

#NISTS2019 CONFERENCE

WORKING TOGETHER TO SIMPLIFY TRANSFER

FEBRUARY 13-15, 2019 • ATLANTA, GEORGIA

The following presentation was given at the 17th Annual Conference for the National Institute for the Study of Transfer Students. Some photos have been removed in order to avoid possible copyright infringement. *Please cite responsibly and direct questions to the original presenter(s).*

#UsingSocialMediaToSupportTransferStudents

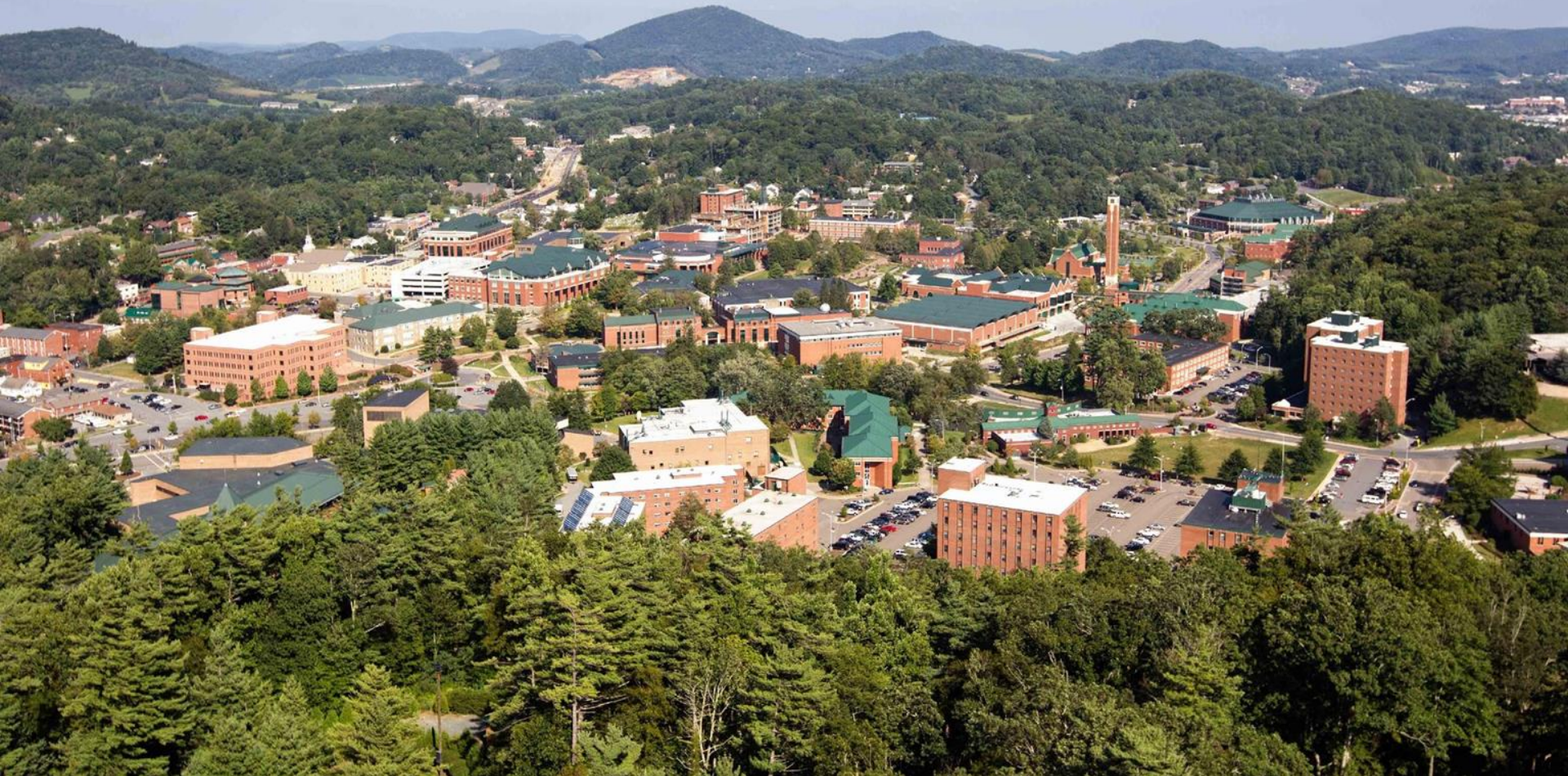
Innovative Initiatives, Matriculation Trends & Issues

Social media has revolutionized the way the world communicates, including how we work with transfer students. Appalachian State University will demonstrate our successful use of social media to recruit, transition, and engage transfer students through Facebook Live, an active transfer Facebook group, peer to peer Instagram advice campaign, event promotions, student spotlights, Twitter #transfertips, and our Transfer Student Mentor led Snapchat account.

Kim Morton, Associate Director of Transfer Services
Appalachian State University

Matt Huntanar, Jump Start Coordinator
Appalachian State University

#UsingSocialMediaToSupportTransferStudents

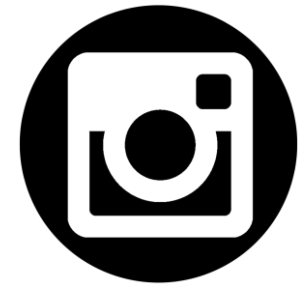


Kim Morton & Matt Huntanar
NISTS Annual Conference
February 2019

Appalachian
STATE UNIVERSITY

What we will discuss today....

- **Introductions**
- **Why Social Media is Important**
- **Social Media Uses**
 - Facebook
 - Instagram
 - Snapchat
 - Twitter
- **Open Discussion**



Overview of Appalachian State

Located in Boone, NC

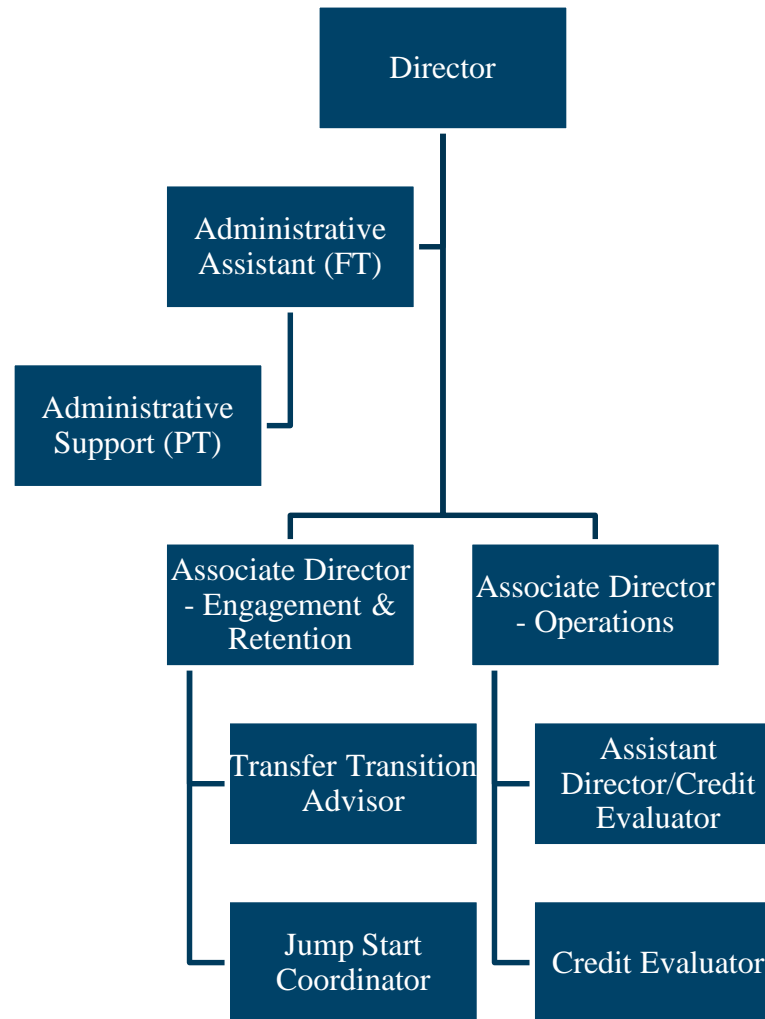
- Public, one of 17 institutions in UNC system
- 17,381 undergraduate and 1,727 graduate students (Fall)
- Over 150 undergraduate majors & minors
- Welcomed 1,278 new transfer students this fall and another 448 this spring; over 4,400 continuing transfer students
- 70% transfer from community colleges
- 73% of new transfer students live off-campus (most move to Boone to attend Appalachian due to location)



App's Office of Transfer Services

- Housed in Division of Enrollment Management, under Academic Affairs
- Formed originally in 2010 to ensure credit evaluation was consistent; expanded in 2014 to holistically support transfer student success
- Help students from prospective student through graduation
- 8.5 staff members
- 15 Transfer Student Mentors & 100+ Faculty Transfer Mentors
- Transfer Services Team - internal advisory committee

Office of Transfer Services



APPALACHIAN TRANSFER STUDENTS BY THE NUMBERS



86% of new transfer students were retained for their second year (or graduated)

Graduation Rates (2014 cohort)

70% graduated in 4 years

55% graduated in 3 years

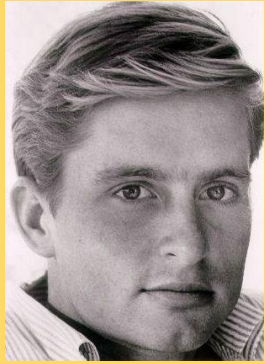
15% graduated in 2 years



Social Media and Student Development Theory

- The more students are engaged in campus life the more satisfied they are with their college experience (Astin) and the more they develop during their time as a student (Chickering)
- Over the years, the way we communicate transitional & engagement opportunities have changed (mailboxes & flyers > email & OrgSync > social media)
- Gray, Vitak, Easton & Ellison (2013) found:
 - social media eased the transition to college by providing students information and social support
 - Connecting with classmates through social media had a positive connection to the institution
 - Students active on social media were more likely to persist

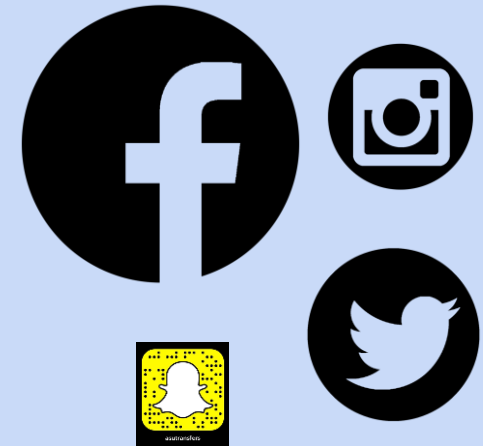
Social Media in the Generations



Generation Z
(1995-2005)



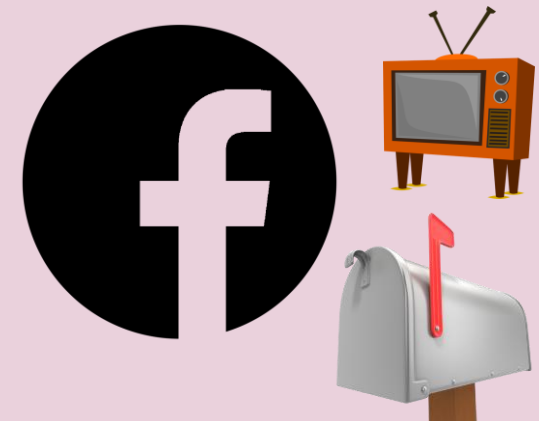
Generation X
(1965-1980)



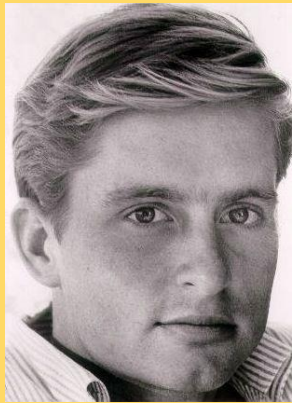
Millennials
(1981-1994)



Baby Boomers
(1946-1964)



Engaging Generation Z



**You
Tube**

- Determined and Optimistic
- Individual efforts before engaging a group
- Open-minded
- 77% earn their extra income
- 62% will not use apps or websites that are difficult to navigate
- 60% will not use slow apps or websites
- 96% use a smartphone
- They are paying attention to headlines
- They will use unverified rating sites or biased social media
- They'll ask their hundreds of friends in their social media network for advice

A few notes before we start....

- Be careful in posting the same post to multiple social media platforms - may result in people ignoring posts.
- All social media needs to be closely monitored for appropriateness by staff.
- It takes a lot of time!
- The payoff can be huge including community, social connections, and campus knowledge.

Facebook

The screenshot shows the Facebook interface for the "Appalachian State Transfers" group. The top navigation bar includes the Facebook logo, the group name, a search bar, and user options like "Home", "Create", and notifications. The left sidebar contains navigation links such as "About", "Discussion", "Chats", "Announcements", "Members", "Events", "Videos", "Photos", "Files", "Group Insights", "Recommendations", and "Moderate Group".

The main content area features a large group photo of students in black polo shirts with the Appalachian State logo. Below the photo are buttons for "Joined", "Notifications", "Share", and "More". A "Write Post" section is visible with options for "Add Photo/Video", "Live Video", and "More". A notification banner states "4 people want to join this group".

An announcement by Kim Morton, dated January 28 at 1:17 PM, reads: "Do you want to help other students transfer successfully to App? We are recruiting for 2019-20 Transfer Student Mentors!!! The deadline to apply is February 22." Below the announcement is a promotional banner for "Become a Transfer Student Mentor!" with the text "Welcome Transfer Student!".

On the right side, there are sections for "INVITE MEMBERS" (with an "Embed Invite" link), "MEMBERS" (showing 2,326 members and 13 new members this week), and "SUGGESTED MEMBERS" (listing Samantha Reinier and Krystal Stewart Wilson with "Invite Member" buttons). At the bottom right, there are sections for "DESCRIPTION" (with an "Edit" link) and "LOCATION" (with an "Edit" link).

Facebook Groups vs. Page

- We use group so students can post and interact with each other on page
 - Try to hold back so students answer each other - step in when wrong information given or no one answers questions
 - Will private message if subject warrants FERPA protection
 - Encourage other offices to join so they can add their expertise when questions apply to their area
- Members need to request permission to join – they are asked 3 questions to ensure potential members are transfer students
 - We get/approve some non-transfers who want to post subleases, parents/spouses, or are from other university departments
- If you use your personal Facebook page as an administrator they WILL contact you via messenger with questions at all times of the day (and night!)
- Many conversations start on the group page but continue through private messenger (both between students & between student/staff)

Facebook Engagement Fall 2018

Engagement

Aug 1, 2018 – Dec 22, 2018

[Download De](#)

Posts

Comments

Reactions

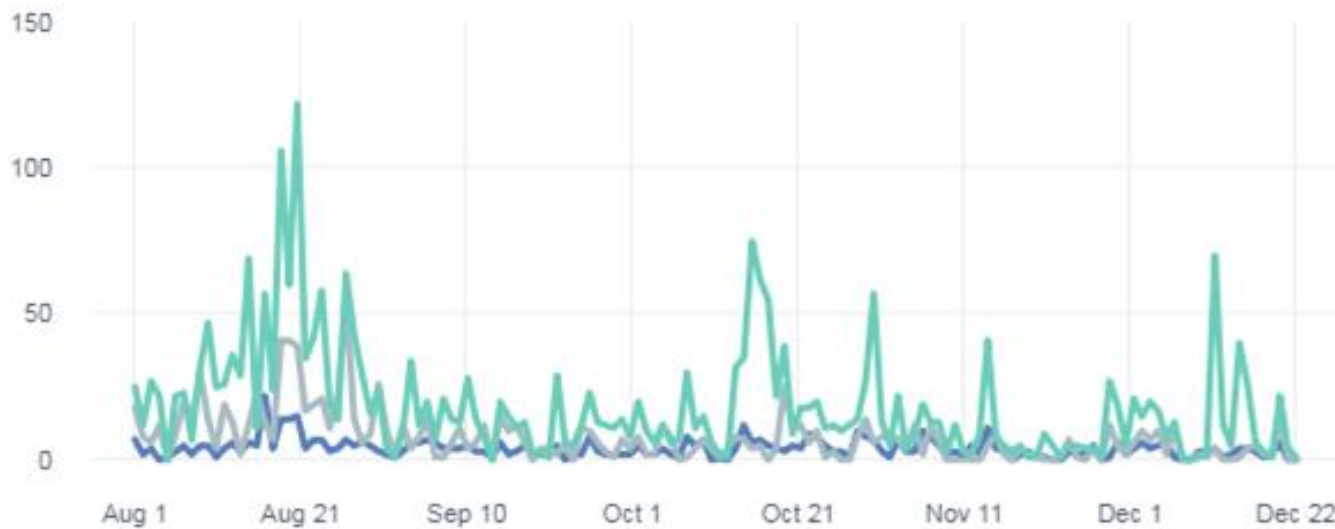
All

Aug 1, 2018 - Dec 22, 2018

583 Posts

1.1K Comments

2.7K Reactions



583

Posts
+11%

1,112
Comments
-14%

2,728
Reactions
+37%

Kim Morton shared a link.
Admin · January 10 at 9:46 AM

FYI: All available student parking permits for Spring/Summer 2019 will go on sale in the Parking Office beginning on Friday, January 11, 2019. Office hours will be 8:00 a.m. – 5:00 p.m. There are a limited number of permits available for student parking so arrive early!

PARKING.APPSTATE.EDU
Spring / Summer 2019 Parking Permits for Students
All available student parking permits for Spring/Summer 2019 will go on sale in the Parking Office beginning on Friday, January 11, 2019....

Martha Marking

Kim Morton
Admin · November 27, 2018

Reminder: Please post/search for sublease opportunities at offcampushousing.appstate.edu This is where new students are directed

Eric Samsonite Gormly and 3 others · 1 Comment

Like Comment Share

Eric Samsonite Gormly I have at least 3 incoming transfer student veterans looking for a place to live this Spring!

comment Share

😊 📷 GIF 🗨️

Kim Morton
Admin · December 12, 2018

This morning Appalachian State and Caldwell Community College signed a co-admissions agreement. Aspire Appalachian will help more transfer students successfully continue their education.



Dallas Brown, Emily Herman and 74 others · 1 Comment 24 Shares

Like Comment Share

Frank Freddy Does this means App will work with CCTI to create a associates of general studies that will transfer in whole to the App that doesnt involve students having to do a lot of cross talk between the two colleges?

Like · Reply · 4w
Kim Morton replied · 1 Reply

Write a comment... 😊 📷 GIF 🗨️

Recruiting Posts

Matt Huntanar
Admin · August 31, 2017

Yosef is helping transfer students at CCCC today! He's giving them a Jump Start!



Beth Watts, Kim Mitchell and 6 others

Like Comment Share

Matt Huntanar
Admin · March 8, 2018

Jump Start Appalachian, Distance Education, and College of Education will be at CVCC in the Dunbar Building, Main Lobby, from 10:30 am - 1:30 pm. Please stop by with your questions about College Transfer.



Erin Roediger

Like Comment Share

Matt Huntanar
Admin · October 31, 2018

Jump Start Appalachian brings the Force to Caldwell CC&TI's Hudson Campus today. Please stop by with your questions about college transfer. Yosef is making everyone from across the galaxy feel welcome!



You, Beth Watts, Lee Calvert and 12 others

1 Comment

Like Comment Share

Madi Moretz Moutos ❤️ this so much!! 🗨️ 1

Like · Reply · 12w



Kim Morton shared a link.

Admin · October 16, 2018

One of our Transfer Student Mentors will be representing all transfer students at an upcoming National Transfer Conference. **Congrats Jay!**



TODAY.APPSTATE.EDU

Appalachian student recognized by NISTS as National Transfer Student Ambassador

Appalachian State University student Jevaughney "Jay" Francis, of Raleigh, has been selected as...

Dwayne Francis, Dallas Brown and 29 others

1 Share



Like



Comment



Share



Write a comment...



Kim Morton

Admin · October 10, 2018

Next Week is National Transfer Student Week!!! Make sure to mark your calendar for events all week including....



CALLING ALL TRANSFER STUDENTS & FACULTY/STAFF WHO WERE TRANSFER STUDENTS OR SUPPORT TRANSFER STUDENTS!

App Celebrates Transfer Students!

Wednesday, October 17

10am - 2pm

Grandfather Mountain Ballroom

As part of National Transfer Students Week, join the Office of Transfer Students as we celebrate Appalachian transfer students! Drop in for free food, photo booth, App swag, fun and games!!

Matt Huntanar, Candice RoeAnn Smith and 8 others



Like



Comment



Share



Write a comment...





Amber Tucker

January 4 at 6:00 PM

Can anyone tell me what a typical semester schedule looks like? Such as can you make to where you only have classes say on a Tuesday and Thursday?

Just trying to figure out how I'm going to adjust my personal schedule to a school schedule. TIA

1

6 Comments



Like



Comment



Share

View 4 more comments



Nachia Sage Arguello I always stack only on Tues, Thurs. This is my 3rd semester at app. And I've never had a class that wasn't Tues or Thurs. I commute from and work in hickory. It takes a little extra time when you register. But it's totally doable as a full time student... [See More](#)

Like · Reply · 1w



Alyssa Smock My classes were/are on T/Th but were from 8 to 5 last semester. This semester, it's 9:30-730 and I know it's gonna be long but it makes it so much easier to squeeze work and other duties in!

Like · Reply · 1w · Edited



Write a comment...



Matthew Esslinger

December 28, 2018 at 11:14 PM

Hey y'all, i'm starting ASU in august and I don't want to live on campus. I'm from Knoxville, Tennessee so I cant come and see places to live whenever. Where does everyone recommend so I can narrow down my search. Doesn't matter if it's a house, apartment, or condo. Also doesn't matter if i have roommates or not.

2

8 Comments



Like



Comment



Share

View 6 more comments



Shirley Sayers My son just left his apt and roommate to join army. Its on king street. Boone.

Like · Reply · 2w

1



Eric Hayes If you check out The Standard and think you might be interested in living there let me know! I am subleasing my room there since I am transferring. It has a pool, private parking garage with a guaranteed parking space (additional fee), clubhouse with pool tables, fitness center and more.

Like · Reply · 1w



Write a comment...





Savannah Purvis

October 15, 2018

Hello!

I am graduating in December and looking for someone to take over my lease from Jan-Aug 2019 at New River Apartments. The apartment complex is located on Assembly Dr, right in the center of town. The apartment is 4 bedrooms, 2 baths, pet friendly, washer/dryer included, and has a full kitchen. I live with 3 other girls who are very sweet and easy going. The rent for January and February is only \$125 and the remaining months are \$400/mo. Utilities are not included but typically other expenses average out to be \$50/mo extra. Appalcart routes pick up from this location as well. Please contact me at (803) 338-1311 or Facebook message me if interested!

Still Available!! 10/21

Menu

Apartments

Amenities

- All units equipped with full sized washer/dryer & dishwasher
- Offering 12 and 10 month leases
- Several appalcart routes next to complexes
- Pet friendly
- All units pre-wired for telephone, cable and ethernet in each bedroom and living room
- On site maintenance
- Snow removal and salted steps &

4 Bed 2 Bath 105

4

1 Comment

Like

Comment

Share



Cindy Lawrence Barr Make sure you post on the App State Off Campus website too. Admissions and Housing are referring students who are looking for Spring housing there. Good luck! <https://offcampushousing.appstate.edu/>

Like · Reply · 12w

Savannah Purvis replied · 1 Reply



Write a comment...



Our Associate Vice Chancellor of Enrollment Management adds comments!



Vanessa Sanchez

October 2, 2018

Hi guys! My name is Vanessa. I'll be transferring to App in January. I'm a marketing major and either non-profit studies or german minor (haven't decided).

I'm moving from Charlotte, so I'm both excited and nervous to be in a place that gets more than 2 inches of snow every year. I'm looking to sublease a bedroom (preferably at a 2 or 3 bedroom apartment). If anyone has one available or knows of someone who does, please let me know. Also, I love meeting new people so please feel free to share you transfer experiences/tips with me. Fellow Charlotte natives who can reassure me that it is possible to survive Boone winters, please reach out as well.

Thanks!

2

6 Comments

Like

Comment

Share

View 4 more comments



Ashley Hamilton If you haven't found one I'm subleasing my room in a 4 bedroom apartment! 500 a month full furnished and all inclusive!

Like · Reply · 14w

1



Sarah Durno messaged you!

Like · Reply · 13w

1



Write a comment...





Victoria Hayden

January 15 at 9:49 PM

Come join the Transfer Student Organization and Tau Sigma for our welcome event! Tuesday Jan 22nd at 6 pm in the admissions area in the JET Building!

Please RSVP on our AppSync page link is below 🍷
<https://orgsync.com/97682/events/2618948/occurrences/6322538>



Beth Watts, Matt Huntanar and 1 other

Like Comment Share



Hayley Routh

October 31, 2018 · Boone



3 Comments

Like Comment Share

View 1 more comment



Amber Dawn Mingeaud Following 1

Like · Reply · 10w



Johnny Bumgardner I think just about every bar is having a party. 1

Like · Reply · 10w



Write a comment...





Emily Rose Sanderline

August 27, 2018

So it's been a little more difficult than I thought it would be making friends 😊 it's definitely not my strong suit.

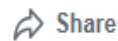
I dont know if it's because I live off campus and it's difficult to make friends or what, but yikes I thought I'd at least have one or two friends by the second week.

Anyways, I was hoping to try and find some more friends.

I wanna go to the Adam Devine comedy show here on the 30th, but I definitely don't want to go alone 😭

21

17 Comments



View 15 more comments



Liz McEntee are any of you going to Adam Devine tonight?? I completely forgot about it and I wanna go!

Like · Reply · 19w



Cierra Wolfe Liz McEntee i pmed you. 😊

Like · Reply · 19w



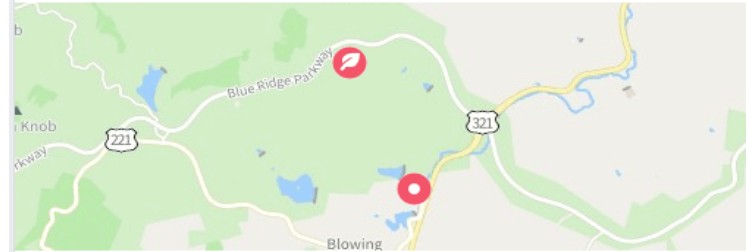
Write a comment...



Lindsay Urban is looking for recommendations.

October 19, 2018

Any recommendations on the best spots to eno?



Looking for recommendations in
Boone, North Carolina

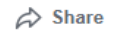
2 people recommended 2 places



Stephanie, Kim and 117 other friends have asked for recommendations. You can too.

Try It

2 Comments



Amber Dawn Mingeaud Price lake!



Price Lake

Lake
Blue Ridge Parkway, Blowing Rock, North Carolina 28605

Like · Reply · 12w

1



Travis Huffman Valle Crusis Park all. The. Way.



Valle Crusis Park

Local Business
Boone, North Carolina 28607

Like · Reply · 12w

1

Amber Dawn Mingeaud replied · 1 Reply



Write a comment...





Bailey Little

August 23, 2018

Hey everybody! Hope you're having a good start to the semester. Just wanted to put out there that if any of you are struggling meeting new people or just would like to hangout sometime, I would be down to! I've been at App for a year now and have only made a few friends that I actually go out and do stuff with. So if you like to go hiking or chill outside on pretty days, enjoy getting coffee or lunch with people, hanging at spots on King Street during the weekend or even just enjoy talking to new people/making friends—definitely message me sometime or feel free to add me as a friend! 😊

Cassidy Chambers, Bria E Payne and 48 others

5 Comments

Like

Comment

Share

View 3 more comments



Stephanie Jarman I've been at app for a year now too and I haven't made many friends either so I'll message y'all u sometime or you could message me whenever!!!

Like · Reply · 20w

3

Bailey Little replied · 1 Reply



Eva Kendele Cregger I've only been here a few months, and I really haven't even met anyone yet! Would love to have some girlfriends around 😊

Like · Reply · 20w

3

Eva Kendele Cregger replied · 2 Replies



Write a comment...



Trent Ludzack

August 16, 2018

Any disc golfers out there want to play a round, I still havent played any of the courses around here.

2 Comments

Like

Comment

Share



Dylan Long If I'm unpacked and everything I may be going to Rolling Pines on Saturday.

Like · Reply · 21w

Trent Ludzack replied · 1 Reply



Alex Geltman I brought all my discs!

Like · Reply · 21w



Diane Claassen

August 10, 2018

Hey everyone! This might be a long shot but I'll ask anyway! Since school isn't starting for a little bit longer, would anyone want to go hiking/adventuring/exploring sometime this weekend? It would be a good way to get to know each other and boone/surrounding areas!

14

6 Comments

Like

Comment

Share

View 4 more comments



Diane Claassen Hey everyone! So there is a plan to meet at noon tomorrow to go hiking at rough ridge! Feel free to join 😊

Like · Reply · 22w

2

Facebook Live

- Interactive way to reach out to students through medium they are already familiar
- No special equipment or technology needed
- Views ranged from a few hundred to over 1300 for each video
- Captures videos so can view later if can't tune in "live"
- Chat feature allows students to ask questions during recording
- Easy to share to other groups/pages

Facebook Live Topics



Welcome Transfer Students!

#AppSaidYes! What's Next?

Join @appstatetransfers on Facebook Live for information and Q&A sessions on the following topics:

On-Campus Housing...Tuesday, 2/26 at 3pm EST
Off-Campus Housing...Wednesday, 3/13 at 3:30pm EST
Financial Aid...Monday, 3/25 at 3pm EST
Jobs in Boone...Thursday, 4/11 at 12:30pm EST
Involvement at App...Wednesday, 4/24 at 4pm EST
Understanding Your Credit...Wednesday, 5/1 at 2pm EST

Can't attend live? You'll be able to view the recorded session afterwards on our Facebook page!

Register for an online webinar on **Understanding Your Transfer Credit** where we'll help you understand your credit evaluation and review the registration process:

Thursday, 3/7...2pm EST
Wednesday, 3/20...10am EST
Monday, 4/1...3pm EST
Tuesday, 4/16...11am EST
Friday, 5/3...9am EST

Registration is required for the Webinars
Register at ugrad.appstate.edu/portal/otswebinars

Facebook Live

The screenshot shows a Facebook Live video player. The video features two women in a well-lit room with large windows. The woman on the left is wearing a blue sleeveless top and has her hand near her chin. The woman on the right is wearing a dark top and is smiling. A play button is centered over the video. Below the video is a progress bar and a chat window showing 35 participants. To the right of the video is the Facebook post interface, including the post title, view count (340 Views), and a list of comments with replies.

Facebook
AppLEAP BI Office SAMS MyCCCTI Fortis Web

Search

Matt Home Create

Kim Morton was live in Appalachian State Transfers. about a year ago

Housing options for new Spring 2018 transfer students.

14 340 Views

Like Comment Share

Comments Up Next

Most Relevant

Meghan Lendry · 17:34 Sorry this froze on me and couldn't hear if y'all answered my question! /
Like Reply · 1y
Kim Morton replied · 1 Reply

Patrick Thomas Mullaney · 16:04 If I get a sublease for the Spring, would I be more likely to get a dorm for the Summer/fall?
Like Reply · 1y
Kim Morton replied · 1 Reply

Meghan Lendry · 10:17 So if we graduated in this past year we will be able to live in dorm correct?
Like Reply · 1y
Kim Morton replied · 1 Reply

Patrick Thomas Mullaney · 19:34 When I applied for my housing application, I wasn't able to request the Transfer RLC or any RLC preference. Are they only available for returning students or in the fall?
Like Reply · 1y
Kim Morton replied · 1 Reply

Kim Morton · 8:25 officampushousing.appstate.edu

Write a comment...

Instagram

- Advertise & highlight student engagement events via photos and videos
- Create event promotions in Canva, Venngage, Ripl, Powerpoint, etc....all free!
- Instagram advice campaign - first 2 weeks of classes (campaign developed by our Transfer Student Mentors during August retreat)
- Student Takeover of Instagram to provide personal look into life at institution



appstatetransfers • Following

appstatetransfers We are looking forward to welcoming our new Spring students to campus this week & all our returning students back next week! New students, check out our Welcome to App events (welcome.appstate.edu) and all transfer students, here's our spring event schedule (https://transfer.appstate.edu/sites/transfer.appstate.edu/files/spring_2019_events_0.pdf)! Welcome (back) to Boone!



Liked by bethwatts05 and 49 others

JANUARY 7

Add a comment...



TAILGATE!

RESCHEDULED!
SATURDAY, SEPTEMBER 22
DUCK POND FIELD
12:30PM - KICK-OFF

KICK OFF THE FIRST HOME FOOTBALL GAME WITH THE OFFICE OF TRANSFER SERVICES, DISTANCE EDUCATION, AND TAU SIGMA.





appstatetransfers • Following
Turchin Center for the Visual Arts

appstatetransfers Another fun transfer paint night!!



Liked by karlapr and 31 others

OCTOBER 30, 2018

Add a comment...



appstatetransfers • Following

appstatetransfers Great times making new friends at Transfer Day at Camp Broadstone.



Liked by bethwatts05 and 26 others

SEPTEMBER 8, 2018

Add a comment...



appstatetransfers • Following
Appalachian State University

appstatetransfers App Celebrates Transfer Students is starting up. Come join us in Grandfather Mountain Ballroom! #transferstudentweek



Liked by bethwatts05 and 35 others

OCTOBER 17, 2018

Add a comment...



Advice Campaign

Looking for tips to successfully navigate your first weeks at App?



Check out our Transfer Instagram Tips at @AppStateTransfers

Why are there so many buildings on campus with the names Belk & Dougherty?!



Know where your classes are by understanding the building abbreviations on your schedule! For example, Belk = Anne Belk Hall
Not the Residence Hall or the Library!



Make sure you know when you need to be in class by understanding your class schedule!

M: Monday T: Tuesday W: Wednesday R: Thursday F: Friday

There are even some classes that meet on the weekends!

S: Saturday U: Sunday

Transfer tip!

Walk your class schedule before the first day of classes!

TRANSFER STUDENT MENTORS
PRESENT

TIP: 487



To navigate AppalCart:

1. Pick up a bus schedule—you can find them at the information desks in the Plemons Student Union
2. Visit appalcart.com to see all of their routes and schedules
3. Download the NextBus app to see in real time GPS when your bus will arrive
4. Follow them on Twitter to know when routes are temporarily changed for weather, road closures, etc.



TRANSFER TIP:

Get involved on campus early. Don't be afraid to put yourself out there!

App State Student Takeover



appstate • Following

appstate Happy spooktober to everyone! I am excited to share this takeover with you all. My name is Jevaghney Francis. but I usually go by Jay. I am original from Jamaica, but I currently call the Raleigh area my home. I am a Junior and I transferred from Wake Tech Community College in Raleigh Fall of 2017. I currently study Industrial design with a concentration in Product design. My first year at App I was a part of the Transfer RLC in Belk Hall. That community really helped me get acclimated to the App Life. I currently serve as a Student Transfer Mentor and I play on the Overwatch esports team for Appalachian state. If I'm not busy working in the studio I usually enjoy being outside and meeting new people. Appalachian State is a beautiful place, and I recommend that all

Liked by samantha.reindeer and 565 others

OCTOBER 8, 2018

Add a comment...



appstate • Following

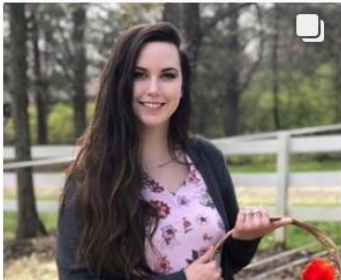
appstate Transferring can be hard as many first-year students have already formed their social groups by the time we arrive. Some of our best memories and the reasons many of us became Transfer Student Mentors are because of the events the Office of Transfer Services hosts to help transfer students connect with others. Here are a few of our favorite events including Transfer Day at Camp Broadstone, De-Stress Fest, Tailgating, and Paint Night. Learn more about our upcoming events at transfer.appstate.edu, on our instagram account @appstatetransfers, our facebook group ([facebook.com/groups/appstatetransfers](https://www.facebook.com/groups/appstatetransfers)), or our appsync portal.

blessed.megstanley @obs1202
mandyspix @ungracefullylauraen

Liked by briae.payne and 555 others

OCTOBER 13, 2018

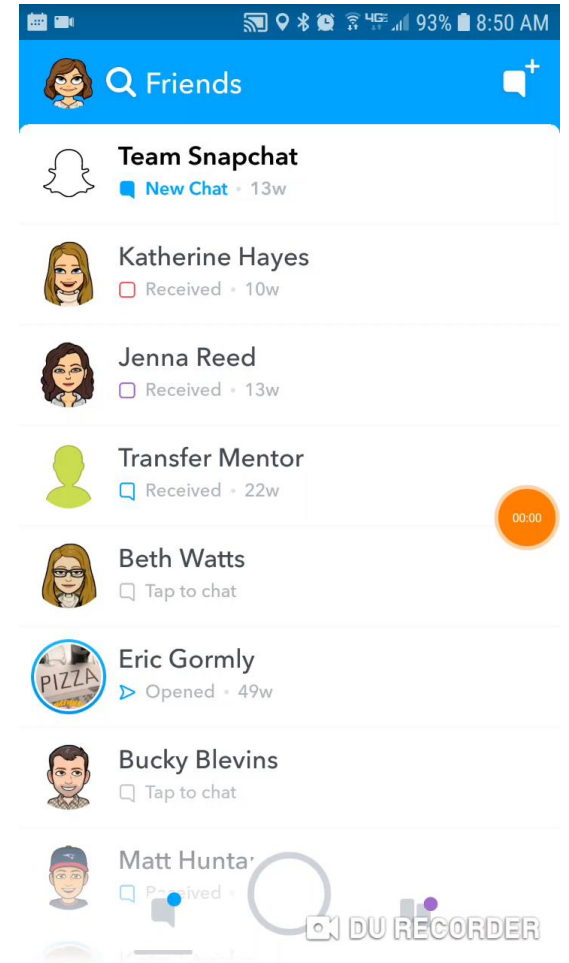
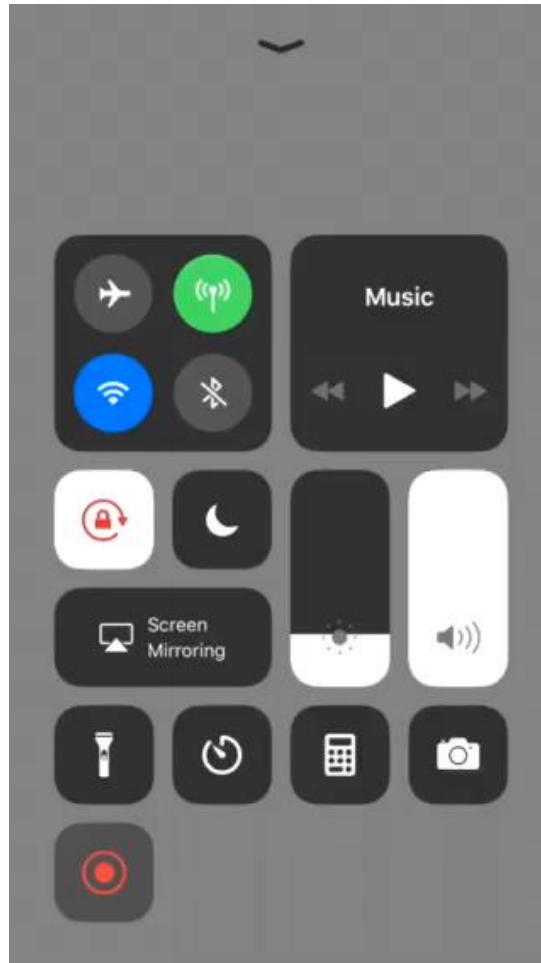
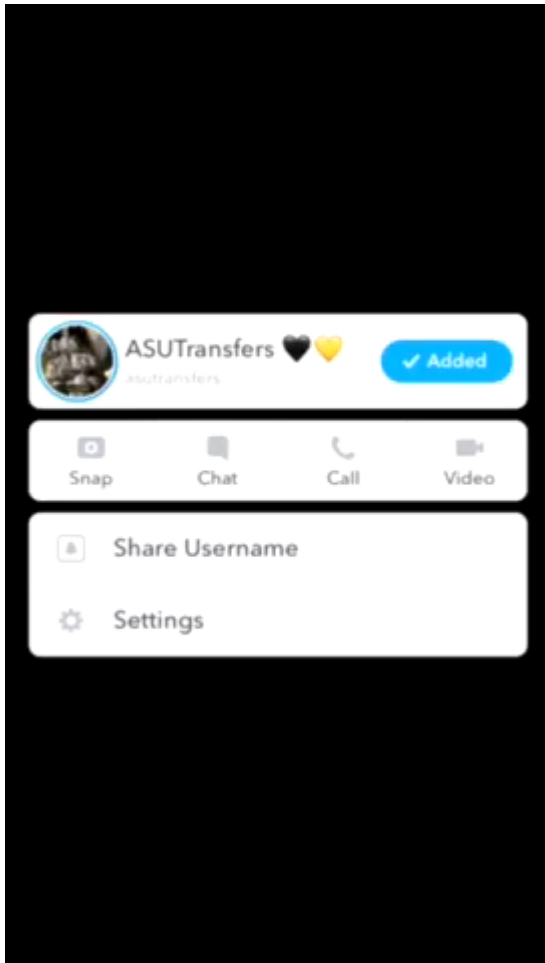
Add a comment...



Snapchat

- New in Fall 2018
- Managed by our Transfer Student Mentors
- Dependent on student expertise
- Still in the learning curve
- Still weighing effectiveness and developing strategies
- Dependent on students to post so only as active as they contribute
- TSMs share the account, but only person may access at a time





Twitter

- Started in Fall 2015
- Medium for communicating Transfer Tips
- Contributions made by Transfer Student Mentors and OTS
- Our CRM analytics revealed that students are clicking on Twitter at higher rates than other social medias, however we have 80 followers on Twitter versus 2,300+ on Facebook

Transfer Tips



App State Transfers @AppTransfers · Jan 16

As the semester starts be sure to introduce yourself to your faculty and get to know them. Your professors are some of your biggest supporters. Let them get to know you so that when you need the help, you're not just some nameless face.

[#transfertips](#)



App State Transfers @AppTransfers · Jan 22

In college it's recommended that you join at least one club or organization. It is a great way to meet people with similar interests and to do something you love. Looking for ways to get involved? Plan to attend Winter Club Expo this Wed from 11a-2p in the Union. [#transfertips](#)



App State Transfers @AppTransfers · Jan 28

Did you know that you can schedule a RAP (Research Advisor Program) with a Librarian? RAP sessions provide 1-1, in-depth research assistance to students where you plan your research study; find relevant sources of info; & evaluate resources efficiently. [#transferfips](#)



App State Transfers @AppTransfers · Jan 23

Boone made the list of the 25 coolest towns in the US! No wonder so many students transfer here!



The 25 coolest towns in America: 2018

This year's winners are cooler than ever.

matadornetwork.com



Something to Consider: YouTube

Want to Learn How the World Sees Your College? Look on YouTube

By Terry Nguyen | JANUARY 22, 2019



Nicolas Chae/YouTube

Nicolas Chae, a Princeton U. sophomore, gives a tour of his dorm room on YouTube. The video has been viewed nearly 50,000 times.

Students are creating a comprehensive review of their college experiences by posting videos on YouTube. The videos run the gambit from acceptance, move in day, first class, eating in the dining hall, hangout on campus, and athletic events. More than just a fly on the wall the students often provide an immediate perspective. Student vlogged about her Transfer Orientation at App State

<https://www.chronicle.com/article/Want-to-Learn-How-the-World/245525?cid=wcontentlist>

How do you use social media?



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