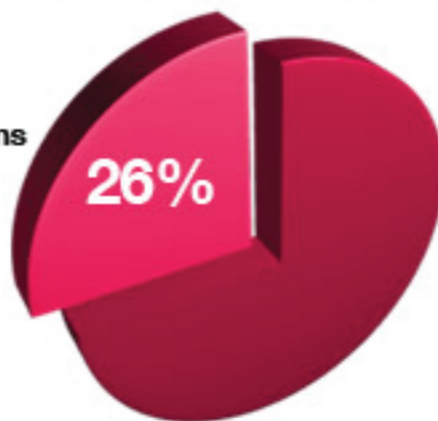
Althaf Sheriff Universities are using Facebook to connect and collaborate with alumni and students

15 minutes ago · Comment · Like · Share



Susanth K. Universities are using FB to raise funds In May of 2009

26% of admissions offices used Facebook to shortlist candidates



15 minutes ago · Comment · Like · Share



Althaf Sheriff Showcasing Faculty and Student Work on Facebook

15 minutes ago · Comment · Like · Share



Susanth K. Degree in Social Networking

15 minutes ago · Comment · Like · Share

Older Posts

Edit options

Sponsored

Create an Advert

Thank you Susanth K.



Thanks to you, many of your friends are now on Facebook. Connect by importing your contacts from Windows Live Hotmail using chujoma@hotmail.com.

Find friends

Events

View all

What are you planning?

Ayudemos a Leo a ganar !! Now Cuarto de siglo con queso (Leyre) Now

Chui Jonathan's birthday Today Luis Mora's birthday Sunday

Get connected

Who's on Facebook? Find your Friends

Who's not on Facebook? Invite them now

Who's here because of you? Track your invitations

Connect on the go Try Facebook mobile

Get short, timely messages from Susanth K.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @Susanth K.](#)

[Give it a try >](#)

Get updates via SMS by texting [follow brookeburke](#) to your local code. [Codes for other countries](#)



CR universities adopting social media



Susanth Top 100 colleges by U.S. News are on Twitter with 7000 to 20000 followers each

10 hours ago



Susanth Queens School of Business admissions officer uses TweetDeck to interact with probable candidates

10 hours ago



Susanth A history professor at the University of Texas at Dallas used Twitter to amplifying class discussions

10 hours ago



Susanth A history proffesor at the University of Texas at Dallas used Twitter to amplifying class discussions

10 hours ago



Susanth Source: UniversitiesandColleges.org

10 hours ago



Susanth Source: UniversitiesandColleges.org

[más](#)

Cuenta verificada

Nombre Top Tweets
Ubicación En cualquier lugar
Web <http://twitter.com>
Biografía Top Tweets en español algorítmicamente selecciona y retwittea algunos de los tweets más interesantes y propagados en Twitter. ¡Disfrutalos!

¡todos! **12,742** **188**
[Siguiendo](#) [Seguidores](#) [Listas](#)

Tweets **5,059**

Favoritos

[RSS feed of toptweets_es's favorites](#)



Foursquare is a location-based social networking website, software for mobile devices, and also a game.

Users "check-in" at venues using text messaging or a device specific application.

Join foursquare to meet up with friends and discover new places!



Harvard Tips

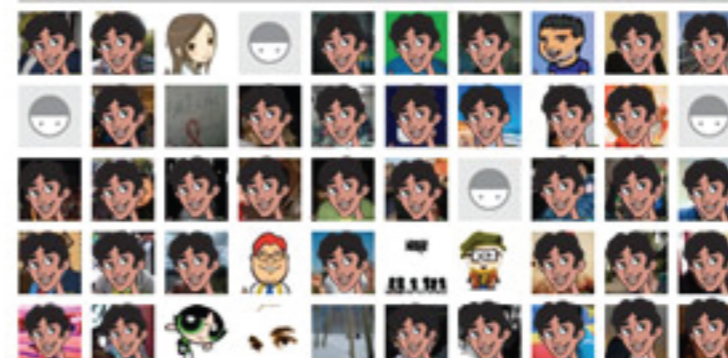
1. @ **Oscar C. Tugo Circle at Harvard Medical School**: Visit Oscar C. Tugo Circle. While caring for the wounded, Private Tugo became the first U.S. enlisted man to be killed by the enemy during World War I. (January 26, 2010) [Link]
2. @ **The Harvard Lampoon**: The humor mag resides in a 1909 castle--with an ibis up top. The tower sports a face. On a cold day, see steam pouring out of its ears. (January 25, 2010)
3. @ **Peabody Museum of Archaeology and Ethnology**: Visit the Maya monument cast next to the Peabody Museum. Harvard made 100s of Maya casts for the 1893 World's Fair. More inside. (January 25, 2010) [Link]
4. @ **Weld Hall**: Designed by the firm of Ware and Van Brunt in 1870, notable Weld dwellers include JFK, Ben Bernanke, and Michael Crichton. (December 9, 2009)
5. @ **Harvard Hall**: In 1764, Harvard Hall burned down in a nor'easter, taking with it almost the entire College library & John Harvard's book collection. (December 9, 2009)
6. @ **Holden Chapel**: Built in 1744, Holden Chapel has served as a place of worship, a storeroom, a chem lab, classrooms, barracks, and a choral rehearsal space. (December 8, 2009)
7. @ **L.A. Burdick Chocolate Cafe**: Try the macaroons (only 75 cents!), soak up the European atmosphere, and above all, do not miss the hot chocolate--as rich as it comes. (December 8, 2009) [Link]
8. @ **Mr. Bartley's Burger Cottage**: An American landmark since 1960 & voted best burgers in America! Try "The American Idol" burger w/ bacon, cheese, mushrooms and onions. (December 8, 2009) [Link]

Harvard is more than classrooms and buildings. It's an interconnected community of people, ideas, and experiences, and we are actively pursuing ways to enhance those connections. Foursquare allows our community to engage with friends, professors, and colleagues in new ways. We also hope visitors and neighbors will benefit from the platform as it grows through use.

facebook.com/harvard

twitter.com/harvard

FRIENDS



NCSU on Foursquare

Users can see historical pictures of campus buildings based on where users are standing

- Find and meet friends and professors





HARVARD UNIVERSITY



Harvard University
Canal de Harvard

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Listas reprod.



Harvard

Joined September, 2005

Total upload views - **1.3 million**

Subscribers - **9,140**

0:13 / 9:04 360p CC

Información Comentarios Favoritos Compartir Listas de reproducción Marcar

Harvard: Faces of the Future, 2009

From: Harvard | 13 de julio de 2009 | 7930 reproducciones

The stories of this industrious, motivated, brilliant, imaginative, courageous, and morally responsible group of Harvard graduates will turn pessimists into optimists.

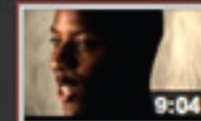
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« Volver a las listas de reproducción

Harvard University Videos

All videos on Harvard's YouTube account

Más información



Harvard: Faces of the Future, 2009
Harvard - 7930 reproducciones



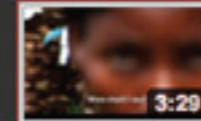
Harvard: An Extraordinary Year, 2008-
Harvard - 3918 reproducciones



Digging into Harvard's Yard
Harvard - 2034 reproducciones



Harvard serves
Harvard - 1008 reproducciones



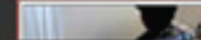
Congo: "My life is just rape every day"
Harvard - 3144 reproducciones



Congo: Rape as a weapon of war
Harvard - 1995 reproducciones



Botswana: Diagnosis, HIV
Harvard - 801 reproducciones



Haiti: Maternal mortality



Stanford University
Canal de StanfordUniversity

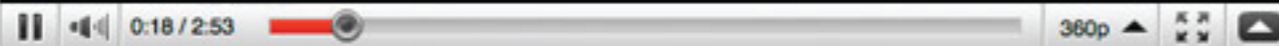
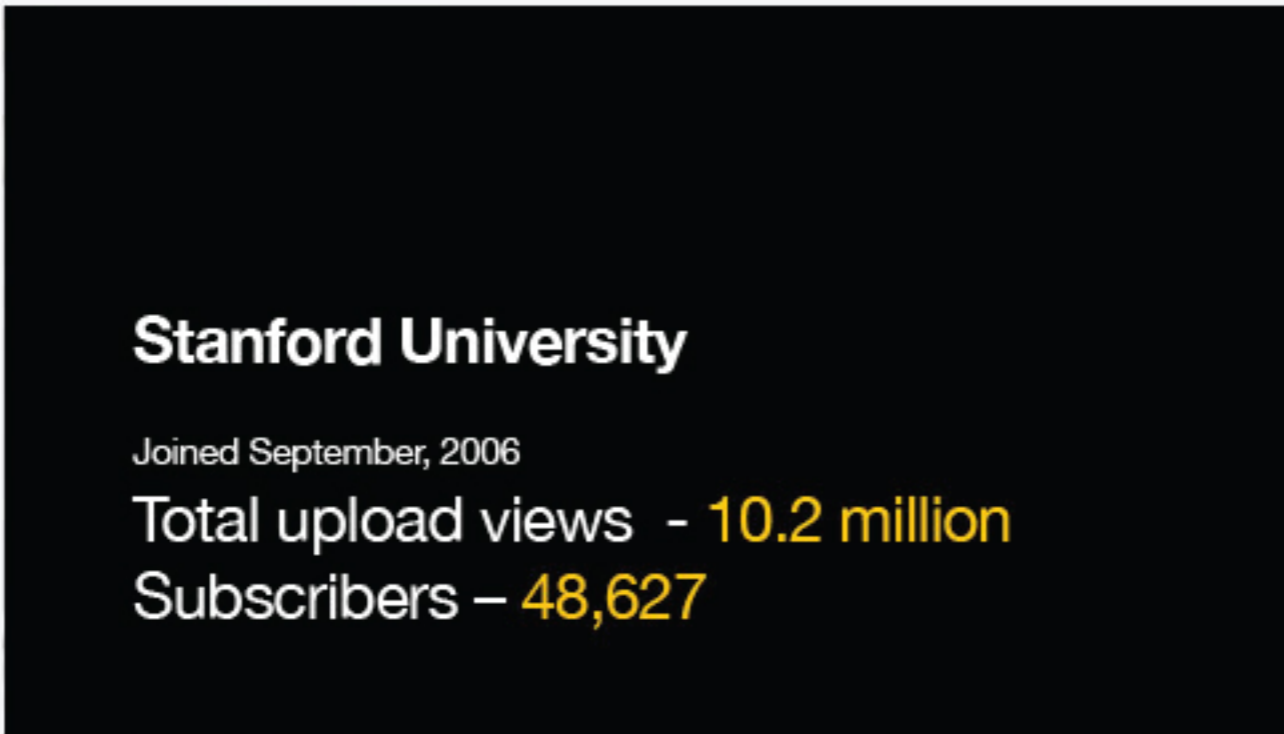
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Todos

Videos subidos

Favoritos

Listas reprod.



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Stanford's Robotic Audi to Brave Pikes Peak Without Driver

From: StanfordUniversity | 02 de febrero de 2010 | 147493 reproducciones

Stanford engineers have developed a third autonomous vehicle. The car, named Shelley, is scheduled to race up Pikes Peak without a driver at the end of the summer.

Stanford University:

... (más información)

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The Stanford Powwow returns for the 39th time
107 reproducciones - hace 8 horas



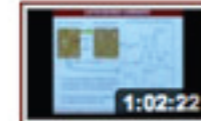
Faculty Members Honored For Public
520 reproducciones - hace 5 días



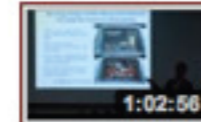
Going Undercover to Study Race Relations
1021 reproducciones - hace 5 días



'Creative Resistance' in the Nazi Camps
874 reproducciones - hace 6 días



Fuels from Sunlight Using Nano-Materials
1443 reproducciones - hace 1 semana



Consumer Responses to Electric Vehicles
563 reproducciones - hace 1 semana



The Way Forward with Electric Drive
536 reproducciones - hace 1 semana



4. Developing WebOS Apps: Basics, SDK, Ares

Berkeley

University of California

Courses

Campus Life

Events

Cal Athletics

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Donate now to support UC Berkeley on YouTube



UC Berkeley

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UC Berkley

Joined May, 2006

Total upload views - 5.6 million

Subscribers - 40,547

0:00:49 / 1:07:18 360p CC

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Video is now being used to deliver virtual tours of campuses, virtual visits to the dorms, and sample lectures from the faculty.

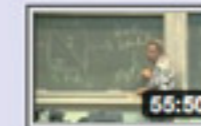
From: UC Berkeley Events | 25 de febrero de 2010 | 173121 reproducciones

The Blum Center for Developing Economies at the University of California Berkeley is pleased to present President Bill Clinton, Founder of the William J. Clinton Foundation and 42nd President of the United States of America. In his second visit to campus President Clinton speaks to Students, Faculty, and Staff about "Global Citizenship: Turning Good Intentions Into Positive Action. ... (más información)

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Biology 1B - Lecture 44
281 reproducciones - hace 2 días



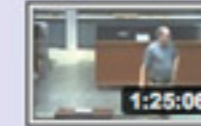
Chemistry 1A - Review 3
155 reproducciones - hace 2 días



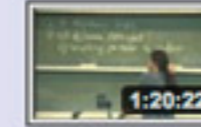
Electrical Engineering 240 - Lecture 27
228 reproducciones - hace 3 días



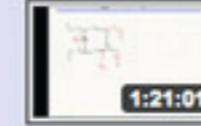
Chemistry 1A - Review 2
240 reproducciones - hace 4 días



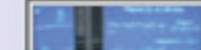
Biology 1A - Lecture 39: Review
226 reproducciones - hace 4 días



Statistics 21 - Lecture 28
342 reproducciones - hace 5 días



Electrical Engineering 240 - Lecture 26
221 reproducciones - hace 5 días



Chemistry 1A - Review 1
336 reproducciones - hace 6 días





**SECOND[®]
LIFE**

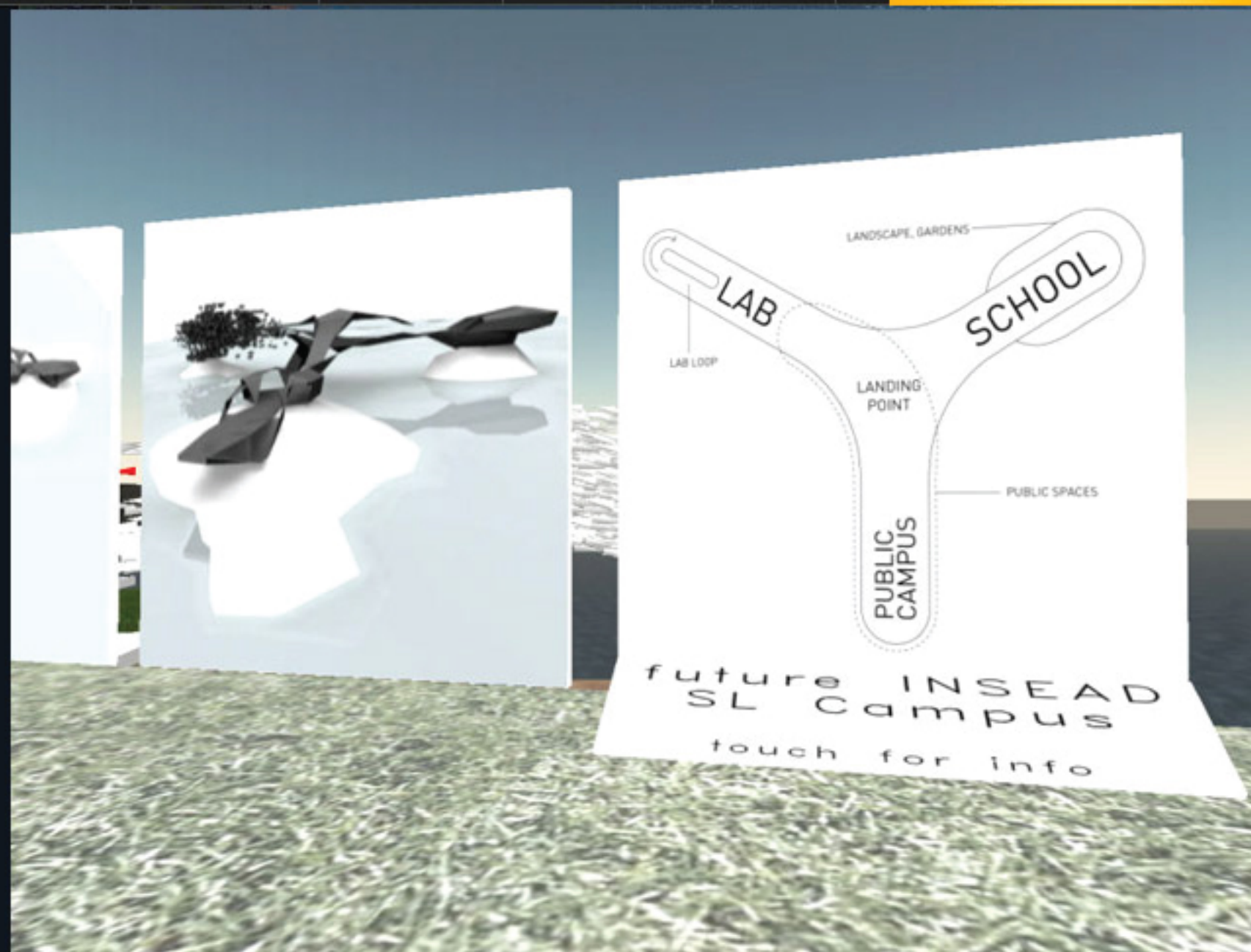
Second Life (SL) is a virtual world where users can create their avatars.

Once you are a resident, you can explore, meet other residents, socialize, participate in individual and group activities, and create and trade virtual property and services with one another, or travel throughout the world



Second Life (SL)

- In late 2008, INSEAD purchased a virtual island (purchase price \$1000 and maintenance of \$100/month) and set up a virtual campus
- INSEAD's SL campus parallels it's European campus complete with classrooms, conference rooms, open areas, etc.





What Is Second Life?

World Map

Shopping

Buy Land

Community

Help

Join Now >>
It's fast, free and easy!

Second Life (SL)

- Uses the virtual world to disseminate conferences – ability to participate completely
- Welcomes prospective students and is planning to have full-time MBA courses on SL
- In case of a global pandemic, this virtual world could save the business





Second Life (SL)

The World's Best Architecture in Second Life

INSEAD's virtual campus, designed by Pixelbreeze architects, has been selected as an example of the world's best architecture in Second Life, in a book called Space Between People, which published the results of the first architecture and design competition in Second Life.



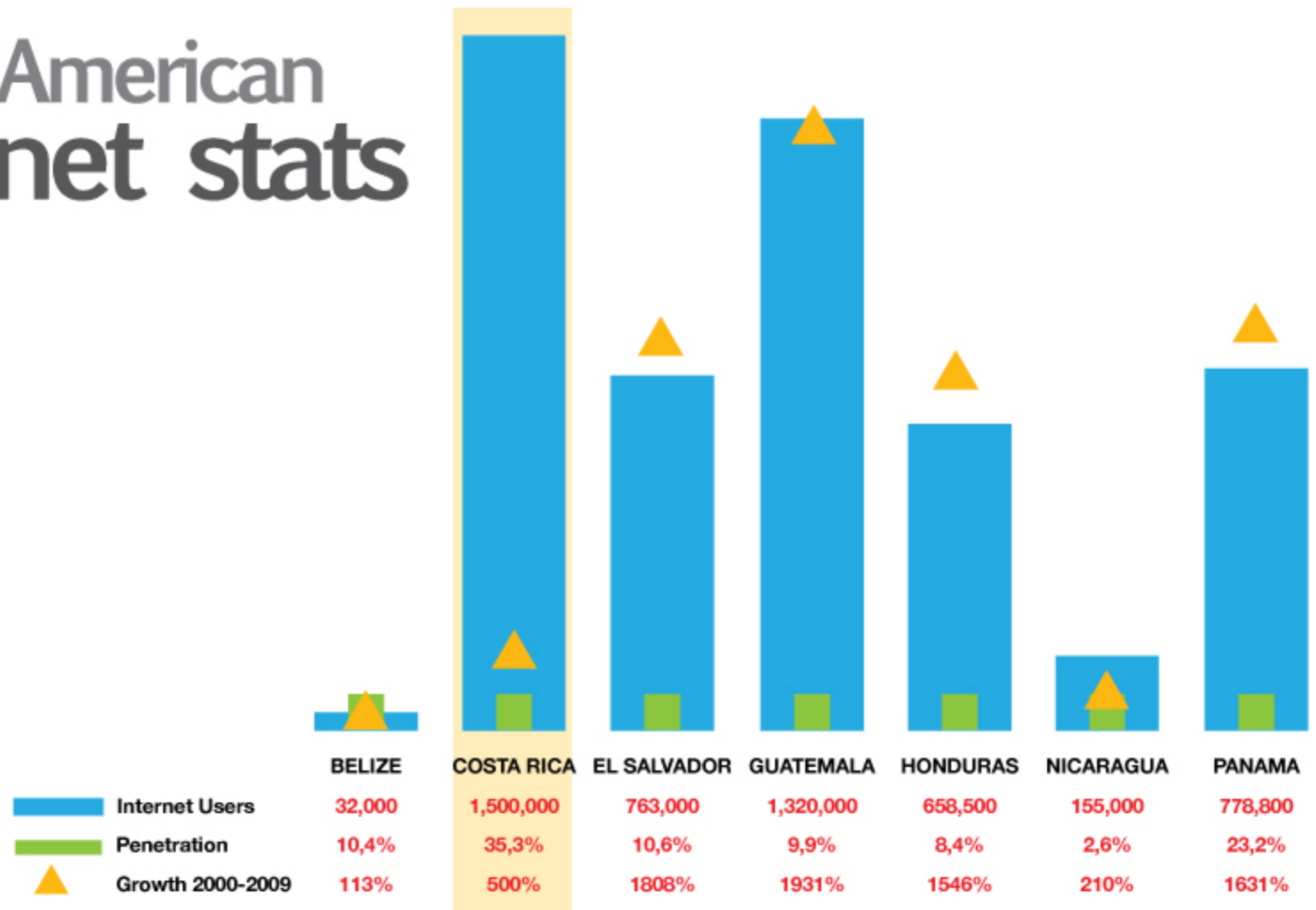


How are universities
using Ustream?



Central America

Central American internet stats



***2010**

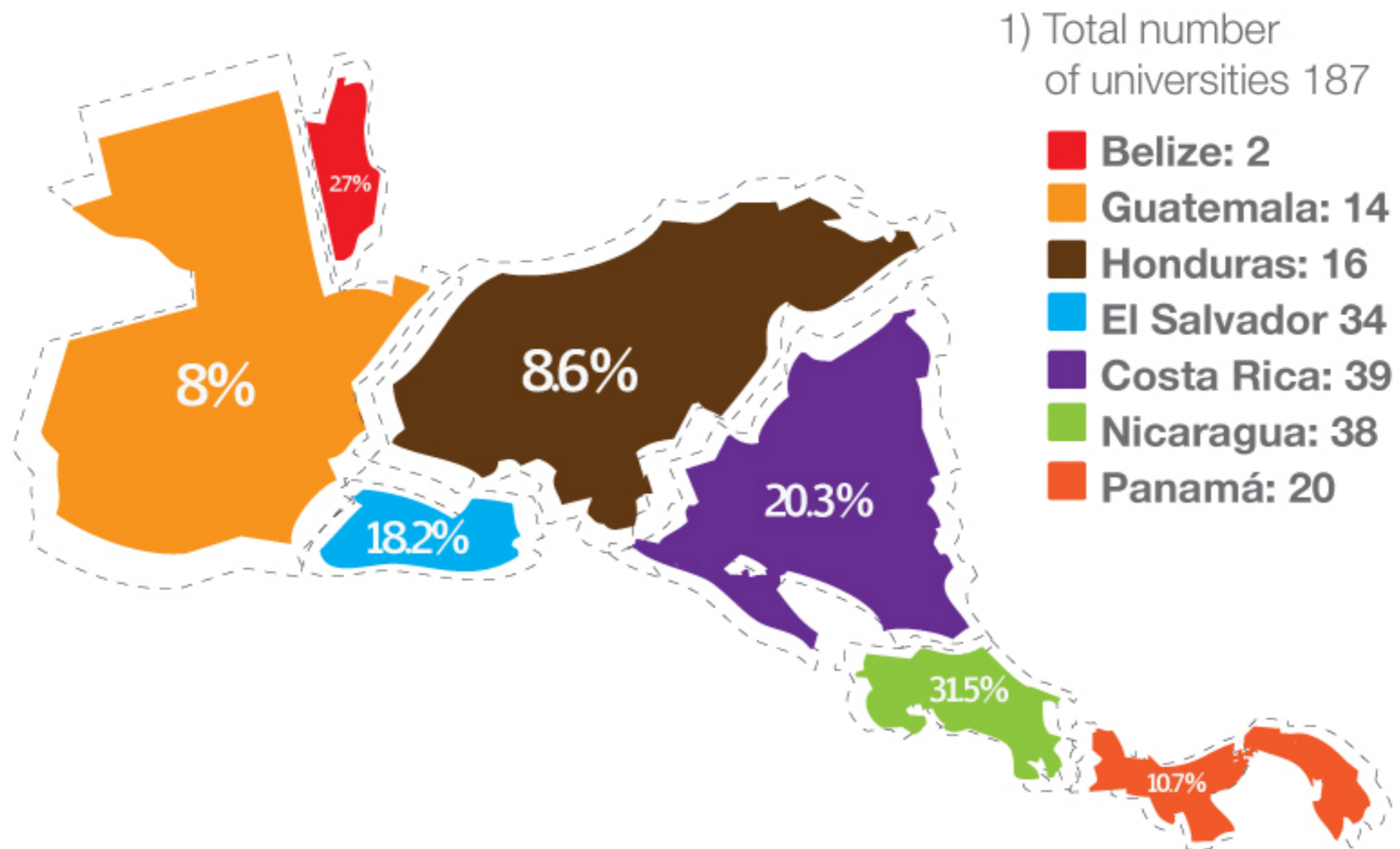
Liberation of telecoms in Costa Rica

TOTAL CENTROAMERICA	POPULATION	INTERNET USERS	PENETRATION	Average Annual Growth Rate 2000-2009
	42,108,880	5,207,300	12,4%	120%

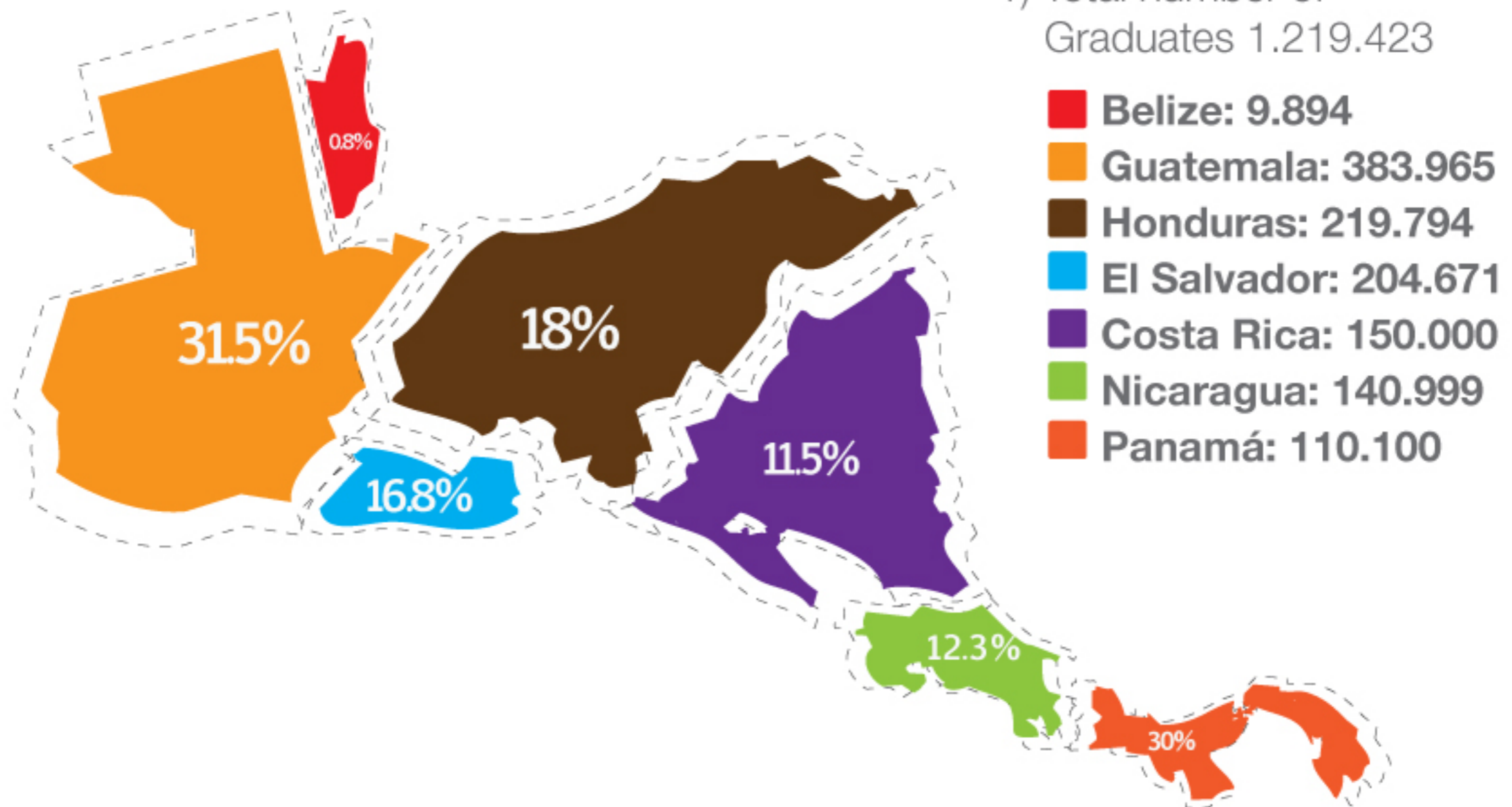
source: Nielsen Media

The process of open communications in Costa Rica predicts higher growth rates in the internet industry

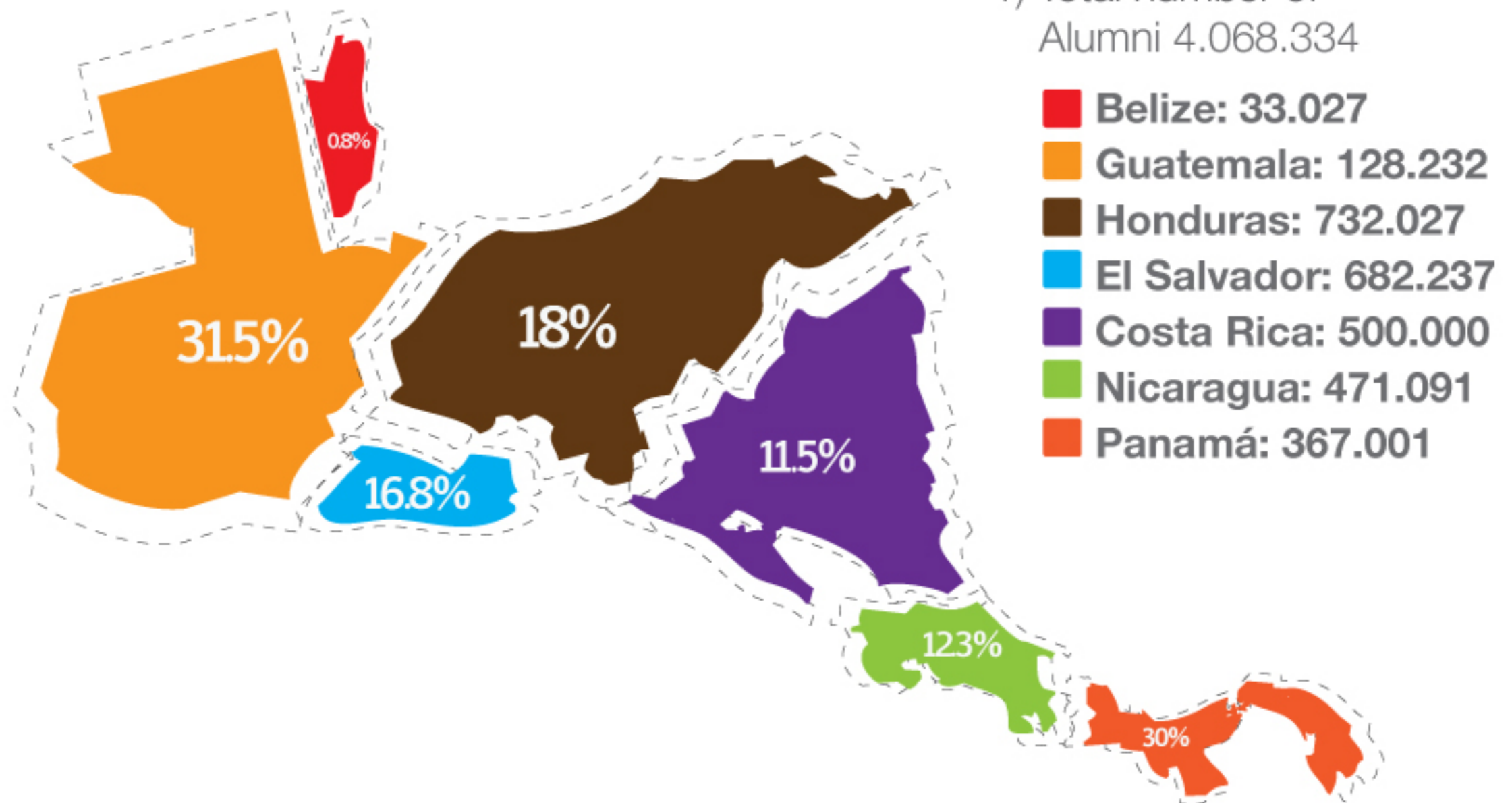
Universities in Central America



Current students in Centra America



Alumni from Central American Universities



▶ TOTAL university population is 5 million

**How many of them
use social media?**

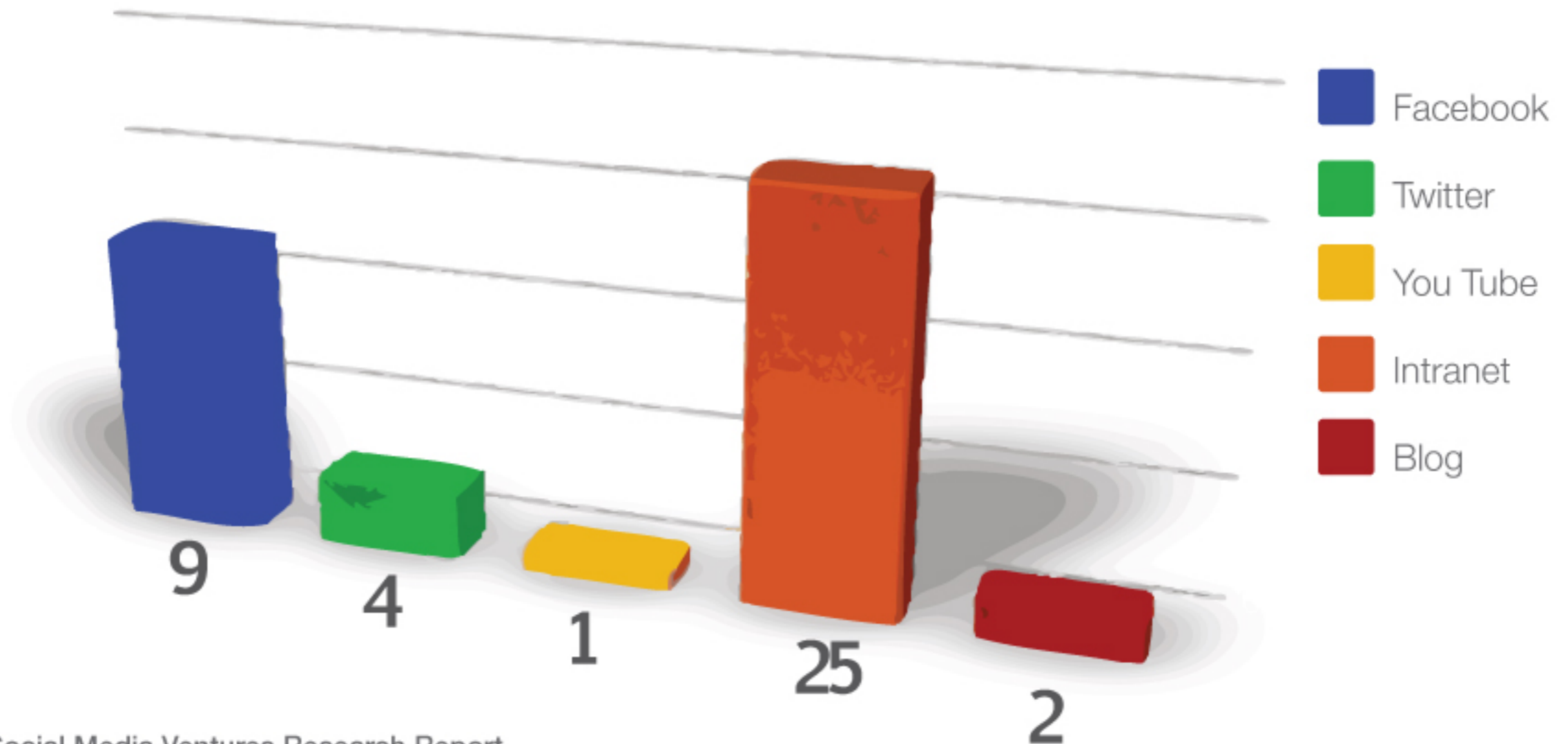
2.2 Million!



Costa Rica

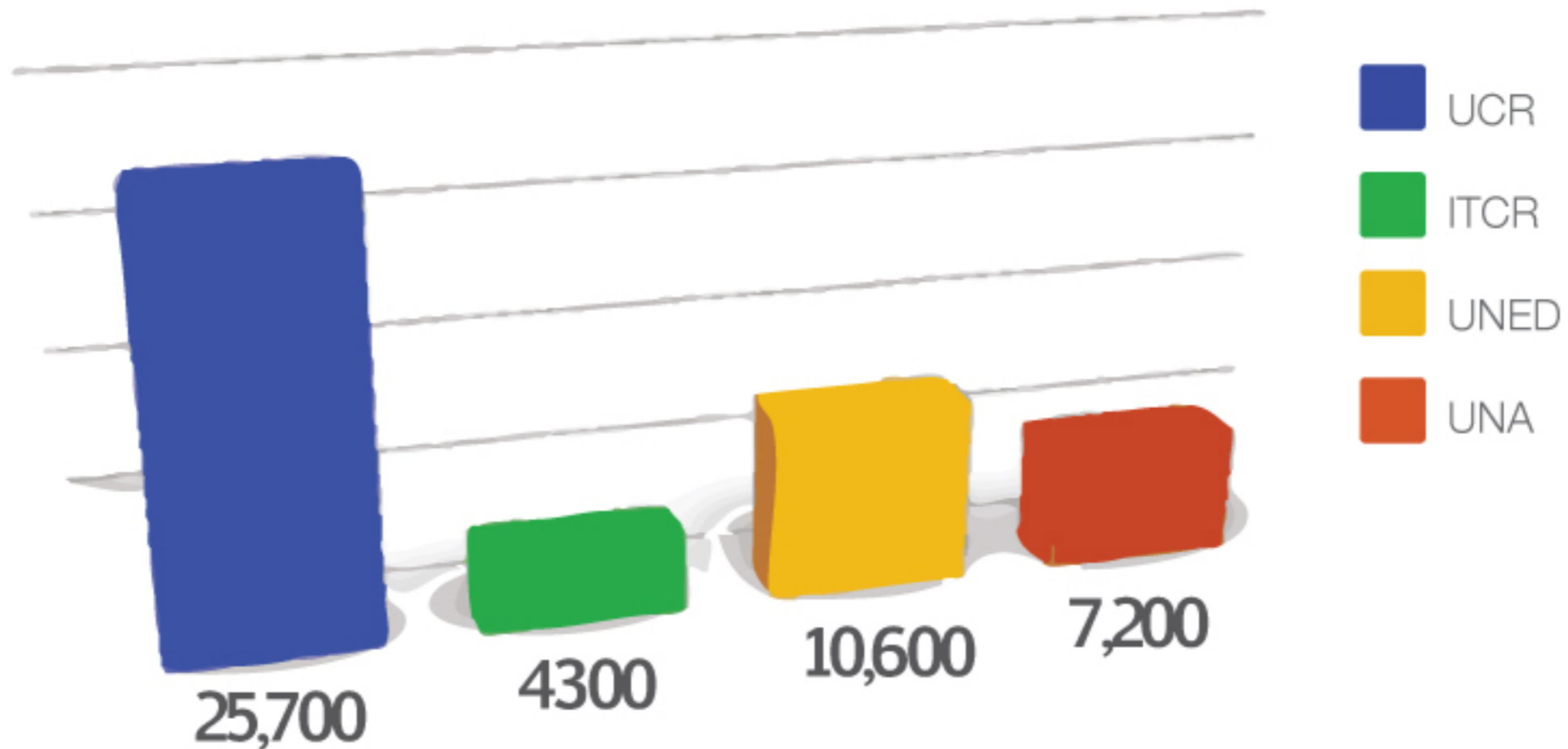
CR universities adopting **social media**

Total universities 59



CR universities Stats

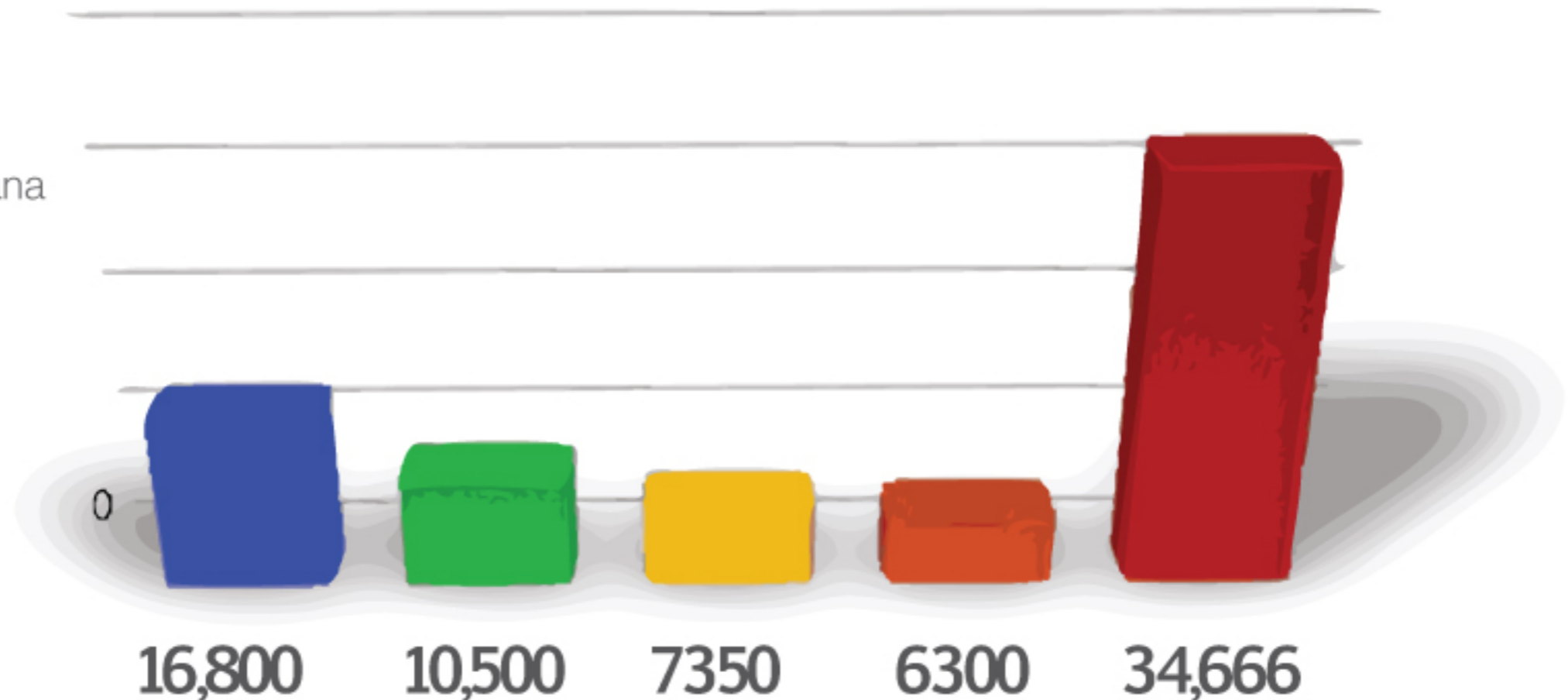
Students population breakdown by universities
Public universities / TOTAL 47800



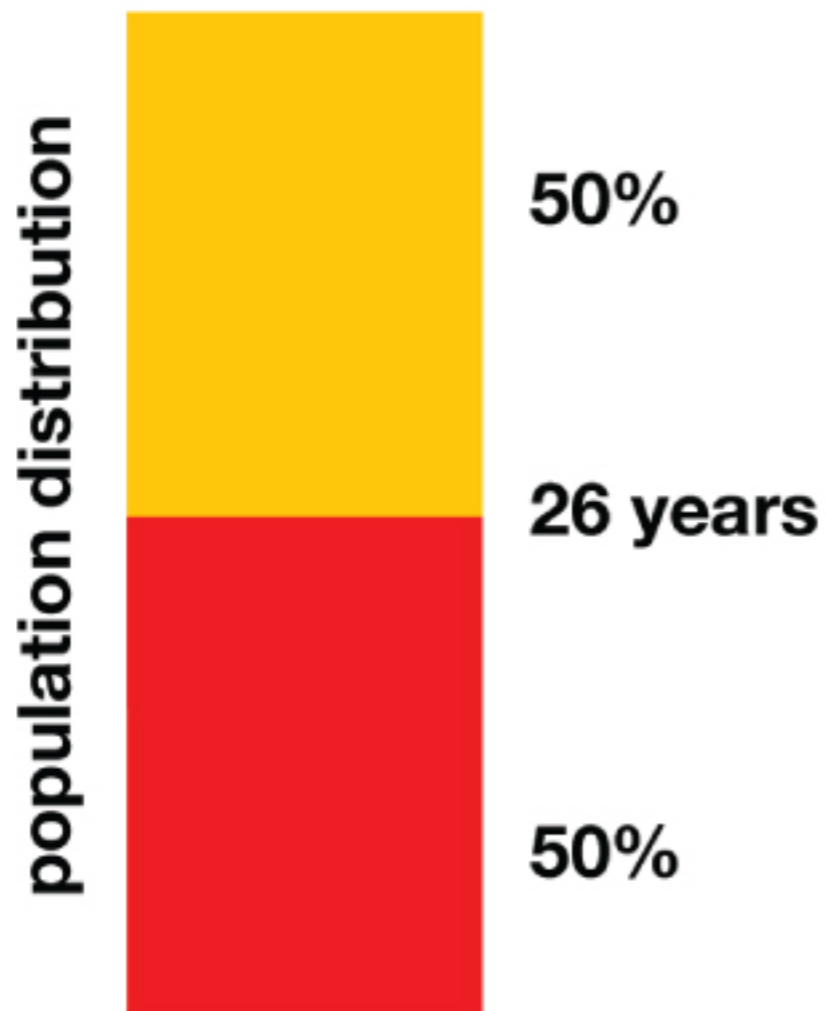
CR universities Stats

Students population breakdown by universities
Private universities / TOTAL 75616

- Ulatina
- Interamericana
- UIA
- Ulacit
- Others

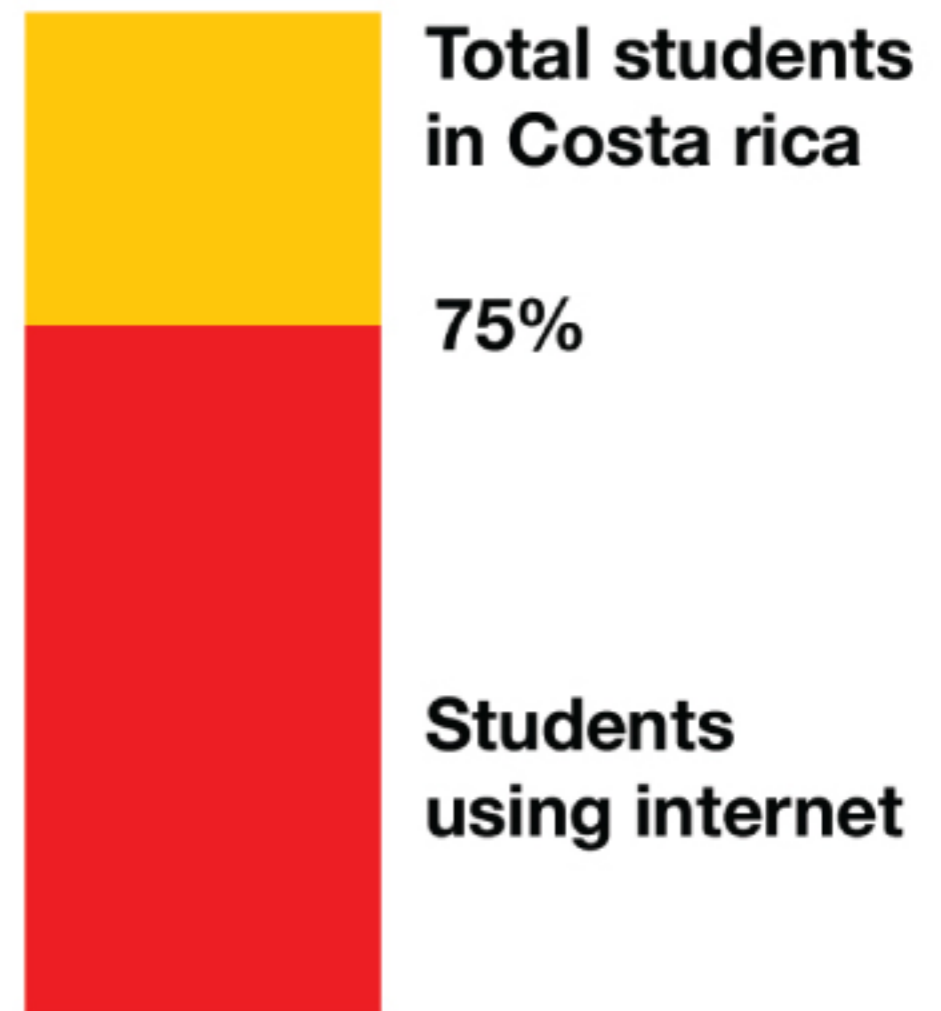


Median age
of Costa Rica 26



Many corporates & advertisers in the country are working on strategies to reach this young segment

Student population
using internet
in Costa Rica 75%



Students from private universities 90%
Students from public universities 60%



Thanks!