

username	date	time	status
Robin2go	6/10/2009	9:52 AM	What is this strange cubespace? Where is that annoying ringing? How do I work this thing? Toto, I don't think we're in #smsummit anymore...
ccapan	6/10/2009	9:24 AM	Retweeting @markgr: RT @HighEdWeb New blog post: Best of the Backchannel from yesterday's #smsummit at Penn State. http://bit.ly/1ITJs7
markgr	6/10/2009	9:23 AM	RT @HighEdWeb New blog post: Best of the Backchannel from yesterday's #smsummit at Penn State. http://bit.ly/1ITJs7
khackett	6/10/2009	9:01 AM	Retweeting @HighEdWeb: New blog post: Best of the Backchannel from yesterday's #smsummit at Penn State. http://bit.ly/1ITJs7
mjpowers	6/10/2009	8:45 AM	But managed to pick a lot of useful tips even listening to part of it. #smsummit
mjpowers	6/10/2009	8:44 AM	Looking forward to reviewing materials from #smsummit today. Btwn painful sound issues and big pres. today, couldn't stay for whole thing.
HighEdWeb	6/10/2009	8:30 AM	New blog post: Best of the Backchannel from yesterday's #smsummit at Penn State.
Robin2go	6/10/2009	8:27 AM	@markgr Always a pleasure, sir! Sadly, my video skills are hardly that of DangerBoy or @tsand, but hopefully it works. ;) #smsummit
LoriPA	6/10/2009	8:27 AM	Finishing blog post for @HighEdWeb -- Best of the Backchannel from #smsummit.
markgr	6/10/2009	8:24 AM	Hope to have some time today to post some videos from the #smsummit. Thanks
jspinelle	6/10/2009	7:42 AM	Pretty sure @tsand did my avatar pic better than me yesterday #smsummit
nickdenardis	6/10/2009	6:27 AM	After a day of being offline im soo ready to get back into everything! Soo sad I missed #smsummit tho :- (Was it recorded?
nickdenardis	6/10/2009	6:26 AM	After a day of being offline im soo excited to get back into it! Soo sad I missed #smsummit, is there a recorded stream?
mansibhatia	6/10/2009	12:57 AM	Gosh! Lots of new followers today after the #smsummit. Thanks! :-) Hope to use this medium to facilitate information exchange/distribution.
Robin2go	6/10/2009	12:49 AM	ZOMGBBQWTF! 35 new followers?!? I'm not that interesting! Holy Hannah, now what? That's a lot of people to disappoint. #smsummit #psuweb09
tsand	6/10/2009	12:43 AM	Mark Greenfield closes #smsummit strong w/ a tsand shout out... http://bit.ly/9cGkl
bluefuego	6/9/2009	11:42 PM	@ccapan We will post the slides on SlideShare tomorrow to share with #smsummit
NikkiMK	6/9/2009	9:17 PM	@markgr bummed i missed it because my session was concurrent. #smsummit
herbert68	6/9/2009	9:08 PM	@mStonerblog @rachelreuben [Isn't it hard to use "coordination" & "campus" in same tweet?] Why would that be hard? #smsummit
tsand	6/9/2009	7:53 PM	I always smile during @markgr's "Dick's Sporting Goods + tennis balls" bit...
snapsocialmedia	6/9/2009	7:42 PM	#Higher Ed #Social Media Roundup 6/9 http://twitclicks.com/1q4j #smsummit
terrycollege	6/9/2009	7:26 PM	Hoping transcripts of the #smsummit will be made available soon. So much information. So
cyndef	6/9/2009	6:00 PM	thanks to all who participaed in #smsummit today, it was great to gain knowledge from all of
mStonerblog	6/9/2009	5:40 PM	.@rachelreuben Isn't it hard to use "coordination" & "campus" in same tweet? #smsummit
websitehero	6/9/2009	5:39 PM	#smsummit was awesome! Thanks!

jaycollier	6/9/2009	5:17 PM	@ellenkanner #smsummit All of the Bates NetVibes feeds are actually curated by staff through WordPress and DabbleDB. http://bit.ly/6B7eY
mansibhatia	6/9/2009	5:14 PM	Trying out Tweetdeck thanks to recommendations from peers this morning at #smsummit.
DanMerson	6/9/2009	5:12 PM	RT @Robin2go Kerry Hicks on Connect: I think of LinkedIn as data-driven, FB as a publication, & Twitter as a conversation @markgr #smsummit
DanMerson	6/9/2009	5:11 PM	There's a special place in my heart 4 Bakhtin. RT @Robin2go: Wrap up quote: To be is to communicate.-Mikhail Bakhtin @markgr #smsummit
rachelreuben	6/9/2009	5:09 PM	Ironic how this issue came up just an hour or two earlier than FB's announcement during #smsummit. Coordination crucial on campuses.
NCSUTJ	6/9/2009	5:09 PM	Now we are talking RT @kprentiss great twitter in the classroom video for future reference http://bit.ly/YIBZt #smsummit
Robin2go	6/9/2009	5:01 PM	Always enjoy the people and the ideas from #psuweb09, as well as the 2nd day workshops. And as for all you new #smsummit followers? Welcome!
bradjward	6/9/2009	4:43 PM	Good to read positive comments from my #smsummit presentation. Hope you found data interesting! Thanks @markgr for having me.
bluefuego	6/9/2009	4:30 PM	#smsummit Want to hear more about @bluefuego twitter research? Just \$99 tomorrow.
kerri9494	6/9/2009	4:29 PM	#smsummit In case you missed it, Sat. June 13th, 12:01am, create a vanity URL for your Facebook account. http://bit.ly/uLEVc
Robin2go	6/9/2009	4:25 PM	@drs18 Yes, it was recorded, and will be made available and linked to the Web Conference site! #smsummit
seray	6/9/2009	4:22 PM	Just wondering how many folks taking part in #smsummit are going to #eduwebconf in Chicago? Hope to see some of you there.
beatnikgal	6/9/2009	4:14 PM	Mentioned today at #smsummit , the Horizon Report - looking forward to reading it on the commute home today. http://bit.ly/9eu2g
DrewGro	6/9/2009	4:06 PM	It felt like a lot of people were unsure of their social selves at the #smsummit today. Seems so fluid and natural, at least to me.
kuratowa	6/9/2009	4:03 PM	@miked_up Glad to see I wasn't the only UF person at the Summit - anyone else?
jinnyp	6/9/2009	3:54 PM	#smsummit attendees -- Quantcast's demographic/stats info was helpful for my social media presentation to Deans Office: http://tr.im/nWCg
jinnyp	6/9/2009	3:49 PM	Digesting notes from today's #smsummit. Gained lots of awesome info & chatted with some talented people. Props to Penn State for organizing!
Shanan_S	6/9/2009	3:40 PM	@CommAMMO I think the convos with .edu folk are 'real' because offline we work in silos. There is a "you get me!" vibe #smsummit
LoriPA	6/9/2009	3:38 PM	Thanks to @markgr, @bradjward, et al at PSU for working thru technical difficulties and giving those at our desks a good afternoon #smsummit
aluxeterna	6/9/2009	3:29 PM	any #smsummit folks going to be at CALI conference next week?

aljamat	6/9/2009	3:28 PM	+1 RT @gordon_ryan: RT @skirubbi Best part of #smsummit is all the new friends made. And isn't that really the point of social media?
herbert68	6/9/2009	3:28 PM	RT @Robin2go: To be is to communicate. --Mikhail Bakhtin #smsummit
jenniferboyett	6/9/2009	3:27 PM	Agree! RT @aljamat: Thanks #smsummit - some tech issues, but the chat was very useful!
Gordon_Ryan	6/9/2009	3:26 PM	Yes! RT @skirubbi Best part of #smsummit is all the new friends made. And isn't that really the point of social media? To be SOCIAL??
CommAMMO	6/9/2009	3:25 PM	#smsummit - last learning - online tool had intermitt audio, muddy video, kind of off-topic chat. Still, very interesting indeed.
skirubbi	6/9/2009	3:24 PM	RT @Beanmartian RT @Robin2go: To be is to communicate. --Mikhail Bakhtin #smsummit
CommAMMO	6/9/2009	3:23 PM	#smsummit more learnings - FB and TW may jump the shark; strong aversion to selling on TW; confident that youth will quit FB for elsewhere
skirubbi	6/9/2009	3:22 PM	Best part of #smsummit is all the new friends made. And isn't that really the point of social media? To be SOCIAL??
rieye	6/9/2009	3:18 PM	@markgr appreciated the opportunity to participate/at least listen at #smsummit - thank
theotherlondon	6/9/2009	3:16 PM	Social Media Summit bookmarks http://bit.ly/4MiS9 #smsummit
tsand	6/9/2009	3:15 PM	By protecting your updates on twitter, they don't appear in the search stream for
jdwcornell	6/9/2009	3:14 PM	thanks @markgr for #smsummit - picked up a lot of good stuff for SM in HigherEd AdminComp tomorrow http://is.gd/VsXI - suggestions anyone?
tsand	6/9/2009	3:13 PM	@markgr Nice job, kudos. Always great watching/listening to you. While I don't always agree, I ALWAYS enjoy your perspective. #smsummit
aluxeterna	6/9/2009	3:12 PM	#smsummit packed a lot of valuable info into a short amount of time. Thanks!
Beanmartian	6/9/2009	3:12 PM	RT @Robin2go: To be is to communicate. --Mikhail Bakhtin #smsummit
heyderr	6/9/2009	3:11 PM	Thank you @markgr for opening up #smsummit on the web. Neat discussions. Would be great to see more of this from orgs & confs.
tsand	6/9/2009	3:10 PM	@rickahardy Glad I could entertain. We're rolling out some ustream projects @uwgb, so this *play* time was very valuable to me. #smsummit
HighEdWeb	6/9/2009	3:10 PM	Congrats to @markgr, presenters, and Penn State for a successful #smsummit!
AnnMarieBonneau	6/9/2009	3:10 PM	There was audio??? #smsummit
CommAMMO	6/9/2009	3:09 PM	#smsummit -- a few learnings. the .edu realm is way more interconnected than the .com world. participation conversation real not fake
ellenkanner	6/9/2009	3:09 PM	thx to @markgr for the great content and opportunity 4 further discovery with folks i've just "met" #smsummit hello to fellow higher-eders!
garciaje	6/9/2009	3:09 PM	Lunch time for the west coast. ;-] #smsummit
kuratowa	6/9/2009	3:09 PM	Thank you all for the conversation! #smsummit
shelbythayer	6/9/2009	3:08 PM	Once audio issues worked out, #smsummit was very insightful. Thanks @markgr - very
kerri9494	6/9/2009	3:08 PM	Hearing administrators talk about social media is like high schoolers talking about the global economy #smsummit (via @JohnKirbyHall)

tsand	6/9/2009	3:08 PM	RT @stevier #tsand @tsand @markgr drives an *****. <-- censored for privacy reasons :)
apetersen	6/9/2009	3:08 PM	Big thanks to @markgr, other presenters, and Penn State folks for a great #smsummit.
rickahardy	6/9/2009	3:08 PM	@tsand thank you! You made it entertaining! (I never want to be driving behind a toyota camary...especially if it's beige) #smsummit
ellenkanner	6/9/2009	3:07 PM	@garciaje no prob, fellow tworke! #smsummit
garciaje	6/9/2009	3:06 PM	So glad to have caught some of the summit. Thank you Ellen for the links. #smsummit
CommAMMO	6/9/2009	3:05 PM	#smsummit Moderator: (15:04)Â To be is to communicate - Mikhail Bakhtin
emarg0ed	6/9/2009	3:05 PM	#smsummit was great! now for my lunch break
NicolePRexec	6/9/2009	3:05 PM	@sengseng - RT @CommAMMO: @NicolePRexec I dont C how it couldn't be -- currently listening 2 #smsummit & they're talking abt exactly that.
JamieOber	6/9/2009	3:05 PM	Tech issues and all, that was great. Loved me some #smsummit
aljamiat	6/9/2009	3:05 PM	Thanks #smsummit - some tech issues, but the chat was very useful!
garciaje	6/9/2009	3:05 PM	Yeah clap clap, #smsummit
kuratowa	6/9/2009	3:05 PM	@Robin2go I find it hard to get people to define it as a communications tool rather than a web site #smsummit
bevinhernandez	6/9/2009	3:05 PM	This afternoon's session was great! Thank you to all who facilitated and participated
dancinjul	6/9/2009	3:04 PM	I think a great ex of the success of twitter and social media, is meeting in person in places like higherEd Bar Camp #hec & #smsummit
Robin2go	6/9/2009	3:04 PM	Wrap up quote: To be is to communicate. --Mikhail Bakhtin @markgr #smsummit
CommAMMO	6/9/2009	3:04 PM	#smsummit -- Mark Greenfield "I'm able to get to know people on Twitter, even though I've
tsand	6/9/2009	3:04 PM	True dat. #smsummit
remcscott	6/9/2009	3:04 PM	RT @ColB: "Twitter re-defines what a co-worker is." #smsummit
kprentiss	6/9/2009	3:03 PM	teaching students to leave public education footprints on blogs and twitter also creates virtual mentoring for other students #smsummit
Robin2go	6/9/2009	3:03 PM	Twitter is a communication channel; if it wasn't here, it would be something else. @frommelt @markgr #smsummit
srbarnes	6/9/2009	3:03 PM	RT @Shanan_S: Twitter can create community for university staff: connect people to answer q. and collaborate on unfunded projects. #smsummit
lightjump	6/9/2009	3:03 PM	#smsummit : @markgr tks for the great content and conversation...I think the continuing discussion will be wonderful
JamieOber	6/9/2009	3:02 PM	@PinkPeonies Yes, yes, yes. The social connections I have made (you and Paul for example) have been absolutely priceless. #smsummit
ellenkanner	6/9/2009	3:02 PM	and for those looking to carry on the convo within your institution, check out yammer.com
apetersen	6/9/2009	3:02 PM	@AnnMarieBonneau Following everyone who follows you also encourages spammers and abuse of Twitter as a platform. #smsummit
bevinhernandez	6/9/2009	3:02 PM	RT @ColB: "Twitter re-defines what a co-worker is." #smsummit

trefoil	6/9/2009	3:02 PM	RT @kprentiss: great twitter in the classroom video for future reference http://bit.ly/YIBZt #smsummit #education
PlainSailing4U	6/9/2009	3:01 PM	RT @kprentiss: great twitter in the classroom video for future reference http://bit.ly/YIBZt
HighEdWeb	6/9/2009	3:01 PM	RT @ColB Does Twitter/social media have a place in higher ed? That's like asking "Does the telephone have a place in higher ed." #smsummit
whitneytaylor	6/9/2009	3:01 PM	Twitter redefines what a coworker is. #smsummit
apetersen	6/9/2009	3:01 PM	RT @kuratowa: "ROI of social media. What's the ROI on email and telephones?"
ellenkanner	6/9/2009	3:01 PM	yes, the new coworkers on twitter = twokers! #smsummit
ColB	6/9/2009	3:01 PM	Twitter re-defines what a co-worker is. #smsummit
stevier	6/9/2009	3:01 PM	@PinkPeonies Absolutely. It is definitely important to keep the social piece in mind, too. Create support network. #smsummit
herbert68	6/9/2009	3:00 PM	RT @TuftsWebComm: It's not about Twitter; it's about conversation. Don't bet on the app, bet on the trend. #smsummit
apetersen	6/9/2009	3:00 PM	Yep. RT @mansibhatia: #smsummit At Penn State they've used Twitter to build an internal community of staff to collaborate and communicate
kprentiss	6/9/2009	3:00 PM	great twitter in the classroom video for future reference http://bit.ly/YIBZt #smsummit
Shanan_S	6/9/2009	3:00 PM	Twitter can create community for university staff: connect people to answer q. and collaborate on unfunded projects. #smsummit
LoriPA	6/9/2009	3:00 PM	RT @TuftsWebComm: It's not about Twitter; it's about conversation. Don't bet on the app, bet on the trend. #smsummit
garciaje	6/9/2009	3:00 PM	Yeah my sphere has expanded as well. #smsummit
mansibhatia	6/9/2009	2:59 PM	#smsummit At PennState they've used Twitter to build an internal community of staff to collaborate and communicate
CommAMMO	6/9/2009	2:59 PM	@NicolePRexec I don't see how it couldn't be -- currently listening to #smsummit and they're talking about exactly that.
kuratowa	6/9/2009	2:59 PM	ROI of social media. What's the ROI on email and telephones? #smsummit
PinkPeonies	6/9/2009	2:59 PM	@stevier Don't forget all the social stuff, too. Just as important as the work connections.
AnnMarieBonneau	6/9/2009	2:59 PM	Following everyone who follows you=pyramid scheme + waste of time. They don't care about you; you don't care about them. #smsummit
ColB	6/9/2009	2:58 PM	Does Twitter/social media have a place in higher ed? "That's like asking "Does the telephone have a place in higher ed." #smsummit
mhendersonco	6/9/2009	2:58 PM	Does a university need to be in the conversation absolutly #smsummit @TuftsWebComm
apetersen	6/9/2009	2:58 PM	RT @TuftsWebComm: It's not about Twitter; it's about conversation. Don't bet on the app, bet on the trend. #smsummit
rickahardy	6/9/2009	2:58 PM	twitter has great possibilities as a communications tool for adult student communication, comm between a prof & students, etc. #smsummit

bevinhernandez	6/9/2009	2:57 PM	RT @TuftsWebComm: It's not about Twitter; it's about conversation. Don't bet on the app, bet on the trend. #smsummit
TuftsWebComm	6/9/2009	2:57 PM	Exactly ! "You need to be ready for what the next thing will be." -- @markgr #smsummit
TuftsWebComm	6/9/2009	2:56 PM	It's not about Twitter; it's about conversation. Don't bet on the app, bet on the trend.
mhendersonco	6/9/2009	2:56 PM	RT @tsand: I <3 my boss. #smsummit
jspinelle	6/9/2009	2:56 PM	Does Twitter have a role in higher education? #smsummit
Robin2go	6/9/2009	2:56 PM	Kerri Hicks: Never say anything on Twitter that you wouldn't say to your boss. The end. Well said. @markgr #smsummit
JamieOber	6/9/2009	2:56 PM	The No Invitation Required blog post by @cstubbs that @stevier mentioned #smsummit
AnnMarieBonneau	6/9/2009	2:56 PM	@rickahardy Yup...Twitter better for biz (and newshounds). FB, MySpace better for teens.
mansibhatia	6/9/2009	2:56 PM	#smsummit Does Twitter have a place in HigherEd? Is it just a fad?
tsand	6/9/2009	2:56 PM	I <3 my boss. #smsummit
kuratowa	6/9/2009	2:55 PM	Never say anything on Twitter that you wouldn't say to your boss. The end. #smsummit
ellenkanner	6/9/2009	2:55 PM	@kprentiss and driving and twittering more dangerous still ;O NEVER do that. lol!
Robin2go	6/9/2009	2:54 PM	@bevinhernandez It always seems to be me! @markgr #smsummit
MidwayCollege	6/9/2009	2:53 PM	@bluefuego Wow, great presentation on social media and great memory too! Impressive!
garciaje	6/9/2009	2:53 PM	Yeah what she said. #smsummit
GeneralTso	6/9/2009	2:53 PM	If Twitter goes away, another service like Jabber would fill the gap in no time... #smsummit
ColB	6/9/2009	2:53 PM	Good question: if you don't Follow everyone on Twitter who follows you, is it rudeness or just time management? #smsummit
bevinhernandez	6/9/2009	2:52 PM	Is that you @Robin2go? You sound different over connect! #smsummit - but I way agree!!
ellenkanner	6/9/2009	2:52 PM	about following or not all who follow you. #smsummit it's about what you need. twitter is for
JamieOber	6/9/2009	2:52 PM	Ads on Twitter would be a huge risk. @markgr also brings up the fact that people aren't clicking on online ad. #smsummit
kprentiss	6/9/2009	2:51 PM	@ellenkanner compared to 6 million active open streams that have never had a prob. risk must be weighed. driving is more dangrous #smsummit
garciaje	6/9/2009	2:51 PM	However this is cool. #smsummit
Robin2go	6/9/2009	2:51 PM	What happens if twitter sells out? @markgr #smsummit
mhendersonco	6/9/2009	2:51 PM	People don't like ads in general #smsummit
rickahardy	6/9/2009	2:51 PM	how many directors of admissions, CMOs, chief enrollment officers do you find on social media? #smsummit
garciaje	6/9/2009	2:51 PM	network hiccups interfering with #smsummit feed
Robin2go	6/9/2009	2:50 PM	@rachelreuben More like you're a major player in my book, and very good at what you do. Me, I play too much. *wink* @markgr #smsummit
rob_s_college	6/9/2009	2:50 PM	Protect updates? Fine, but write like the whole world is watching, anyhow. Related: http://tr.im/nWbW #smsummit
rickahardy	6/9/2009	2:48 PM	just back from a mtg, teens and young adults aren't going to get on twitter, it's for older

rachelreuben	6/9/2009	2:48 PM	@Robin2go Pah! You kill me, lady. Truly. I missed the beginning part of the context. No time to be me?? #smsummit
ellenkanner	6/9/2009	2:47 PM	as a documentarian by nature, i have a hard time not tweeting about the experience, and hence, where i am at the moment. #smsummit
Robin2go	6/9/2009	2:47 PM	@rachelreuben That was me! Just because you're awesomesauce. @markgr #smsummit
theotherlondon	6/9/2009	2:47 PM	Gotta go! Thanks for organizing the event and kudos for working through the AV issues.
mightyants	6/9/2009	2:47 PM	Listening to an open discussion at Penn State about the role of social media in higher education. good stuff #smsummit
seray	6/9/2009	2:46 PM	Listening and watching the #smsummit. Looking forward to this years EduWeb conferences - last years was great http://tinyurl.com/d5hxx8
bevinhernandez	6/9/2009	2:46 PM	@aljamiat I'm a marketing ppl, and I'm there #smsummit
rachelreuben	6/9/2009	2:46 PM	Woah, who is speaking right now & just said my name? #smsummit
dylanw	6/9/2009	2:45 PM	U of Southampton's Web 2.0 accessibility evaluation page, Web2Access: http://www.web2access.org.uk/index.php #smsummit
JamieOber	6/9/2009	2:45 PM	How to filter out the noise and find the value is a problem with Twitter but you can control
dmolsen	6/9/2009	2:45 PM	amen. RT @apetersen Re: Twitter. "My best source for information" and a powerful professional development tool, says @markgr. #smsummit
dancinjul	6/9/2009	2:45 PM	Signal to Noise ratio. It overwhelms me completely. #smsummit
ellenkanner	6/9/2009	2:45 PM	Twitter usage during vacation blamed for recent burglary http://bit.ly/POA8p #smsummit
aljamiat	6/9/2009	2:44 PM	The incredible thing about #smsummit is the complete lack of international admissions/recruiting/marketing ppl there. Disturbing actually...
stevier	6/9/2009	2:44 PM	@kevinoshea I'll let you know how it (and #tsand) works out. #smsummit
jspinelle	6/9/2009	2:44 PM	For personal use of social media, I've found there's a way to be open and private at the same time #smsummit
micala	6/9/2009	2:44 PM	I think @tsand is my new hero. #tsand #smsummit (tsand live > http://ustre.am/6lb)
mhendersonco	6/9/2009	2:43 PM	@mansibhatia so you can publish status updates of when you are out of town #smsummit
kevinoshea	6/9/2009	2:43 PM	danggit, i have to go to a meeting and will be missing the rest #tsand and #smsummit. (tsand live > http://ustre.am/6lb)
ellenkanner	6/9/2009	2:43 PM	been considering protecting my tweets. #smsummit @markgr reasons: lots of spam, don't want folks to know when out of town. good points.
mansibhatia	6/9/2009	2:42 PM	#smsummit what is the value of having protected tweets?
cyndef	6/9/2009	2:42 PM	@markgr "Twitter is my most valueable professional development tool" #smsummit
jspinelle	6/9/2009	2:42 PM	RT@Robin2go Kerry Hicks on Connect: I think of LinkedIn as data-driven, Facebook as a publication, and Twitter as a conversation. #smsummit
AnnMarieBonneau	6/9/2009	2:42 PM	My teenage daughter (and her friends) use Facebook not Twitter. She thinks Twitter's dumb. Besides, Mom uses it... #smsummit

apetersen	6/9/2009	2:41 PM	Re: Twitter. "My best source for information" and a powerful professional development tool, says @markgr. #smsummit
kuratowa	6/9/2009	2:41 PM	The Creepy Treehouse is not an R.L. Stine book - it's a problem you have to consider in social media. #smsummit
JamieOber	6/9/2009	2:41 PM	Twitter is @markgr 's best tool for professional development #smsummit
ColB	6/9/2009	2:41 PM	From #smsummit backchannel: "I think of LinkedIn as data-driven, Facebook as a publication, and Twitter as a conversation."
Robin2go	6/9/2009	2:41 PM	Kerry Hicks on Connect: I think of LinkedIn as data-driven, Facebook as a publication, and Twitter as a conversation. @markgr #smsummit
mhendersonco	6/9/2009	2:40 PM	To avoid a creepy treehouse affect employ more students to represent the university in social media? #smsummit
lightjump	6/9/2009	2:40 PM	#smsummit : anyone else using OrgSync (orgsync.com) for internal, membership-only social networking? We are, looking for others...
GeneralTso	6/9/2009	2:39 PM	Fear the "Creepy Treehouse" effect... #smsummit
dancinjul	6/9/2009	2:39 PM	The creepy treehouse effect??? #smsummit
rob_s_college	6/9/2009	2:38 PM	Worth helping student not attending? I'd say questionable in terms of recruiting and return on effort but potential other value #smsummit
apetersen	6/9/2009	2:38 PM	RT @rob_s_college: To tweet or not to tweet? Recycle content across tools to make the effort more worthwhile . RSS, ping.fm, etc. #smsummit
benrobbins	6/9/2009	2:38 PM	RT @jesskry: 1 Out of 5 higher ed accounts in @bluefuego research conversational on
LoriPA	6/9/2009	2:37 PM	Bugger, gotta go back to work. Curse you, gainful employment! #smsummit
tylerpruett	6/9/2009	2:37 PM	How long before Unigo is gamed like USNews? #smsummit
apetersen	6/9/2009	2:37 PM	RT @Robin2go: Go real or go home. And yes, that's my trademark. :) @markgr #smsummit
bevinhernandez	6/9/2009	2:36 PM	RT @Robin2go: Go real or go home. And yes, that's my trademark. :) @markgr
Robin2go	6/9/2009	2:36 PM	@stevier Fortunately, @tsand likes vodka. We're all set! (Tho @frommelt says Milwaukee isn't big enough for the 2 of us!) @markgr #smsummit
JamieOber	6/9/2009	2:35 PM	@CyVaquero That is a huge challenge. Also, what if it gets out that the 'student blogs' are fake? Wondered about that before. #smsummit
ColB	6/9/2009	2:35 PM	@Frommelt It's been very fun to watch you this afternoon on cam at the #smsummit . I do enjoy your cool glasses, BTW. ;)
kuratowa	6/9/2009	2:34 PM	ping.fm and hootsuite are a powerful combination #smsummit
bevinhernandez	6/9/2009	2:34 PM	RT @Robin2go: Students have a highly tuned BS meter. Give me real, don't give me fake. @markgr #smsummit
Robin2go	6/9/2009	2:34 PM	Go real or go home. And yes, that's my trademark. :) @markgr #smsummit
GeneralTso	6/9/2009	2:34 PM	I'm glad that the Coldplay quote isn't from "Yellow"... #smsummit
rob_s_college	6/9/2009	2:34 PM	To tweet or not to tweet? Recycle content across tools to make the effort more worthwhile . RSS, ping.fm, etc. #smsummit

JohnKirbyHall	6/9/2009	2:33 PM	Teens use Twitter to live vicariously through famous people and read their grammatically incorrect updates, not find colleges. #smsummit
Robin2go	6/9/2009	2:33 PM	Students have a highly tuned BS meter. Give me real, don't give me fake. @markgr
apetersen	6/9/2009	2:33 PM	#smsummit "High school students have a finely tuned BS meter... Give me real, don't give me fake." - @markgr
JamieOber	6/9/2009	2:33 PM	Teens and students have a finely tuned BS meeting - give me real, don't give me fake
herbert68	6/9/2009	2:33 PM	Example Teen @markgr is quoting said few friends use Twitter, but expected to change. They are using Twitter to find college fit #smsummit
stevier	6/9/2009	2:32 PM	@tsand If you're drinking w/ @Robin2go, you'll need to have dirty martinis, instead.
kuratowa	6/9/2009	2:32 PM	@libgrrl I happen to still like Happy Days, so I'll probably keep using Facebook ;)
herbert68	6/9/2009	2:32 PM	RT @CyVaquero: @Robin2go if that is the case - facebook is nearing the great exodus tipping point #smsummit
aluxeterna	6/9/2009	2:32 PM	@libgrrl wish more time was spent on that aspect of Facebook #smsummit
JamieOber	6/9/2009	2:32 PM	Example Teen @markgr is quoting said few friends use Twitter, but expected to change. They are using Twitter to find college fit #smsummit
theotherlondon	6/9/2009	2:32 PM	Hoping M ark Greenfield has connected with more than one student on Twitter. #smsummit
herbert68	6/9/2009	2:31 PM	RT @Robin2go: At what point do teens flee facebook and go somewhere else? When parents show up, teens find new spaces to hang out. #smsummit
bevinhernandez	6/9/2009	2:31 PM	I will experiment with my 14 year old text addict. #smsummit
tsand	6/9/2009	2:31 PM	EXACTLY RT @mhendersonco I think it has to be put in perspective that this info is coming from one student #smsummit
bevinhernandez	6/9/2009	2:31 PM	And once they realize they can tweet from their text messages, they'll be hooked
libgrrl	6/9/2009	2:31 PM	Twitter vs. texting. Public vs. private #smsummit
PinkPeonies	6/9/2009	2:31 PM	Students don't use Twitter because they are texting. #smsummit
stevier	6/9/2009	2:31 PM	@mhendersonco Totally agree. We need sample size > 1. #smsummit
ellenkanner	6/9/2009	2:30 PM	any one have a FB page with a closed wall? how do you answer on that? #smsummit (keep forgetting the hashtag)
kprentiss	6/9/2009	2:30 PM	@Robin2go I'm not sure about this one.FB is not as open as myspace, parents can be there and not violate student "space" #smsummit
Robin2go	6/9/2009	2:30 PM	@CyVaquero EXACTLY. @markgr #smsummit
mhendersonco	6/9/2009	2:30 PM	I think it has to be put in perspective that this info is coming from one student #smsummit
kuratowa	6/9/2009	2:30 PM	RT @Robin2go Moms and dads trust the edu site & mktg. Students trust 3rd party. Today's students = tomorrow's parents. Gen divide. #smsummit
libgrrl	6/9/2009	2:29 PM	Facebook may have jumped the shark! #smsummit
apetersen	6/9/2009	2:29 PM	Justin Gatewood on #smsummit: Social networking, as it relates to highered, is like the "consumer reports" of the educational environment
CyVaquero	6/9/2009	2:29 PM	@Robin2go if that is the case - facebook is nearing the great exodus tipping point

PinkPeonies	6/9/2009	2:28 PM	@gruenelf What about The Revolution Will Not Be Televised? #smsummit
beatnikgal	6/9/2009	2:28 PM	Overall grade for #smsummit ? B-...tech was rough, content was kind of all over the place (chat, video, audio, back channel) but A+ effort
JamieOber	6/9/2009	2:28 PM	Teens go to Facebook for a place to hang out that does NOT include their parents, they will look for different outlets #smsummit
jesskry	6/9/2009	2:28 PM	OR students will learn more about privacy settings and it wont matter if Mom and Dad are there. :) #smsummit
Robin2go	6/9/2009	2:28 PM	At what point do teens flee facebook and go somewhere else? When parents show up, teens find new spaces to hang out. @markgr #smsummit
Robin2go	6/9/2009	2:27 PM	Moms and dads trust the edu site & mktg. Students trust 3rd party. Today's students = tomorrow's parents. Gen divide. @markgr #smsummit
kuratowa	6/9/2009	2:26 PM	If 85% of people trust their network more than an institution, shouldn't the inst. pick a person in that network to be the voice? #smsummit
tsand	6/9/2009	2:25 PM	My guess he drives a Toyota Camry. @markgr am I right??? #smsummit
Robin2go	6/9/2009	2:24 PM	And the follow up Q: How do we make our sites more relevant? Can we? Student's answer: No; 3rd party still more trusted. @markgr #smsummit
bevinhernandez	6/9/2009	2:24 PM	YES. That's it - students/people trust what real people say vs. institutions. #smsummit
jesskry	6/9/2009	2:24 PM	@kuratowa Def no. One is personality, one is information. #smsummit
kprentiss	6/9/2009	2:23 PM	@Robin2go why not use social media to connect them to peers for authentic take? similar student's blogs, FB groups, etc.? #smsummit
theotherlondon	6/9/2009	2:23 PM	Students have more trust in unigo.com or student blogs, b/c students reveal things that the institution websites don't. #smsummit
JamieOber	6/9/2009	2:23 PM	At PSU TLT we focus on getting faculty examples and testimonials to get faculty adoption of new learning technologies. #smsummit
lightjump	6/9/2009	2:22 PM	@markgr - good statement - 85% of people trust their network more than an institution/company - #smsummit
mansibhatia	6/9/2009	2:22 PM	#smsummit 85% ppl trust their network than what the institution has to say.
kuratowa	6/9/2009	2:22 PM	Does social media mean the end of the traditional higher ed website? My sources say No.
JamieHS	6/9/2009	2:22 PM	I'm missing out on all the #smsummit fun today. Stupid job.
Robin2go	6/9/2009	2:21 PM	Student blogs, altho time consuming to read, give a relevant primary source of info and are more authentic. --Emily @markgr #smsummit
mansibhatia	6/9/2009	2:21 PM	#smsummit Highered needs to recognize that and engage in conversation with these
kprentiss	6/9/2009	2:21 PM	@LoriPA very cool. makes your life much easier :) the goals / why / ROI conversation is still imprtnt for org. change mangmnt #smsummit
mansibhatia	6/9/2009	2:21 PM	#smsummit When students search for which college to go to, they aren't looking for the best univ, they're looking for the best univ for them
Robin2go	6/9/2009	2:20 PM	@aluxeterna Thanks for the feedback! We're working hard on it! #smsummit

virtualr	6/9/2009	2:20 PM	Pitch to administrators by showing results of social media landscape conversations without your U in it. Host the conversation! #smsummit
bcb ray	6/9/2009	2:20 PM	Creating authenticity on the web is key. How do you do this in higher ed? Marketing isn't where it's at anymore. #smsummit
AnnMarieBonneau	6/9/2009	2:20 PM	@JamieOber So right about college sites. I shudder to think if I hadn't checked them-found the best profs #smsummit
JamieOber	6/9/2009	2:20 PM	Student blogs > University official Web sites due to giving a true idea of what it is like to be a student at that school. #smsummit
Robin2go	6/9/2009	2:20 PM	When you look at what students are interested in when considering selection, they are looking for authenticity, and fit. @markgr #smsummit
jspinelle	6/9/2009	2:20 PM	As someone who was an undergrad until a year ago, I agree with @markgr. It was true way before FB/Twitter were popular #smsummit
ellenkanner	6/9/2009	2:20 PM	#smsummit http://webconference.psu.edu/program
Compain	6/9/2009	2:19 PM	RT @jspinelle: Social media gives colleges and universities an admissions staff of
aluxeterna	6/9/2009	2:19 PM	#smsummit running much more smoothly in last 10-20 minutes btw, thanks
garciaje	6/9/2009	2:19 PM	wondering what #smsummit is? Oh a tweet came in & I'm beginning to get it.
theotherlondon	6/9/2009	2:19 PM	Discussion has progressed from 'addressing business issues with senior admin' to 'the need for authenticity'. Um. #smsummit
GeneralTso	6/9/2009	2:18 PM	I wonder if the HS junior mentioned in the presentation is going to have 4 million twitter followers now... #smsummit
JamieOber	6/9/2009	2:18 PM	Will corporate Websites become irrelevant? Many feel review sites are a better option for
Robin2go	6/9/2009	2:18 PM	Will higher ed websites become irrelevant? @markgr #smsummit
jesskry	6/9/2009	2:17 PM	Oh #tsand. The faces tell the story...lol #smsummit (tsand live > http://ustre.am/6lb)
JamieOber	6/9/2009	2:17 PM	Students trust student review sites to make decisions on best school for them; more than actual college Web sites #smsummit
Robin2go	6/9/2009	2:17 PM	Per student, re: need for authenticity: forego the cheesy mktg; be real. College sites good for facts, but not for choosing. #smsummit
apetersen	6/9/2009	2:17 PM	Stu trusts college's website for facts, but decision made on community/review sites, hearing from other students. #smsummit
ellenkanner	6/9/2009	2:17 PM	if you're going to be in social media, be social! #smsummit been my mantra. otherwise,
JamieOber	6/9/2009	2:17 PM	Young people/students know when they are marketed to; such as cheesy web page pics of students laughing #smsummit
apetersen	6/9/2009	2:16 PM	#smsummit "They've been marketed to all their lives, so they recognize marketing when they see it." - @markgr
NEBHE	6/9/2009	2:16 PM	Checking out the #smsummit. Bummed I missed the first hour.
JamieOber	6/9/2009	2:16 PM	@NikkiMK I usually get an idea of how to use something if it is shown to me; then I think of how I can use it once I try it out #smsummit

theotherlondon	6/9/2009	2:15 PM	Instead of ROI focus on how can social media assist in addressing business issues
Robin2go	6/9/2009	2:15 PM	It's not about being the best fit, it's about being the best fit FOR THE STUDENT. @markgr
Robin2go	6/9/2009	2:15 PM	Convos w/ prospective student on twitter; a jr in NC, 1540 on SATs, involved, etc. Using twitter specifically to choose school. #smsummit
robitaille03	6/9/2009	2:15 PM	learning about social media, PR & higher education #smsummit at Penn State
JamieOber	6/9/2009	2:14 PM	@NikkiMK Perfect example if you saw film "Topsy Turvy" was Gilbert's father deriding him for using the silly new-fangled telephone #smsummit
ninanolan	6/9/2009	2:14 PM	Taking in some good stuff from #smsummit
cgrymala	6/9/2009	2:14 PM	RT @mansibhatia: #smsummit Who Gets A Vanity URL on Facebook? http://bit.ly/3fOFI
ellenkanner	6/9/2009	2:13 PM	amazed at the backchannel on #smsummit largest participation i've experienced.
theotherlondon	6/9/2009	2:13 PM	There is no way to measure ROI in social media- at least not in a way senior adm would prefer to see it. Well, no surprises there. #smsummit
mansibhatia	6/9/2009	2:13 PM	#smsummit Who Gets A Vanity URL on Facebook? http://bit.ly/3fOFI
devinmason	6/9/2009	2:12 PM	Watching #tsand watch the #smsummit. @robin2go I hope you got a screen cap of that.
herbert68	6/9/2009	2:12 PM	RT @bevinhernandez: Understand the business, Understand the user, Understand the medium - brilliant easy mission statement #smsummit
NikkiMK	6/9/2009	2:12 PM	@jamieOber don't we learn what something can do first by playing with it? then it becomes a tool. #smsummit
NikkiMK	6/9/2009	2:12 PM	@JamieOber web ages were silly once. so were cars and the telephone. all tech starts as
skirubbi	6/9/2009	2:12 PM	what business problem are we trying to solve? why are we doing this (social media) -- from @markgr during #smsummit
TuftsWebComm	6/9/2009	2:11 PM	RT @bevinhernandez: Understand the business, Understand the user, Understand the medium - brilliant easy mission statement #smsummit @markgr
bcbay	6/9/2009	2:11 PM	I am going to start thinking of myself and @_StefwithanF the web evangelists of the office.
mansibhatia	6/9/2009	2:11 PM	#smsummit understanding your audience is the key to being effective
Natalie_Joy	6/9/2009	2:11 PM	Thanks for all of the great perspective, #smsummit participants! No time to log in, but enjoyed the backchannel.
bevinhernandez	6/9/2009	2:11 PM	Understand the business, Understand the user, Understand the medium - brilliant easy mission statement #smsummit via @markgr
apetersen	6/9/2009	2:11 PM	#smsummit @markgr's vision statement: Understand the business, understand the user, understand the medium.
cpd623	6/9/2009	2:11 PM	#smsummit @markgr's philosophy: "understand the business, understand the user and understand the medium"
skirubbi	6/9/2009	2:11 PM	@markgr summing up web strat: understand the business, user, and the medium - that's it
CyVaquero	6/9/2009	2:10 PM	proof of concepts are the key to buy-in. find someone daring as yourself to champion and ask for forgiveness later #smsummit

Robin2go	6/9/2009	2:10 PM	Understand the business, understand the user, understand the medium. <-- How @markgr operates. #smsummit
JamieOber	6/9/2009	2:10 PM	@jspinelle Absolutely. That would be great. Let me know when you would like to meet on it!
jallgire	6/9/2009	2:10 PM	Turning my attention to the current story from @markgr and ignoring the chat/Tweet for
AndrewKungPhoto	6/9/2009	2:09 PM	Currently at Social Media Comm. workshop with @bradjward @bluefuego @howardkang
JamieOber	6/9/2009	2:09 PM	That would help get over the "Twitter/Facebook" are silly/frivolous hurdle. #smsummit
TuftsWebComm	6/9/2009	2:09 PM	RT @virtualr: The conversation is not about ROI of social media, it is consequences of the opportunity loss of not leading effort #smsummit
kprentiss	6/9/2009	2:08 PM	#tsand is modeling "you don't control this" to help @markgr mke his main pnt. simultaneously reinforcing other's desire for cntrl. #smsummit
JamieOber	6/9/2009	2:08 PM	The first step to convincing administrators is, IMO, show them relevant examples, like show a sci dept admin NASA's twitter feed #smsummit
virtualr	6/9/2009	2:08 PM	The conversation is not about ROI of social media, it is the consequences of the opportunity loss of not leading the effort #smsummit
Robin2go	6/9/2009	2:06 PM	@stevier That's because @tsand is a social GOD. I heart @tsand. :) #smsummit
dmolsen	6/9/2009	2:05 PM	wow! a lot of ppl participating in #smsummit on twitter that i haven't heard of before. cool.
stevier	6/9/2009	2:05 PM	Weird to be sitting in the room at PSU with one earbud in so I can hear @tsand Now @Robin2go is telling the room what @tsand said. #smsummit
ellenkanner	6/9/2009	2:05 PM	how does one get a vanity FB URL? #smsummit
JamieOber	6/9/2009	2:05 PM	ROI is what administrators understand, can help them understand social media value
GeneralTso	6/9/2009	2:04 PM	@apetersen I think it's just a matter of time until all police use social media...it's just a question of how. #smsummit
mansibhatia	6/9/2009	2:04 PM	#smsummit There's a cost to ignoring the opportunities that social networking provides. When ppl ask for ROI tell 'em I stands for ignoring.
jspinelle	6/9/2009	2:04 PM	@JamieOber Cool - maybe we can discuss further at some point #smsummit
LoriPA	6/9/2009	2:04 PM	@kprentiss I've found the opposite. Had success with hands-on demos of Twitter/FB for trustees etc. See it's easy, fun, engaging. #smsummit
janspach17	6/9/2009	2:04 PM	question for someone witha accepted student NING - how long are they a member of the community? until they start? all 4 years? #smsummit
beatnikgal	6/9/2009	2:04 PM	Worried about your ROI in social media? If you don't do it, you'll worry more about your "return on ignoring" #smsummit
dmolsen	6/9/2009	2:04 PM	easier to ask for forgiveness than permission... #smsummit
jesskry	6/9/2009	2:04 PM	RT @rob_s_college: How do you convince senior management? Some take the "innovation without permission" approach. Can be risky. #smsummit
jesskry	6/9/2009	2:03 PM	RT @stevier: From @tsand: If you're waiting for a green light from your administrators, then you get what you deserve. #smsummit
rachelreuben	6/9/2009	2:03 PM	Attendee says ROI = return on imagination? I prefer "influence" #smsummit

NikkiMK	6/9/2009	2:03 PM	@rob_s_college better to beg forgiveness than ask permission suffer the death of a thousand committees #smsummit
jesskry	6/9/2009	2:03 PM	Return on Ignoring. #smsummit
TuftsWebComm	6/9/2009	2:03 PM	How about ROI meaning "return on interaction"? #smsummit
JamieOber	6/9/2009	2:03 PM	@jspinelle Sorry, I meant I am not permitted to go to PSU Communicators meeting.
jesskry	6/9/2009	2:03 PM	Return of Imagination - ROI. :) #smsummit
dancinjul	6/9/2009	2:03 PM	Let go of control mode to let the power of social media work its course. #smsummit
cpd623	6/9/2009	2:03 PM	#smsummit how do you determine ROI with social media? Can we justify the time spent to build out the brand on these platforms?
jesskry	6/9/2009	2:02 PM	Social Media Time = My Job. #smsummit
theotherlondon	6/9/2009	2:02 PM	2 major concerns with using social media for senior administrators: protecting the brand, return on time/investment. #smsummit
apetersen	6/9/2009	2:02 PM	But Penn State had past experience with police using social media to investigate crimes, so that was the perception. #smsummit
stevier	6/9/2009	2:02 PM	From @tsand: If you're waiting for a green light from your administrators, then you get what you deserve. #smsummit
JamieOber	6/9/2009	2:02 PM	@jspinelle Sorry, I meant not permitted to go PSU communicators. #smsummit
apetersen	6/9/2009	2:02 PM	Should campus police use social media? Or is that too "big brother"? At Penn State, the latter. Other places, it may work. #smsummit
jesskry	6/9/2009	2:02 PM	Should we through ROI and 'the brand' out of the window if it equals community?
rob_s_college	6/9/2009	2:01 PM	How do you convince senior management? Some take the "innovation without permission" approach. Can be risky. #smsummit
kprentiss	6/9/2009	2:01 PM	very important to selling SM to higher ups. Don't start with a demo! in fact don't show any tool until meeting 3. connect to goals #smsummit
jesskry	6/9/2009	2:01 PM	Why use Twitter? Its a feed for anything, a way to easily connect, and personal for those you do reach. No matter how few. #smsummit
LoriPA	6/9/2009	2:00 PM	Question 3: How do you make the case to central administration about the uses/value of SM. Again, right in my wheelhouse! #smsummit
theotherlondon	6/9/2009	2:00 PM	Ah the discussion I've been waiting for: How do you make the case to senior management to utilize social media? #smsummit
mansibhatia	6/9/2009	2:00 PM	#smsummit how do you convince upper management to use social media?
jallgire	6/9/2009	2:00 PM	RT @rachelreuben: "educate, don't mandate" via @markgr - ME - Exactly! Enjoying the multi-tasking of following things at #smsummit
bevinhernandez	6/9/2009	2:00 PM	@GeneralTso Hysterical - thanks! #smsummit
LoriPA	6/9/2009	2:00 PM	Fear and Loathing in Web 2.0 from Currents http://bit.ly/YPCpZ (requires a Case
JamieOber	6/9/2009	2:00 PM	@jspinelle I am permitted to go to that, but I agree, that would be a great topic for us to consider. #smsummit

cyndef	6/9/2009	1:59 PM	RT @robin2go Trying to set up an alternate ustream for #smsummit
TuftsWebComm	6/9/2009	1:58 PM	@rickahardy BU has been successful with @DeanElmore #smsummit
dmolsen	6/9/2009	1:58 PM	@rickahardy we have four higher-ups in my own department. at least one outside my dept who also happens to be a dean. #smsummit
grouchyladybug	6/9/2009	1:58 PM	logged out of #smsummit for a real-life meeting. lots of technical difficulties made it hard to
flipgonzo	6/9/2009	1:58 PM	@dancinjul I have been stating this repeatedly. Educate & inform those in the executive
GeneralTso	6/9/2009	1:57 PM	Fear and Loathing in Web 2.0 #smsummit
cpd623	6/9/2009	1:57 PM	#smsummit, fear and loathing in social media... how do you manage brand in the this new
rickahardy	6/9/2009	1:57 PM	how many higher ed administrators have you seen on twitter, etc? #smsummit
Robin2go	6/9/2009	1:56 PM	Trying to set up an alternate ustream for #smsummit http://ustream.tv/broadcaster/801143
mhendersonco	6/9/2009	1:56 PM	Use social media to coordinate social media #smsummit
lightjump	6/9/2009	1:56 PM	#smsummit : @markgr very nice work here to put this together, I agree w/ @rachelreuben
zorp75ck	6/9/2009	1:56 PM	@dancinjul I don't know that upper management would necessarily add value to social media unless they want to use it too. #smsummit
mjpowers	6/9/2009	1:56 PM	Going to have to rewatch #smsummit later. So much info between chat, twitter, and audio! And me with a presentation tomorrow...
JamieOber	6/9/2009	1:56 PM	Using social media to manage social media - Mark Greenfield said his school created a Ning site to share projects, best practices #smsummit
apetersen	6/9/2009	1:56 PM	@markgr We've got a university communicators Ning community now too. I'd love to see how yours is developing. #smsummit
kevinoshea	6/9/2009	1:55 PM	you're our conduit to the #smsummit! and a great joy! (tsand live > http://ustre.am/6lb)
ellenkanner	6/9/2009	1:55 PM	#smsummit @jaycollier http://bit.ly/b542 use of netvibes for Bates. using internally, thru RSS, good, bad, all, about the institution.
annmwhite	6/9/2009	1:55 PM	Technical difficulties aside, I am really enjoying all the fun conversation and ideas from
lightjump	6/9/2009	1:55 PM	#smsummit : good discussion about whether or not campus police should use twitter for safety updates, etc.
jesskry	6/9/2009	1:55 PM	RT @rachelreuben: "educate, don't mandate" via @markgr #smsummit
aljamiat	6/9/2009	1:55 PM	The audio is almost imposs for me to follow ack. #smsummit
cgrymala	6/9/2009	1:54 PM	Trying to follow audio, #smsummit search and the chat in the summit is about to make my
theotherlondon	6/9/2009	1:54 PM	RT @JohnKirbyHall: Hearing administrators talk about social media is like high schoolers talking about the global economy #smsummit #aikcu
rachelreuben	6/9/2009	1:54 PM	educate, don't mandate via @markgr #smsummit
jesskry	6/9/2009	1:54 PM	.@LoriPA I think so. Integration helps everyone as long as its audience focused and not department pushing. #smsummit
dancinjul	6/9/2009	1:53 PM	But isn't there a need to get upper management buy in (Understanding) of social media?
beatnikgal	6/9/2009	1:53 PM	RT @JohnKirbyHall: Hearing administrators talk about social media is like high schoolers talking about the global economy #smsummit #aikcu

mansibhatia	6/9/2009	1:53 PM	#smsummit Discussion's on about how difficult, nay impossible, it is to coordinate, monitor and control messaging from different units
theotherlondon	6/9/2009	1:53 PM	Does it make sense to coordinate social media practices institution wide? Yes. Control social media practices institution wide?No #smsummit
singerguy0	6/9/2009	1:53 PM	bailed on #smsummit too much clutter and issues. hopefully it'll be available later.
LoriPA	6/9/2009	1:52 PM	There is a difference between coordination and control. Good point. Is it possible to work together ... independently? #smsummit
PinkPeonies	6/9/2009	1:52 PM	@apetersen I would say that is absolutely accurate. #smsummit
JohnKirbyHall	6/9/2009	1:52 PM	Or my mom bemoaning the new Hold Steady album #smsummit #aikcu
NikkiMK	6/9/2009	1:51 PM	@markgr if your message short and sesame street simple, everyone can follow. no one can dodge it or mess it up #smsummit
apetersen	6/9/2009	1:51 PM	I'm hoping that isn't actually the case everywhere. #smsummit
JohnKirbyHall	6/9/2009	1:51 PM	Hearing administrators talk about social media is like high schoolers talking about the global economy #smsummit #aikcu
janspach17	6/9/2009	1:51 PM	trying to keep up with tweets and the chat at #smsummit is making my eyes cross!
jesskry	6/9/2009	1:51 PM	RT @annmwhite: The @tsand commentary is very refreshing. Let's not overcomplicate the simple and the fun, people. ;) #smsummit
jesskry	6/9/2009	1:50 PM	Echoing others "Control" vs "coordinating" #highered social media. #smsummit
Shanan_S	6/9/2009	1:50 PM	Off to a meeting now. #smsummit.
jesskry	6/9/2009	1:49 PM	@apetersen Hm. Its the exact opposite here! :) #smsummit
LoriPA	6/9/2009	1:49 PM	I think "social media guidelines" might be an oxymoron. The coolest use of something will prbly not be covered by your rules. #smsummit
Shanan_S	6/9/2009	1:49 PM	Totally e-crushing on the #smsummit attendees. Thanks for your help!
JamieOber	6/9/2009	1:49 PM	@virtualr Absolutely! It also helps to have people do that for you, that staff of 1000s.
apetersen	6/9/2009	1:49 PM	Wow. From #smsummit chat: "Central marketing doesn't know the products so they can't possibly coordinate product marketing via social media"
dancinjul	6/9/2009	1:49 PM	@JamieOber - there are also tags from year to year it seems... #smsummit
annmwhite	6/9/2009	1:48 PM	The @tsand commentary is very refreshing. Let's not overcomplicate the simple and the fun, people. ;) #smsummit
peachy8588	6/9/2009	1:48 PM	RT @cgrymala PR has a PR problem, because people associate PR with BS. - Mark Greenfield :) #smsummit
TuftsWebComm	6/9/2009	1:48 PM	Just like on Twitter, having conversations is important. We need to have open dialogue w/social media owners campus-wide #smsummit
dylanw	6/9/2009	1:48 PM	Slow day, finally in the #smsummit.
TuftsWebComm	6/9/2009	1:47 PM	Re: coordinating campus-wide social media, we currently don't try to coordinate/control, but we do try to aggregate and advise. #smsummit

jesskry	6/9/2009	1:47 PM	I think there should be one for each platform that is university and the smaller ones can be through offices/depts/clubs. #smsummit
kerri9494	6/9/2009	1:47 PM	#smsummit Letting individual groups and units do it means conflicting messages, and herding chickens for users.
mansibhatia	6/9/2009	1:47 PM	#smsummit Wondering why social media efforts need to be coordinated across campus.
theotherlondon	6/9/2009	1:47 PM	Discussion on highered attitudes towards negative comments in social media-no concrete suggestions on reassuring stakeholders yet #smsummit
mansibhatia	6/9/2009	1:47 PM	Found the hashtag for the social media conference: #smsummit
LoriPA	6/9/2009	1:47 PM	Question #2: how do you coordinate social media efforts across a large campus? I have a meeting with Admissions on this tomorrow! #smsummit
figaylor	6/9/2009	1:46 PM	WOW!! My head really is spinning w/ all the data coming out of #smsummit will @Tsand_TV please lighten the mood?
dancinjul	6/9/2009	1:46 PM	Question - How do you integrate Social Media at your school/business. #smsummit
cyndef	6/9/2009	1:46 PM	how do you coordinate social media across a large campus #smsummit
cgrymala	6/9/2009	1:46 PM	Washington State University Vancouver has social media guidelines http://bit.ly/Urgkx
sales22	6/9/2009	1:46 PM	#smsummit
bevinhernandez	6/9/2009	1:46 PM	@markgr schools should spend less time building a brand and more time building
cpd623	6/9/2009	1:46 PM	@normsutaria #smsummit is a Social Media Workshop with a focus on higher education
apetersen	6/9/2009	1:45 PM	Instead of staging pictures, build relationships with students so they have a positive experience so they spread the word. #smsummit
jesskry	6/9/2009	1:45 PM	RT @cgrymala: PR has a PR problem, because people associate PR with BS. - Mark Greenfield :) #smsummit
jdwcornell	6/9/2009	1:45 PM	cornell policy office http://is.gd/Vgep #smsummit
jesskry	6/9/2009	1:45 PM	I think 'brand' = the community you build, instead of 'marketing'. Right? #smsummit
normsutaria	6/9/2009	1:45 PM	What is the #smsummit about?
MidwayCollege	6/9/2009	1:45 PM	Thanks for hosting this Social Media Workshop @MasonDyer and @aikcu #smsummit
beatnikgal	6/9/2009	1:44 PM	#smsummit chat window has taken on its own version of the summit - sharing SM policies
janspach17	6/9/2009	1:44 PM	less time worrying about thier brand - amen!! #smsummit
isaacson	6/9/2009	1:44 PM	and i give us #smsummit -- it was a nice try guys but the technology is just getting in the
apetersen	6/9/2009	1:44 PM	RT @jesskry: # of likes per post + # of comments per post / # fans = Engagement. Great @bluefuego! #smsummit
MasonDyer	6/9/2009	1:44 PM	Have @bradward in real life. Thankfully no tech issues here. Starting prez w/ q+a. @aikcu folks engaged. #aikcu #smsummit
jesskry	6/9/2009	1:44 PM	Hmmm..what happened? #smsummit
cgrymala	6/9/2009	1:44 PM	PR has a PR problem, because people associate PR with BS. - Mark Greenfield :)
ColB	6/9/2009	1:44 PM	Kerri Hicks @ #smsummit :Â Development hires MANY people to engage alums/biz. How can we engage via social media w/out hiring many web pros?

apetersen	6/9/2009	1:43 PM	Those days are gone. You do not control this anymore, says @markgr. #smsummit
Gordon_Ryan	6/9/2009	1:43 PM	PR has a PR problem. People equate PR with BS. #smsummit So true.
LoriPA	6/9/2009	1:43 PM	Whenever colleges discuss using SM, It always comes back to the need for control -- but those days are gone. @markgr at #smsummit
JeremyWilburn	6/9/2009	1:43 PM	@tsand makes it hard to listen to the #smsummit at work...love the comments, but closing
virtualr	6/9/2009	1:43 PM	@JamieOber Social media can also spread the truth like wild fire, and debunk myths on a large viral platform #smsummit
GeneralTso	6/9/2009	1:43 PM	Those of us actually in the room at #smsummit should have twitter name tags in front of
skirubbi	6/9/2009	1:43 PM	RT @TuftsWebComm With social media, you gain power by relenting on the need to
Unigo	6/9/2009	1:43 PM	RT@ coachfern who likes the @unigo site? #smsummit
rickahardy	6/9/2009	1:43 PM	getting both content & commentary from @tsand and twitter :) #smsummit
apetersen	6/9/2009	1:43 PM	RT @TuftsWebComm: With social media, you gain power by relenting on the need to
kprentiss	6/9/2009	1:42 PM	@kerri9494 it's abt setting up filters& aggregating streams. think twitter search, or google alerts.few people can manage big area.#smsummit
TuftsWebComm	6/9/2009	1:42 PM	Those days are gone. You do not control this anymore. -- @markgr #smsummit
dancinjul	6/9/2009	1:42 PM	Leverage the power of the community. #smsummit
miked_up	6/9/2009	1:42 PM	Aside from @bradjward's presentation on @bluefuego's research, #smsummit has been too hindered by technical issues to be useful.
TuftsWebComm	6/9/2009	1:42 PM	With social media, you gain power by relenting on the need to control. #smsummit
cpd623	6/9/2009	1:42 PM	#smsummit, seems to be getting better, hearing questions and answers now.
apetersen	6/9/2009	1:42 PM	RT @kprentiss: measure value: connectedness -> engagement -> retention. #smsummit
jspinelle	6/9/2009	1:42 PM	@honeydo used Twitter clout to negotiate with Best Buy - way to go! #smsummit
JamieOber	6/9/2009	1:41 PM	Social media can affect reputation of an organization via bad 'word of mouth' at supersonic speed #smsummit
kprentiss	6/9/2009	1:41 PM	@isaacson ROI : esp. w/ student affairs / activities - otherwise they get pinched in budget crunch first, not "justified" #smsummit
jesskry	6/9/2009	1:41 PM	.@gordon_ryan I did see someone...think they are following me....#smsummit
NikkiMK	6/9/2009	1:41 PM	@Shanan_S @markgr there's also the notion of "churn" with oligopolies though. if they lose x%, they will gain x% from competitors. #smsummit
miked_up	6/9/2009	1:40 PM	FAIL #smsummit
TuftsWebComm	6/9/2009	1:40 PM	The #smsummit has some great material, but w/tech difficulties is hard to follow. We'll try to hang in for a bit longer.
jesskry	6/9/2009	1:40 PM	RT @rachelreuben: Major kudos to @markgr and #smsummit organizers for trying this format. Stinks when technology doesn't cooperate fully.
aaronrester	6/9/2009	1:40 PM	Ok, I give up on audio for #smsummit. Thanks for trying, @markgr -- A for effort
Gordon_Ryan	6/9/2009	1:40 PM	Anyone from Duke University following the #smsummit?
TuftsWebComm	6/9/2009	1:40 PM	Social media is worth of mouth on steroids. #smsummit

mitchellbernard	6/9/2009	1:40 PM	#smsummit word-of-mouth on steroids... love it!
skirubbi	6/9/2009	1:40 PM	Social media is word-of-mouth on steroids (or crack cocaine!) #smsummit
Robin2go	6/9/2009	1:40 PM	Social media is like a new word of mouth marketing -- word of mouth on steroids, or crack...
dancinjul	6/9/2009	1:39 PM	Word of mouth on crack cocaine. #smsummit
ColB	6/9/2009	1:39 PM	#smsummit Idea for this summit is awesome, but the tech & intertubes aren't cooperating. Will there be a uStream version for later?
rachelreuben	6/9/2009	1:39 PM	Major kudos to @markgr and #smsummit organizers for trying this format. Stinks when technology doesn't cooperate fully.
kerri9494	6/9/2009	1:39 PM	Development offices hire people to engage w/ alums and biz. How can we engage w/ zillions of web folks without a stable of humans? #smsummit
Shanan_S	6/9/2009	1:39 PM	For universities it's not a cradle to grave relationship. It's admissions to endowment.
kprentiss	6/9/2009	1:38 PM	@isaacson someone somewhere is going to want ROI. to sell&sustain efforts "quantify" needs to be there. especially with activities #smsummit
JennOM	6/9/2009	1:38 PM	@jesskry That's for sure. However, if I were a prof, I would be tweeting b/c I may need to work at another school. #smsummit
singerguy0	6/9/2009	1:38 PM	@octothorp I'm sticking with it for a bit more, but I'm going to bail soon... #smsummit
beatnikgal	6/9/2009	1:37 PM	#smsummit really frustrating...sound in/out, video blurry...sigh...
JamieOber	6/9/2009	1:37 PM	@PinkPeonies How do you measure value of social media? #smsummit
mhendersonco	6/9/2009	1:37 PM	@cmykdorothy can you provide the link to ustream is it any better? #smsummit
Shanan_S	6/9/2009	1:37 PM	Companies sometimes forget the lifetime value of customers. The \$10 loss today could secure thousands \$ later. @markgr #smsummit
virtualr	6/9/2009	1:37 PM	Measure value of social media: connecting with users on the playing field of their own interest and building on that relationship #smsummit
skirubbi	6/9/2009	1:36 PM	Higher ed is in the business of building lifelong relationships. Instead of cradle to grave, think of admissions to endowment. #smsummit
isaacson	6/9/2009	1:36 PM	maybe having audio is over rated; just hold up signs #smsummit
octothorp	6/9/2009	1:36 PM	Bailing on #smsummit because of the technical difficulties. I sympathize, but it's too bad.
jdwcornell	6/9/2009	1:36 PM	LOL looks like I was right on time... #smsummit
TuftsWebComm	6/9/2009	1:36 PM	RT @cpd623: #smsummit websites build and sustain relationships
aljamiat	6/9/2009	1:36 PM	Difficult to follow chat & conversation with the Adobe set up #smsummit
kprentiss	6/9/2009	1:36 PM	frustrated the tools are getting in the way of all the great people and interest here. doesn't have to be that way #smsummit
PinkPeonies	6/9/2009	1:36 PM	Can anyone in the room tell us the question that Mark is answering? #smsummit
CommAMMO	6/9/2009	1:36 PM	#smsummit issues with audio, vaseline cam video
Robin2go	6/9/2009	1:36 PM	@fjgaylor Oh no, it's not just you. :) #smsummit
BrianCarl	6/9/2009	1:35 PM	RT @cmykdorothy: Think I might log off of #smsummit and just watch @tsand's
tsand	6/9/2009	1:35 PM	Once again, Dick's and balls... #smsummit

jdwcornell	6/9/2009	1:35 PM	waiting for @tsand's comments on mark's subject matter #smsummit
isaacson	6/9/2009	1:35 PM	worth tuning in 2 the whole #smsummit for this insight @LoriPA Analytics of social media -- how come "justify" so often means "quantify?"
cmykdorothy	6/9/2009	1:34 PM	Think I might log off of #smsummit and just watch @tsand's USTREAM.
jesskry	6/9/2009	1:34 PM	@LoriPA Right? Sometimes the conversation/growth of it is enough. #smsummit
kprentiss	6/9/2009	1:34 PM	@fjgaylor it's especially hard with a tiny chat window in adobe app. makes streaming overwhelming. #smsummit
ColB	6/9/2009	1:34 PM	Simple but powerful: Websites should have the primary goal of building and sustaining relationships. #smsummit
tylerpruett	6/9/2009	1:33 PM	@fjgaylor No. It's not just you. I think I need a dramamine to keep going. #smsummit
mattcarter	6/9/2009	1:33 PM	do you find that the wall as your landing page w/ the new fb layout you see less activity on other tabs such as the discussions? #smsummit
cpd623	6/9/2009	1:33 PM	#smsummit websites build and sustain relationships
TuftsWebComm	6/9/2009	1:33 PM	RT @kprentiss: measure value: connectedness -> engagement -> retention. #smsummit
onthellevel	6/9/2009	1:33 PM	Ha! "Mimes are the new social media" - Cathie Walker at #smsummit
jamesvandyke	6/9/2009	1:32 PM	Tried to attend #smsummit for a while but their technical problems were too much. @bradjward was good though.
LoriPA	6/9/2009	1:32 PM	Analytics of social media -- how come "justify" so often means "quantify?" < sigh >
rachelreuben	6/9/2009	1:32 PM	RT @kprentiss: measure value: connectedness -> engagement -> retention. #smsummit
TuftsWebComm	6/9/2009	1:32 PM	Was it value, not volume, to begin with? Whoops. Blame the audio :-) #smsummit
fjgaylor	6/9/2009	1:32 PM	Is it just me, or is anyone's else's head spinning with all the info and platforms going on at
cdorso	6/9/2009	1:31 PM	Finally logged into the #smsummit - neat.
jesskry	6/9/2009	1:31 PM	@JennOM They may 4 classes, if they're a draw for the university. But we both know its a committment and most prob dont have time. #smsummit
kprentiss	6/9/2009	1:31 PM	measure value: connectedness -> engagement -> retention. #smsummit
WarehouseMedia	6/9/2009	1:31 PM	#fail RT @Shanan_S: Out of 650 schools: 54% of twitter accounts are not having any @ conversation with their followers. @bradjward #smsummit
cyndef	6/9/2009	1:30 PM	how do you measure the value of social media? #smsummit
TuftsWebComm	6/9/2009	1:30 PM	Don't measure volume of social media engagement. Measure value. #smsummit
seray	6/9/2009	1:30 PM	RT @janspach17: thanks Brad! #smsummit
TobyKeeping	6/9/2009	1:30 PM	Uh oh...Brad's gone...and so is the audio! #smsummit
jesskry	6/9/2009	1:30 PM	Measuring the value of social media.....#smsummit
geeeztim	6/9/2009	1:30 PM	back to NASA's mission control broadcast #smsummit
moonball	6/9/2009	1:30 PM	RT @jesskry: Excellent @bradjward. Far and away the best webinar I've seen at this new job. Bravo. #smsummit
PinkPeonies	6/9/2009	1:30 PM	Interesting, especially since I just started a page for the museum... #smsummit
JennOM	6/9/2009	1:30 PM	@jesskry That makes sense. Surprised not a lot of academic departments Tweet

Robin2go	6/9/2009	1:30 PM	@bradjward Thanks! What we heard was great! ;D #smsummit
jesskry	6/9/2009	1:30 PM	Excellent @bradjward. Far and away the best webinar I've seen at this new job. Bravo.
kevinoshea	6/9/2009	1:29 PM	LOL #tsand is rocking my face off while watching the #smsummit. "Have fun with your social media!" (tsand live > http://ustre.am/6lb)
janspach17	6/9/2009	1:29 PM	thanks Brad! #smsummit
aljamiat	6/9/2009	1:29 PM	RT @rachelreuben: Really wish I could change view for #smsummit. Active slide 2 small, can't see chat room, don't want to see next slide.
cyndef	6/9/2009	1:29 PM	RT@cpd623 #smsummit, formula for determining engagement on facebook... 1000 fans with 10 comments and 90 likes, you get 10% engagement.
tsand	6/9/2009	1:29 PM	AND have fun w/ it! #smsummit
cgrymala	6/9/2009	1:29 PM	It's not how you use social media, it's what you offer - #smsummit
jesskry	6/9/2009	1:29 PM	Its not your platform: its what you offer. Be a part of the conversation. @bluefuego
theotherlondon	6/9/2009	1:29 PM	bluefuego.com on Facebook: It's not your platform - should not be persona of the admin, keep you audience in mind #smsummit
rachelreuben	6/9/2009	1:29 PM	@isaacson I think it has to do with the traditional recruitment cycle. #smsummit
kerri9494	6/9/2009	1:29 PM	@VarsityOutreach Good question! #smsummit
jesskry	6/9/2009	1:28 PM	Its not your platform: its how you do it. @bluefuego #smsummit
VarsityOutreach	6/9/2009	1:28 PM	.@bluefuego #smsummit great data on FB Pages. Do u know which were official FB pages and which weren't? Or is that just all college pages?
MasonDyer	6/9/2009	1:28 PM	Can't tweet up. @bradjward of @bluefuego is heating up. Expecting him to rotate across room NBA Jams style. #aikcu #smsummit
Shanan_S	6/9/2009	1:28 PM	RT @jesskry: # of likes per post + # of comments per post / # fans = Engagement. Great @bluefuego! #smsummit
jesskry	6/9/2009	1:28 PM	.@rachelreuben Hopefully we'll get slides? #smsummit
LoriPA	6/9/2009	1:28 PM	Wow, on average we are only engaging one-third of one percent of our fans on Facebook?! And companies get 5-6%? Surprising. #smsummit
dancinjul	6/9/2009	1:27 PM	Glad I brought headphones. Needed them to hear the #smsummit at #psuweb09
rachelreuben	6/9/2009	1:27 PM	Really wish I could change my view for #smsummit. His active slide not big enough, can't see chat room, don't want to see next slide.
amysmythe	6/9/2009	1:27 PM	engagement between april/may on FB likely to do with end of year/graduation comments/announcements. our school saw that. #smsummit
jesskry	6/9/2009	1:27 PM	# of likes per post + # of comments per post / # fans = Engagement. Great @bluefuego!
tsand	6/9/2009	1:26 PM	I kicked my daughter out, and promise not to talk smart... #smsummit
cpd623	6/9/2009	1:26 PM	#smsummit, like the formula for determining engagement on facebook... 1000 fans with 10 comments and 90 likes, you get 10% engagement.
julieanntuttle	6/9/2009	1:26 PM	@bradjward Where can I get a copy of your PowerPoint from the Penn State Social Media Summit? #smsummit

stevier	6/9/2009	1:26 PM	Calculating "engagement" on Facebook posts Likes per divided by comments per.
rob_s_college	6/9/2009	1:26 PM	Decrease in May activity on part of college may reveal competing priorities on part of person maintaining! SM! #smsummit
TobyKeeping	6/9/2009	1:26 PM	@bluefuego via #smsummit --> Facebook fan comments increased by ~10% April to May
Robin2go	6/9/2009	1:26 PM	Hey #tsand Smile! We have a room full of ppl watching you, dear! #smsummit (tsand live > http://ustre.am/6lb)
TuftsWebComm	6/9/2009	1:26 PM	Think Facebook fan page wall posts decrease during May b/c we all get busy :-)
kerri9494	6/9/2009	1:25 PM	@emarg0ed I understand...I just wonder what Brad means. Trying to figure out where we fall, if anywhere. :-) #smsummit
isaacson	6/9/2009	1:25 PM	HE facebook growth dropped of in May? wonder why #smsummit
jesskry	6/9/2009	1:25 PM	@JennOM looks like admissions, athletics, pr/comm, alumni general and i forget a few
theotherlondon	6/9/2009	1:25 PM	bluefuego.com researched over 900 highered Facebook accounts 33% growth in the past two months #smsummit
GeneralTso	6/9/2009	1:25 PM	#smsummit Hearing a few dozen conversations at a time...brain starting to hurt.
khackett	6/9/2009	1:25 PM	#smsummit (tsand live > http://ustre.am/6lb)
TuftsWebComm	6/9/2009	1:24 PM	@janspach17 We'll RT cool updates we get from our followers or via listening, post questions and RT answers, respond to ?s #smsummit
Robin2go	6/9/2009	1:24 PM	Hey #tsand you should probably know we're using your stream to hear @bradjward's audio :) #smsummit (tsand live > http://ustre.am/6lb)
StephGeyer	6/9/2009	1:24 PM	Interesting to think of different strategies within institution--admissions vs. athletics--
draftmotif	6/9/2009	1:24 PM	RT @jesskry: RSS feed Twitter accounts still have a place: people want your content. @bluefuego #smsummit
emarg0ed	6/9/2009	1:24 PM	@kerri9494 you can feed in your news releases via the RSS feed w/ a tool like twitterfeed
LoriPA	6/9/2009	1:24 PM	Hey, was just gonna say athletics! (@bradjward at #smsummit: RSS-only accounts still have a place on Twitter; not always about conversation)
MasonDyer	6/9/2009	1:24 PM	#smsummit @bradjward RSS accounts still have a place in the mix in HE. Not *always* about conversation. #aikcu
bevinhernandez	6/9/2009	1:24 PM	twitter, ur not doin it wrong if you use RSS via twitter #smsummit
jesskry	6/9/2009	1:24 PM	60 day research on 918 facebook pages up next via @bluefuego #smsummit
miked_up	6/9/2009	1:24 PM	RT @Shanan_S: The schools with the most Twitter followers likely have someone encouraging discussion + interaction. @bradjward #smsummit
moonball	6/9/2009	1:23 PM	attending #smsummit
anotheradam	6/9/2009	1:23 PM	If students (14-17) aren't on Twitter, what difference does the conversation make? Is it for PR, parents, what? #smsummit
TuftsWebComm	6/9/2009	1:23 PM	Agree w/@bradjward re: mix of broadcast & conversation. We post links to Twitter and track clicks - v. popular, and they get RTed. #smsummit
rachelreuben	6/9/2009	1:23 PM	@kprentiss Heck no. Quality. Not quantity. #smsummit

kerri9494	6/9/2009	1:23 PM	What does he mean by 'RSS accounts'? Right now, we mostly only post news releases, but we do it manually. No RSS... #smsummit
rob_s_college	6/9/2009	1:23 PM	Following a bunch of other Twitter accounts isn't necessarily desirable, imho.. Agree that conversation not end-all. #smsummit
octothorp	6/9/2009	1:23 PM	RT @jesskry Love to see a break down of NCAA Div I type schools versus other non-athletics pushed schools' Twitter followers. #smsummit
isaacson	6/9/2009	1:23 PM	schools that engage people and have a conversation on twitter develop the largest audiences @bradward #smsummit
jesskry	6/9/2009	1:23 PM	RSS feed Twitter accounts still have a place: people want your content. @bluefuego
Robin2go	6/9/2009	1:23 PM	Someone should probably tell @tsand that we're using his stream to listen to @bradward's preso. #funwithtechnology #smsummit
billyadams	6/9/2009	1:22 PM	wish I could be attending #smsummit today, too much going on
janspach17	6/9/2009	1:22 PM	Question: what kind of interaction do you have with your twitter followers through the "official" twitter account? #smsummit
TuftsWebComm	6/9/2009	1:22 PM	RT @Shanan_S: The schools with the most Twitter followers likely have someone encouraging discussion + interaction. @bradward #smsummit
YSUsports	6/9/2009	1:22 PM	Learning about social media with @bluefuego and #smsummit
MasonDyer	6/9/2009	1:22 PM	#smsummit @bradward: conversational HE accounts have many more followers. #aikcu
JennOM	6/9/2009	1:22 PM	@jesskry That is a fascinating stat. What are the most popular uses of Twitter in higher ed?
JohnKirbyHall	6/9/2009	1:22 PM	Other commitments kept me from attending, but following from office for time-being. Looking for interesting things. #smsummit #aikcu
jesskry	6/9/2009	1:22 PM	Would love to see a break down of NCAA Div I type schools versus other non-athletics pushed schools' Twitter followers. #smsummit
Robin2go	6/9/2009	1:21 PM	RT @Robin2go: http://www.ustream.tv/channel/tsand is @tsand's ustream #smsummit
Shanan_S	6/9/2009	1:21 PM	The schools with the most Twitter followers likely have someone encouraging discussion + interaction. @bradward #smsummit
lightjump	6/9/2009	1:21 PM	#smsummit would definitely like a copy of slides @bradward
kprentiss	6/9/2009	1:21 PM	is the number of followers a measure of success when it's a push strategy of follow everyone (not students or alum) ? #smsummit
aljamiat	6/9/2009	1:21 PM	Only 10% of higher ed accunts on twitter are aimed at alumni #smsummit
lshala	6/9/2009	1:21 PM	http://www.ustream.tv/channel/tsand #smsummit
bpmore	6/9/2009	1:21 PM	@jenniferboyett RT @dancinjul: An alternative link to the #smsummit
lightjump	6/9/2009	1:21 PM	virtual social media summit going on now - https://breeze.psu.edu/psuwebsms #smsummit
ccapan	6/9/2009	1:20 PM	Stats on Twitter use by higher ed very interesting #smsummit
Robin2go	6/9/2009	1:20 PM	@isaacson Good for you. We see his slides here at Penn State, but have no audio. Ah, the irony. :) #smsummit
jesskry	6/9/2009	1:20 PM	Only roughly 6.7% of higher ed accounts on twitter are admissions based. Via @bluefuego

mhendersonco	6/9/2009	1:20 PM	@rachelreuben try doing it on a blackberry testing the limits of uber twitter #smsummit
MasonDyer	6/9/2009	1:20 PM	#smsummit @bradjward @bluefuego research: Only 20 percent highered accounts are conversational (conversation, RTs, hashtags) #aikcu
cyndef	6/9/2009	1:19 PM	#smsummit
julieanntuttle	6/9/2009	1:19 PM	Listening to @bradjward presenting at Penn State Web 2009 Social Media Summit
drewl	6/9/2009	1:19 PM	Attending Social Media Summit. #smsummit
Kyle_B_Judah	6/9/2009	1:19 PM	when screen is maxed out like this at #smsummit is chatting and everything else disabled?
cpd623	6/9/2009	1:19 PM	#smsummit 54% of twitter accounts do not have conversations with their followers.
jesskry	6/9/2009	1:19 PM	1 Out of 5 higher ed accounts in @bluefuego research conversational on Twitter.
Shanan_S	6/9/2009	1:19 PM	Out of 650 schools: 54% of twitter accounts are not having any @ conversation with their followers. @bradjward #smsummit
aaronrester	6/9/2009	1:19 PM	@bradjward can we find out how you classify our school :-) #smsummit
TuftsWebComm	6/9/2009	1:19 PM	RT @LoriPA: Center for Innovation in College Media
TuftsWebComm	6/9/2009	1:19 PM	Looking at @bradjward's Twitter stats, glad to see @TuftsUniversity is doing pretty well amongst higher ed peers :-) #smsummit
kprentiss	6/9/2009	1:18 PM	.@bradjward shows simple is better, with workable audio. well done brad! #smsummit
isaacson	6/9/2009	1:18 PM	@bradjward how do you define 'minimal' conversation? #smsummit
dancinjul	6/9/2009	1:18 PM	An alternative link to the #smsummit http://www.ustream.tv/channel/tsand
rachelreuben	6/9/2009	1:18 PM	Ok, my head's spinning a bit from all these #'s so fast. @bradjward - slide deck avail for ref later? #smsummit
LindsMiz	6/9/2009	1:18 PM	RT @shanan_S: Social media gives colleges and universities an admissions staff of
miked_up	6/9/2009	1:18 PM	RT @beatnikgal: bluefuego.com now presenting at #smsummit
LoriPA	6/9/2009	1:18 PM	Center for Innovation in College Media http://collegemediainnovation.org/blog/ #smsummit
theotherlondon	6/9/2009	1:18 PM	Looks like AV issues at #smsummit are being smoothed out. Nice work.
NgFarrisKen	6/9/2009	1:17 PM	afaik Just leave slides maximized, we can give feedback via twitter #smsummit
kerri9494	6/9/2009	1:17 PM	#smsummit Average higher ed Twitter web site: Following = 254 Followers = 471 Updates
bevinhernandez	6/9/2009	1:17 PM	Just leave slides maximized, we can give feedback via twitter #smsummit
jesskry	6/9/2009	1:17 PM	Sweet! @suffolk_u is above average! #smsummit
bpmore	6/9/2009	1:17 PM	#smsummit #fail
danielboggs	6/9/2009	1:17 PM	Attending Social Media Summit. #smsummit
isaacson	6/9/2009	1:16 PM	rt @apetersen Ha. Finding the @tsand ustream version has better audio than Breeze connection. #smsummit http://www.ustream.tv/channel/tsand
dancinjul	6/9/2009	1:16 PM	This summit is very quiet. #smsummit
SEMissouriState	6/9/2009	1:16 PM	About half of the institutions that tweet are public institutions like Southeast. #smsummit
howardkang	6/9/2009	1:16 PM	http://twitpic.com/6zdqr - @bradjward presenting to #smsummit from #aikcu. Hope the pic
jesskry	6/9/2009	1:16 PM	via @bluefuego only %5 community colleges in 650 sample are community. Is that because not many are using? Interesting. #smsummit

GeneralTso	6/9/2009	1:15 PM	#smsummit "Can you hear me now?"
mhendersonco	6/9/2009	1:15 PM	@bradward show them how it is done brad #smsummit
beatnikgal	6/9/2009	1:15 PM	bluefuego.com now presenting at #smsummit
JamieOber	6/9/2009	1:15 PM	We are using the backchannel to address tech issues at the Social Media Summit. That is interesting in and of itself #smsummit
Robin2go	6/9/2009	1:15 PM	Humor is everything; thanks for continued feedback. Keep up the backchannel
tsand	6/9/2009	1:15 PM	Go @bradward, I give you the green light #smsummit
isaacson	6/9/2009	1:14 PM	@bradward is actually coming in well, except no camera #smsummit
apetersen	6/9/2009	1:14 PM	Ha. Finding the @tsand ustream version has better audio than the Breeze connection. #smsummit http://www.ustream.tv/channel/tsand
janspach17	6/9/2009	1:14 PM	now we're getting somewhere at #smsummit
MasonDyer	6/9/2009	1:14 PM	#smsummit Random laughing is from @aikcu site in Louisville. @bradward rockin' it out
dancinjul	6/9/2009	1:14 PM	Wow 300 virtual, but real people logged in to the #smsummit at #psuweb09
isaacson	6/9/2009	1:14 PM	everyone enjoying #smsummit rt @octothorp makes me feel like I'm watching the control room during an early NASA launch or something.
jesskry	6/9/2009	1:13 PM	No cam but great sound @bradward. #smsummit
kerri9494	6/9/2009	1:13 PM	#smsummit Wow, this is too bad. I want to know about metrics, but we can barely hear.
cmkydorothy	6/9/2009	1:13 PM	*Zee Lafon: (13:12)Â I feel like I'm eavesdropping on somebody's acid trip Totally agree. #smsummit audio FAIL.
LoriPA	6/9/2009	1:13 PM	#1 question: how do you measure the value of social media? #smsummit
beatnikgal	6/9/2009	1:13 PM	#smsummit No.1 Question to answer - how do you value the measure of social media?
ccapan	6/9/2009	1:13 PM	Social media summit trying valiantly to overcome a few issues. #smsummit
aaronrester	6/9/2009	1:12 PM	laughing so hard I'm literally crying #smsummit
dancinjul	6/9/2009	1:12 PM	I wish there were a wiki page of sorts to list all the attendees of the #smsummit at
MasonDyer	6/9/2009	1:12 PM	Warning to non-HE tweeps: Going to live tweet from @aikcu session w/@bradward today #aikcu #smsummit. Overcoming technical difficulties.
JeremyWilburn	6/9/2009	1:12 PM	Just left the SM presentation from our second PR candidate at #UIS. Now tuning into the
mittchellbernard	6/9/2009	1:12 PM	#smsummit wow. this is frustrating, yet entertaining at best.
SEMissouriState	6/9/2009	1:12 PM	Participating in #smsummit, a virtual gathering of high-ed Web professionals talking about Facebook, Twitter, et. al.
Gordon_Ryan	6/9/2009	1:12 PM	Man, #smsummit is having some major problems.
miked_up	6/9/2009	1:12 PM	Agreed #smsummit RT @kuratowa: "This is like a moon landing". Classic.
singerguy0	6/9/2009	1:12 PM	@octothorp same here. you watching the penn state thing? #smsummit
UMassAmherst	6/9/2009	1:11 PM	@bluefuego no image of Brad Ward at #smsummit. One great leap back for SM
Shanan_S	6/9/2009	1:11 PM	@unigo On the upside . . .no audio issues with Twitter . *waves* #smsummit
octothorp	6/9/2009	1:11 PM	#smsummit makes me feel like I'm watching the control room during an early NASA launch
jesskry	6/9/2009	1:11 PM	Looks like @bradward will be up soon...#smsummit

isaacson	6/9/2009	1:11 PM	rt and LOL @LoriPA Love watching 200 geeks try to troubleshoot audio/visual problems in real time. I <3 geeks! #smsummit
bpmore	6/9/2009	1:11 PM	We broke #smsummit
aljamiat	6/9/2009	1:11 PM	Lots of hiccups at the virtual SM summit #highered #smsummit
Robin2go	6/9/2009	1:11 PM	Thanks for your patience everyone; the technician is working on the audio problems. Please continue the backchannel conversation. #smsummit
tsand	6/9/2009	1:11 PM	That was staged... #smsummit
janspach17	6/9/2009	1:10 PM	@LoriPA fantastic! :-)) #smsummit
JimSix	6/9/2009	1:10 PM	Starting to think the lesson of #smsummit might be a bit ironic given the connection
LoriPA	6/9/2009	1:10 PM	Love watching 200 geeks try to troubleshoot audio/visual problems in real time. I <3 geeks!
isaacson	6/9/2009	1:10 PM	hmm technology makes me feel like i'm in 1996. was this ever tested? #smsummit
studentaffairs	6/9/2009	1:10 PM	Three folks from @uwgb are watching #smsummit -- sweet!
beatnikgal	6/9/2009	1:10 PM	#smsummit is a bit like communicating with the space station
anotheradam	6/9/2009	1:09 PM	@bradjward Needs to clean his MacBook Pro like whoa. Looks like it was attacked by grubby 4-year-old. #smsummit
amysmythe	6/9/2009	1:09 PM	RT @moosetoga: #smsummit is just one more bit of evidence that online conferencing still has miles and miles to go before it's a mature tech
mhendersonco	6/9/2009	1:09 PM	@GeneralTso I think Neil Armstrong sounded better #smsummit :)
theotherlondon	6/9/2009	1:09 PM	Listening to J Goldman talk about the launch and development of Unigo college reviews by college students http://bit.ly/3fh1AZ #smsummit
kprentiss	6/9/2009	1:09 PM	Livestream.com may be a better platform for this type of thing in the future, Adobe is big, expensive, and struggling #smsummit
GeneralTso	6/9/2009	1:09 PM	Just lost our connection with the guy on the moon. #smsummit
janspach17	6/9/2009	1:09 PM	ah... the wonders of technology at #smsummit
Ishala	6/9/2009	1:09 PM	we are here, and hearing you fine. #smsummit
dancinjul	6/9/2009	1:08 PM	Participate in Social Media Summit #smsummit @ http://bit.ly/WEYbj
Gordon_Ryan	6/9/2009	1:08 PM	Just logged into the #smsummit. Hoping for some good conversation and info. Hi #highered
moosetoga	6/9/2009	1:08 PM	#smsummit is just one more bit of evidence that online conferencing still has miles and miles to go before it's a mature tech
isaacson	6/9/2009	1:08 PM	rt @Shanan_S Use social media to empower faculty, staff and students to tell your school's story. @markgr #smsummit
GeneralTso	6/9/2009	1:08 PM	#smsummit I think we have someone teleconferenced in from the moon.
radiofreegeorgy	6/9/2009	1:07 PM	Tweeting about #smsummit over at @TuftsWebComm
jesskry	6/9/2009	1:07 PM	Way to listen to the twitterverse and make last minute changes! Kudos for rolling with it!
PinkPeonies	6/9/2009	1:07 PM	Okay breeze, shape up! #smsummit
amysmythe	6/9/2009	1:06 PM	for higher ed social media is about empowering staff/fac/students/alum to get story out. not about control #smsummit

ColB	6/9/2009	1:06 PM	The point of social media: to empower community to get your story out there. It's not about control, it's about the message. #smsummit
coachfern	6/9/2009	1:06 PM	RT @skirubbi: "Social media is not about control. its about empowerment -- giving people the ability to get your message out." #smsummit
Shanan_S	6/9/2009	1:06 PM	Use social media to empower faculty, staff and students to tell your school's story.
skirubbi	6/9/2009	1:06 PM	Social media is not about control. its about empowerment -- giving people the ability to get your message out. #smsummit
ehodgso	6/9/2009	1:06 PM	#smsummit (via @markgr). twitter is not about control, it's about getting your message out
jesskry	6/9/2009	1:06 PM	RT @TuftsWebComm: Social media is all about empowering people to get their message
jallgire	6/9/2009	1:06 PM	From @markgr Use Social Media to empower students, faculty, staff, alumni to get our story out there. #smsummit
apetersen	6/9/2009	1:06 PM	Er, audio just doubled/is echoing for #smsummit.
coachfern	6/9/2009	1:06 PM	who likes the @unigo site? #smsummit
brijsmith	6/9/2009	1:06 PM	#smsummit
thomasthecat	6/9/2009	1:06 PM	WORK TWEET - Solidarity to other college Web folks watching the #smsummit
jesskry	6/9/2009	1:06 PM	Whoa - double audio now. And loud! #smsummit
TuftsWebComm	6/9/2009	1:05 PM	Social media is all about empowering people to get their message out. #smsummit
JamieOber	6/9/2009	1:05 PM	Best way to use social media is to empower staff, students, faculty, etc. to get your message out - staff of 1000s #smsummit
apetersen	6/9/2009	1:05 PM	Audio for #smsummit is intermittent here: no video. What I'm getting so far is great, though. Thanks for doing this, @markgr & Penn State.
BeckerNews	6/9/2009	1:05 PM	Looking for answers at #smsummit. Thanks for virtual access!
Shanan_S	6/9/2009	1:04 PM	RT @jspinelle: Social media gives colleges and universities an admissions staff of
cooldeb	6/9/2009	1:04 PM	#smsummit tryin 2 log in for virtual summit. Where 2 go after initial log in? Can anyone
DominguezHills	6/9/2009	1:04 PM	through social media colleges and universities can reach as far as they want #smsummit
CyVaquero	6/9/2009	1:04 PM	Participating in Social Media Summit #smsummit. Join us @ http://bit.ly/WEYbj
StephGeyer	6/9/2009	1:04 PM	#smsummit Go Mark, go!
Schlepp	6/9/2009	1:03 PM	Watching #smsummit Social Media Summit at Penn State.
jallgire	6/9/2009	1:03 PM	From @markgr at Social Media Summit -- with social media, we all have marketing/admission/IA/alumni staffs in the thousands! #smsummit
isaacson	6/9/2009	1:03 PM	having some problems w/ the audio on #smsummit
jspinelle	6/9/2009	1:03 PM	Social media gives colleges and universities an admissions staff of thousands #smsummit
JamieOber	6/9/2009	1:03 PM	We now have a staff of thousands thanks to social media #smsummit
bspradlin	6/9/2009	1:03 PM	In the #smsummit meeting... pretty cool!
theotherlondon	6/9/2009	1:03 PM	Just logged into Social Media Summit taking place at Penn State #smsummit
grouchyladybug	6/9/2009	1:02 PM	attending #smsummit virtually...very cool!
bmikesell	6/9/2009	1:02 PM	hi...i am at #smsummit

ColB	6/9/2009	1:02 PM	#smsummit "Imagine you are an admissions/alumni/PR office that has a staff of thousands. Guess what? You do."
tsand	6/9/2009	1:02 PM	Watching #smsummit http://ustre.am/6lb <--proof
JamieOber	6/9/2009	1:02 PM	Live question tool for Social Media Summit:
cyndef	6/9/2009	1:02 PM	this is exciting!! #smsummit #psuweb09
kvlies	6/9/2009	1:02 PM	Attending #smsummit. http://cuwebd.ning.com/group/socialmediasummit
stomer	6/9/2009	1:02 PM	attending the Penn State unconference virtually #smsummit
janspach17	6/9/2009	1:01 PM	at the #smsummit
Robin2go	6/9/2009	1:01 PM	RT @cyndef: #smsummit https://breeze.psu.edu/psuwebsms To connect to the #smsummit
hughest0316	6/9/2009	1:01 PM	Now I'm ready to join the Social Media Summit for higher ed. #smsummit via University Web Developers: http://breeze.psu.edu/psuwebsms
jason_austin	6/9/2009	1:01 PM	checking out the #smsummit from the folks at penn state
jesskry	6/9/2009	1:01 PM	Just logged into #smsummit!
cyndef	6/9/2009	1:01 PM	#smsummit https://breeze.psu.edu/psuwebsms
beatnikgal	6/9/2009	1:01 PM	#smsummit
jspinelle	6/9/2009	1:01 PM	Hi everyone at the #smsummit
stefanhyman	6/9/2009	1:01 PM	in the #smsummit
cgrymala	6/9/2009	1:00 PM	Attending the #smsummit to see what others are doing.
coachfern	6/9/2009	1:00 PM	Virtually attending #smsummit. http://bit.ly/JmRdR #highered
stevier	6/9/2009	1:00 PM	Getting started for #smsummit at #psuweb09
Robin2go	6/9/2009	1:00 PM	W00t! Starting the #smsummit!
traeliz	6/9/2009	1:00 PM	attending #smsummit
kerri9494	6/9/2009	1:00 PM	Getting ready to start at #smsummit !
JimSix	6/9/2009	12:59 PM	Just logged into to #smsummit... @markgr really draws a great virtual crowd.
bevinhernandez	6/9/2009	12:59 PM	203 people in #smsummit virtually right now - did I hear that correctly? :)
elightbo	6/9/2009	12:59 PM	Checking out #smsummit
bevinhernandez	6/9/2009	12:59 PM	Audio getting better on #smsummit
amysmythe	6/9/2009	12:58 PM	virtually sitting in on #smsummit
BrianCarl	6/9/2009	12:58 PM	Seeing what the Social Media for Higher Education summit is all about #smsummit before
mhendersonco	6/9/2009	12:58 PM	I need two blackberrys to keep track of the hash tag #smsummit and my friend list
tsand	6/9/2009	12:58 PM	I see @frommelt sitting front row. #smsummit
jallgire	6/9/2009	12:58 PM	ME - excited about the PSU / Higher Ed Social Media Summit - Via @markgr https://breeze.psu.edu/psuwebsms #smsummit
annmwhite	6/9/2009	12:58 PM	Virtually attending #smsummit. http://bit.ly/JmRdR #highered
cmykdorothy	6/9/2009	12:57 PM	Audio on the #smsummit is awful. Don't think I can stand this for 2+ hours.
skirubbi	6/9/2009	12:57 PM	Finding lots of new higher ed buddies at #smsummit
emarg0ed	6/9/2009	12:57 PM	i got my quizno's, got my sobe, now staring at the back of @Frommelt 's head. ready for

ccapan	6/9/2009	12:57 PM	Logged into the Social Media Summit #smsummit
VarsityOutreach	6/9/2009	12:57 PM	Checking out #smsummit
Kyle_B_Judah	6/9/2009	12:57 PM	#smsummit is crazy! So cool
TuftsWebComm	6/9/2009	12:56 PM	Checking out #smsummit hosted by @markgr at Penn State. Time to learn more about
isaacson	6/9/2009	12:55 PM	all higher ed peeps should have their eye on the #smsummit starts in 5 min
geeeztim	6/9/2009	12:54 PM	getting ready for the social media in higher education summit #smsummit
miked_up	6/9/2009	12:53 PM	About to watch the Social Media for Higher Education Summit #smsummit
rachelreuben	6/9/2009	12:52 PM	RT @jdwcornell: join us at the social media summit!! (via @markgr) https://breeze.psu.edu/psuwebsms #smsummit
rachelreuben	6/9/2009	12:52 PM	@howardkang Trying to get my bearings in the room. Wishing I had a gigunda monitor. Doing dual laptop & 19" flat panel... #smsummit
HighEdWeb	6/9/2009	12:52 PM	If you're not there already, why not? Check out the #smsummit(http://tinyurl.com/n5j5c2) at Penn State. Starts in 10 min and it's free!
aaronrester	6/9/2009	12:52 PM	FYI, @lostcartgrphers are available for live performance at next #smsummit :-)
bradjward	6/9/2009	12:51 PM	Getting set up for #aikcu and #smsummit. Yes, I am presenting at a conference from a conference. Beat that. :P
howardkang	6/9/2009	12:50 PM	Just saw @rachelreuben say hey in the #smsummit chatroom. :)
cyndef	6/9/2009	12:50 PM	yay sittin beside the famous @robin2go at the Social Media Summit #smsummit
mhendersonco	6/9/2009	12:50 PM	Getting ready to attend the #smsummit
kevingrout	6/9/2009	12:48 PM	Heading into a meeting for the afternoon, so will miss #smsummit
tsand	6/9/2009	12:48 PM	WTF? Where did my best.song.ever go? #smsummit
ldlow	6/9/2009	12:48 PM	any other high ed folks attending Penn State unconference? #smsummit
cindi	6/9/2009	12:48 PM	checking out the #smsummit: http://cuwebd.ning.com/group/socialmediasummit
tsand	6/9/2009	12:47 PM	Best. Song. EVER. #smsummit -- midi files FTW!
MasonDyer	6/9/2009	12:47 PM	With @bradjward and @howardkang, setting up for Brad's #smsummit session from #aikcu
aaronrester	6/9/2009	12:46 PM	Logged on to #smsummit ... kind of confused about what's going on (or not). Guess I'll
rachelreuben	6/9/2009	12:45 PM	My Friends of Penn e-mail with my ID has gone totally MIA. Ugggh. #smsummit
ColB	6/9/2009	12:44 PM	OK, higher ed Tweeps! Just 15 minutes until #smsummit -- learn more & log in http://tinyurl.com/n5j5c2 . You really donâ€™t want to miss it.
rachelreuben	6/9/2009	12:40 PM	@Robin2go You're the kewlest of them all, Robin. Glad the Twitter Search Party found you & you're no longer MIA. :) #smsummit
ColB	6/9/2009	12:39 PM	@markgr Can't tell you how much I'm looking forward to #smsummit -- cheers, good luck, and thanks for sharing & facilitating the discussion.
junoespo	6/9/2009	12:39 PM	Just logged in, thought this would be useful. #smsummit.
bevinhernandez	6/9/2009	12:37 PM	Logged into the Social Media Summit :) Very excited to be here #smsummit
TobyKeeping	6/9/2009	12:35 PM	Looking forward to #smsummit. 25 mins to liftoff! #highered

blairmw07	6/9/2009	12:35 PM	installed tweet deck at work! look forward to playing with it. but now for social media in higher ed summit! #smsummit
emarg0ed	6/9/2009	12:32 PM	RT @cmykdorothy: The music playing before #smsummit is truly uplifting. </sarcasm> indeed. i'm rocking out at my desk right now
mattcarter	6/9/2009	12:30 PM	it looks like @bradward is taking time out from his 2nd job as an air traffic controller to attend #smsummit http://twitpic.com/6za5m
cmykdorothy	6/9/2009	12:28 PM	The music playing before #smsummit is truly uplifting. </sarcasm>
tylerpruett	6/9/2009	12:26 PM	@grouchyladybug I had to add the site to my "trusted sites" to get the registration to work.
skirubbi	6/9/2009	12:26 PM	Logged in to #smsummit at http://breeze.psu.edu/psuwebsms
dmolsen	6/9/2009	12:26 PM	Will sadly be missing #smsummit. At a coworkers bday lunch at a very slow restaurant.
kprentiss	6/9/2009	12:21 PM	totally hanging out with the other geeks that showed up for class 40 minutes early.
bohn787	6/9/2009	12:20 PM	@emarg0ed I am planning on it, but I have a ton on my plate, so I might just listen as I work on other stuff. #smsummit
grouchyladybug	6/9/2009	12:17 PM	having trouble registering for an account to access the summit...nothing happens when i submit the form #smsummit
LoriPA	6/9/2009	12:14 PM	eating lunch at my desk, answering email, getting psyched for #smsummit!
Robin2go	6/9/2009	12:07 PM	@cmykdorothy Holy Hannah! How cool is that? Really looking fwd to @markgr's #smsummit. He's pulling in kewl kids @bradward, @rachelreuben.
skirubbi	6/9/2009	11:51 AM	Had a lovely meeting with friends from @Carolina_News this morning, now looking forward to #smsummit in an hour or so...
Shanan_S	6/9/2009	11:45 AM	On my mind: How do you make the case to senior management to utilize social media (specifically blogs)? #smsummit http://bit.ly/10OnKP
Shanan_S	6/9/2009	11:43 AM	RT @markgr Reviewing questions for #smsummit. Add and vote at http://cyber.law.harvard.edu/questions/smsummit
emarg0ed	6/9/2009	11:33 AM	anyone attending the online #smsummit today?
bradward	6/9/2009	11:27 AM	.@markgr On the road and connected via MiFi. Give me a ring when you are ready to test
NikkiMK	6/9/2009	11:06 AM	RT @Robin2go: @NikkiMK Does your library have Groundswell & Here Comes Everybody that @markgr could use this afternoon as props? #smsummit
Robin2go	6/9/2009	10:55 AM	@NikkiMK Does your work library have Groundswell and Here Comes Everybody that @markgr could use this afternoon as props? #smsummit
cyndef	6/9/2009	10:52 AM	RT @markgr Reviewing questions for #smsummit. Add and vote at http://cyber.law.harvard.edu/questions/smsummit
docmjs	6/9/2009	10:38 AM	Planning to participate in #smsummit this afternoon for at least part of the time before a meeting. http://bit.ly/19qEVD
Shanan_S	6/9/2009	10:29 AM	Social Media in Higher Education Summit is today. You should check it out. #smsummit http://bit.ly/19qEVD
bpmore	6/9/2009	9:46 AM	Social Media Summit today. http://bit.ly/JmRdR #smsummit

Robin2go	6/9/2009	9:36 AM	@dmolsen Why yes, yes I am! #smsummit
dmolsen	6/9/2009	9:34 AM	still hoping to make #smsummit this afternoon. you?
jenniferboyett	6/9/2009	9:15 AM	ditto RT @annmwhite: Going to the Social Media Summit today. Look forward to a great meeting of many minds! http://bit.ly/JmRdR #smsummit
radiofreegeorgy	6/9/2009	8:58 AM	I'm hoping to at least listen to #smsummit in the background this afternoon. We'll see.
andrewcareaga	6/9/2009	8:45 AM	@markgr would love to see #smsummit overtake the superpowers one on the trendbar. Wish I could join but too much going on today.
annmwhite	6/9/2009	8:40 AM	Going to the online Social Media Summit today. Look forward to a great meeting of many minds! http://bit.ly/JmRdR #smsummit
beatnikgal	6/9/2009	8:40 AM	attending the Social Media Summit for Higher Education today from 1 - 3 pm *EST
jesskry	6/9/2009	8:36 AM	@rachelreuben @markgr Ditto! :) #smsummit
LoriPA	6/9/2009	8:29 AM	Please, please, please let me have time to sit in on the #smsummit today!
rachelreuben	6/9/2009	8:21 AM	@markgr Yes, I got my Friends of Penn ID yesterday & will be online at 1. Looking forward
mittchellbernard	6/9/2009	8:18 AM	participating in #smsummit today.
Robin2go	6/9/2009	7:51 AM	RT @markgr @Robin2go Good Morning! Looking for copies of Groundswell and Here Comes Everybody. Know anyone who can bring them to #smsummit?
chiefshu	6/8/2009	9:41 PM	@markgr Sounds great! Thanks Mark! Hope everything goes well. #smsummit
markgr	6/8/2009	9:34 PM	@chiefshu We will be taping it. Hope you can add to the discussion before and after the
bradjward	6/8/2009	9:32 PM	Chillin with @howardkang and prepping for 3 hr workshop at @AIKCU and #smsummit
chiefshu	6/8/2009	9:28 PM	Unfortunately, I'm going to miss the Social Media Summit tomorrow. I will be advising and registering new students instead. #smsummit
NikkiMK	6/8/2009	9:00 PM	@tarkin2258 nifty. sadly i'll miss it since i am presenting at that time. say hi to @markgr for me. #smsummit #psuweb09
JCBials	6/8/2009	8:53 PM	Reminder to higher ed folks on Twitter: the Social Media Summit is tomorrow. Tune in from 1-3 Eastern. http://bit.ly/gOlbf #smsummit
tarkin2258	6/8/2009	8:41 PM	@NikkiMK I found him by looking up #smsummit At least I found the info I was looking for.
Kyle_B_Judah	6/8/2009	8:04 PM	1-3pm is now blocked off tomorrow for #smsummit - looking forward to it and hoping to
markgr	6/8/2009	8:01 PM	Preparing a few slides for the Social Media Summit. Hoping for considerable discussion so I won't need them #smsummit
jenniferboyett	6/8/2009	7:41 PM	@bradjward You betcha. No pressure. #smsummit
bradjward	6/8/2009	7:34 PM	Prepping data for #smsummit tomorrow. I'm live at 1:30pm. Are you tuning in?
redcrew	6/8/2009	6:43 PM	Almost forgot! Reminder to higher ed folks: Social Media Summit is tomorrow, 1-3pm Eastern: http://bit.ly/gOlbf #smsummit thx @apetersen
apetersen	6/8/2009	6:24 PM	@markgr Just so you know, if folks are investigating #smsummit, http://cuwebd.ning.com seems to be down for maintenance right now.
apetersen	6/8/2009	6:23 PM	Reminder to higher ed folks on Twitter: the Social Media Summit is tomorrow. Tune in from 1-3 Eastern. http://bit.ly/gOlbf #smsummit

markgr	6/8/2009	6:20 PM	@shelbythayer we have been using #smsummit
bpmore	6/8/2009	11:22 AM	RT @jenniferboyett: Signed up for #smsummit - social media in higher ed: http://bit.ly/5yXFP I'll bring the "drinks".
jenniferboyett	6/8/2009	11:15 AM	Signed up for #smsummit - social media in higher ed: http://bit.ly/5yXFP
NikkiMK	6/8/2009	9:57 AM	at "what 3rd grader's can teach us about accessibility" by @markgr since i'll miss the #smsummit tomorrow (i present at same time) #psuweb09
Robin2go	6/8/2009	9:01 AM	RT @markgr: Create a Friend of Penn State account for the Social Media Summit from here: http://bit.ly/xmdVX You'll need it for #smsummit.
Robin2go	6/7/2009	8:40 PM	Fabulous dinner and discussion at Ottos with @markgr and @stevier as we prepare for tomorrow's #psuweb09 and Tuesday's #smsummit.
Robin2go	6/7/2009	3:17 AM	Aaaand, I'm spent. Looking forward to seeing @markgr tomorrow night for dinner and gearing up for the #psuweb2009 and #smsummit.
isaacson	6/5/2009	1:26 PM	for #followfriday - no tweeps, but follow these memes #shabbatshalom #smsummit #tcot
isaacson	6/3/2009	11:59 AM	can't save the #smsummit in my search. damn you failwhale
aikcu	6/2/2009	10:31 PM	RT @bradjward Dialing in 40+ participants from the @bluefuego workshop at @AIKCU next Tuesday to #SMSummit. Are you joining as well?
bradjward	6/2/2009	4:21 PM	Dialing in 40+ participants from the @bluefuego workshop at @AIKCU next Tuesday to #SMSummit. Are you joining as well?
bradjward	6/2/2009	1:02 PM	Time to give @markgr a call about #smsummit. If you're coming to @AIKCU workshop next week, we might have a special treat for you. :)
skirubbi	6/2/2009	10:43 AM	Thanks @djarmul for the heads up about #smsummit on social media in higher ed:
kristifuoco	6/1/2009	5:38 PM	Join the virtual Social Media in Higher Education Summit on June 9 #smsummit
logansmind	6/1/2009	3:16 PM	Crisitunity in urban dictionary. Thank you Homer Simpson. http://tinyurl.com/a9ouvq
isaacson	6/1/2009	11:44 AM	really looking forward to #smsummit