Social Media in Higher Education Summit
Penn State Web Conference
June 9, 2009

------------------------Raw and Undedited Chat ------------------------

* Gambill: (12:51) no sound here. hello from jodie in nashville, tn!

*Quynh Tran 2: (12:51) PSU alumna saying hello from California

*Carolyn Zinn: (12:51) Kalamazoo College checking in (no sound here either)

*Mary Barrett: (12:51) Hello from the University of Alabama at Birmingham

*Rick Sweeney: (12:52) Hello from Charlotte NC, Belmont Abbey College

*Ronald Knopf: (12:52) Greetings from The University of Findlay (Ohio)

*Lisa Low: (12:52) Hello from Texas Tech!

* Spradlin: (12:52) University of Nebraska - Lincoln checking in

*James Vandyke: (12:52) Hello from SMU in Dallas.

*David White: (12:52) Hello Amarillo College!

Bevin Ames Hernandez: (12:52) I'm sure it will come back on (the sound) when presentation is ready

*Gina Padgett: (12:53) Hello from Tennessee Tech University

*Jason Woodward: (12:53) @michelle how'd ya do that?

*Todd Sanders: (12:53) Where'd the DJ go???

* Rester: (12:53) @aaronrester from @UChicagoLaw here

*Patric Lane: (12:53) Hello from UNC-Chapel Hill

Carrie Ann Egnosak: (12:53) Hi from Penn State Behrend in Erie...no sound here

*Steve Ray: (12:53) Hello from Simon Fraser University

* Thompson: (12:53) sound i back

* Thompson: (12:53) is

*Ronald Knopf: (12:53) sound back

*Toby Keeping: (12:53) Toby from Azorus saying hello.

*Torrey Brown: (12:53) I got sound

Carrie Ann Egnosak: (12:53) oh wait..there it goes

*Rachel Reuben: (12:53) do we need a mic on our end?

*Karen Humphrey: (12:53) woohoo! We have sound

*John Vogel: (12:53) Hello from Youngstown State

*Mark Rothbaum: (12:53) Mark for Varsity Outreach... looking forward to the presentation

*Jason Allgire: (12:54) Sound is back. Checking in from Southeren New Hampshire University (SNHU) in Manchster

Bevin Ames Hernandez: (12:54) oh wow - are these cameras positioned around the room?

* White: (12:54) Hello from Guilford College

* Lawrence: (12:54) Hello from Cornell!

*Eric Lightbody: (12:54) Hi from UW - Green Bay

*Pejay Belland: (12:54) Hello from INSEAD

*Todd Sanders: (12:54) Lightbody in the house!

Moderator 3: (12:54) 4 live cameras!!

*John Bach: (12:54) Vid is blurry.. anyone else seeing that?

*Karen Humphrey: (12:54) yeah - blurry vid

* Thompson: (12:55) lost a camera, no sound

*Mark Rothbaum: (12:55) Yeah, it's a little blurry

*Torrey Brown: (12:55) yeah, my video is blurry

*Kyle Judah: (12:55) cameraman down!

Bevin Ames Hernandez: (12:55) yep, kind of reminds me of having goggles on

*Eric Lightbody: (12:55) Represent tSand!

*Karen Humphrey: (12:55) LOL

* Bentley-smith: (12:55) hello from California

*Trevor Beck: (12:55) Greetings from Edmonton, Canada

* Lawrence: (12:55) Did we lose sound?

*Mark Rothbaum: (12:55) Are people tweeting as well?

Carol J Capan: (12:55) Hello from Penn State Behrend!

*Shanan Sorochynski: (12:55) Hello from Regina, Saskatchewan

* Trudell: (12:55) Hi from Canton, MO

*Shanan Sorochynski: (12:56) Tweeting indeed, sir.

*Kirsten Mckinney: (12:56) Hello all - Kirsten from Virginia

*Linda Pedroley: (12:56) Hello from MU

*David White: (12:56) #smsummit

*Sheri Whitley: (12:56) Hi from Columbia University in NY

*E. James Ford: (12:56) Hi from NYU Steinhardt!

* Lawrence: (12:56) sound's back - tx

Moderator: (12:56) We will begin in a few minutes.

*Maria Furtado: (12:56) missed the answer on the fuzzy pix at the top...wait patiently or fiddle at this end?

*Lynn Goswick: (12:57) Hello from Alvin Community College

*Kerri Hicks: (12:57) Welcome to the social! :-)

*Toby Keeping: (12:57) good luck to all presenters!

*Lori Packer: (12:57) woohoo! Go Mark!

*Michael Powers: (12:58) Hello from Indiana University of Pennsylvania

*Rick Sweeney: (12:58) Audio distorted. Mics too hot

*Alice Nguyen: (12:58) Hello from Modesto Jr College - California

*Jenny Anspach: (12:58) hello from Central Methodist in Fayette, MO

*Sherry Mccreary: (12:58) Hello from Lincoln Memorial University - TN

* Thompson: (12:58) sound too loud

* Byrnes: (12:58) definitely too hot

*Monty Dickerson: (12:58) yes, too loud

*Kevin Prentiss: (12:58) hmm - my audio dropped out altogether

*Tiffany Hughes: (12:58) Hello from Spartanburg Community College in Spartanburg, SC.

*John Mielke: (12:58) Hello from the University of Wisconsin-Parkside

* Forsythe: (12:58) Hello from University of Maryland Eastern Shore

*Sandy Lashin-curewitz: (12:59) Hello from Becker College - MA

* Spradlin: (12:59) better volume, thanks

*Mary Henesey: (12:59) audio is much better now - thanks

*Joyce Peralta: (12:59) What's the hashtag?

* Thompson: (12:59) better

*Linda Pedroley: (12:59) sound is much better

*Karen Humphrey: (12:59) audio much better thanks

*Rick Sweeney: (12:59) yes

*Cass King: (12:59) Hello from Widener Law!!!

* Bentley-smith: (12:59) #smsummit

*Brian Smith: (13:00) Brian Smith from UAlbany

*Joyce Peralta: (13:00) Thanks Bentley-smith!

*Kathleen Barr 2: (13:00) Is anyone getting a big echo on sound?

*Kyle Judah: (13:00) i am

*Brian Smith: (13:00) getting some

*Susann Nutter: (13:00) mee too

*Jason Allgire: (13:00) Sound is glitching / pausing for me...

* Fox: (13:00) Hello from Vanderbilt University

*David Terrazas: (13:00) sounds good to me in NY

*Nina Nolan: (13:00) Hello from St. Norbert College in De Pere Wisconsin!

*Tom Beakbane: (13:00) Audio and video is unimpressive

*Maria Furtado: (13:01) agreed

*Kyle Judah: (13:01) audio much better now

*Kristy Neveu: (13:01) Hello from Bryant University in RI

*Kerri Hicks: (13:01) Sounds like the mic output is too high -- not volume as such, but the mic's pretty hot.

*Monty Dickerson: (13:01) audio was good, got worse.

*Susan Allen: (13:01) Susan Allen Also checking in from St. Norbert

Carrie Ann Egnosak: (13:01) why does the audio keep getting softer?

*Fred Doyle: (13:01) Fred Doyle, University at Albany

*Monty Dickerson: (13:01) Video on Mark Greenfield is low quality.

*Kim Spurr: (13:01) audio is not good

*Tom Beakbane: (13:02) Login was incredibly trouble free. As a Mac user I normally encounter problems.

* Young: (13:02) Hello from the Colleges of Worcester Consortium in Worcester MA

*Nitya Dhakar: (13:02) Hi from Manchester Community College in NH

* Lafranier: (13:02) Greetings from U of Waterloo, Canada

*Eric Hodgson 2: (13:02) Hello from the University of Iowa

*Keith Donnelly: (13:02) Hello from the University of Virginia

*Matt Dana: (13:02) yeah, mouth is a bit close to the mic methinks

*Paul Redfern: (13:02) Hello from Gettysburg College in Gettysburg PA

* Isaacson: (13:02) Greetings from Yeshiva University

* Trudell: (13:02) audio keeps cutting out

*Amy Ward: (13:02) University of Pittsburgh at Bradford here

*Kristi Kolpanen: (13:02) Hello from TCU in Fort Worth, TX

*E. James Ford: (13:02) Hey Goldman 2... I see your gmail

* Martin-baker: (13:02) Hi from Lynchburg College

*Nick Valentino: (13:02) Hello from York University in Toronto

*Matt Dana: (13:02) nice Gmail theme!

* Grohowski: (13:02) Hello from Michigan Technological University

*Blake Legate: (13:03) Hello from Berry College

* Lawrence: (13:03) Goldman 2 - we're watching you check email & facebook. ;)

* Carter: (13:03) Hey, U. of New Mexico here

* Goodnough: (13:03) Hello from Siena Heights University!

*Colleen Brenan-barry: (13:03) Hi from Nazareth College in Rochester, NY

*Monty Dickerson: (13:03) Goldman2, stop sharing?

*Cathy Parker: (13:03) Hello from University at Albany

*Rob Downs: (13:03) Hello from Virginia Commonwealth University

*Tammy Wyatt: (13:03) Hello from Georgia Gwinnett College

* Prater: (13:03) Audio is cutting out and people appear to be talking over each other - or maybe it is an echo?

*Laura Short: (13:03) Hello from University of Wisconsin-Stout

*Brian Mikesell 2: (13:03) sounds great here

*Bonny Million: (13:03) what should I be seeing?? I've got 4 blurry sections (moderators) and a computer screen on right. ?????

* Speed: (13:03) Hello from Alfred University

Bevin Ames Hernandez: (13:03) @Bonny that's what I see too

*Nitya Dhakar: (13:03) that's what i've got too

*Kerri Hicks: (13:03) Bonny, that's right on.

* Prater 2: (13:04) now it is better

*Colleen Frost: (13:04) Hello from Babson College

*Cass King: (13:04) (hi, who is speaking now? is that mark?)

*Nitya Dhakar: (13:04) i lost sound, anyone else?

*Lisa Snedeker: (13:04) Hello from Wake Forest University School of Law

Carrie Ann Egnosak: (13:04) no

*Mark Rothbaum: (13:04) cutting in and out a bit

*Ronald Knopf: (13:04) audio issues

*Matt Dana: (13:04) cutting in and out

*Nitya Dhakar: (13:04) same

*Rick Sweeney: (13:04) Audio in and out

* Gambill 2: (13:04) sound in and out

* Spradlin: (13:04) audio cutting in and out now

* Lawrence: (13:04) audio comes & ges

*Lisa Low: (13:04) audio breaking up

Bevin Ames Hernandez: (13:04) It keeps cutting out

* Fereshteh: (13:04) getting main audio, but not from audience questions

*Georgiana Cohen: (13:04) I've got audio. Hello from Tufts University!

*Eric Hodgson 2: (13:04) hearing audio here and there

*Brian Mikesell 2: (13:04) audio fine here in cinci

*Monty Dickerson: (13:04) audio issues in some sites could be due to BANDWIDTH.

*Torrey Brown: (13:04) we can hear mark

* Prater 2: (13:04) in and out again here

*Toni Shears: (13:04) Sound is cutting out, video is very blurry.

* Perlbinder: (13:04) Hello from Lisa at UMass Amherst

*Lynn Goswick: (13:04) Audio is off and on -

* Lively: (13:04) Hello from University at Buffalo Law School!

* Doob: (13:04) sounds like we can only hear mark

*Brad Mitchell: (13:04) i hear him..quality is meh but it's listenable

*Jason Allgire: (13:04) we're being talked about...

*Mark Schoenecker: (13:04) Hi from Alamosa, Colorado - Adams State College

*Chip Donohue: (13:04) Video is not good

* Thompson: (13:04) no major dropouts here, but sound is distorted (mic too hot?)

*Kerri Hicks: (13:05) The in-and-out audio sounds like bandwidth glitches. Nothing big. But the mic attenuation is still too high, and the video is really blurry.

*Matt Dana: (13:05) man i sure hope i'm not sharing like Goldman 2 is... no way to know

*Michelle Emmert: (13:05) Hello from Western University of Health Sciences

*Kyle Judah: (13:05) hey Lisa, UMass grad here!

Robin Bradford Smail: (13:05) tech folks are working on the problems, guys

*Bonny Million: (13:05) no sound and goes off and on -- so will I see anything different once the summit actually begins?

Cynde Fleagle: (13:05) they are working on the sound everyone.

*Kathleen Barr 2: (13:05) Thanks!

Robin Bradford Smail: (13:05) sorry for difficulties; we're working thru it

Cynde Fleagle: (13:05) just wanted to keep you up to date

*Seve Bacher 2: (13:05) Left camera ''Moderator'' is relatively sharp and focused; others are very blurry. Any chance of focusing?

Bevin Ames Hernandez: (13:05) @Matt Dana You would know if you were sharing :) You would have to give it permission

Robin Bradford Smail: (13:05) Appreciate it

* Thompson: (13:05) loud!

*Matt Dana: (13:05) i figured

*Cass King: (13:05) ouch too loud

*Ronald Knopf: (13:05) audio hot and echo

Tara Ann Tallman: (13:05) Holy crap.

*Jenny Anspach: (13:05) very loud!

*Matt Dana: (13:05) yeah wow, really loud, and echoes

*Kevin Prentiss: (13:05) Hey Jordan!

*Kyle Judah: (13:05) whoaaa

*Kerri Hicks: (13:05) ow ow ow

* Isaacson: (13:05) ouch loud!

* Thompson: (13:05) echo

*Nitya Dhakar: (13:06) echo

ckinney: (13:06) better

Carrie Ann Egnosak: (13:06) echo

*Matt Dana: (13:06) is this hell?

*Dacia Brown: (13:06) Ooooh horrible feedback!!

*Cass King: (13:06) hot mess

*Kyle Judah: (13:06) goldman, the echo is killer

*Steve Mcconnell: (13:06) too loud & echoing on Left Coast

*Monty Dickerson: (13:06) Ok now audio is echo and loud.

* Doob: (13:06) echo from goldman mic

*Monty Dickerson: (13:06) BAD change.

*Kim Spurr: (13:06) loud and echo-ey, bad feedback!

*Curtiss Grymala: (13:06) Whoever ''Goldman 2'' is, they need to stop sharing their audio, video and screen.

*Seve Bacher 2: (13:06) echo perhaps from goldman mic?

*Kirsten Mckinney: (13:06) Goldman 2 we're hearing your sound as an echo

Moderator: (13:06) yes

*Monty Dickerson: (13:06) Audio is worse.

*Dacia Brown: (13:06) YES!!!

*Georgiana Cohen: (13:06) yes

* Byrnes: (13:06) yes

* Martin-baker: (13:06) nasty

*Nick Young: (13:06) yes

*Carl Epsosito: (13:06) Yes

*Jenny Anspach: (13:06) yea

*E. James Ford: (13:06) Yeah... Turn off your audio

*Kyle Judah: (13:06) yes

*Rick Sweeney: (13:06) terrible

* Thompson: (13:06) no echo from goldman

*Nitya Dhakar: (13:06) yes

* Gambill 2: (13:06) very scratchy

*Carolyn Zinn: (13:06) bad

*Michelle Emmert: (13:06) yes

*Kevin Prentiss: (13:06) it's grim

*Cass King: (13:06) echo and feedback

*Joyce Peralta: (13:06) soudns isn't great.

*Michael Powers: (13:06) yes

*David White: (13:06) yes

*Kerri Hicks: (13:06) Better now

*Kirsten Mckinney: (13:06) better

*Seve Bacher 2: (13:06) now it's better

*Susann Nutter: (13:06) terrible

*Ann White: (13:06) that's better

*Monty Dickerson: (13:06) bewtter..

* Spradlin: (13:06) echo is fine with just goldman now

*Brian Smith: (13:06) sounds overmodulated

*Sherry Mccreary: (13:06) audio bad

*Ann White: (13:06) oops

*Michelle Emmert: (13:06) it's scratchy

Bevin Ames Hernandez: (13:06) I'm not getting echo, I'm getting static :)

*Kerri Hicks: (13:06) You're overmodulated though

*Monty Dickerson: (13:06) worse.

*Tom Beakbane: (13:06) We get better reception from the moon.

* Lawrence: (13:06) better if you speak softly

* Rester: (13:06) it's ok when Mark isn't talking

*Carl Epsosito: (13:06) Turn your speakers off

* Lively: (13:06) use headphones to fix echo

*Drew Hill: (13:06) echo isn't so bad as the quality is (low)

Carrie Ann Egnosak: (13:06) yes feedback bad

*Zee Lafon: (13:06) sounds like a 29-cent speaker

*Drew Hill: (13:06) yes

*Amy Ward: (13:06) static

*David White: (13:06) lots of static

* Thompson: (13:06) loud/scratchy audio from goldman

*Robert Tupaj: (13:06) terrible

*Mark Rothbaum: (13:06) speak a little softer

* Lively: (13:06) speaker should use headphones

* Perlbinder: (13:06) Fix echo

* Bernstein: (13:06) the audio is really bad

*Monty Dickerson: (13:07) good.

*Monty Dickerson: (13:07) stop.

*Jason Allgire: (13:07) yes, better now

*Nina Nolan: (13:07) good now

*Monty Dickerson: (13:07) no echo.

*Brian Smith: (13:07) softer seems better

* Gratil: (13:07) audio is terrible

*Monty Dickerson: (13:07) good.

*Kerri Hicks: (13:07) Speak quietly, farther from your mic

*John Bach: (13:07) much better when talk soft

*Kirsten Mckinney: (13:07) if you just speak normally it's okay

Shelby Thayer: (13:07) it's better if you speak quietly

* Gratil: (13:07) okay, slightly better

Shelby Thayer: (13:07) yes

*Karen Humphrey: (13:07) getting better

*David White: (13:07) good

*Mark Moskovitz: (13:07) slightly better

*Jenny Anspach: (13:07) better

* Thompson: (13:07) much better audio

* Isaacson: (13:07) headsets are the only way to really solve this

*Drew Hill: (13:07) audio has improved

*Kerri Hicks: (13:07) Much better!

*Kristy Neveu: (13:07) better

*Nitya Dhakar: (13:07) much better

*Brian Smith: (13:07) better

* Bernstein: (13:07) beter

*Lisa Snedeker: (13:07) Missed the name of the company couldn't hear it

*Kyle Judah: (13:07) better, keep pitch low

Moderator: (13:07) this is unreheased.

*Zee Lafon: (13:07) i must admit it's getting better all the time

*Rick Sweeney: (13:07) WHo are you?

*Kyle Judah: (13:07) Unigo

* Byrnes: (13:07) softer speaking = better

*Lisa Snedeker: (13:07) Thanks!

Carrie Ann Egnosak: (13:07) what was JOrdan's website again?

* Spradlin: (13:08) what's Goldman's website?

*Kyle Judah: (13:08) unigo.com i believe

Tara Ann Tallman: (13:08) Listening to this kind of audio for two hours is possibly worse than waterboarding.

*Christian Munson: (13:08) unigo

* Herzberger: (13:08) http://unigo.com

*Kevin Prentiss: (13:08) http://www.unigo.com/

*Jason Allgire: (13:08) yes

*Kyle Judah: (13:08) hilarious Tara

Carrie Ann Egnosak: (13:08) thanks

* Byrnes: (13:08) Tara LOL!

*Matt Dana: (13:08) oh boy spam

*Torrey Brown: (13:08) i can't hear mark

* Thompson: (13:09) no mark audio

*Kyle Judah: (13:09) no audio at all

*Sherry Mccreary: (13:09) No sound?

Moderator: (13:09) No talking at the moment.

* Lawrence: (13:09) no sound now.

*Toni Shears: (13:09) Mark's gone, dead air here.

*Karen Humphrey: (13:09) no sound

*Melanie Bentley: (13:09) no audio in Kentucky

*Rick Sweeney: (13:09) technology...lol

*Cass King: (13:09) in sms no one can hear you talk

Cynde Fleagle: (13:09) mark isnt currently speaking

*Jason Allgire: (13:09) lost Jordan

*Karen Humphrey: (13:09) cutting in and out

*Don Philabaum: (13:09) Hello Kentucky

*Zee Lafon: (13:09) come in Major Tom!

Guy Charles Heckman: (13:09) keeps dropping

*Seve Bacher 2: (13:09) sound and audio back both sites

*Dacia Brown: (13:09) Loud and choppy

*Seve Bacher 2: (13:09) sound and audio back both sites

*Dacia Brown: (13:09) Loud and choppy

*Rick Sweeney: (13:09) ahh, was this tested?

*Mark Rothbaum: (13:09) Yes

*Sherry Mccreary: (13:09) scratchy again

*Mark Moskovitz: (13:09) really bad audio

*Christian Munson: (13:09) bye!

*Kyle Judah: (13:09) sounds like someone talking through a tin can phone

* Lawrence: (13:09) try a bit softer?

*Mark Moskovitz: (13:10) do you have a headset?

* Van Der Wal: (13:10) this is like a moon landing

*Monty Dickerson: (13:10) hmm, tested, sure...

* Vigneux: (13:10) can you hear me now?

*Dacia Brown: (13:10) ECHO

*Jenny Anspach: (13:10) ''god

*Mark Rothbaum: (13:10) Verizon

*Jenny Anspach: (13:10) good

*Seve Bacher 2: (13:10) Mr. Goldman please proceed

* Schiferl 2: (13:10) audio not great, but tolerable. let's keep it moving :)

*Tom Beakbane: (13:10) Marconi had better technology

* Rester: (13:10) the eagle has landed...

*Karen Humphrey: (13:10) Tom LOLK

*Seve Bacher 2: (13:10) We can hear Mr. Goldman fine

*Kerri Hicks: (13:10) I'm curious to know more about Unigo --

*Rick Sweeney: (13:10) eagle crashed

*Kyle Judah: (13:10) HA

*Zee Lafon: (13:10) We're social now!

*Toni Shears: (13:10) one step backward for mankind

*Rick Sweeney: (13:10) lol

*Matt Dana: (13:11) this was very ambitious

*James Vandyke: (13:11) Can you loose the three room cams for more bandwith to the ones that matter?

Catherine Sian Williams: (13:11) +1

*Rick Sweeney: (13:11) Good idea

Bevin Ames Hernandez: (13:11) I agree - can we just do Mark's ?

*Cass King: (13:11) ackckkck

* Thompson: (13:11) ack

*Justin Gatewood: (13:11) Good idea - to lose the three room cams

* Bernstein: (13:11) The sound is still really bad

*Zee Lafon: (13:11) Keep Brad Ward video!!

* Byrnes: (13:11) very good idea

*Anika Van Wyk: (13:11) Bad static

*Kyle Judah: (13:11) good lord

*Georgiana Cohen: (13:11) omg

* Gratil: (13:11) ouch

Catherine Sian Williams: (13:11) ooooh

*Alice Nguyen: (13:11) wow

*Jenny Anspach: (13:11) ahhh

*Justin Gatewood: (13:12) some kewl echo

*Monty Dickerson: (13:12) yes, lose the classrooms

*Michael Olson: (13:12) +1 to losing the moderator cams

*Mark Rothbaum: (13:12) Turn off goldman, please

*Annalisa Boccia: (13:12) my ears!

* Gratil: (13:12) static!

*Kyle Judah: (13:12) Mr. Goldman, please cancel your mic

*Keren Thillet: (13:12) close goldman's screen

*Dacia Brown: (13:12) had to turn off speakers :-(

* Frank: (13:12) ouch, my ears hurt

*Cass King: (13:12) social media summits make me vomits?

*Sherry Mccreary: (13:12) no way to understand what you are saying

* Martin-baker: (13:12) vogon attack

*Nina Nolan: (13:12) ahhhh!

*Monty Dickerson: (13:12) OUCH

*Keith Donnelly: (13:12) getting some crossover on the mics

* Carter: (13:12) my ears are bleeding!

* Lawrence: (13:12) Lot's of feedback - is it possible that more than 1 mike is working?

*Melanie Bentley: (13:12) OUCH! The sound is horrible!!! ECHO ECHO

*Rick Sweeney: (13:12) oh the humanity

*Carl Epsosito: (13:12) We can hear mark echoing in goldman's speakers. . . It's like when a caller calls the radio and has the radio turned up on the phone

*Monty Dickerson: (13:12) so many mikes.

*Ben Riseling: (13:12) soylent green is people!

*Alice Nguyen: (13:12) advil plz

*Matt Dana: (13:12) this is what the first telephones sounded like

Carol J Capan: (13:12) lol martin-baker

Bevin Ames Hernandez: (13:12) Someone's audio is on

*Susann Nutter: (13:12) WHAT??????

*Jeff Stevens: (13:12) ''This is Captain Power with a meesage fromt he future.''

*Wassan Humadi 3: (13:12) oh dear.

* Perlbinder: (13:12) Klingons are attacking

*Ron Yoder: (13:12) I am hearing all multiple channels?

*Cass King: (13:12) this ROCKS!!!!!!!!!!!! FREEBIRD!!

* Carter: (13:12) kill the audio on anyone not talking

*Seve Bacher 2: (13:12) ECHO ECHO ECHO TURN OF GOLDMAN MIC

*Zee Lafon: (13:12) Sounds like PSA announcements at the Stock Car Show

* Byrnes: (13:12) set phasers to kill

*Gina Padgett: (13:12) two conversations?

* Young: (13:12) I'll give this another 5 min. and then get back to work. Thanks for trying.

*Brian Williams: (13:12) eeeehhhhh.... did they says something?

*Anika Van Wyk: (13:12) can't understand/hear anything

*Torrey Brown: (13:12) two people talking at the same time

* Lawrence: (13:12) Is Mark's Speaker on?

Bevin Ames Hernandez: (13:12) Only one audio at a time plz

*Kerri Hicks: (13:12) Goldman is listening to Greenfield, so we hear Greenfield, and Goldman's speakers with Greenfield

*Ben Riseling: (13:12) I'm out.

* Trudell: (13:12) Please test your own audio off-line so you don't step on the presenters

Server Admin: (13:12) Goldman 2 needs to close down his audio/video

*Justin Gatewood: (13:12) much better

* Isaacson: (13:12) the next speaker will sound like the teacher from the charlie brown cartoons

*Tim Bohn: (13:12) turn the speaker off on Brad and Goldman

*Matt Dana: (13:12) really, someone's still presenting?

*Mark Moskovitz: (13:12) I can't hear anything...

*Kyle Judah: (13:12) i hope Brad's is slightly better audio

*Joyce Peralta: (13:12) this is a little unfortunate - multiple audio signals and nothings coming through clearly.

*Zee Lafon: (13:12) I feel like I'm eavesdropping on somebody's acid trip

*Colleen Brenan-barry: (13:12) That's Mark

*Keren Thillet: (13:13) we are getting pc mic sound and not mic sound

*Kyle Judah: (13:13) LOL @ Zee

Tara Ann Tallman: (13:13) LOL Zee.

Catherine Sian Williams: (13:13) Can we cut the camera totally to dedicate bandwidth to audio?

*Kathy Kissane: (13:13) keep the faith...nice laugh track

*Monty Dickerson: (13:13) lose video on moderator,moderator3,moderator1

*Kevin Prentiss: (13:13) next time we should try CB radio :)

*Matt Dana: (13:13) who is lauging?

Bevin Ames Hernandez: (13:13) Who is laughing?

*Karen Humphrey: (13:13) who is laughing?

*Mark Rothbaum: (13:13) can hear laughing

*Jenny Anspach: (13:13) random laughing

*Annalisa Boccia: (13:13) oh man the laugher is distracting

*Monty Dickerson: (13:13) laughing.

*Sherry Mccreary: (13:13) Why are they laughing? I didn't hear the joke

*Jenny Anspach: (13:13) yes

*Justin Gatewood: (13:13) yep

*Matt Dana: (13:13) hi brad

* Thompson: (13:13) nice audio!

*Kyle Judah: (13:13) decent audio! woo!

* Byrnes: (13:13) Hi brad help us

*Drew Hill: (13:13) yes, Brad

*Dacia Brown: (13:13) You sound good!

* Gratil: (13:13) brad you sound awesome

Bevin Ames Hernandez: (13:13) hi brad

Dana Carlisle Kletchka: (13:13) Hi Brad

* Frank: (13:13) yes, i can hear brad

* Gambill 2: (13:13) brad sounds good

* Lawrence: (13:13) Brad's coming thru great!

*Annalisa Boccia: (13:13) brad sounds good

*Mark Moskovitz: (13:13) brad - good audio

*Brian Carl: (13:13) I like the CB radio idea

*Georgiana Cohen: (13:13) I'll take audio over video

*Seve Bacher 2: (13:13) hooray! brad sound is excellent!

*Matt Dana: (13:13) bye brad

*Colleen Brenan-barry: (13:13) Brad -- good and clear.

*Eric Hodgson 2: (13:13) hi brad

*Missy Pankake: (13:13) Brad sounds good

*Torrey Brown: (13:13) mark is still talking, brad

*Rick Sweeney: (13:13) turn off 4 cameras

*Karen Humphrey: (13:13) Brad is clear

*Sherry Mccreary: (13:13) Wow - I can hear Brad!

*Cass King: (13:13) 10-4

*Kathy Kissane: (13:13) brad sounds good

*Toby Keeping: (13:13) audio for brad is best so far!

*Drew Hill: (13:13) you sound better than the others

*E. James Ford: (13:13) Brad's audio = WIN!

*Tom Beakbane: (13:13) Valiant effort... but I gotta go.

*Annalisa Boccia: (13:13) nope can't see

*Georgiana Cohen: (13:13) no

*Drew Hill: (13:13) no

* Carter: (13:13) brad wins the audio war

*Eric Hodgson 2: (13:13) no screen

Bevin Ames Hernandez: (13:13) no

*Matt Dana: (13:13) no

* Thompson: (13:13) no video from brad

*Gordon Ryan: (13:13) At least Brad sounds good. Sup, man.

*Kathy Kissane: (13:13) brad...no

*Blake Legate: (13:13) no screen

*Keren Thillet: (13:13) hi brad just mute the moderator 1 3 audio

* Gratil: (13:13) cannot see you

*Jenny Anspach: (13:13) nope

*Sherry Mccreary: (13:13) no

* Herzberger: (13:13) no

*Mark Moskovitz: (13:13) no screen brad?

*Kyle Judah: (13:13) cant see screen brad

* Byrnes: (13:13) no

*Dacia Brown: (13:13) no but you sound good

*Amy Ward: (13:13) no

*Kirsten Mckinney: (13:13) no screen

*Gina Padgett: (13:13) no

*Melanie Bentley: (13:13) no screen

* Boyd: (13:13) no screen

Carol J Capan: (13:13) no screen view

* Perlbinder: (13:13) Hi, Brad! You look pale

Dana Carlisle Kletchka: (13:13) No

*Justin Gatewood: (13:13) enter the spartans - 300... >8)

* Lively: (13:13) no screen, yes sound

*Wassan Humadi 3: (13:13) No screen

*Lisa Snedeker: (13:13) I can hear Brad but not Mark and would like to hear what Mark is saying.

*Karen Humphrey: (13:13) no screen

Bevin Ames Hernandez: (13:13) and who is laughing????

*Cass King: (13:13) negative

*Anthony Lux: (13:13) no screen

*Missy Pankake: (13:13) no screen

*Toni Shears: (13:13) no brad screen

*Missy Pankake: (13:13) no screen

*Toni Shears: (13:13) no brad screen

*Ron Yoder: (13:13) and we're all chatting?

* Martin-baker: (13:13) can't see you but can hear nicely

*Alice Nguyen: (13:13) no but audio okay from brad

* Gabriel: (13:13) Brad's audio sounds good, but it does not look like they tested the presentation enough.

*Kirsten Mckinney: (13:13) there it is

*Wassan Humadi 3: (13:13) Ok

*Matt Dana: (13:13) yes

*Susann Nutter: (13:13) no oscreen - good audio

*Wassan Humadi 3: (13:13) there it is.

Carol J Capan: (13:13) w00t!

* Frank: (13:13) i see ppt

*Annalisa Boccia: (13:13) can see screen

*Kathy Kissane: (13:14) there you go

*Caleb Clark: (13:14) ok

Catherine Sian Williams: (13:14) audio + screen only, pleaase... we don't need fuzzy camera shots

*Mark Moskovitz: (13:14) ah yes

*Kristy Neveu: (13:14) yaay!

*E. James Ford: (13:14) I see powerpoint.

* Failing: (13:14) i'm sure you're good-looking

*Bonny Million: (13:14) is this a test??

*Keren Thillet: (13:14) we can see your screen

* Martin-baker: (13:14) yay

* Gambill 2: (13:14) yep

*Monty Dickerson: (13:14) i see Brad's slide

Bevin Ames Hernandez: (13:14) I see it now

*Missy Pankake: (13:14) audio sounds much better

*Suzanne Demers: (13:14) Ask the classrooms to not make noise.

*Matt Dana: (13:14) can you just do it all brad?

*Justin Gatewood: (13:14) I see it

* Failing: (13:14) given that awesome sound

* Perlbinder: (13:14) see ppt

*David White: (13:14) got it

*Jess Krywosa: (13:14) Great audio!

Lynne Dee Shala: (13:14) Brad we can't hear you.

*Cass King: (13:14) the comments are better than the prez

*Brian Williams: (13:14) whoo hoo!!

*Matt Dana: (13:14) quiet mark down

*Annalisa Boccia: (13:14) no video brad

*Monty Dickerson: (13:14) cheers.

*Georgiana Cohen: (13:14) please mute classroom audio

*Mary Maxson: (13:14) Just turn the other mics OFF please

* Gambill 2: (13:14) there's still random talking/alughing from somewhere else it seems

Bevin Ames Hernandez: (13:14) Okay, what else is going on?

* Tuttle: (13:14) whohoo...brad's audio/video is working!

*Keren Thillet: (13:14) which room are you in?

Robin Bradford Smail: (13:14) We have no laughing in the room; glad you can hear his audio

*Colleen Brenan-barry: (13:14) I can hear Brad great -- no Mark

Robin Bradford Smail: (13:14) :)

*Monty Dickerson: (13:14) mute classrooms?

*Annalisa Boccia: (13:14) i think two sessions are going on at once

*Shanan Sorochynski: (13:14) My ears are smiling . . . for realz.

*Kathy Kissane: (13:14) no video for brad...just powerpoint

* Trudell: (13:14) hint to all - you can mute the other videos, mouseover the video image for tools

*Rick Sweeney: (13:14) Yes, one mic and one camera

*Mark Rothbaum: (13:14) Brad, we can see your slides

*Kerri Hicks: (13:14) We can hear you Brad, but no video. Unless you are a grey guy on a black background. We can see your slides.

* Gabriel: (13:14) Glad they are laughing...thanks for wasting our time, lol.

*Justin Gatewood: (13:14) slides look good

* Frank: (13:14) slides good

*Seve Bacher 2: (13:14) maximize slides please

*Suzanne Demers: (13:14) Turn off the classroom mikes

*Cass King: (13:14) audio gone

*Carolyn Zinn: (13:14) mute everyone who is NOT presenting PLEASE!

*Gina Padgett: (13:14) why do we need to see the classrooms of people?

*Cass King: (13:14) better

*Rick Sweeney: (13:14) really

*Georgiana Cohen: (13:14) thx trudell

*Justin Gatewood: (13:15) possibly need to lower gain on classroom mikes (to cut down on ambient noise)

*Seve Bacher 2: (13:15) don't need classroom videos. maximize brad's slides please

* Byrnes: (13:15) Brad's audio is perfect

*Gina Padgett: (13:15) how about just showing the actual speakers?

*Matt Dana: (13:15) @trudell - but then we'd miss all the fun

*Mark Moskovitz: (13:15) can we make the slides bigger?

*Jenny Anspach: (13:15) great audio

Lynne Dee Shala: (13:15) see the slide, but Greenfield's room has no audio

*Annette Fowler: (13:15) bigger PPT screen please!

*Catherine Donnelly: (13:15) Trudell, great idea. Mousing over the separate screens really helped.

*Rick Sweeney: (13:15) who is speaking

*Seve Bacher 2: (13:15) SLIDES BIGGER

* Bernstein: (13:15) possibe to get theslides bigger?

*John Romanski: (13:15) bigger ppt, no video please

*Justin Gatewood: (13:15) yep

*Matt Dana: (13:15) yes

* Bentley-smith: (13:15) yes

Shelby Thayer: (13:15) yes

*Trevor Beck: (13:15) go to presentatoin view

*E. James Ford: (13:15) Yep... I can see

*Karen Humphrey: (13:15) can see

*Sherry Mccreary: (13:15) can't read

*Kerri Hicks: (13:15) We see dual screens now

*Mark Moskovitz: (13:15) not much better

*Suzanne Demers: (13:15) now they are to small

* Perlbinder: (13:16) Smaller not bigger

Bevin Ames Hernandez: (13:16) since you're not using the video, you can make it full screen

* Bernstein: (13:16) worse

*Annalisa Boccia: (13:16) they got smaller :)

* Boyd: (13:16) we see your presentation mode now

*Melanie Bentley: (13:16) they were better the other way

*Mark Moskovitz: (13:16) just make the computer screen max.

*Kevin Prentiss: (13:16) it will remove chat window if he scales

*Kevin Prentiss: (13:16) like that :)

*Matt Dana: (13:16) ?

*Monty Dickerson: (13:16) zoomed is good!

*Kyle Judah: (13:16) how does one judge ROI on something like twitter? followers? activity? can it even be measured?

*Mark Moskovitz: (13:16) can we make it bigger but not max?

Carrie Ann Egnosak: (13:16) what the heck is up with the bigger smaller slides

*Keren Thillet: (13:16) there is a feature to make the screen fullsize

* Ubinfo: (13:16) please just stay maximized. We're getting seasick.

*Nitya Dhakar: (13:16) dual screens

*Catherine Donnelly: (13:16) click on the full screen option if you've still got it too small

*Jason Allgire: (13:16) size is fine for me. Better to keep the chat window up

*Kerri Hicks: (13:20) Ahh

* Thompson: (13:30) ack

*Anthony Lux: (13:30) sound is repeating

*Jenny Anspach: (13:30) echo

*Torrey Brown: (13:30) bad echo

*Carolyn Zinn: (13:30) Brad needs to bute

*Jason Allgire: (13:30) I can express myself again!

*Anthony Lux: (13:30) hard to hear

*Justin Gatewood: (13:30) audio echo again

*Carolyn Zinn: (13:30) mute

*Seve Bacher 2: (13:30) double sound

*Michelle Emmert: (13:30) two people talking at once

* Mercer: (13:30) Yikes! Too many voices

*Kerri Hicks: (13:30) Turn off Brad's mic please

*Mark Rothbaum: (13:30) can you shut off Brad?

*Mark Moskovitz: (13:30) too much audio; feeds crossing

* Bernstein: (13:30) sound argh

* Pirolo: (13:30) mute

* Cohen: (13:30) echo, stop

*James Brien: (13:30) wow

*Steve Mcconnell: (13:30) back to the horrible audio from Mark

*Seve Bacher 2: (13:30) ok

* Boyd: (13:30) Brad! we hear your audio!!!

*Keren Thillet: (13:30) mute brad

* Rester: (13:30) today... i consider myself... the luckiest man... on the face of the earth

*Cass King: (13:30) darn

*Mark Moskovitz: (13:30) brad, you're still talking

Dana Carlisle Kletchka: (13:30) oh dear

*E. James Ford: (13:30) Brad, turn off your mic.

Bevin Ames Hernandez: (13:30) I'm on twitter :)

*Mansi Bhatia: (13:30) I am active on twitter @mansibhatia

*Jeff Stevens: (13:30) Me too

*E. James Ford: (13:31) HA!

*Keren Thillet: (13:31) Mark, we can't hear you

*Kerri Hicks: (13:31) Shhh

*Monty Dickerson: (13:31) someone needs to manage muting all microphones but one at a time.

*Dacia Brown: (13:31) I can't get anything on http://twitter.com/#smsummit

*Kerri Hicks: (13:31) ;-)

*Nina Nolan: (13:31) we hear brad but not mark

*Suzanne Demers: (13:31) To many speakers on. Brad is still on

*Matt Dana: (13:31) lol @ brad...

* Perlbinder: (13:31) At least we can hear him

*Mark Rothbaum: (13:31) my question for Brad... were these offical college FB pages or all college-related FB pages?

*Toni Shears: (13:31) Was Brad really addressing the ''how do you measure'' question?

*Kirsten Mckinney: (13:31) okay, we're hearing Mark via Brad...

*Catherine Donnelly: (13:31) lost my sound!

*Kyle Judah: (13:31) no audio now

*Anthony Lux: (13:31) lost sound

*Mark Moskovitz: (13:31) now I can't hear mark

*Mark Moskovitz: (13:31) now I can't hear mark

Cynde Fleagle: (13:31) we are working on it here at penn state

Cynde Fleagle: (13:31) we are working on it here at penn state

*Justin Gatewood: (13:31) can hear mark

*Jeff Stevens: (13:31) no sound

Robin Bradford Smail: (13:31) working ion it, guys

*Kerri Hicks: (13:31) All set now.

*Seve Bacher 2: (13:31) we hear mark now

* Herzberger: (13:31) ROI return on influence, conversation

*Colleen Brenan-barry: (13:31) Mark's mic needs on

Shelby Thayer: (13:31) Mark sounds good

*Justin Gatewood: (13:31) can hear mark now

*Michelle Emmert: (13:31) mark we can hear you

*Suzanne Demers: (13:31) its good now

*Trevor Beck: (13:31) We lost Brad - check lost and found!

*Anne Petersen: (13:31) Got Mark back

*Mark Moskovitz: (13:31) can't hear mark

*Annalisa Boccia: (13:31) can hear you now

*Holly Camerota: (13:31) Good to go

*Justin Gatewood: (13:31) lol lost and found

*Brad Ward: (13:31) can you still hear me/?

*Mark Moskovitz: (13:31) there it is

Shelby Thayer: (13:31) Analytics of social media! Yes!

Robin Bradford Smail: (13:32) hahahaha. Hello, Shelby!

*Cass King: (13:32) vaseline cam, i like this, blurry

* Cohen: (13:32) audio gone again

*Anne Petersen: (13:32) Can't hear Brad. Which is okay?

*Trevor Beck: (13:32) Can't hear you Brad!

*Justin Gatewood: (13:32) can't hear brad

* Thompson: (13:32) no audio

*Kirsten Mckinney: (13:32) i've got nothing on sound

*Colleen Brenan-barry: (13:32) Brad, I think you're off.

*Justin Gatewood: (13:32) can hear mark

*Jeff Stevens: (13:32) I hear nothing

*Mansi Bhatia: (13:32) Cab't hear you guys

*Kyle Judah: (13:32) i cant hear anything

* Grohowski: (13:32) no sound

*Annalisa Boccia: (13:32) i hear nothing

*Justin Gatewood: (13:32) not now

*Anne Petersen: (13:32) Lost Mark too

*Carl Epsosito: (13:32) Brad

*Holly Camerota: (13:32) silence. . .

*Suzanne Demers: (13:32) no audio

* Trudell: (13:32) nada audio

*Kim Spurr: (13:32) no sound

*Lisa Snedeker: (13:32) This is getting old.

* Byrnes: (13:32) no sound

* Spradlin: (13:32) all I heard was ''I think that, um''

*Amy Ward: (13:32) nothing here

*Dacia Brown: (13:32) no sound either

*Cliff Jenkins: (13:32) uh oh no sound

*Gordon Ryan: (13:32) Nothing

*Jenny Anspach: (13:32) it's the sound of silence...

Robin Bradford Smail: (13:32) Brad's mic was shut off...

Carrie Ann Egnosak: (13:32) no sound

*Karen Humphrey: (13:32) damn and they just asked a question on metrics!

*Melanie Bentley: (13:32) no sound again

*Keren Thillet: (13:32) moderator screen is good, all others are blurry

*Justin Gatewood: (13:32) there's mark

* Martin-baker: (13:32) ow

*Cass King: (13:32) are we being punked?

*Anne Petersen: (13:32) there's Mark

* Moreno: (13:32) no sound, out of focus cameras

*Suzanne Demers: (13:32) Can't hear the students question

* Byrnes: (13:32) mark on again

*Cathie Walker: (13:32) Mimes are the new social media.

*Justin Gatewood: (13:32) where's Ashton Kutcher?

*Torrey Brown: (13:32) mark, repeat the question that the person asked\

* Doob: (13:32) please have mark repeat questions

*Tracey Eastman: (13:32) measure it like you measure anything in marketing - transactions completed, revenue earned, strategic goals achieved.

Robin Bradford Smail: (13:32) will type the questions; good suggestion

*Carolyn Zinn: (13:32) LOL @Cass!

*Mark Moskovitz: (13:32) please repeat student questions when they ask.

*Mark Rothbaum: (13:32) Facebook Insights gives some good data on engagement for Page Admins

*Drew Hill: (13:32) This user experience requires a committment!

*Karen Humphrey: (13:32) cathie LOL

*Mark Schoenecker: (13:32) audience mics aren't hot

*Georgiana Cohen: (13:33) Can't ear anything at all

*Cass King: (13:33) with vaseling cam, anyone could be AK\

*Georgiana Cohen: (13:33) hear

*Brian Carl: (13:33) is this being recorded to watch later?

*E. James Ford: (13:33) The problem is that the microphone is only active when its getting input... And Mark is the only person close enough to trigger it.

* Moreno: (13:33) have the speaker repeat the questions, please.

*Cliff Jenkins: (13:33) It's not about quanity it's about individual connections

*Cass King: (13:33) vaseline cam, sorry

*Sheri Whitley 2: (13:33) ROI for social media can't be measured by ''engagement'' should b measured by increased traffic driven 2 ur website

*Justin Gatewood: (13:33) yes, it's being recorded

*Cass King: (13:33) louder please

*Holly Camerota: (13:33) vaseline cam here too

*Justin Gatewood: (13:33) mouse over the round icon at top right

*Cass King: (13:33) :)

*Mark Schoenecker: (13:33) speaker please repeat questions

*Brian Carl: (13:33) hey look at that

*Cass King: (13:34) yes, pls repeat question-

*Justin Gatewood: (13:34) would be valuable to set conversion goals (social media visitors -> completed admissions application)'

Moderator: (13:34) will do

*Georgiana Cohen: (13:34) Can anyone hear anything?

*Jenny Anspach: (13:34) yes

Carrie Ann Egnosak: (13:34) yes

* Moreno: (13:34) yes

*Wassan Humadi 3: (13:34) I hear it with an echo

*Kyle Judah: (13:34) is there a way to track click thru rates of links on twitter?

*Justin Gatewood: (13:34) can hear mark

*Kirsten Mckinney: (13:34) no, I can not

Bevin Ames Hernandez: (13:34) Yes - Mark - fantastic!

*Sherry Mccreary: (13:34) I hear Mark speaking - but not very loud

Carrie Ann Egnosak: (13:34) finally can hear mark just fine

Server Admin: (13:34) Mark sounds fine

*Wassan Humadi 3: (13:35) Kyle yes if you use ow.ly & hootsuite you can see click through rates

*Georgiana Cohen: (13:35) kyle judah: shorten your links with bit. ly using a bit.ly account

*Anika Van Wyk: (13:35) can hear mark but bad audio

*Sean Williams: (13:35) currently telling an anecdote about being treated poorly in retail - Dicks sporting goods...home theatre

Shannon Ritter: (13:35) It is about the 'lifetime customer'. These social networking sites are all open and available to everyone - students or not and something you say on Facebook, or a video you post on YouTube can affect someone that doesn't apply for five years - that is difficult to measure. Building a true, real community isn't necessarily about constructing a popularity contest - it's about seeding engagement and making a difference.

*Georgiana Cohen: (13:35) bit.ly can also tether to twhirl

*Georgiana Cohen: (13:35) ugh, I can't hear Mark ata ll

*Torrey Brown: (13:35) i can't hear the questino

*Suzanne Demers: (13:35) Can't hear the question

*Mansi Bhatia: (13:35) Audio's gone again

Cynde Fleagle: (13:35) audience question

*Kyle Judah: (13:35) he's in and out for me

*Cass King: (13:35) mark, come back!

*Michael Powers: (13:35) SOudn gone

*Ron Yoder: (13:35) NO SOUND

*Chasity Mcwilliams-moody: (13:35) To answer question about tracking # of clicks: use tr.im -- functions like tinyurl.com but gives you click stats.

*James Brien: (13:35) nuthin

* Vigneux: (13:35) no audio

* Moreno: (13:35) audio gone

* Thompson: (13:35) can't hear question

Bevin Ames Hernandez: (13:35) we won't be able to hear the question

*Annalisa Boccia: (13:35) please repeat the question

* Trudell: (13:35) audience conversations seem to drop

*Drew Hill: (13:35) where's the audio?

*Kim Spurr: (13:35) please ask Mark to repeat every question

Carrie Ann Egnosak: (13:35) have mark reapeat the comment/question

*Steve Mcconnell: (13:35) Moderator mic seems to be the only one live -- when I mute that (icon at bottom right of mini Moderator vid window) all sound goes away

*Carl Epsosito: (13:35) We can't hear the gallery or whoever is asking/answering questions

*Anika Van Wyk: (13:35) no sound

Cynde Fleagle: (13:35) we will try to relate or have him repeat

* Byrnes: (13:35) no audio as soon as question begins

*Anthony Lux: (13:35) no audio, please repeat question?

* Vigneux: (13:36) going in and out

*Mark Moskovitz: (13:36) no audio

*Holly Camerota: (13:36) no audio

*Alexis Chontos: (13:36) My audio seems to be on the blitz. What's the twitter URL again?

*Suzanne Demers: (13:36) Please repeat the question!

Robin Bradford Smail: (13:36) will repeat

Lynne Dee Shala: (13:36) person in room is talking, mic must not be picking him up

*Mark Moskovitz: (13:36) can you repeat the question?

*Robert Tupaj: (13:36) please repeat question no audio

*Justin Gatewood: (13:36) Important to also make sure that your content is relevant to your audience (like Brad said), so that a community is created.

*Catherine Donnelly: (13:36) #smsummit

*Nina Nolan: (13:36) Mark is back

*Annalisa Boccia: (13:36) seems we loose audio all together when question is asked

*Ron Yoder: (13:36) audio back

* Trudell: (13:36) moderators need to put mics right on the people

*Annalisa Boccia: (13:36) thanks!!!

*Jess Krywosa: (13:36) Repeating the answer would be helpful

*Justin Gatewood: (13:36) give visitors something to 'talk' about

Server Admin: (13:36) the microphone button on Connect needs to be switched on when a student answers a question...their volume is not high enough to automatically turn on the mic

*Mark Moskovitz: (13:36) hearing Mark, but not the questions.

*Mansi Bhatia: (13:36) we can hear you Mark, thanks for repeating the questions

*Anne Petersen: (13:36) Just have Mark repeat the question quickly.

*Keren Thillet: (13:36) moderator screen is frozen

*Anthony Lux: (13:36) it doesn't seem like they're not loud enough, it's that audio cuts out entirely

Robin Bradford Smail: (13:36) when it goes quiet, that means someone is talking; be patient please

*Suzanne Demers: (13:37) Can't hear the question

*Susann Nutter: (13:37) can't hear anyone other than Mark

Lynne Dee Shala: (13:37) another person in the room is talking

*Dacia Brown: (13:37) nope

*Ron Yoder: (13:37) nothing

*Kirsten Mckinney: (13:37) sound is coming though Moderator video not the Mark video

*Georgiana Cohen: (13:37) can't hear anything

*Justin Gatewood: (13:37) relationships have to be measured over time and consistent conversation over that time

*Georgiana Cohen: (13:37) oh!

* Byrnes: (13:37) earthquake

Cynde Fleagle: (13:37) there is a quantity vs quality question

*Georgiana Cohen: (13:37) ahhhhhhh

*Anne Petersen: (13:37) Much better.

*Bonny Million: (13:37) will any of the content covered here be available after this is over?

Cynde Fleagle: (13:37) should we focus on quality vs quantity

*Sherry Mccreary: (13:37) haha I'm getting dizzy

*Suzanne Demers: (13:37) I am sea sick

*Kyle Judah: (13:37) that camera makes me feel drunk

*Nitya Dhakar: (13:37) why are there four videos?

* Ubinfo: (13:37) CAN'T HEAR THE QUESTION

*Tracey Eastman: (13:37) duration of relationship factored by the contribution they make to the organization either in purchases or other tangible benefit. Longer duration of relationship the higher the cost to the organization to maintain the relationship.

*Jeff Stevens: (13:37) Look! The Blair Witch!

*Chasity Mcwilliams-moody: (13:37) Twitalyzer and Radian6 are both social media analytics tools.

*Cliff Jenkins: (13:38) stull no audience audio

*Suzanne Demers: (13:38) NO no no no

* Young: (13:38) Thanks for trying. Please let us know if there are notes we can have from this summit or another way to receive the learnings. Best wishes. Bye.

*Sara Kisseberth: (13:38) good idea - catch you next time

*Steve Mcconnell: (13:38) audio still patchy and lousy

* Hermann: (13:38) i can hear! HOORAY

*Kyle Judah: (13:38) Thanks Chasity

*Patrick Burt: (13:38) patchy audio

*Kerri Hicks: (13:38) Development offices hire dozens of people to engage w/ alums and biz. How can we engage w/ zillions of web folks without a stable of humans?

*Alice Nguyen: (13:38) too bad the audio sucks

*Annalisa Boccia: (13:39) yes this is unfortunate... but what can you do :)

*Kyle Judah: (13:39) Kerri, cant you make use of an army of student volunteers? What are admissions dept restrictions on this?

*Monty Dickerson: (13:39) audio BANDWIDTH issues locally at Penn?

*Bonny Million: (13:39) I'm signing off. Too hard to concentrate with audio off and on, etc. Please make content available afterwards. Thanks to all!

Dana Carlisle Kletchka: (13:39) But that would mean relinquishing control, which is hard for universities to do

Robin Bradford Smail: (13:39) Social media is like a new word of mouth marketing -- word of mouth on steroids

Dana Carlisle Kletchka: (13:39) for a lot of really good reasons, too.

Cynde Fleagle: (13:39) the audience comment social media is like the new word of mouth

*Jeff Stevens: (13:40) Beng part of a two-way conversation is diificult for an institution.

*Suzanne Demers: (13:40) I was really looking forward to this, but it has turn out to be bad...

*Monty Dickerson: (13:40) audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON, audio OFF, audio ON,

*Alice Nguyen: (13:40) I'm giving it another 10 minuts

* Perlbinder: (13:40) How is this information any different than any regular direct marketing?

* Trudell: (13:40) How can an organization best teach/train its employees to be involved (consistancy etc.)?

* Frank: (13:40) on again, off again, back again Finnegan

*Holly Camerota: (13:40) Look forward to the recording. Interesting, but rregular. 140 cacs.

* Pirolo: (13:41) you;d think that us as web tehnologist would have the AV streaming thing down by now.

*Cliff Jenkins: (13:41) that one mic is really causing trouble

*Chasity Mcwilliams-moody: (13:41) Terry College recently interviewed the head of social media at Ford Motors, Scotty Monty that you might find interesting: http://www.youtube.com/terrycollege

*Anika Van Wyk: (13:41) Giving up in 15 mins

*Mansi Bhatia: (13:41) Is the be-all and end-all purpose of student and alumni engagement via online social media fundraising?

*Monty Dickerson: (13:41) giving up in 3 minutes.

*Rick Sweeney: (13:41) Thanks for the link

*Kelly Showard: (13:41) is this jsut question and answer?

*Kerri Hicks: (13:41) Kyle Judah - We need to keep our message ''on brand'' when we're in conversation with people -- they want to feel like they're talking to a human being, the voice of the school, not just some random student.

Cynde Fleagle: (13:41) we are trying to ustream for audience questions

*Karen Humphrey: (13:41) Mansi - friendraising? Just another ''touch''?

*Jeff Stevens: (13:41) Mansi - it will always be a component for administrative personnel.

*Kyle Judah: (13:42) aren't the students the real voice of the school?

*Jess Krywosa: (13:42) @mansi I'd say no - its building a brand, a community.

* Martin-baker: (13:42) yay bigger chat window

*Patrick Burt: (13:42) negative comments will be made no matter what. better to be in the conversation than just listening

*Kerri Hicks: (13:42) It's tough to get social media adopted at all, much less having enough resources to do it.

*Jenny Anspach: (13:42) don't be scared of a negative comment

*Annalisa Boccia: (13:42) very true kerri

Bevin Ames Hernandez: (13:42) It's going to happen with or without us - Social Media

*Jess Krywosa: (13:42) @patrick I agree. Why not take it as something to change than to hide from.

*Monty Dickerson: (13:42) CONTROL............

*Chasity Mcwilliams-moody: (13:42) If you have any questions, please @reply to @TerryCollege -- we've recently been doing a lot of research on social media.

*Dacia Brown: (13:42) Has anyone developed policies for the proper use of social media at their institute?

*Jason Woodward: (13:42) this chat window is a bad idea - do the chatting on a public, recorded medium like twitter or something

*Jason Woodward: (13:42) all these great thoughts are being lost

*Alice Nguyen: (13:42) college administration wants control

* Gabriel: (13:42) I would agree with Patrick. It's something to try to influence positively.

*Wassan Humadi 3: (13:43) Chasity are you on twitter too?

*Jess Krywosa: (13:43) @dacia we are finalizing

*Scott Kilmer: (13:43) I agree Jenny, More often than not, the community will self heal and doesn't require the University to heavy-hand the comments

*Monty Dickerson: (13:43) yes yes yes CONTROL. PR=BS? lol.

*Chasity Mcwilliams-moody: (13:43) Chasity is on Twitter, but this is her co-worker Jinny

*Bonny Million: (13:43) fyi, check out Giovanni Galluccic, social media expert. Great workshop!! gallucci dot net

*Chasity Mcwilliams-moody: (13:43) @jinnyp

*Chasity Mcwilliams-moody: (13:43) @chasitymoody

*Jess Krywosa: (13:43) @jason - agreed I'm going strictly twitter @jesskry

*Tracey Eastman: (13:43) Theory, theory, theory. PR is more than spinning the message. YOu're doing PR right now by promoting social media.

*Dylan Wilbanks: (13:43) I think it's helped at U Washington that we've never really had control of the message.

*Jason Woodward: (13:43) http://twitter.com/jdwcornell

*Kyle Judah: (13:43) the best defense that can be had for a negative comment is having your own students defend you

*Kerri Hicks: (13:43) Dacia, we're building policies right now.

*Jeff Stevens: (13:43) Would you consider the appropriate tone for social media messages to be more infomal than in traditional media outlets?

*Jason Woodward: (13:43) #smsummit

*Annalisa Boccia: (13:44) We have policies now online

*Anika Van Wyk: (13:44) Also looking for examples of social media use guidelines

*Mansi Bhatia: (13:44) I'd hope it would be about friendraising and building a community but more and more I see development officers wanting to ''use'' social media to raise funds...if we inundate our students and alumni through print AND online channels with requests for money, we'd only be putting them off and disengaging them.

Carrie Ann Egnosak: (13:44) agree with the PR social media comment

*Jason Allgire: (13:44) who has policies already in place to share?

*Dylan Wilbanks: (13:44) So we're freer to create the message

*Kerri Hicks: (13:44) WHAT WAS A GOOD POINT?? ;-)

*Thomas Marrone: (13:44) Washington State in Vancouver has policies - http://tinyurl.com/l2n725

*Jeff Stevens: (13:44) In development.

* Thompson: (13:44) Annalisa: do you have a link for your policies?

*Sean Williams: (13:44) Control is an illusion - the recipient of the message is co-creating meaning (Hazeltine and Botan)

*Karen Humphrey: (13:44) Mansi - I would NEVER let a DO do an ask on social media. If they try it, I would pull the plug on that DO

*Kathleen Barr 2: (13:44) working on guidelines at Eastern KY University now

*Brian Smith: (13:45) Does anyone have a Social Media Strategy to share??? We're working on one here at UAlbany.

*Patrick Burt: (13:45) Brand is a promise.

*Annalisa Boccia: (13:45) http://www.queensu.ca/www/socialmedia/

*Tammy Wyatt: (13:45) our policies are in development as well - would love to see others if you have links

*Jenny Anspach: (13:45) less time on the brand.... i like it

*Shanan Sorochynski: (13:45) Do any of you have a university news blog?

*Cathy Parker: (13:45) Hi Brian at Ulbany Cathy Parker is on too

*Carolyn Zinn: (13:45) Nice, Queen's Univ

Cynde Fleagle: (13:45) how do you coordinate social media efforts across a large campus?

*Monty Dickerson: (13:45) Brand is not static any more. Brand is as dyanmic and honest as your people.

*Patrick Burt: (13:45) yes: http://today.ucf.edu

* Perlbinder: (13:45) Brian, I have strategy, email me lperlbinder@admin.umass.edu

*Dylan Wilbanks: (13:46) But if brand is a promise, social media can show how you're fulfilling the promise.

*Brian Smith: (13:46) Hi Cathy!

*Kerri Hicks: (13:46) Cynde, that's what I want to know, too

*Kevin Prentiss: (13:46) you center the conversation at the students - stop silo-ing this info

*Dylan Wilbanks: (13:46) in real time

*Patrick Burt: (13:46) not really news, more stories and info

*Jeff Stevens: (13:46) http://news.ufl.edu/

*Rachel Reuben: (13:46) Brian - will you be at SUNY CUAD this week?

*Dylan Wilbanks: (13:46) with real people.

*Monty Dickerson: (13:46) Control vs. Transparency

*Kevin Prentiss: (13:46) very similar to this chat room vs. twitter

* Bernstein: (13:46) @jason Allgire hey jason!!! Wall street journal has a great set of rules of conduce. Airforce has a wonderful flow chart for interacting with social media posts

*Elayne Crain: (13:46) Our b-school has a news blog, Shanan - http://blogs.mccombs.utexas.edu/mccombs-today/

*Shanan Sorochynski: (13:46) Stories and info sites are fine. We're looking to convert our print publication to a blog.

*Annalisa Boccia: (13:46) patrick... takes you to generic page

*Gordon Ryan: (13:46) Perlbinder, I'd be interested in that too.

Bevin Ames Hernandez: (13:46) Isn't that antithetical to the concept of Social Media?

*Ben Riseling: (13:46) promote use of a common hashtag before, during and after an event for Tweet coverage xcross campus

*Brian Smith: (13:47) Thanks

*Kevin Prentiss: (13:47) if students have blog / twitter, then depts. can aggregate topic feeds or repost best content

*Shanan Sorochynski: (13:47) PS . . . you guys are awesome. Thanks for all the links!

* Gratil: (13:47) @ queensu - very interesting social media guideline. might contact you in the future

*Jason Allgire: (13:47) Is that Rebecca Bernstein out there?

*Kevin Prentiss: (13:47) @ben - exactly!

* Cali: (13:47) we use crowd status to track other depts on twitter, otherwise everyone does their own thing

*Monty Dickerson: (13:47) HASHTAG's are very important for campus events and initiatives.

Bevin Ames Hernandez: (13:47) To ''coordinate'' an effort? We need to fix internal, so that we are on message because we believe it

* Perlbinder: (13:47) Gordon, Email me

* Gratil: (13:47) any other links to university social media policy/guidelines would be great

*Brian Smith: (13:47) Hi no Rachel I won't be at SUNY CUAD

* Bernstein: (13:47) Yes!

*Tracey Eastman: (13:47) Central marketing doesn't know the products so they can't possibly coordinate product marketing via social media

*Steve Ray: (13:47) Yea but you still should be reading off the same page. Help your users but the subtext should be similar

*Trevor Beck: (13:47) what about areas within a department? 3 different areas within the library?

* Carter: (13:48) why does the audio always cut out when someone is going to say something interesting... doh

*Carl Epsosito: (13:48) Where is Mark from? Penn State?

*Jenny Anspach: (13:48) i'm glad i'm at a small school - no coordination necessary

Shannon Ritter: (13:48) I also think that at a large university, it's impossible for ONE unit to know everything that's going on in every campus, at every event, in every department.

*Eric Hodgson 2: (13:48) mark's from u buffalo

*Kevin Prentiss: (13:48) context determines official - if it's embedded on the site, then it's official, this can be filtered

Dana Carlisle Kletchka: (13:48) Our college editor doesn't ask to see Tweets or FB, but she follows both

*Lori Packer: (13:48) hmmm, I think ''social media guidelines'' might be an oxymoron.

*Kelly Showard: (13:48) Mark is from University of Buffalo

*Tracey Eastman: (13:48) We can cross promote the ''sanctioned'' feeds

*Kerri Hicks: (13:48) It is EVIL to expect your users to follow umpteen different Twitter feeds from one school.

*Rick Sweeney: (13:48) Belmont Abbey Wordpress site with social meadia hooks - www.bacroads.com

Shannon Ritter: (13:48) I agree, Lori.

*Jeff Stevens: (13:48) Shannon - You are correct. I've seen it tried, but it's very near impossible

Bevin Ames Hernandez: (13:48) I disagree Kerri

* Bernstein: (13:48) I agree with Tracey. You can not control cntrally. However, you can influence, inspire, excite, share and coordinate those excitement and inpsartion efforts centrally

*Jenny Anspach: (13:48) i agree Kerri

*Jess Krywosa: (13:48) Dacia are you on Twitter? DM me @jesskry

Bevin Ames Hernandez: (13:48) people will follow whatever they want to follow

* Cali: (13:48) knowing if a group/page is official is good as far as a unified approach

*Mansi Bhatia: (13:49) I agree with Shannon -- we can't possible coordinate ALL efforts nor monitor everything that each unit posts to Twitter or Facebook...we can only control what goes out the Public Afafirs office (which is, essentially, the face of the university).

*Patrick Burt: (13:49) @annalisa ? might be loading slow.... sorry. should be more like a display of stories

*Colleen Brenan-barry: (13:49) What's the line between ''control'' vs. ''coordination'' vs ''being in the know?''

*Dylan Wilbanks: (13:49) No, I think there should be social media guidelines. But they should give a lot of latitude.

*Mansi Bhatia: (13:49) *possibly in the earlier post...

* Bernstein: (13:49) you can also centrally coordinate the messages that you want to see taken out and reinforced across all media (includeing social)

*Monty Dickerson: (13:49) Sanctioned twitters are going to be Type 1.

*Jason Allgire: (13:49) Agreed that ''social media guidelines'' being tough if restrictive, so I'm going more for ''helpful''

*Jeff Stevens: (13:49) Kerri - it's my impression that students generlly identify themselves by college/unit, not by the university as a whole.

*Steve Ray: (13:49) I guess it depaneds on what you mean by social media guidelines. We have some. One of them is if you create an account, you must visit it daily and respond frequently. Don't create it and let it go unused.

Shannon Ritter: (13:49) If I'm doing the twitter feed for Penn State World Campus, I can retweet things from Penn State athletics, or the libraries, etc... We need to use our internal conversations to connect our external constituents to information.

*Jenny Anspach: (13:49) Jeff - depends on the size of your institution

*Monty Dickerson: (13:49) Coordinating tweeters is like HERDING CATS

*Kerri Hicks: (13:49) Jeff, I think it depends on the school -- the college I went to didn't have 'colleges'.

Carol J Capan: (13:49) Agreed Shannon

Dana Carlisle Kletchka: (13:50) Meow

*Seve Bacher 2: (13:50) some people might only want to follow sports or only arts; some just want to know about career services events. we have a few separate twitter accounts and one that has everything combined for general info

*Annalisa Boccia: (13:50) sorry patrick not sure what you mean

*Elayne Crain: (13:50) Yes, I would also go with ''best practices'' vs. calling them guidelines...less rules-y sounding, but also shows the benefit upfront...

*Trevor Beck: (13:50) Shannon: what about Facebook? Do you do the same thing?

* Hermann: (13:50) @Kerri: I don't think EVIL comes into it. Ineffective, more like. People will opt out.

*Jeff Stevens: (13:50) IN that case, then one would work best.

*Kelly Showard: (13:50) we corrdinate our blogs and social media messages comeing from admissions. we do not control youtube. we are in the know with regard to the facebbook groups that students create

*Monty Dickerson: (13:50) Meow

*Kirsten Mckinney: (13:50) if you do not have topic specific feeds, users will create them themselves - a central feed is only useful for a sprcific audience

*Carl Epsosito: (13:50) Penn State's fan page has 26,000 fans, but only 2 posts in 2009. Can't find any fan page for University of Buffalo

*Steve Ray: (13:50) Best Practices is what we called them.

*Kerri Hicks: (13:50) Hermann That's worse than evil. :-)

* Bernstein: (13:50) I agree the herding cats. but those of us who are creative souls have been cat herding for years

*Jeff Stevens: (13:50) EVIL is reserved for building freeze rays.

*Kerri Hicks: (13:50) Muah ha ha ha

Shannon Ritter: (13:50) I do, Trevor. I'm doing Facebook, twitter, Flickr,YouTube and Second Life for Penn State World Campus. I use one to talk about the other, and pull info from other departments/athletics, etc into each of those networks.

*Tracey Eastman: (13:50) I agree with Rebecca - we can also do the influencing/inspiring from product level to central. The field marketers are anxious to support central messages and central messages ought also to be influenced by the customer experience - and product marketing is where we see the rubber meet the road. thanks rebecca.

*Dylan Wilbanks: (13:50) We can't control. So there's no central control over UW Twitter accounts.

*Kyle Judah: (13:51) alright I'm out...nice chatting with everyone...thanks to Mark for putting this together

*Gordon Ryan: (13:51) Might as well toss this out there. You can find me on Twitter: @gordon_ryan. I work at Boston University.

*Kerri Hicks: (13:51) Our Police Department wants its own Twitter feed. Well, no one is going to follow it. 600 people are following our central feed. Shouldn't police notifications go out through central? Where do you draw the line?

*Rhonda Conlon: (13:51) Definition of best practices might contribute to coordination. May be a good starting point.

Dana Carlisle Kletchka: (13:51) THe Twitter community at PSU knows one another for the most part, and shared info. But we represent the small portion of the university that we know best on Twitter and FB.

*Karen Humphrey: (13:51) I'm finding this chat is the best thing on here

*Kyle Judah: (13:51) @Kyle_B_Judah

*Jeff Stevens: (13:51) Notifications should go where the traffic is.

*Monty Dickerson: (13:52) Audio is bandwidth constrained before coming out of the university.... I'm giving up on the breeze, see you on #smsummit

*Scott Kilmer: (13:52) I guess i'm alone, but at ACU so many are eager to learn the best way to do social media that they are willing to share ownership of their accounts with our group. We don't 'own' but we guide them, teaching them along the way.

*Mansi Bhatia: (13:52) @mansibhatia -- I work at San Jose State's public affairs office

*Patrick Burt: (13:52) oh no sorry. Some one asked about a blog story site.

*Trevor Beck: (13:52) Shannon - do you have policy for all the different units that want to use the social media?

*Kelly Showard: (13:52) Scott we are the same

*Dylan Wilbanks: (13:52) The Seattle Police Department was FORCED to set up a Twitter account b/c bloggers demanded it.

*Suzanne Demers: (13:52) no sound again

*Tammy Wyatt: (13:52) That's a great point Scott.

*Wassan Humadi 3: (13:52) @Kerri but why are you so sure people aren't going to follow? Maybe they will and only have notifications from that twitter acc go to SMS so tweets from THAT account are taken more seriously?

Shannon Ritter: (13:52) No Trevor, we don't. Penn State is a big place. :)

* Bernstein: (13:53) I think police posts are a wonderful idea, we have studied internal communications and one of the things that our consitituents want to know is that they are safe. what if the twitter feed was a bout sharing out police blotter?

*Nina Nolan: (13:53) no sound

*Scott Kilmer: (13:53) And, Kelly, do you find that if you support them - they are more than willing to run most things past you?

*Jess Krywosa: (13:53) audio?

*Anthony Lux: (13:53) sound completely gone now

* Trudell: (13:53) Does anyone use a policy or Campus Best Practices for staff members acting on behalf of the college online?

* Lawrence: (13:53) did we lose you?

Dana Carlisle Kletchka: (13:53) Nobody followed our police dpt—they felt it was an invasion of privacy. So the department quit tweeting.

* Grohowski: (13:53) I'm leaving as well. Hope the whitepapers come out soon. Thanks everyone. @michigantech @drewgro

*Mary Maxson: (13:53) sound out again

*Monty Dickerson: (13:53) @puresight out.

*Mary Maxson: (13:53) Maybe the archive will be better

*Chasity Mcwilliams-moody: (13:53) Scott, if you have several people who wish to share a twitter account, may want to look into cotweet -- several businesses use it to ''assign'' tweets to specific people to @reply back to their followers.

Cynde Fleagle: (13:53) nope audience question

*Dylan Wilbanks: (13:53) That's what SPD is doing, Bernstein. There's talk UWPD may join them soon.

*Kerri Hicks: (13:53) Dylan, what if there were a CITY feed, and police notifications came through there? I know LOTS of first responders have Twitter feeds now...but they need to establish relationships to be relevant to users, I think.

* Gabriel: (13:53) @Chasity cotweet, or perhaps Hootsuite

*Kelly Showard: (13:53) Scott: yes they do. and we end up with a closer connection to the students in general.

* Hermann: (13:53) @dylan: Demands of bloggers forced the hand of the police? That's... awesome.

Shannon Ritter: (13:54) And who's to say that if a student learns that a registration staff member has a Facebook page, and a student adds that specific person as a 'friend' that we're not building community and engagement that way - even though the student is not connecting with the university or the department, but with a specific staff member.

*Jeff Stevens: (13:54) Kerri - could your PD run a program like Hootsuite, and post notifications to both their account and to the overall University account?

* Bernstein: (13:54) I think that is great. BTW Red Cross uses flicker for crisis c ommuncations

Cynde Fleagle: (13:54) audience was also talking about best practices

*Georgiana Cohen: (13:54) Can't follow both chat and #smsummit, so I'm picking #smsummit...

Guy Charles Heckman: (13:54) lol

*Jason Allgire: (13:54) I've been trying to get a cotweet account but haven't been able to yet

*Kerri Hicks: (13:54) We control our web brand, we control our print brand, why wouldn't we control our Facebook voice and ''our school'' on Twitter?

*Dylan Wilbanks: (13:54) Kerri, the city departments tweet themselves.

*Kelly Showard: (13:54) Scott: I'm in admissions and the general rule is once they are in we are working on the next class: our studnets come back and want to help, they want to blog, they want to participate

*Annalisa Boccia: (13:54) ya it is hard to follow this chat... moving too fast*Kerri

* Bernstein: (13:54) why control? Why not influence

*Kerri Hicks: (13:54) Jeff They could, but what's the advantage?

*Dylan Wilbanks: (13:55) UW is similar -- us schools tweet, then there's a central UW account that mainly retweets the schools.

*Scott Kilmer: (13:55) Glad we really are the same, Kelly. Its true, we're a campus of 5,000 but our abilty to EFFECTIVELY communicate is duplicable on larger campuses...IF as the coordinator you will eduate the staff, deans, etc.

Shannon Ritter: (13:55) Kerri, because you can't. You can maybe control what YOU are saying, but you cannot control what others would say on your wall and if you tried to, you'd completely miss the point of what it's about.

*Elayne Crain: (13:55) I feel differently than most about Twitter. I like having many different feeds to choose from. People have very different interests. Why not sign up for as narrow a feed as possible, and several others in the same vein? Schoolwide sites can always RT if something needs to go out to a larger group...

Bevin Ames Hernandez: (13:55) Friending a staff member is like ''knowing someone that works at your university'' - it MEANS something to someone

*Jeff Stevens: (13:55) Well, it's audience segmentation. There might be people only interested in following the PD tweets versus the total university tweets.

*Tracey Eastman: (13:55) I totally agree with meetings with communicators. there are a ton of great solutions and smart people at UB. I could learn a lot from them.

*Eric Hodgson 2: (13:55) @elayne crain. that is exactly right

*Mansi Bhatia: (13:55) Online social networking messaging from each unit of the university is not going to be consistent until there is consistency within the university first!

*Gordon Ryan: (13:55) Our engineering department uses Twitter to share interesting news from the engineering community: @buece

Guy Charles Heckman: (13:55) agreed Elayne

*Patrick Burt: (13:55) @Elayne I agree.

*Dylan Wilbanks: (13:56) So the account I run, @uwsph, has nearly 700 followers. @UWTweets, the central account, only has 198.

*Kerri Hicks: (13:56) Shannon, we *are* concerned about brand voice, for example. We want our users to feel like they're talking to ''our school'', not random person who happens to be replying.

*Patrick Burt: (13:56) one account cannot possibly represent every group.

*Catherine Donnelly: (13:56) will this feed be captured the way that we can search twitter?

*Curtiss Grymala: (13:56) @Elayne - That's the position I'm pitching to our school, as well.

Guy Charles Heckman: (13:56) i rarely go to an official feed when their are user - non-marketing avenues available

* Bernstein: (13:56) Tracey--let's go offline and talk about getting a soacil media ''asubgroup'' going at UB

Bevin Ames Hernandez: (13:56) @Kerri but that shouldn't be a random person - that should be an employee correct? Someone who SHOULD be on message

* Gabriel: (13:56) @Patrick agreed. Like @ucfbusiness for UCF Business, and @ucf for main university.

*Eric Hodgson 2: (13:56) this feed can be published as a manuscript, i believe

*Georgiana Cohen: (13:56) yes, please publish the full chat transcript post-summit so we can review. can't pay attention to both chat and #smsummit at once

Guy Charles Heckman: (13:56) i want real experience not canned

*Dylan Wilbanks: (13:56) I'm at @dylanw, and the school's account is @uwsph

Moderator: (13:56) This can saved as a text file,

Shannon Ritter: (13:56) Kerri, then why not specific a specific person to be that voice? What happens when several students write on your wall and conversation takes on a life of its own

*Cathy Parker: (13:56) we don't use twitter but we do use facebook. Student don't want to friends us because we are like their parents.

Bevin Ames Hernandez: (13:56) @Guy I agree

*Jeff Stevens: (13:57) Again, I think it depends on the size of the insitution. The larger it is, the more segmentation of audience occurs.

*Tracey Eastman: (13:57) rebecca - i'm totally with you.

* Trudell: (13:57) Gotta go, thank you for all the hard work... Looking forward to posted slides and recorded show?

Moderator: (13:57) Also there will be a recording.

*Nick Valentino: (13:57) Kerri, that's different from ''control''. You can have a personality that is your brand's but you can't control the medium.

*Scott Kilmer: (13:57) Nick is right

*Patrick Burt: (13:57) even at a small institution there are different functions.

* Gabriel: (13:57) @Nick, what does it mean to have a ''personality that is your brand's''?

*Dylan Wilbanks: (13:57) Remember, Kerri, social media is brand AND personality AND information.

Shannon Ritter: (13:58) I think we may also be talking about very different audiences here - Penn State World Campus is connecting with a lot of adult learners, not traditional-age students... our students are also all online, they have no residential experiences on our campus. It's always about picking and choosing what tool works best for your campus/department/university

Cynde Fleagle: (13:58) ustream set up t http://ustream.tv/broadcaster/801143

*Kerri Hicks: (13:58) We love it when the conversation takes on a life of its own! No one wants to control what is said here, that's for sure. But we do want to ensure that our 'official' communications are appropriate in voice and content. How can you do that if you've got distributed Twitter feeds and Facebook pages maintained by units all over campus?

*Nick Valentino: (13:58) @Gabriel, I mean that you make the content and the tone of your communications match that of your brand's. If you're offline and online communications are less formal, so should your twitter feed be.

*Rachel Reuben: (13:58) @Kerri: The Disney way. Train, train, train. All the way down the trenches.

*Jeff Stevens: (13:59) Setting policy. That'a the only method. Unlike traditional web outlets, these will be set up without ever contacting at IT office.

*Kerri Hicks: (13:59) Rachel - that's pie in the sky for us, unfortunately. :-(

Bevin Ames Hernandez: (13:59) @Kerri, and have people believe in the message

*Scott Kilmer: (13:59) Kerri, I agree with Rachel, and it has worked well at ACU.

Shannon Ritter: (13:59) Kerri, I tend to think those sorts of things are what makes it more personal and more real. I do, however, think that if a person is representing a department/college/campus/etc, then those people need to be responsible for content in that space. You can't control individuals and what they post - or maybe you can.

*Steve Ray: (13:59) @nick Valentino But your personality should reflect your brand EG If your univeristy marketing goal is to convey We care about students, then your feeds, or pages should have their own personality and information, but under the over arching message of we care.

*Patrick Burt: (13:59) @Rachel Rueben - great comment. Exactly. Help, train, inspire, not dictate.

Bevin Ames Hernandez: (13:59) @Jeff I don't believe setting policy is going to work - Social Media and people talking about it is going to happen whether all are allowed to tweet or not

*Elayne Crain: (13:59) Does anyone have one of the special FB ''vanity URLs'' like Stanford has yet? I.e. http://www.facebook.com/stanford I wonder how they got it. Though, I'm sure it has something to do with numbers of fans, etc.

*Rachel Reuben: (13:59) @Kerri - haven't been able to follow this stream closely, so I don't know context. Which school are you with? An enormous one I'm guessing? I still believe there's a way - but won't happen over night.

*Nick Valentino: (14:00) That's it exactly, @Steve Ray.

*Susan Allen: (14:00) Rather thean setting policy, make yourself available with help and guidance.

* Bernstein: (14:00) Some food for thought. In the brick world we had departments doing thier own print, new meida, donor and laumni conversations. We addressed that be making the case for coordination. The same holds true for social media. new platform./ old problem

*Patrick Burt: (14:00) We do http://www.facebook.com/UCF

*Gina Padgett: (14:00) Here at Tennessee Tech University, the university has YouTube, Facebook, Twitter, etc., which is focused more on engagement with current and future students. In Alumni Relations, we have our own presence on Facebook, Linkedin, MySpace, YouTube, Twitter, etc., and our content is focused on communications to and for our alumni and friends. Sometimes the university's content and ours is the same, but many times it's different, because our audiences are different.

*Scott Kilmer: (14:00) ELayne, there was a Tech Crunch article last week telling us to prepare but I cannot get my hands on one

Cynde Fleagle: (14:00) question here: how do you make the case to upper mgmt to use social media

*Patrick Burt: (14:00) You request it from Facebook.

*Steve Ray: (14:00) @nick Valentino, now if I can just get everyone at my school on board! :-)

*Scott Kilmer: (14:00) @Patrick - how did you get it?

Guy Charles Heckman: (14:00) PSU - 80k+ students, 20k+ fac and staff, 23-24 campuses

*Rachel Reuben: (14:01) @Patrick Wait - you got a vanity URL from FB by just requesting it??? DM me your contact??

*Elayne Crain: (14:01) @Patrick Cool! :) How did you get that?

*Kathleen Barr 7: (14:01) Same thing here @ EKU - many depts & units doing their own thing.

*Nick Valentino: (14:01) @Steve Ray, that is the holy grail.

*Scott Kilmer: (14:01) But how do you get throught the wall around FB

*Patrick Burt: (14:01) There is a way to request them.

*Ellen Kanner: (14:01) Jay Collier's use of netvibes at Bates that MarkGr mentioned http://bit.ly/b542

*Elayne Crain: (14:01) @scott kilmer - I'll have to keep an eye...I got the idea it was coming but then haven't seen anything since. :)

* Cali: (14:01) @Patrick, how do you request it /form from site? email?

*Steve Ray: (14:01) @Cynde Fleagle We showed them that is where prospective students are and we must be there if we want to engage with them. They love stats, so we gave them LOTS.

*Nina Nolan: (14:01) The vanity links may be done using the application ''Facebook Static FBML application''

*Jenny Anspach: (14:01) @Patric - where do you request it from FB

*Tracey Eastman: (14:01) How do you convince management that the person who does web coding should NOT be the person managing the social media strategy and message. Our management thinks everything on the web is the same.

*Dylan Wilbanks: (14:01) Here at UW the departments and schools got into social media before the university did -- more than a year earlier

* Bernstein: (14:02) The web is not a technological issue

*Scott Kilmer: (14:02) @Tracey - print out some of the developers emails and see if management can read them :)

*Kerri Hicks: (14:02) Tracey, I don't know, but if you find out, LET ME KNOW!! :-)

*Nick Valentino: (14:02) @Tracey E, does your marketing department have anything to say about it?

*Elayne Crain: (14:02) @Nina Thanks! I had not heard about that!

*Dylan Wilbanks: (14:02) If you're a bottom-up sort of campus, you should look at whether others on campus are doing it right and co-opt them. :)

*Mansi Bhatia: (14:02) I agree Tracey -- just because a person has the word ''web'' in their official title doesn't mean they know how to manage online social media.

*Kirsten Mckinney: (14:02) agreed - use stats, do your research, find like profiles...

*Patrick Burt: (14:02) Sorry all, I am looking for it. We actually had an alum that works for FB do it. but I ran across how to do it about a month ago

*Colleen Brenan-barry: (14:02) Ning has been great ... we replaced our home-grown accepted student community with it this year, and it's been great.

*Jason Allgire: (14:03) Total agreement with Rebecca! I tried web from the tech side, but it's so much better/more effective from the marketing side

*Dylan Wilbanks: (14:03) I AM the one doing the web coding AND I'm managing the social media. Ha.

*Scott Kilmer: (14:03) Ning vs GoalQuest - Anyone else deciding here?

*Carolyn Zinn: (14:03) Me too @Dylan

*Cathy Parker: (14:03) Tracey - get Marketing as your ally. Tehy don't want techies in charge of their messaging

Robin Bradford Smail: (14:03) ROI = Return on Ignoring

*Jenny Anspach: (14:03) question for someone witha accepted student NING - how long are they a member of the community? until they start? all 4 years?

* Lawrence: (14:03) ''Risk of Ignoring''

*Kerri Hicks: (14:03) So first, we had print. And we had print designers and editors. Then we got the web. And most schools have *started* ramping that up, 15 years later...but still, most distributed publishing is done by administrative staff in departments. Now we've got social networking tools that need a DIFFERENT skill set. Where do all these people come from??

* Bernstein: (14:03) IF you look at EVERY job for web communications leadership on the plane today, they want people who can write, code, program, design and wahs windows

*Gordon Ryan: (14:03) At BU, The University is very Web active, but it seems that Web 2.0 is in the hands of departments and groups.

*Jenny Anspach: (14:04) I take care of everything web related and I mean everything, so i feel your pain

*Dylan Wilbanks: (14:04) The marketers and the web geeks should be friends!

Shannon Ritter: (14:04) Kerri, there are lots of us out there. :)

*Ann White: (14:04) @jenny we kept them in until we were ready for the next class

*Rick Sweeney: (14:04) This same conversation has been going on for 5 years or better

*Kirsten Mckinney: (14:04) @RickSweeney agreed

*Ann White: (14:04) @jenny so maybe until the january of freshman year, but i don't expect them to use it until then. FB takes its place

* Lemke: (14:05) Does anyone know if we can get a copy of this llater?

*Kerri Hicks: (14:05) <-- a web geek in the marketing office

*Colleen Brenan-barry: (14:05) Jenny, we plan to have that community open for this class as long as they want it -- once they arrive, we'll turn the space over to the class president etc. (w/ a designated staff ''sponsor'' still on board)

*Elayne Crain: (14:05) Ha ha, at least here, the marketers ARE Web geeks. Though, there are levels of geekdom we still seek to attain. ;)

*Steve Ray: (14:05) @dylan willbanks That is what we are tyring to do. Get the web geeks and Marketers together

*Dylan Wilbanks: (14:05) The problem here was that for years it was clear someone should be creating the content other than geeks. But who? That delayed things for years.

* Bernstein: (14:05) Agreed. The best websites and wonderful places where technologies, marketers and strategists work togehter to build thoughtful sites that make a difference to university goals

*Alice Nguyen: (14:05) Any of you run a twitter or facebook from a web developer point of view on behalf of higher ed institute?

* Bernstein: (14:05) make that technologists

*Steve Ray: (14:05) @Bernstein Agree 100%

* Doob: (14:05) @tech team: thanks for making the audio work. :)

*Jenny Anspach: (14:05) @Colleen - will you then delete accounts when they graduate?

*Justin Gatewood: (14:06) audio sounds good...nice work

*Nick Valentino: (14:06) @Dylan, we have a content development manager who works very closely with me, the web development manager. It's a system that works really well

*Heather Larson: (14:06) @dylan did you face any opposition in proposing facebook and twitter preference for the school?

*Mansi Bhatia: (14:06) I also don't think that managing online social media should be the ppurview of one person. Everyone in the public affairs/marketing office should be trained to use it.

*Rick Sweeney: (14:06) We just feed twittter and facebook with feedburner from news and information form our wordpress site

*Tracey Eastman: (14:06) Rebecca - I hear you. We just don't have that. We have students who have grown into it by learning HTML but not design or marketing or branding. What i'm saying is it's the pipe. I agree that there needs to be coordination - not the HTML programmer dictating strategy.

*Wassan Humadi 3: (14:06) @mansi, I couldn't agree more. Its not a 1 person job

*Dylan Wilbanks: (14:06) @Heather I didn't. I just didn't tell them I did it. :)

*Heather Larson: (14:06) preference = presence

*Heather Larson: (14:06) nice

*Kirsten Mckinney: (14:06) http://www.nmc.org/pdf/2009-Horizon-Report.pdf

*Seve Bacher: (14:06) My community college created my position, Director, e-Marketing, a year ago. It has taken a year to get control of what goes on the home page when from the IT ''webmaster''. He reports to the head of IT, I report to head of PR/Marketing.

*John Romanski: (14:06) Has anyone used cotweet to manage institutional tweetings?

*Dylan Wilbanks: (14:07) I set up the Twitter account in June 2007.

*Scott Kilmer: (14:07) John, I use it at ACU

*Scott Kilmer: (14:07) It works great too

*Wassan Humadi 3: (14:07) @ Seve Bacher, interesting, are you on twitter?

*Elayne Crain: (14:07) @Dylan Whew! It's an olllld account! ;) (Only in this world, right??)

Cynde Fleagle: (14:07) I tried to set up a cotweet but it was still in beta is it live now?

*Colleen Brenan-barry: (14:07) @Jenny Not sure how that will work with when graduated -- we need to talk more with alumni on this, as there is an alumni online community. We need to see if we just delete the Ning group and transition to alumni group, at that point, or integrate in some way.

*Seve Bacher: (14:07) /bucks_edu

*Annalisa Boccia: (14:07) you have to pay for co-tweet right

*Wassan Humadi 3: (14:07) thanks!

*Annalisa Boccia: (14:08) i think i tried to set it up but was on a wait list

* Gabriel: (14:08) hootsuite allows multiple accts as well, similar to cotweet i believe

Robin Bradford Smail: (14:08) cotweet is still in beta, but working well

*Jenny Anspach: (14:08) @ Colleen - interesting! sounds like a great idea

*Scott Kilmer: (14:08) @Annalisa - CoTweet is not a paid service *yet*

*Annalisa Boccia: (14:08) trying http://splitweet.com/

*Dylan Wilbanks: (14:08) @Elayne I had the first school Twitter account on campus. Possibly one of the first ever.

*Heather Larson: (14:08) my biggest challenge is convincing medical staff of the value - it's a much more controlled environment over here . change (aka improvement) is dangerous

*Colleen Brenan-barry: (14:08) @Jenny -- will let you know!!

*Dylan Wilbanks: (14:09) @Heather knowing your situation, I can give you a bunch of reasons why they should be on Twitter.

*Kerri Hicks: (14:09) It's funny to talk about the web that way -- most schools have failed at distributed web publishing. In lots of cases, a CMS keeps the shell running, but that's the best we can do.

*Dylan Wilbanks: (14:10) Mark should sell that as a print.

*Mansi Bhatia: (14:10) I suggested that our web person use Twaitter which would 1.Help schedule tweets for weekends/late night events and 2. Help in time-management -- you type in all the tweets at once but they are tweeted at times you specify. I thought it would be a great tool, but it wasn't used by her at all. Anybody else using Twaitter...pros/cons?

*Elayne Crain: (14:10) I'm going to try to follow those who I am not yet, but just in case, throwing out my handle - ha! http://twitter.com/highered_red

*Elayne Crain: (14:11) This conversation has been great.

*Heather Larson: (14:11) @dylan I used h1n1 flu communications as example ... still not a lot of understanding / interest

*Wassan Humadi 3: (14:11) Mansi, my colleague uses hootsuite sometimes which allows you to do the same thing

*Kirsten Mckinney: (14:11) Yes! Start with the goal - not the tool!

* Gabriel: (14:11) @Wassan yes, agreed about hootsuite.

* Pritchard: (14:11) Anyone know if this has been recorded and will be posted somewhere if we missed the first half of the discussion?

*Patrick Burt: (14:11) Why is always a great question to ask clients

*Carolyn Zinn: (14:11) Kirsten -- right!

*Sean Williams: (14:12) Basic strategy is basic, but too often not used

*Wassan Humadi 3: (14:12) I'm going to try to follow those who I am not yet, but just in case, throwing out my handle - ha! http://twitter.com/aljamiat

*Dylan Wilbanks: (14:12) @heather really? I was all set to use our Twitter account to communicate our school's H1N1 info

*Nick Valentino: (14:12) Well said, Patrick

Bevin Ames Hernandez: (14:12) @Pritchard Yes, it is being recorded

*Justin Gatewood: (14:12) @kirsten - important to first identity WHAT you want/need to do, THEN select a tool that meets the need

* Pritchard: (14:12) Thanks @Bevin

*Kerri Hicks: (14:12) Justin - AMEN. How many times have we heard, ''Should we have a blog?''

*Eric Hodgson 2: (14:12) @elayne ditto: twitter.com/ehodgso

*Dylan Wilbanks: (14:13) @Justin dead on. Horses for courses is what I tend to say.

*Annalisa Boccia: (14:13) yes I wanted to use it for H1N1 too

*Sean Williams: (14:13) Use the ''five year old'' method -- ask ''why'' five times

*Renee Starkey: (14:13) do any of you work with inline video/audio recording?

*Mansi Bhatia: (14:13) Going back to the Vanity URL question, here's some insight: http://bit.ly/3fOFl

*Heather Larson: (14:13) @dylan are you hiring? lol

*Keren Thillet: (14:13) have there been talk about when to use 'public' fb twtr etc, and when to commit to 'in-house'

*Colleen Brenan-barry: (14:13) http://twitter.com/ColB

*Tracey Eastman: (14:13) Mark's mission statement is great. But it makes clear how social media or web pages etc. is a path that is used by others to achieve business strategy? Are the experts in social media, web, etc. similar, then, to accountants? Sales people? They don't provide the product, they don't sell the product, they don't develop the product - they open a path to communicate the features, benefits of the product to the world? So where would this fit in the normal operational org chart?

*Elayne Crain: (14:14) @Mansi, thx! I'll check that out...

*Sandy Lashin-curewitz: (14:14) Interrupted by urgent project. Will feedback continue to be available?

Bevin Ames Hernandez: (14:14) @Tracey - Does it need to? The normal org chart may need to be thrown out the window :)

*Dylan Wilbanks: (14:14) @heather don't I wish.

* Ubinfo: (14:14) D

*Kerri Hicks: (14:14) Look at how @DunkinDonuts and @SouthWestAir use Twitter. They're so good.

* Ubinfo: (14:15) Shouldn't 'social' media by its very nature be collaborative..?

*Annalisa Boccia: (14:15) yes @SouthWestAir does a great job

* Gabriel: (14:15) @Kerri - Yes, but can that be applied to higher ed?

*Kerri Hicks: (14:15) @Gabriel - Absolutely! Why not?

*Dylan Wilbanks: (14:15) @Tracey It doesn't fit on the chart. You could argue that the flat management structure needs to come to higher ed.

*Kerri Hicks: (14:15) They retweet, they're personal, it's all about relationship building, it's fun -- I love them.

*Colleen Brenan-barry: (14:16) My question is, not CAN it be applied for higher ed, but for many of us with limited resources, HOW can it be applied?

* Bernstein: (14:16) @tracey Information Architecture and Web Strategy. The best strategies are based on IA discovery which intersects the business need, the user need and the platform (medium). Peter Morville addresses this in this Information Architecture bible

* Gabriel: (14:16) @Kerri - I agree with you - it is just difficult sometimes for higher ed to handle the idea of ''personal''/relationships

*Dylan Wilbanks: (14:16) @Tracey I mean, EVERYONE represents the instutition, right?

*Tracey Eastman: (14:16) I'm all for throwing things out the window and starting from scratch. how likely is it to change? so what should it look like?

*Nick Valentino: (14:16) The term is ''social'' media. We can't forget about the social aspect.

*Kerri Hicks: (14:16) What is this student's Twitter name? @2010Emily?

Bevin Ames Hernandez: (14:16) @Dylan Exactly!

*Dylan Wilbanks: (14:16) @Tracey As a web geek I've ''accidentally'' recruited students.

* Gabriel: (14:16) @Kerri Yes.

*Dylan Wilbanks: (14:17) @Tracey on plane flights, in cafes, on MetaFilter. People ask me about the place.

*Mansi Bhatia: (14:17) Great question Colleen. There are a lot of wonderful resources out there but unless it becomes a priority at the institutional level, it's hard to implement any kind of online social networking strategy to build relationships.

*Kerri Hicks: (14:17) It sounds like Mark's kind of saying, ''There's nothing you can do, just let it go.''

*Dylan Wilbanks: (14:17) I am not a recruiter. I'm a geek. And yet....

*Tracey Eastman: (14:17) absolutely. everyone is a brand ambassador.

Bevin Ames Hernandez: (14:17) @Dylan Exactly - you are the organization, wherever you go

* Gabriel: (14:17) @Mansi agreed.

Cynde Fleagle: (14:17) good question, will higher ed web sites become irrelevant?

*Kelly Showard: (14:18) no

*Kelly Showard: (14:18) they will never be irrelevant

*Kirsten Mckinney: (14:18) @cynde - too much information used online for them to become irrelevant - but admissions may not rely on them so heavily.

*Dylan Wilbanks: (14:18) no, web sites are best for long form.

*Kelly Showard: (14:18) just like good ole fashion snail mail

*Kerri Hicks: (14:18) Who are you going to ask to find out how much tuition is? Which dorms are for freshmen? No, relying on crowdsourcing for that kind of info is stupid and dangerous.

*Jeff Stevens: (14:18) There will always be a need for both. Did radio supplant television?

*Kelly Showard: (14:18) you still use it

*Don Philabaum: (14:18) No they will always provide information and be a resource, but think social media sites will help drive people to the content

*Annalisa Boccia: (14:18) tried to follow Mark Greenfield on twitter but his updates are protected

*Kerri Hicks: (14:19) 50% of our prospective students still want print viewbooks.

*Jeff Stevens: (14:19) Ironic.

*Annalisa Boccia: (14:19) exactly!

*Kelly Showard: (14:19) agreed Kerri

*Kerri Hicks: (14:19) Emily is not data. ;-)

*Annalisa Boccia: (14:19) is anyone doing away with their print viewbook

*Cathy Parker: (14:19) They won't be irrelevant. i am in Career Servcies and my biggest target is current students not potential. Althouigh I knwo I may influence potential students

*Dylan Wilbanks: (14:19) @Kerri we're not printing anything inside the school anymore and they're still asking for print.

* Pritchard: (14:19) @Kerri, noticed the same thing with my org's program as well. Would rather save on print costs and have them view info on web but they want to hold something sometimes.

*Nick Valentino: (14:20) There's always going to be a place for web site and print viewbooks. They serve different purposes

Misty S Patcyk: (14:20) Honestly as I prefer having print catalogs with me

*Kathy Kissane: (14:20) @Nick I totally agree!

*Kerri Hicks: (14:20) If you don't have a data plan, how do you show it to your friends on the bus?

*Annalisa Boccia: (14:20) what does your online viewbook look like? flashy?

*Nick Valentino: (14:20) We cater the content to each medium knowing that they'll go to different cohorts.

*Kelly Showard: (14:20) not ours.

*Dylan Wilbanks: (14:21) I think there's ''tangibility'' with print. You get print, you have ''done something'' towards applying for school

*Colleen Brenan-barry: (14:21) @Annalisa Yup -- we're getting rid of the traditional viewbook in the next few months; replacing with three-times a year short magazines for students and parents, driving to Web for more data/detail

*David White: (14:21) We are actually printing up more viewbooks,,,we now have one for high school students and one for returning adult students

*Elayne Crain: (14:21) We still have a print viewbook for our MBA program but it really is becoming a viewbook these days...far more emphasis on visuals and tantalizing information (though we could certainly cut down the content more overall). But the trend is unmistakably towards using the viewbook as a lure to get them to the Web site, blogs, etc.

*Tracey Eastman: (14:21) Cynde, this is a great question. our websites are merely for reference now - and some transactions. but the customer experience is lost unless we staff web management with the right skill. we think we can dump print and hire students to do HTML programming - not IA (as REbecca

mentioned). We don't equip ourselves with the right experience and talent. That's why i'm a fan of going outside to consultants. But management thinks if someone has ''web'' in their title they can do it all.

*Kelly Showard: (14:21) Our online pubs: http://www.canisius.edu/admissions/publications.asp

*Anika Van Wyk: (14:21) parents want print viewbooks

*Patrick Burt: (14:21) online viewbooks? some one looking for examples?

*Kerri Hicks: (14:21) Our viewbook is paper, but we did a PDF in Issuu http://tr.im/nW10

Misty S Patcyk: (14:21) You can carry print around with you, look at it randomly. and not have to hope for a power outlet with your laptop dies sitting on a park bench

Cynde Fleagle: (14:21) @tracy this was the qustion posed here, thanks for everyones feedback I'm going to share with Mark

* Gabriel: (14:22) @Kerri We like Issuu as well

* Pritchard: (14:22) @Kelly, thanks for the link.

*Annalisa Boccia: (14:22) thanks for the link

*Kelly Showard: (14:22) do you use issuu as a link from your website?

*Kelly Showard: (14:22) I just found them

*Jason Allgire: (14:22) Yes, we're also using Issuu at SNHU

*Kirsten Mckinney: (14:22) remember the dawn of the internet? They thought books would disappear...still hasn't happened.

*Rick Sweeney: (14:23) http://www.belmontabbeycollege.edu/bacwebmagizines/viewbook-full2.html

*Mansi Bhatia: (14:23) If 85% ppl trust their network rather than the institution then what are higher ed institutions even doing on social networking sites?

*Jason Allgire: (14:23) .edu sites are good for what we control (costs, etc) but not for what is out of our control (opinions)

Timothy Wayne Auman: (14:23) Are traditional Q&A surveys are obsolete? should be monitoring the social media traffic instead?

* Byrnes: (14:23) we use issuu as a link from our site

*Tracey Eastman: (14:23) Mansi, excellent point.

*Colleen Brenan-barry: (14:23) Issu is nice but it's still essentially a really dressed up PDf -- we use it too but are also looking to do some more intereactive stuff that has more value

*Annalisa Boccia: (14:23) working on an online viewbook right now but is is not flashy... html

*Kerri Hicks: (14:23) Yes, but your MOM is going to trust the official channel.

*Kelly Showard: (14:23) Just so long as it's factualy not opinion based, they will come back for information.

*Nitya Dhakar: (14:23) bye everyone!

*Kerri Hicks: (14:23) And your DAD

*Cliff Jenkins: (14:23) I'm taking a look @ issuu for our docs.

*Patrick Burt: (14:24) we use Zmags for online publications.

*Cathy Parker: (14:24) Official channels do provide information just not every point of view

*Elayne Crain: (14:24) @Mansi I think a lot of people's networks are based on higher ed inst., so it makes sense. In our case, some of our students demanded we step up to the plate.

*Ann White: (14:24) We use Issuu and I am very pleased with it.

*Nick Valentino: (14:24) Is there a big demand for online versions of the print viewbook? Why not just translate the viewbook into a format designed specifically for online?

*Rick Sweeney: (14:24) issuu is free

*Justin Gatewood: (14:24) Standard customer satisfaction surveys are not as valid as many think they are. The unhappy customers are not the ones typically taking the time to fill them out, because they've already gone somewhere else.

*Jeff Stevens: (14:24) But you'll have to remember today';s students are tomorrow's MOMS and DADS. ;)

*Ann White: (14:24) Issuu can be free, or you can pay $19 for pro

Bevin Ames Hernandez: (14:24) @Mansi - becoming a part of their network

*John Vogel: (14:24) Issuu is limited for printing. You have to be a logged in member to print an entire book. You can print a two-page spread anytime.

*Cathy Parker: (14:24) Official sites are good for facts not opinion

*Kelly Showard: (14:24) ahh thanks Ann

*Jason Allgire: (14:24) But ages/attitudes of parents are changing. Some were in college when the Internet first started and have a very different perspective than parents who didn't experience the beginning in the same way

Bevin Ames Hernandez: (14:24) @Mansi engaging them in conversation

*Dylan Wilbanks: (14:25) $19 month/year/view/???

*Justin Gatewood: (14:25) Social networking, as it relates to highered, is like the ''consumer reports'' of the educational environment

*Cathy Parker: (14:25) If tehri parenst are x-gens liek me they do not trust official sites for marketing

*Kelly Showard: (14:25) this website vs social networkign is like the sky is falling speech. each serves its own purpose

* Bernstein 2: (14:25) @jason I agree with your thought, however I think the brick organizations can also point to and publish the interesting oppinions to encourage connections. When UB was in the mac champion, we posted the post interesting opinion posts of the day and our site, with our messages became the daily destination of the social media option makers

*Justin Gatewood: (14:25) why not embrace it and what is said about your institution

*Santiago Fernandez-gimenez: (14:25) If the official .edu should be focussed on the students at hand, the prospects will get the message

*Justin Gatewood: (14:25) use it to improve

*Dylan Wilbanks: (14:25) ''Some were in college when the [web] started'' OH THANKS now I feel old.

*Rick Sweeney: (14:25) Do not need a pro account with issuu

* Lively: (14:25) pooh, have to run off to a meeting

* Lively: (14:26) will look for archived material online

*Kerri Hicks: (14:26) Santiago, I don't agree at all. Audience is EVERYONE. Prospectives, currents, parents, alums, biz.

*Rick Sweeney: (14:26) You can push off the ads with page width

*Elayne Crain: (14:26) @Dylan...no you are supposed to feel WISE, not old! ;)

*Mansi Bhatia: (14:26) I'm just wondering if the students view everything coming from universities as spin, hence the lack of trust in ''facts''

*Elayne Crain: (14:26) At least, that's what I am trying to feel. :)

*Tracey Eastman: (14:26) I can still remember DOS commands. I am hopeful they will some day return :-)

*Colleen Brenan-barry: (14:26) I think a take-away for me is that we can't neglect any of these pieces -- all have value, but in different ways. Challenge is to figure out which resources to purpose where, and how to integrate and make it all feed into each other and work together.

*Kelly Showard: (14:26) I don't think they see it as spin if it's factual

*Justin Gatewood: (14:27) They're still here, you just have to open a 'cmd' window

*Kelly Showard: (14:27) the tutition price is $_____

*Jeff Stevens: (14:27) If 85% of people trust their network more than an institution, shouldn't the institute pick a person already part of the network to be their voice? A popular professor, for example?

*Curtiss Grymala: (14:27) There is more to marketing than just trying to sell things. Providing information is also a form of marketing. Obviously, unigo is not going to include appplications for admission, class lists, steps to apply, financial aid, etc.; which are all marketing tools - the higher ed Web site will always be a place to put that info

*Santiago Fernandez-gimenez: (14:27) Audience is all of them, yes, but is that audience reached most effectively peripherally?

*Mansi Bhatia: (14:27) @JEff or some students/recent alumni?

*Justin Gatewood: (14:27) That's where people-oriented design comes in -- @Santiago

*Kelly Showard: (14:27) Does anyone thik that facebook is going by the waysiad since people without .edu are going to go somewhere else?

*Dylan Wilbanks: (14:27) One thing mentioned at SXSW was that the fastest growing group on Facebook was the 35-54 demo.

* Cohen: (14:27) Web is a pull media, people go online seeking something specific. your site should make it easy for them to find what they're looking for. but Mansi's right, they won't be looking for the insitution's own opinion of itself.

*Kelly Showard: (14:27) oopsMark just asked the same question

*Justin Gatewood: (14:28) setup the entry point as a gateway to different content areas, each catered to different 'audiences'

*Kerri Hicks: (14:28) Do you remember when you were looking at schools? Didn't you take the viewbook with a grain of salt, and then go for a campus visit, and find out who went from your school to that college/uni? Kids will be as skeptical as they ever were. It doesn't mean we shouldn't publish our inspirational, positive messages.

*Cliff Jenkins: (14:28) where will the kids go next?

*Colleen Brenan-barry: (14:28) It's the Creepy Treehouse theory!!

*Kelly Showard: (14:28) exactly cliff

*Annalisa Boccia: (14:28) is anyone concerned about the accesibility of social media sites?

*Seve Bacher: (14:28) 35-54 is growing fastest, but isn't a much larger % of the 34- demo already on facebook?

*Tracey Eastman: (14:28) We just did some research on the reason why young college students don't want parents on facebook - it's pretty self-evident - but they at this stage they were more inclined to exclude parents than to move off theplatform.

*Jeff Stevens: (14:28) Cliff: The malt shop. Everything is cyclical.

*Justin Gatewood: (14:28) the in-person campus visit is still far and away the single most important deciding factor to prospective students in selecting an institution to attend

*Sean Williams: (14:28) This is the same phenom as in other aspects of popular culture - once I tell my nephew I like some music he's playing, it's jumped the shark

*Elayne Crain: (14:28) @Jeff and @Mansi I think that those people do act as hubs for networks...but that doesn't mean that we can't provide interesting, engaging content, suitable for them to pass along (instead of just opting to let them handle everything)

*Dylan Wilbanks: (14:28) I'm very concerned about accessibility in social media. It's a mess.

*Cliff Jenkins: (14:29) That's the hardest thing to figure out fright now.

*Cliff Jenkins: (14:29) right now

* Gabriel: (14:29) @Dylan Concerned about that as well

*Don Philabaum: (14:29) Facebook will create ways to keep friends separate, it only makes sense for parents to join Facebook, but students can only give them limited view. Just like Facebook needs to create a way so your boss doesn't see all your friends and what they say

*Kerri Hicks: (14:29) They're going to use it to keep in touch with the kids they graduated with.

*Justin Gatewood: (14:29) me 2

*Justin Gatewood: (14:29) accessibility in social netowrking is not what it should be

*Annalisa Boccia: (14:29) ok because that is one of the reasons why some people are against SM

*Rachel Reuben: (14:29) @Don - that's there now. Privacy settings.

*Tracey Eastman: (14:29) Our students are extremely knowledgeable at managing privacy settings.

* Gabriel: (14:29) @Dylan how accessible is social media to people with disabilities, etc

*Anthony Lux: (14:29) @Kerri - the viewbooks I took with a grain of salt, but only after I narrowed down the schools I wanted to go visit. USC had a great viewbook, which made me consider going across the country for school, and then the school itself impressed me enough that I went there

*Cliff Jenkins: (14:30) but what aabout the 12-15 y.o.s who are looking at another venue

*Kelly Showard: (14:30) So whats the new facebook?

*Chasity Mcwilliams-moody: (14:30) Dylan, I agree with you about accessibility. Although I think Southwest aurlines has a great twitter page, majority of their ''text'' content in their twitter background is an image.

* Bernstein 2: (14:30) Agreed. Teens I know have thier parents freinded but exclude them from thier ''frend'' things

*Mansi Bhatia: (14:30) @Elayne that's right. And I agree with most people on why universities whuold be on online social media sites, but I do think it shouldn't all be just push. We should be following faculty, staff, students and alumni and retweeting, at least, if we can't (i.e. don't have the people resources) to engage in conversation with them.

*Dylan Wilbanks: (14:30) @Gabriel U of Southampton did a review of social media accessibility, I'll see if I can dig it up

*Nick Valentino: (14:30) Don't we think that Facebook will learn from the Myspace example and work very hard to stay relevant?

*Annalisa Boccia: (14:30) seems that most online viewbooks are flashy... we advised against that because of accessbility

*Karen Humphrey: (14:30) If students look to other students to help make decision to attend, does this mean donors may look to other donors to help make decision to give?

*Dylan Wilbanks: (14:30) If I can't find it I'll tweet it later at @dylanw

*Elayne Crain: (14:31) @Mansi Agreed. People would like to hear from experts and other important figures (to them). :)

*Kerri Hicks: (14:31) Karen, that's a great question.

*Jeff Stevens: (14:31) Nick, in a lot of ways I think that decision isn't up to Facebook.

*Annalisa Boccia: (14:31) thanks so much dylan!

Guy Charles Heckman: (14:31) i don't think it's relevancy that is the issue, i think there is a nature migration to the 'next new cool' thing

*Justin Gatewood: (14:31) @Karen - very good question

*Tracey Eastman: (14:31) Have read way too much recently about teens and college students NOT using twitter. I think if college students won't use it it should be a sign to us tech reactionaries that it is superfluous.

* Perlbinder: (14:32) Kerri, Karen, based on the success of Obama and Romney fundraising, friend to friend on SM is best

*Justin Gatewood: (14:32) @Tracey - I've read the same stuff - how 30-somethings are the primary Twitterers.

*Nick Valentino: (14:32) Of course, @Jeff, but staying agile and catering to their (youthful) demographic will certainly go a long way.

* Cohen: (14:32) In unfamiliar situations we tend to follow the example of peopel who are the most like us. See ''Influence: the Psychology of Persuasion,'' Cialdini

*Kerri Hicks: (14:32) @Karen, my alma mater sends me notes telling me who gave...trying to inspire me to give, so I think there's something to that.

Bevin Ames Hernandez: (14:32) @Tracey but their parents will be on it

Dana Carlisle Kletchka: (14:32) On our campus, student news outlets use Twitter to get ideas for stories

Bevin Ames Hernandez: (14:32) (my oldest will be 18 in just 4 years)

*Elayne Crain: (14:32) I think younger students don't use it...until they need a job (i.e. graduate). But, that doesn't mean that it won't change over time. Plus, it's a no-brainer for graduate school recruitment.

*Colleen Brenan-barry: (14:32) @Tracey But I think it's important to remember that the value on Twitter may be that it feeds into other platforms for updates, rather than having lots of Followers on an account.

Dana Carlisle Kletchka: (14:32) Stories that are then posted on blogs and int the student paper

*Elayne Crain: (14:32) Twitter, I mean (earlier comment)

Dana Carlisle Kletchka: (14:33) Plus, it creates a relationship between students, staff, and faculty

*Karen Humphrey: (14:33) It would be great to recruit a donor to do this from their Twitter, etc, rather than from us.....

Dana Carlisle Kletchka: (14:33) that is unlike any other I've experienced

*Nick Valentino: (14:33) The stats back that up, Elayne. Twitter defiitely skews older.

*Karen Humphrey: (14:33) Kerri - did it work? Did you feel inspired to give?

*Jeff Stevens: (14:33) Nick, I'm not surte how MySpace failed to do that versus Facebook.

*Justin Gatewood: (14:33) However, re: Twitter and younger students (prospective, high school, etc.) - pushing Twitter updates out to RSS on Prospective Students page could improve what is read, but may not start a conversation with them

*Kerri Hicks: (14:33) @Karen A little bit.

* Cohen: (14:33) Compare ''Give me real, dont' give me fake'' with ''We've got to tell our story.''

*Justin Gatewood: (14:33) They may not see the 'value' in talking back

*Cliff Jenkins: (14:34) but what is next?

*Nick Valentino: (14:34) I think it was getting bought out by Rupert Murdoch that did it, Jeff.

*Kerri Hicks: (14:34) @Cohen YES.

*Tracey Eastman: (14:34) thanks for clarifying that Mark

*Wassan Humadi 3: (14:34) Do most of your marketing/PR depts work only with domestic admissions or do you work with international admissions as well?

*Mansi Bhatia: (14:34) Anyone using LinkedIn? We have more than 6,000 members of the official SJSU Alumni Association group and have occasional dialogues...is that part of online social media even though it has a very specific focus? How many people are tapping into that resource?

*Cliff Jenkins: (14:34) FB? twitter? the kids who are 12-15 right now

*Dylan Wilbanks: (14:34) I set the school up on MySpace, Facebook, and Twitter in 2007. I've abandoned the MySpace account.

*Colleen Brenan-barry: (14:34) Exactly, @Justin -- it all feeds into one another -- it's a SUM game of communication, rather than discrete forms of communication

*Kelly Showard: (14:34) I think facebook worked and myspace kind fo fell by the wayside because facebook was only availabe to .edu users

*Annalisa Boccia: (14:34) LOL

*Kerri Hicks: (14:34) I am hearing marketing being demonized -- but the best of us are really just trying to tell a story...a true, real story.

*Kelly Showard: (14:34) studetns were talkign to students

*Dylan Wilbanks: (14:34) We're a grad school mainly, and our prospectives and alums weren't on MySpace.

*Karen Humphrey: (14:34) My 18 and 19 year old sons are on MySpace, they say FB is for ''old people''

*Justin Gatewood: (14:35) anyone have departments running rogue MySpace / FaceBook pages?

*Cathy Parker: (14:35) MySpace is used by bands and musicians alot still

*Nick Valentino: (14:35) Once Myspace became a tool of old media, it lost it's relevance.

*Justin Gatewood: (14:35) if so, how did you deal with it?   (if at all)

*Annalisa Boccia: (14:35) why are so many people paranoid about people following them

*Jeff Stevens: (14:35) Rogue Pages. Love it.

*Justin Gatewood: (14:35) hehe...@Jeff

*Annalisa Boccia: (14:35) sorry but this is a big beef of mine

*Alice Nguyen: (14:35) @justin: fin aid, library. the set up twitter on their own but let me know

*Wassan Humadi 3: (14:35) Myspace is used plenty, just a different demographic. Comm colleges and continuing education should certainly have presence on Myspace

*Curtiss Grymala: (14:35) My 14 year olds are slowly migrating away from MySpace toward Facebook, right now.

*Kelly Showard: (14:35) Nick: the same thing will be true of facebook

*Justin Gatewood: (14:35) why did that link?

*Dylan Wilbanks: (14:35) When I surveyed students on social media last year, some said Facebook was ''too juvenile'' and we should be on LinkedIn only.

*Dylan Wilbanks: (14:36) Again, we're primarily a grad school.

* Pritchard: (14:36) Myspace has definitely lost relevance. I signed up in 2004 for an account, finally just deleted it last month after not logging in for almost 6 months.

*Nick Valentino: (14:36) It could be, Kelly. Byt that would be a massive failure on FB's part.

*Kathy Allen: (14:36) Am I the only one without sound?

*Cliff Jenkins: (14:36) I've still got a myspace but it's dead really

* Gabriel: (14:36) @Kathy I have sound.

*Justin Gatewood: (14:36) Our Fin Aid setup a My Space (paid a student to set it up...LOL), and have had some success with it

*Wassan Humadi 3: (14:36) @kathy, I have double sound, do you want half of mine?

*Mansi Bhatia: (14:36) @Kathy I can hear

*Jenny Anspach: (14:36) everyone's gone to Facebook...

*Jeff Stevens: (14:36) I only signed up to MySpace to convince certain people to move over to Facebook.

*Justin Gatewood: (14:37) @Kathy, I can hear also

* Cali: (14:37) is Myspace worth the effort for alumni associations anymore? what do you think?

*Kerri Hicks: (14:37) What does having a MySpace page say about your school? ;-)

*Justin Gatewood: (14:37) Tks @Alice

*Annalisa Boccia: (14:37) for those using linkedin... how do you verify authentic graduates of your school

*Kelly Showard: (14:37) How does it stay relevant if students migrate to the ''new'' facebook? Do you thik that the students will stay there?

*Wassan Humadi 3: (14:37) @Cali not for alumni, not at all

*Jenny Anspach: (14:37) no - put your effort into Facebook

*Cliff Jenkins: (14:37) sound here

*Jeff Stevens: (14:37) I'd say no. It hurts your brand more than helping it.

*Nick Valentino: (14:37) I agree with Jeff. Myspace is last year's model.

*Curtiss Grymala: (14:37) Whether or not MySpace is worth it is really a question that needs to be answered by local research. What's popular here might not be popular in your geographical area

*Mansi Bhatia: (14:37) @Annalisa, anytime we get a request to join the group alumni association members erify their LinkedIn profile to check if they graduated from SJSU and add them

*Seve Bacher: (14:37) Our myspace seems dead, but is that because I personally have no use for myspace and personally am more comfortable on facebook? I've been trying to make myself do a college myspace page because the numbers show more users on myspace.

*Kerri Hicks: (14:37) I would never suggest we do MySpace. It's a ghetto!

*Ellen Kanner: (14:37) @justin oh, yes, we have rogue FB pages by depts. Become a fan of the ___ dept. Strategy and raising the base knowledge of the admins of the institution can help with this.

*Cliff Jenkins: (14:38) anyone using brightkite for recruiting?

*Annalisa Boccia: (14:38) thanks mansi... so that is a bit of admin work.

* Cali: (14:38) @Wassan, thx for confirming my thoughts.

* Gabriel: (14:38) @Cliff is BrightKite similar to LinkedIn?

*Dacia Brown: (14:38) We have used Myspace in the past to post info about campus events and event pics

*Justin Gatewood: (14:38) @Jeff - Our Fin Aid MySpace (setup by them in a vacuum without any consultation) has some very obvious problems, and is not doing wonders for our brand either.

*Gina Padgett: (14:38) Annalisa -- we also verify Linkedin requests with our alumni database

*Mansi Bhatia: (14:38) @Annalisa, yes -- but you can have them do it once a week, not every day.

*Cliff Jenkins: (14:38) no location based.

*Annalisa Boccia: (14:38) see we have decided against it because we have an internal career networking site via harris connect

*Wassan Humadi 3: (14:38) Anyone recruiting international students on other social media sites? Orkut, hi5, maktoob etc? pls @aljamiat (on twitter) if you are

* Perlbinder: (14:38) Please don't forget LinkedIn is part of Social Media - especially for Alumni and Departments, Schools and Colleges

*Karen Humphrey: (14:39) Seems to me that MySpace is for high school, FB is for college, and LinkedIn is for when you enter the working world. I know, seems a bit simplistic.

*Jeff Stevens: (14:39) This has been an ongoing issue here because our Acceptable Use policy specifically dictates that no official university communication should occur outside of the .edu domain - it has limited the use of any Social Media to this point.

* Horak: (14:39) I keep in touch with former international students via LinkedIn

*Alice Nguyen: (14:39) @Karen - agree with your summary

* Gabriel: (14:39) @Perlbinder agreed about linkedin. what is the best way to engage on linkedin? answer questions on groups?

Robin Bradford Smail: (14:39) ''Go real or go home.'' And yes, that's my trademark. ;)

*Colleen Brenan-barry: (14:39) Ha! I knew it would come up!!

*Kerri Hicks: (14:39) @Karen yes, although I think Facebook has muscled into LinkedIn's territory.

*Justin Gatewood: (14:39) We have an OrgSync system setup (internal, membership-only social networking system)...many of the CSU (Cal State universitys) are also using it to answer the branding and message problems with social networking

*Mansi Bhatia: (14:39) Isn't it lame to have the exact same content on Facebook and MySpace and then tweet about it? How do you customize content (even while repurposing it) for each of these channels, given tha the audience might be distinctly different?

*Gordon Ryan: (14:39) @Perlbinder LinkedIn has been our most successful SM endeavour so far.

*Annalisa Boccia: (14:40) do any with their own career networks still 'host' a group on linkedin?

*Jeff Stevens: (14:40) Karen, I see a lot of cross-over traffic between LinkedIn and FB.

*Karen Humphrey: (14:40) Yes, FB is more casual. You can post things there you wouldn't post on LinkedIn

Bevin Ames Hernandez: (14:40) @Mansi the same way you do it as a person

*Kerri Hicks: (14:40) I think of LinkedIn as data-driven, Facebook as a publication, and Twitter as a conversation.

*Cliff Jenkins: (14:40) @Gabriel - its more location based. start a conversation with someone who is looking at schools maybe close to your location during, say a recruiting event.

Bevin Ames Hernandez: (14:40) I have a Myspace, FB, LinkedIn and Twitter

*Karen Humphrey: (14:40) Nice, Kerri!

*Alice Nguyen: (14:40) We need an example of a higher ed institute that is doing it right! Use of Twitter, FB, etc

*Nick Valentino: (14:40) Good breakdown, Kerri.

*Lynne Westra: (14:40) @Kerri - I like that

Bevin Ames Hernandez: (14:40) I have different friends, different messages and different aims in all of them

*Jeff Stevens: (14:40) Mansi, I would agree, but limited resources sometime dictate that kind of content crossover.

*Mansi Bhatia: (14:40) Aah @Kerri. Well said.

* Gabriel: (14:40) @Cliff Thanks for that tip.

*Alice Nguyen: (14:41) @Jeff - agree, very limited staff here. So even if I find an ideal example, I may not be able to do the same

* Perlbinder: (14:41) Alice, contact Brad @BlueFuego for examples

*Curtiss Grymala: (14:41) @Alice - Doing it right for my institution might be completely different than ''doing it right'' for your institution. That's where the issue gets complicated.

*Annalisa Boccia: (14:41) i agree twiter is prof. dev.

Carol J Capan: (14:41) I mistakenly showed my personal FB page rather than our department fan page in a student presentation once, and a student called me a ''creeper.'' Now I know what that means. :)

*Dylan Wilbanks: (14:41) @Alice ''Doing it right'' depends on your institution. But yes, talk to Brad at @BlueFuego.

*Kelly Showard: (14:41) tooo funny

*Mansi Bhatia: (14:41) And yes @Jeff, that is y concern -- there's only one person on our staff doing this alongiwth a host of other stuff...she doesn't nearly have the time to have customized content and it's not an institutional priority/policy to let everyone in Public Affairs partake...

*Tracey Eastman: (14:41) I really feel like we're playing Twister. Someone please give me the ''Fred Astaire'' steps to success. I really wonder if there is an expert out there or if we're at such an early stage in this phenomenon that we're just testing messages.

*Dylan Wilbanks: (14:42) Hey, I found that accessibility in social media thing at So'hampton: http://www.web2access.org.uk/index.php

* Gabriel: (14:42) @Tracey Agree with you. It does seem like testing.

*Jeff Stevens: (14:42) Tracey, welcome to the Oregon Trail.

Bevin Ames Hernandez: (14:42) @Tracey I think it's because it's so personal to your organization

*Cliff Jenkins: (14:42) @ Gabriel - yeah i thoughit might be a great idea for the admissions dept. but they're not excited about it. i'll keep pushing.

*Nick Valentino: (14:42) There's no right answer, Tracey. Whatever works for your school.

Bevin Ames Hernandez: (14:42) @Tracey What works for your org, may not work for ours, and vice versa

*Annalisa Boccia: (14:42) thanks so much dylan

*Kerri Hicks: (14:43) Protecting your Tweets is silly. If you wouldn't say it to your mom or in the town square, don't say it online, even in protected Twitter updates.

*Colleen Brenan-barry: (14:43) I agree with Mark -- Twitter is OUTSTANDING fo professional development. I recommend the Higher Ed Twibe to find others -- http://www.twibes.com/group/HigherEd?id=

*Santiago Fernandez-gimenez: (14:43) Root communications lesson of social media- it's always about authenticity and relevance. The channel targets the audience, but you can't provide, authentic relevant content if you don't have it. The cynic meter is too strong. Gotta give what you've really got.

*Justin Gatewood: (14:43) Thank you Dylan (just added it to my favs)

*Kerri Hicks: (14:43) Because someone is going to retweet, and we all know how secure internet security is.

*Tracey Eastman: (14:43) But we're all in the same industry - we share so many of the same challenges. Why can't there be more ''best practice'' consensus?

*Nick Valentino: (14:43) Here, here, Kerri!

*Jeff Stevens: (14:43) I do have to say sometimes I have wondered about broadcasting that I'm a long way from my house ;)

*Jason Allgire: (14:43) Yes, we're testing and yes, there are people who have done more testing than the rest of us. We're moving toward increased importance of metrics and tracking results. Try things A, B, C for a short time then stick with whichever works best and try other options against it

*Karen Humphrey: (14:44) Tracey, what I'm getting out of this is I need to recruit either the University president and/or a major donor to start Tweeting to existing/potential donors. I work in a development department, and also edit the alumni magazine for my university, so wear a couple hats. To me, social media is just another tool for ''touching'' our donors/friends, and keep us ''top of mind'' while also passing along info.

*Kerri Hicks: (14:44) NOTHING is 'secret' on the internet.

* Cali: (14:44) how have you handled 'unofficial' groups/pages on facebook. There are 2 operating that I have tried to contact the group owner to no avail...

*Kerri Hicks: (14:45) The only thing blocking Twitter users will do is keep your message quiet.

*Justin Gatewood: (14:45) I never recommend tweeting about your current location...tweeting should be subject-based, or recapping somewhere that you've ''been'' in the past @Jeff

*Karen Humphrey: (14:45) I should have said, a FREE tool :) justifying ROI is easy when something is free!

*Annalisa Boccia: (14:45) what ROI tools do you use KAren

*Mansi Bhatia: (14:45) It seems there are a LOT more questions than there are answers when it comes to online social networking and following a generic approach/guidelines won't work.

*Ann White: (14:45) Just got a request from a person's work twitter account, and his tweets are locked down. I have no idea how that would be professionally beneficial. Doesn't help me know whether or not I want to follow you.

*Ellen Kanner: (14:45) Twitter usage during vacation blamed for recent burglary http://bit.ly/POA8p #smsummit hmmmmmm

*Kerri Hicks: (14:46) @mansi Agreed

*Mansi Bhatia: (14:46) @Cali -- I contacted Facebook and they helped us shut those unofficial groups citing copyright infringement.

*Rachel Reuben: (14:46) Who is speaking right now??

Dana Carlisle Kletchka: (14:46) Robin2go

*Annalisa Boccia: (14:46) mansi you really went that far? isn't that bad PR

*Colleen Brenan-barry: (14:46) @Mansi So true. I don't think there are ANY easy answers ... it's a different frontier.

Dana Carlisle Kletchka: (14:46) Robin Smail, but @Robin2go on Twitter

* Cali: (14:47) @Mansi thx, I will try it

*Karen Humphrey: (14:47) Annalisa, is it next to impossible to measure the success of ''touches'' with donors. Who can tell which contact inspired the gift? I tell my bosses that every touch (visit, phone call, email, etc.) all go into the bucket until the bucket tips over and the gift spills out.

*Dylan Wilbanks: (14:48) I think you have to decide what's best for your instutition and just go for it.

*Dylan Wilbanks: (14:48) But HAVE CONTENT and BE HUMAN

*Kerri Hicks: (14:48) And don't be afraid to TRY. As long as you're genuine, you can't miss.

* Perlbinder: (14:48) Signing off to go to a memorial service. Nothing replaces a face to face interaction. The technology is just the means, not the end.

Bevin Ames Hernandez: (14:48) @Mansi I'm not sure I would have done that (re: contacting Facebook)

*Kerri Hicks: (14:48) You know, we haven't talked about YouTube

* Martin-baker: (14:48) Getting PR to be ''genuine''... can happen

*Annalisa Boccia: (14:48) good point... this unofficial group has over 5000 users so we decided not to shut it down

*Dylan Wilbanks: (14:49) Yeah. The reason we're on Twitter is because if it failed, oh well.

*Anne Petersen: (14:49) @Karen: See danah boyd's research re: the population on MySpace and Facebook.

*Kristi Kolpanen: (14:49) @Mansi - we talked first with the moderator of the group on facebook

*Chasity Mcwilliams-moody: (14:49) Dylan, is HAVE CONTENT and BE HUMAN next year's SxSW panel?

*Jeff Stevens: (14:49) bye Perlbinder

*Mansi Bhatia: (14:49) @Annalisa, I contacted the group owners first inviting them to join the official group or change their group's name so it doesn't become a copyright issue, but when they didn't I told them I'd be contacting FB...they still didn't respond, so I contacted FB...the group owners sent me an apology after that stating they weren't aware they couldn't do this and joined our official page as well as group.

*Alice Nguyen: (14:49) Think of the unofficial group as helping you spread the message

*Dylan Wilbanks: (14:49) @Chastity I tried that this year and almost didn't make it out of that room alive. :)

*Colleen Brenan-barry: (14:49) @LoriPA said this already, but it's so tough to have to sell social media to administration via pure numbers -- there's a much deeper value to much of this, I think, than just statistics (though valuable) can show

Dana Carlisle Kletchka: (14:50) What was the name of the book he just referenced?

Cynde Fleagle: (14:50) question from the live audience: Is anyone concerned about Twitter's business model of not making money?

*Tracey Eastman: (14:50) YESSS! What will happen when it's not around. I worked in tech PR and marketing during Y2k - we are in the same kind of alarmist climate now.

*Anne Petersen: (14:50) boyd's research says that teens on MySpace are often artists, minorities, and other ''outsiders,'' and not just high schoolers.

* Cali: (14:50) @alice but if the unofficial group is only using the name and not the messages that the official is, how are they spreading the message?

*Karen Humphrey: (14:50) @Anne, thanks. Will do. We have admissions and athletics and alumni on Facebook (not that active) and athletics going ok on Twitter, but as a whole, our university isn't as on top of this as we could be.

*Dylan Wilbanks: (14:50) When it's not around, something else will replace it.

*Kerri Hicks: (14:50) And once you do sell it to your higher-ups, how do you then get it funded? Gotta get an FTE in there. These days, that's all but impossible.

Bevin Ames Hernandez: (14:50) @Tracey It's not about Twitter - it's about the WAY in which you have the conversations with it

Bevin Ames Hernandez: (14:50) @Tracey There will always be a tool

*Chasity Mcwilliams-moody: (14:50) Dylan, it's Jinny from UGA -- next time you try that, we'll visit Iron Cactus beforehand.

*Mansi Bhatia: (14:51) @Cali -- that was EXACTLY our problem...thye wree posting personal photos and not anything that related to the institution, except perhaps an occasional message about an upcoming game.

*Anne Petersen: (14:51) @Karen Community colleges, art institutions and trade schools should definitely be looking at being on MySpace, because some of their populations may be more likely to be there.

*Anthony Lux: (14:51) @Mansi: our experience was similar. Our problem with the student group page was that it looked like it was coming from our admissions dept (shield was used, and admissions info was posted). we didn't mind that the group existed, we just needed students to know that it was not an official communications channel.

*Dylan Wilbanks: (14:51) Hey Jinny! Yeah, next year we'll do it AT Iron Cactus.

*Kerri Hicks: (14:51) It's not about rude and time -- when we follow you, it doesn't increase your time investment at all.

*Kerri Hicks: (14:52) It's about SHARING

*Jason Allgire: (14:52) I'm brutal with following. I look closely at people who follow me and only follow back those who I see will add to what I'm doing/learning/enjoying

*Alice Nguyen: (14:52) @cali - if they're just using your name but messages are unrelated to your college ... hmm. I would be able to tell it wasn't your official college's FB. But interesting dilemma.

*Karen Humphrey: (14:52) @Anne, great idea. I think I'll check out our Fine & Applied Arts college to see what they are doing (or not)

*Kerri Hicks: (14:53) Jason - I only follow people I want to communicate with two way. But I don't care who follows me.

*Mansi Bhatia: (14:53) If you follow everyone who follows you, how do you deal with all the ''noise''? Do you add specific people to your Favorites and only follow their tweets?

*Kerri Hicks: (14:53) Doesn't make a lick of difference who follows me.

*Jeff Stevens: (14:53) Has anyone noticed any backlash at th volume of information that comes at a person through Facebook and/or Twitter? I've heard it a couple of times, but it feels information from both continues to snowball and grow larger and larger to unmanageable levels, and people re mor elikely just to tune out than take the time to manage the flow.

*Curtiss Grymala: (14:53) @Jason - I'm pretty much the same way. I won't follow someone back unless I like the updates they've already posted

*Chasity Mcwilliams-moody: (14:53) Mansi -- tweetdeck helps with the noise if you follow a lot of people.

*Annalisa Boccia: (14:53) yes there is a huge amount of noise on twitter

*Kerri Hicks: (14:53) Is there a fundamental lack of understanding of how following works?

Dana Carlisle Kletchka: (14:53) They can cut off the amount of info that is coming in

*Annalisa Boccia: (14:53) tweetdeck really helps me

*Kerri Hicks: (14:53) I mean, I am followed by casinos and foreign brides...but I don't follow them back.

* Cali: (14:53) @alice, true, users should know, but still they continue to get fans

* Cohen: (14:53) I turn down almost everyone who starts following me. It's always obvious that these people are just trying to build the largest possible network of names without regard to who you.

*Jeff Stevens: (14:54) Dana, yes, but some people find that process too tedious.

*Dylan Wilbanks: (14:54) I got hit by that backlash recently. Got de-followed by someone I knew in real life. I ended up not twittering personally for four days.

*Ann White: (14:54) wait, what just happened there

*Jason Allgire: (14:54) Yes, Tweetdeck is very helpful

* Cohen: (14:54) They just want a bigger broadcast audience for themselves

* Cali: (14:54) @mansi, good to know that FB was receptive and shut them down, thx

*Chasity Mcwilliams-moody: (14:54) I installed selective twitter on my facebook page due to over-twittering. It filled up my wall.

*Annalisa Boccia: (14:54) i set up custom searches for references to my university, as well as 'social media' and #highered

*Kerri Hicks: (14:54) Never say anything on Twitter that you wouldn't say to your boss. The end.

*Alice Nguyen: (14:55) @cali - have you created an official FB account to compete with the rogue one?

*Lane Joplin: (14:55) what do you do when your boss follows you on Facebook? you give them a limited profile

*Jeff Stevens: (14:55) Kerri - LOL

*Ann White: (14:55) If you're twittering professionally, it's just business. It's why I have a personal account. No politics, no networking, no work. Just me and my friends. On my professional account it's all business.

*Colleen Brenan-barry: (14:55) My PRESIDENT friended me on Facebook. It was a frightening moment. ;)

*Dylan Wilbanks: (14:55) Tweetdeck helped me sort the conversations out. One for Seattle, one for the school, one for higher ed.

*Curtiss Grymala: (14:55) @Kerri - you and I are on the same page. My supervisor does follow me on Twitter and is a friend on Facebook. No big deal

*Annalisa Boccia: (14:55) yes i got asked why i don't feed our twitter posts to facebook... too much on the wall!

*Seve Bacher: (14:55) or, as my boss said to me when I was working in DC, don't say anything in public that you don't want on the front page of the Washington Post.

*Dylan Wilbanks: (14:55) Our president will friend just about anyone who friends him. Quite something considering the pitchforks and torches on campus.

*Colleen Brenan-barry: (14:56) @Dylan, brave President!!

*Kerri Hicks: (14:56) That's like asking ''Does the telephone have a place in higher ed.'' :-)

*Jeff Stevens: (14:56) It's the only way he can have forewarning they are heading his way.

*Anne Petersen: (14:56) @Kerri It really is! Nice analogy.

* Cali: (14:56) @alice, yes we do have official acct

*Nick Valentino: (14:56) lol, Kerri!

*Lane Joplin: (14:56) Yes, twitter does play a part

*Annalisa Boccia: (14:56) what is your presidents twitter name

*Elayne Crain: (14:56) @Jeff Stevens LOL!

*Dylan Wilbanks: (14:56) He's on Facebook not Twitter

*Annalisa Boccia: (14:56) trying to find presidents/principals who use twitter

*Karen Humphrey: (14:56) I wouldn't be offended if someone chose not to follow me. I am probably not as interesting as them! I am going to follow some people on here to try to get some good ideas. If I follow you, (I am tripmom98, and yes, I have triplets) please don't feel obligated. Due to the aforementioned triplets, I don't update my Twitter often :)

*Chasity Mcwilliams-moody: (14:57) Kerri, I agree! Good point also going back to the ROI of social media. What's the ROI on email and telephones?

*Mansi Bhatia: (14:57) @Dylan, That makes me wonder if he knows how to use the medium effectively?

*Alice Nguyen: (14:57) @cali - hopefully yours will grow and can be found if searched. I have the same issue

*Patrick Burt: (14:57) @Annalisa Gordon Gee Ohio State

*Dylan Wilbanks: (14:57) http://www.facebook.com/people/Mark-Emmert/10712675

*Justin Gatewood: (14:57) What's the ROI on postal mail?

*Kerri Hicks: (14:57) @Chasity, great question.

*Dylan Wilbanks: (14:57) @Mansi Twitter on the UW campus... that's a whole other conversation.

*Justin Gatewood: (14:57) Or flyers, postcards, etc.?

*Chasity Mcwilliams-moody: (14:57) ROI on happy hour

*Chasity Mcwilliams-moody: (14:58) I could go all day.

*Seve Bacher: (14:58) I gave a presentation on search engine marketing to our Board of Trustees and emphasized ROI. Bad move. The financial committee was skeptical, and now they're micromanaging my ad spend.

Timothy Wayne Auman: (14:58) return on inebriation

*Justin Gatewood: (14:58) Aren't all of these media-methods just extensions of the overall marketing effort? Including social media?

*Kerri Hicks: (14:58) @Justin - We do measure ROI of our paper mailings. But Twitter is like a public utility. Like Google and Facebook.

* Cali: (14:58) @alice, thx!

*Justin Gatewood: (14:58) @Kerri - good point, that's true

Shelby Thayer: (14:58) Can't agree with @stevier more.

*Gordon Ryan: (14:58) Our Dean of Students at BU is an avid Twitter user. Check out @DeanElmore. He also blogs: http://www.bu.edu/dos/kenn-20/

*Dylan Wilbanks: (14:58) What's the ROI on hiring a pedagogue? Those Athenians and their huge budgets!

*Alice Nguyen: (14:58) @cali - good luck =)

Shelby Thayer: (14:59) Met so many PSU people I would have never known had it not been for Twitter.

*Kristi Kolpanen: (14:59) @Chastity - ROI on Happy Hours? yes - excellent chance for constituents to network

*Kerri Hicks: (14:59) Hey, I met my husband on Orkut! :-)

*Dylan Wilbanks: (14:59) I probably know more higher ed people on Twitter than I do on the UW campus.

*Mansi Bhatia: (14:59) If we had a Twitter account for our president, I know who'd be ''maintaining'' it ;-)

*Justin Gatewood: (14:59) @Mansi - LOL

*Lane Joplin: (15:00) @Dylan agreed for my campus

*Annalisa Boccia: (15:00) LOL

*Dylan Wilbanks: (15:00) And I've been on this campus for eight years now.

*Kerri Hicks: (15:00) If only our presidents were like Tony from @Zappos

*Colleen Brenan-barry: (15:00) @Mansi Authentic voice, right?! ;)

*Chasity Mcwilliams-moody: (15:00) Dylan, me too. No lcak of colorful higher ed people than on Twitter.

* Pritchard: (15:00) This was an interesting convo, but got to get back to work. http://www.twitter.com/nebhe Any New Englanders out there? It would be great to follow up on all this info and help each other move forward with social networking.

*Alice Nguyen: (15:00) I'm thinking of a workshop ''so you want to Twitter?'' for faculty/dean. See who bites. Who already has a Twitter account. teh Dean of BU is a good example

* Fereshteh: (15:00) Will this chat be recorded/available after #smsummi? Some great info in here...

*Mansi Bhatia: (15:00) @Colleen, of course

*Nick Valentino: (15:00) Good idea, Alice

* Gabriel: (15:00) Anyone from Florida colleges here? Other than @Patrick, of course.

*Jason Woodward: (15:00) cornell represent!

*Justin Gatewood: (15:00) It would be great to continue to network with all of you going forward from here - http://twitter.com/lightjump'

*Lane Joplin: (15:00) My coworkers work on the east coast, I'm in Phoenix

*Suzanne Demers: (15:01) florida community college

*Justin Gatewood: (15:01) http://twitter.com/lightjump

*Suzanne Demers: (15:01) soon to be Florida State College

*Jason Allgire: (15:01) @Pritchard -- I'm at SNHU in Manchester, NH http://twitter.com/jallgire

*Jeff Stevens: (15:01) @UF, here

*Dylan Wilbanks: (15:01) Destroying face-to-face? Ha.

*Alice Nguyen: (15:01) @mansi - i agree on ''maintinaing'' these twitter accounts. For me, these accounts need to be managed by someone other than me

*Cliff Jenkins: (15:01) OK guys have a great one. I look forward to advancing this continuting disucussion http://twitter.com/cliffyballgame

*Justin Gatewood: (15:01) I will hopefully continue this 'conversation' with all of you going forward...off to meetings...thanks to Mark Greenfield and all for setting this up!

* Gabriel: (15:02) @Suzanne, Jeff - @UCF College of Business here. Hope to continue the conversation later!

*Dylan Wilbanks: (15:02) I need to head to lunch, but feel free to follow my noisy self: http://twitter.com/dylanw

*Jeff Stevens: (15:02) Alice, I'd like to hear how that goes.

*Mansi Bhatia: (15:02) Gotta go, folks. Thanks for such a delightful and informative conversation. My handle on Twitter: @mansibhatia

*Wassan Humadi 3: (15:02) This chat has been great, http://twitter.com/aljamiat

Bevin Ames Hernandez: (15:02) http://twitter.com/bevinhernandez

Shelby Thayer: (15:02) Thanks everyone - this has been great. http://twitter.com/shelbythayer

*Ellen Kanner: (15:02) and for those looking to carry on the convo within your institution, check out yammer.com #smsummit

* Pritchard: (15:02) @Jason, thanks for the link. Will follow if you don't mind.

*Chasity Mcwilliams-moody: (15:02) bye dylan!

*Jeff Stevens: (15:02) http://twitter.com/kuratowa

*Heather Larson: (15:02) http://twitter.com/heyderr

* Ubinfo: (15:02) I'm Hugh Jarvis up at UB. Nice listning to you all.

*Anne Petersen: (15:03) twitter.com/apetersen

*Kerri Hicks: (15:03) <-- @kerri9494

* Horak: (15:03) TTFN

*Sean Williams: (15:03) @commammo

*Neil Bearse: (15:03) http://twitter.com/ninjarunner

Guy Charles Heckman: (15:03) Guy @ PSU Smeal College of Business, @CyVaquero

*Todd Sanders: (15:03) http://twitter.com/frommelt

*Colleen Brenan-barry: (15:03) http://twitter.com/colb

*Lane Joplin: (15:03) http://twitter.com/lanejoplin

*Ann White: (15:03) peace out! see you in the twittersphere. http://annmwhite

* Martin-baker: (15:03) <- rieye on twitter - I protect updates right now but will probly change that back again

*Ellen Kanner: (15:03) http://twitter.com/ellenkanner

*Anthony Lux: (15:03) http://twitter.com/aluxeterna

*Kathy Kissane: (15:04) http://twitter.com/KathyK333

*Jason Woodward: (15:04) http://twitter.com/jdwcornell

*Rachel Reuben: (15:04) http://twitter.com/rachelreuben

*Chasity Mcwilliams-moody: (15:04) http://twitter.com/jinnyp

*Patrick Burt: (15:04) http://www.twitter.com/designologist

*Shanan Sorochynski: (15:04) twitter.com/Shanan_S

Dana Carlisle Kletchka: (15:04) http://twitter.com/PinkPeonies

*Carolyn Zinn: (15:04) http://twitter.com/kcollege

*Chasity Mcwilliams-moody: (15:04) http://twitter.com/chasitymoody

*Colleen Brenan-barry: (15:04) Just saw this from Ning's @kylefordJust found out about a co-worker being hired via Twitter.

*Cass King: (15:04) http://twitter.com/puddincat

*Keren Thillet: (15:04) Thanks for this, please do it again!

*Todd Sanders: (15:04) Sorry wrong one it's http://twitter.com/tsand

* Gratil: (15:04) http://www.twitter.com/ufwebadmin

*Colleen Brenan-barry: (15:04) So there you go. ;) It's a new world.

*Anne Petersen: (15:04) Thanks, all! This turned out really well.

*Blake Legate 2: (15:04) http://twitter.com/blakelegate

* Doob: (15:04) Thanks!

*Shanan Sorochynski: (15:04) http://twitter.com/Shanan_S (here you go)

*Kristi Kolpanen: (15:04) thanks1

*Kathy Kissane: (15:04) @Kerri - nope :)

Moderator: (15:04) To be is to communicate - Mikhail Bakhtin

*Lynne Westra: (15:05) http://twitter.com/bmilou

Carrie Ann Egnosak: (15:05) thanks

* Forsythe: (15:05) thanks! do it again!!

*Colleen Brenan-barry: (15:05) Thanks everyone!!

*Cass King: (15:05) thanks mark!!!!!!!!!!!!!! everyone!!!!

*Alice Nguyen: (15:05) thank you!

*Anthony Lux: (15:05) thanks all

*Jason Woodward: (15:05) w00t!

*Michael Mazzotta: (15:05) Thank you.

Carol J Capan: (15:05) thanks everyone!

Dana Carlisle Kletchka: (15:05) *applause*

Bevin Ames Hernandez: (15:05) Thanks everyone :)

* Lawrence: (15:05) Thanks & congrats all!

*Karen Humphrey: (15:05) thanks to all

*Heather Larson: (15:05) Thank you for this opportunity - really great!

*Anika Van Wyk: (15:05) Thanks ... great info

*Ryan Adkins: (15:05) thank you.

* Gratil: (15:05) thanks all

*Jeff Stevens: (15:05) Thanks everyone!

*Carolyn Zinn: (15:05) thanks

Moderator: (15:05) Thank you everyone for your patience

* Fereshteh: (15:05) thanks all...power went out in my office for 2nd 1/2 of this event but was great, nonetheless

*Drew Hill: (15:05) http://twitter.com/drewl

---End of recorded Chat.------------------