

College of Saint Benedict and Saint John's University

DigitalCommons@CSB/SJU

Forum Lectures

Forum

2-26-2015

#Handsonlearning: lessons from student "takeover" of CSB/SJU social media

Tiffany Clements

College of Saint Benedict/Saint John's University, tclements@csbsju.edu

Kelly Berg

College of Saint Benedict/Saint John's University, kberg@csbsju.edu

Follow this and additional works at: https://digitalcommons.csbsju.edu/forum_lectures



Part of the [Higher Education Commons](#), [Higher Education and Teaching Commons](#), [Marketing Commons](#), and the [Social Media Commons](#)

Recommended Citation

Clements, Tiffany and Berg, Kelly, "#Handsonlearning: lessons from student "takeover" of CSB/SJU social media" (2015). *Forum Lectures*. 123.

https://digitalcommons.csbsju.edu/forum_lectures/123

This Presentation is brought to you for free and open access by DigitalCommons@CSB/SJU. It has been accepted for inclusion in Forum Lectures by an authorized administrator of DigitalCommons@CSB/SJU. For more information, please contact digitalcommons@csbsju.edu.

#Handsonlearning

Lessons from COMM 384 “takeover”
of CSB/SJU social media

Presented by

Kelly Berg, Associate Professor

Tiffany Clements, Social Media Specialist

College of Saint Benedict/Saint John’s University

February 26, 2015

COLLEGE OF
Saint Benedict



Saint John’s
UNIVERSITY

“Takeover” Assignment

- ❑ Assess CSB/SJU and its audience and set goals for takeover
- ❑ Design strategic plan using communication theory, processes, and case studies
- ❑ Enact proposed plan
- ❑ Present analysis of takeover project, offer recommendations for future network-specific use



What Students Hoped to Gain

- ❑ “Real-world experience”
- ❑ Feedback from someone in social media position
- ❑ Resume-builder
- ❑ On-campus experience




What C&M Hoped to Gain

- ❑ Student perspective
- ❑ Content and experience w/ emerging networks
- ❑ Feedback from “focus group”



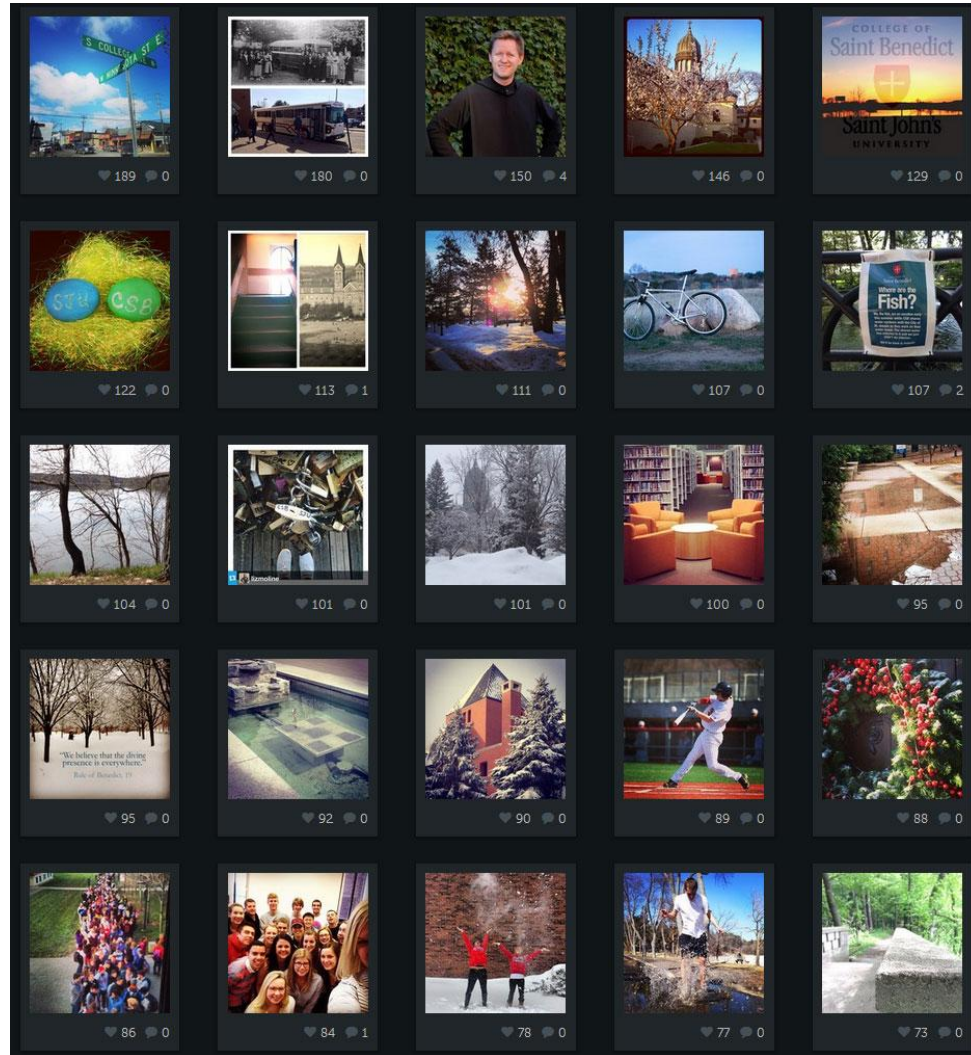
Quantitative Outcomes

 46 percent growth in audience on Instagram
2013 monthly audience growth averaged 16 percent

 464 percent growth in audience on Vine
Minimal effort was invested in Vine prior to takeover, monthly metrics weren't monitored



Quantitative Outcomes

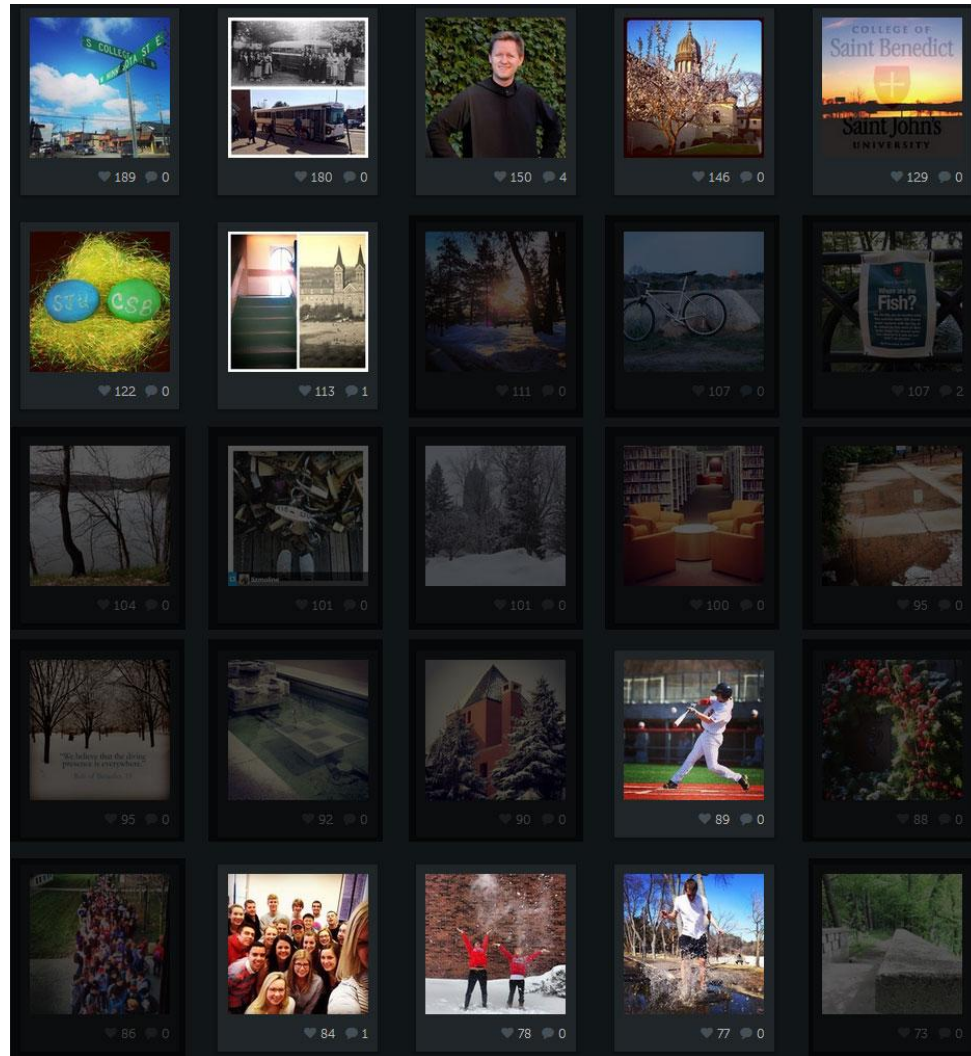


COLLEGE OF
Saint Benedict



Saint John's
UNIVERSITY

Quantitative Outcomes



COLLEGE OF
Saint Benedict



Saint John's
UNIVERSITY

Student Feedback

- ❑ Students felt real sense of accomplishment
- ❑ Students felt their work had impact
- ❑ Partner feedback to students
- ❑ Partner presence in class
- ❑ Student 'Aha' moments



Student Feedback

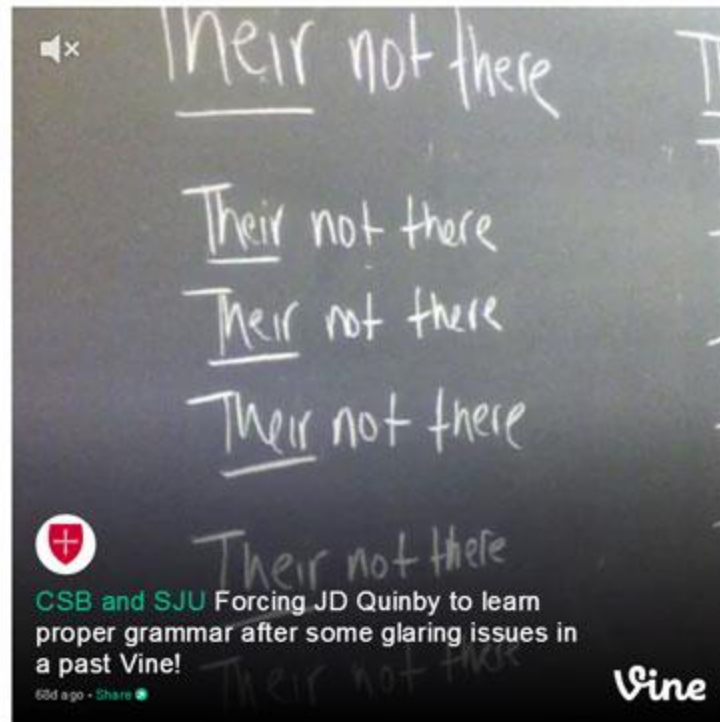


COLLEGE OF
Saint Benedict



Saint John's
UNIVERSITY

Student Feedback



Successes/Feedback

- ❑ Helps CSB/SJU visibility
- ❑ Collaboration with GBUS/Newhouse
- ❑ Multi-Level partnership with United Way
- ❑ Related internships for students on campus and off campus



Benefits to C&M



csbsju

3 months ago

CSB/SJU: Where the school becomes part of the community. #TraditionsToday

hickory_dickory_doc, mollyi818, nessymiller and 186 others like this.



Leave a comment...



COLLEGE OF
Saint Benedict



Saint John's
UNIVERSITY

Benefits to C&M



csbsju

2 months ago

This Monk Candy Monday #mcm goes out to Brother Michael Leonard Hahn. Br. Hahn has been a monastic member for close to 5 years. He teaches Theology and FYS and also serves as a Faculty Resident. Next year he will be starting a Doctorate program at Boston College. He sure makes us #csbsjuPROUD

♥ **calherold, vanhird, babyback_libs** and 147 others like this.

benjaminbrinkman

This can't go viral fast enough..



kate_salvner

@mkrogers11 michael's famous! Now we can say we knew him before his famous "monk candy" days.



adamvanderpoel

Looking great Mr. Hahn. Feels like our days on Tommy 4 were not that long ago. All the best in Boston!



countchumpula

Best of luck, Brother Michael Leonard!



Leave a comment...



COLLEGE OF
Saint Benedict



Saint John's
UNIVERSITY

Benefits to C&M

- ❑ Suggestions for new tools
- ❑ Ways to source community-generated content
- ❑ Questions on behalf of our audience
 - ❑ Social media the new cheerleading?
 - ❑ Guidelines for what we'll post, when and where



Benefits to Students

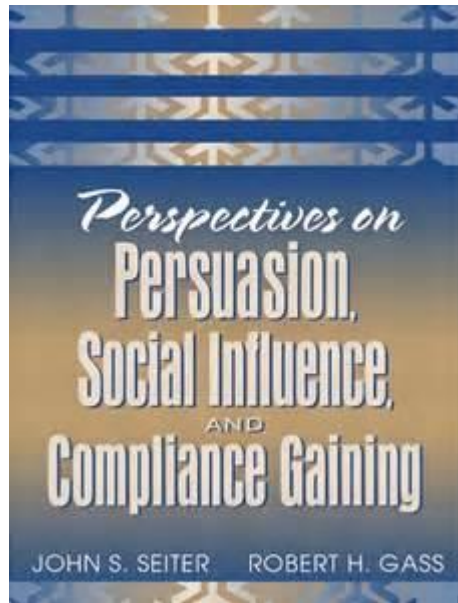
Previous Collaborations:

- ❑ Grads hired for newly created social media positions
- ❑ Freelance work
- ❑ Communication-related positions that also interact with or include social media



Benefits to Departmental Curriculum

- ❑ Loss of marketing courses
- ❑ Complement and extend current courses



Benefits to Departmental Curriculum

2 OF THE 3 MAJOR GOALS:

❑ **Analysis of Communication**

Learning to think critically about messages - analyzing and evaluating communication

❑ **Effective Oral and Written Communication**

Learning to create effective oral and written messages that are appropriate for particular situations and audiences.



Applied Learning/Student Benefits

- ❑ Blending communication theory and praxis
- ❑ Still intended to have students apply their learning to bettering communities
- ❑ Holistic learning by incorporating the classroom and community into the learning experience
- ❑ Enhances critical thinking skills
- ❑ Fosters career exploration



Future Course Plans

- ❑ Projects manageable within the semester timeframe
- ❑ Add reflection piece
- ❑ In-class or small written reflection, perhaps for student course evaluations



Working With A Partner

- ❑ Partner presence in class
- ❑ Partner feedback to students
- ❑ Early collaboration to discuss project possibilities
- ❑ Partner feedback on assignments during writing process
- ❑ Partner providing supplemental information

