Nurturing Communities With Social Networking

Kristofer Layon
University of Minnesota

HighEdWeb: open+connected
October 5, 2009

community

A group of people having a religion, race, profession, or other particular characteristic in common.

community

A group of people having a religion, race, profession, or other particular characteristic in common.

community

A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

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community

A group of interdependent organisms of different species growing or living together in a specified habitat.

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principles of good social media personae

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- …or otherwise straying off-topic

principles of good social media personae

- be factual most of the time
- be sincere and polite all of the time
- carefully weigh entering into politics…
- …or otherwise straying off-topic
- be human

{ university examples }

Blogging

eCommunication Standards

What's Inside

About Standards and Templates
Web Standards
Web Templates
E-mail Standards
E-mail Templates
PowerPoint Standards
Social Networking Guidelines
Resources
Contact Us
eCommunication Standards Home

Related Links

Images Library
U of M Graphic Standards
Driven to Discover Brand Guidelines
Style Manual

MARCH 15, 2009

Plan your work; Work your plan

There's an ongoing joke in our office about my desire to print a large banner and tape it along the wall with those words.

Plan your work.
Work your plan.

Doesn't seem like such a hard concept, does it? However I am amazed daily at how often this simple mantra isn't followed. Within the electronic communications team, we try very hard to adhere to this philosophy. Now, don't get me wrong. Not every project requires a project charter, business requirements, functional requirements, etc. With a little common sense, it is pretty easy to identify that changing a few words on a Web page is different than an entire Web site redesign.

It seems to make sense to only use those six words as a guidepost for avoiding duplication of effort, misuse of resources, or being pulled into a hundred different directions like a Gumby doll.

Recently, I had a chance to see incredible project management in action. And, I was so impressed I just need to share it with you. Our team is working with University Services on developing an interactive campus map as well as Project Footprint. As you may recall, Project Footprint is the initiative to demonstrate visually how the University of Minnesota touches local, state, and eventually, global communities.

We have been partnering with the program management office in University Services and I just have to say—THEY ROCK! Although we are in the initial planning stages, their thoughtful analysis, methodical approach, initial timelines, and draft goals blew me away.

A project of this magnitude has several stakeholders, multiple phases, and complex technical implications. However, by mapping (get it? ha-ha-ha) our courses of action, I am confident the project will be completed within scope and

SEARCH

Search this blog: Search

CATEGORIES

- Branding Policy
- Events Calendar
- Interactive Maps
- Mass E-mail
- Multimedia Standards
- Search
- Social Networking
- UMContent
- WWW Publishing Policy
- Web Templates

ARCHIVES

- March 2009

RECENT POSTS

- Plan your work; Work your plan
- Web Templates for UThink Blogs
- Events Calendar, Search, and UMContent update
- Interactive Maps
- UMContent
- Search
- Mass E-mail
- Events Calendar
- Web Templates
- WWW Publishing Policy

MENU
Meryl Streep Amy Adams
Written for the Screen and Directed by Nora Ephron
Julie & Julia
Based on Two True Stories

THE JULIE/JULIA PROJECT

Nobody here but us servantless American cooks...

Friday, August 13, 2004

I don't know what to say.

Julia Child was ninety-one years old when she died, late yesterday, in her sleep. It's the death that all of us want, after a life so full it would seem she was one of history's true lucky souls, if only luck had had anything to do with it. She enriched the lives of thousands – my life she quite literally turned around. She died well-loved, and I hope she died well-fed. There is no tragedy here. It's a day for remembrance, and celebration.

So why am I so fucking sad?

I heard this morning. I was working on my book – I'm always working on my book, only "freaking out over" would probably be a better term – when the emails started pouring in. Condolences from my relatives, and my friends, and my blog-friends, comforting me as if I was suffering the loss of a family member. I never met Julia Child. I have no particular reason to think she'd even have liked me if I had. I have no claim over the woman at all, unless it's the claim those who have nearly drowned have over the person who pulled them out of the ocean. And yet I do feel this loss personally, as a great six-foot-two hole in my world.

Julia Child began learning to cook when she was thirty-seven years old. She started because she wanted to feed her husband Paul. She started because though she'd fallen in love with great food late, when she did she'd fallen hard. She started because she was in Paris. She started because she didn't know what else to do.

August 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Dec Sep

NAVIGATION

Why Julie? Why Julia?

Make a Donation

Social Networking

University of Minnesota School of Public Health

Become a Fan

Wall | Info | Photos | Boxes | Events

University of... | Just Fans

Become a Fan
Add to my Page's Favorites
View Updates

Information

Location:
420 Delaware St. S.E.
Minneapolis, MN, 55455

Phone:
1-800 774-8636

Mon - Fri:
7:45 am - 4:30 pm

Fans

6 of 468 fans See All

Ramatoulie 'Lady' Jallow

Sara Hurley

Merrin Permut

Jennie Pate Lijewski

Kelli A. Johnson

Sarah Harper

University of Minnesota School of Public Health

Mar 12, 2009 3:01pm
Length: 3:52

March 12 at 5:01pm · Share

University of Minnesota School of Public Health received 72 PSA submissions! Yoo Hoo!

March 12 at 4:58pm ·

University of Minnesota School of Public Health is counting the number of submitted PSAs--62 and counting...

March 6 at 8:27pm ·

University of Minnesota School of Public Health

Admitted Student Reception
At Coffman Memorial Union
If you are an admitted SPH student, please consider attending the March 23 Admitted Students Reception, 12 to 4 p.m., in the Mississippi Room at Coffman Memorial Union. Regi...

March 3 at 3:41pm · Share · RSVP to this event

University of Minnesota School of Public Health

Register Now for Commencement
Before it's too late!
Commencement 2009, University of Minnesota School of Public Health. The date is Monday, May 18, 5 p.m., Northrop Auditorium. Register Now! Go to http://www.sph.umn.edu/commen...

February 11 at 12:58pm · Share

University of Minnesota School of Public Health

Cross-Cultural Leadership Retreat

Advertise

Ray LaMontagne

Ray LaMontagne was on Saturday Night Live. Check out the deluxe edition of his album Gossip In The Grain. Get it here!

Perfect Your Performance

The Facebook Ads Page includes tips, updates, and info to help you make the most of your advertising. Click here and become a fan!

Free Fishing Gear

UNIVERSITY OF MINNESOTA

CE+HD

College of Education + Human Development

CONNECT WITH
the College of Education and Human Development

Main | My Page | Members | Photos | Videos | Forum | Events | Groups | Blogs

Alumni, students, & friends: Join us! Share your opinions, announce an event, or start a topical blog. This site will grow as you add to it.

Poll

Do you think Arne Duncan is a good choice for education secretary?

- Absolutely
- Yes, I think so
- Unsure
- Not really, I have concerns
- No

View Results
Polldaddy.com
VOTE

Events

Geezer Gala '50s Sock Hop & Alzheimer's Association Fund-raiser
March 21, 2009 from 6:30pm to 10pm – St. Clement Catholic Church Auditorium

View All

CEHD Bookmarks

Groups

Mentor Connection
Mentor Connection
20 members

GOLD Alumni
Graduates of the Last Decade
2 members

Alumni Society Board
CEHD Alumni Society Board
4 members

WPLC Women's Philanthropic Leadership Circle
Women's Philanthropic Leadership Circle
3 members

International Connections CEHD CEHD CEHD
International Connections
4 members

CSPP Alumni Council
CSPP Alumni Council
4 members

View All

Latest Activity

Carolyn Kennedy is now a member of CEHD Connect March 9

Sarah Clyne is now a member of CEHD Connect February 15

Welcome to CEHD Connect

Sign Up
or Sign In

About CEHD Connect

Kristeen Bullwinkle created this social network on Ning.

Create your own social network!

CEHD Connect Badge

CEHD Connect

Alumni, students, & friends: Join us! Share your opinions,

109 members Join Us

Get More Badges

Members

northstar STEM alliance

Science, Technology, Engineering and Mathematics

The Minnesota Louis Stokes Alliance for Minority Participation

Our mission is to broaden the participation of Minnesota's underrepresented minorities in science, technology, engineering, and mathematics.

Upcoming Events

- Calculus and Community Seminar
  Sep 29 2009 - 4:30pm -
  Sep 29 2009 - 5:30pm
- North Star STEM Alliance Kick-Off
  Oct 1 2009 - 5:00pm -
  Oct 1 2009 - 9:00pm
- Nobel Conference 2009, Gustavus Adolphus College
  Oct 6 2009 - 9:05am -
  Oct 7 2009 - 9:06am

More events

North Star STEM News

Student Profiles

Matthew Sharrow

Yodit Tesfaye

Northstar STEM Social Network

Connect with other students and learn about opportunities within the North Star STEM Alliance. Join our social network, based at ning.com.

northstar STEM community

northstar STEM alliance

NATIONAL SCIENCE FOUNDATION LOUIS STOKES ALLIANCE FOR MINORITY PARTICIPATION

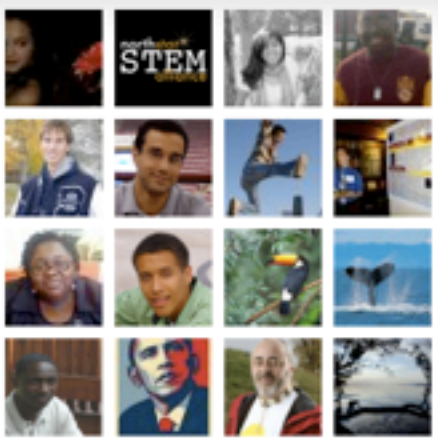
Our mission is to broaden the participation of Minnesota's underrepresented minorities in science, technology, engineering, and mathematics.

Events

Nobel Conference, Gustavus Adolphus College
October 6, 2009 to October 7, 2009
- Gustavus Adolphus College

+ Add an Event View All

Members



View All

Photos

+ Add Photos View All

About the North Star STEM Alliance

The Louis Stokes Alliance for Minority Participation (LSAMP) is an initiative funded by the National Science Foundation (NSF) which is intended to double the number of African-American, Hispanic/Latino, and Native American students receiving baccalaureate degrees in science, technology, engineering and math (STEM).

Welcome to
North Star STEM Alliance

Sign Up
or Sign In

About

North Star Administrator created this social network on Ning.
Create your own social network!

Groups

IT First-Year Scholars
11 members

+ Add a Group View All

Forum

STEM Internship Opportunities
Started by Simone Gbolo-Thompson in University of Minnesota Twin Cities campus Jul 14.

Photo / Video Sharing

UNIVERSITY OF MINNESOTA
Driven to Discover℠

U of M Subscribe

UniversityofMinn
Joined: **October 12, 2006**
Last Sign In: **3 hours ago**
Videos Watched: **2,555**
Subscribers: **1,169**
Channel Views: **40,644**

DIRECTOR

The University of Minnesota is one of the most comprehensive public research universities in the United States and ranks among the most prestigious. It is both the state land-grant university, with a strong tradition of education and public service, and the state's primary research university, with faculty of national and international reputation.

Founded in 1851, the University of Minnesota has four campuses—Twin Cities, Duluth, Morris, and Crookston—a collaborative center in Rochester, extension offices, and research and outreach centers throughout the state.

The University of Minnesota is Driven to Discover.

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All rights reserved.
The University of Minnesota is an equal opportunity educator and employer.

HIV/AIDS my be prevented by new lubricant
From: UniversityofMinn
Views: 20,180
Comments: 78

Playlists

Micro-blogging

UMNews

Following – Device updates OFF

Behind-the-scenes video tour of new TCF Bank Stadium's locker rooms and concourses, courtesy of Startribune.com http://bit.ly/Y9uLF

about 4 hours ago from web

Bonding bill passes MN Senate, contains funding for new U of M Bell Museum. Article by @dhenry of @mndailynews http://bit.ly/skndU

about 4 hours ago from web

It's spring break on campus, but it was still a loud Monday at the U of M as officials tested emergency PA system http://bit.ly/CRjCQ

about 5 hours ago from web

March Madness grips Minnesota: U of M to host Mich. State & Kansas in 1st/2nd rounds of NCAA Tourney @ Metrodome Fri/Sun. http://is.gd/ny5h

Name University of MN
Location Minneapolis
Web http://www1.umn.e...
Bio The official Twitter page of the University of Minnesota News Service.

608 following | 919 followers | 192 updates

Updates

Favorites

Actions

message UMNews
block UMNews

Following

View All...

twitter

Home Profile Find People Settings Help Sign out

UMNews

Following Device updates OFF

Strike up the band! Tonight's @KARE11 Extra (10 pm) will feature the U of M Marching Band in their new home http://bit.ly/jq9pr #umn

about 1 hour ago from TweetDeck

Student football season ticket holders sign "code of conduct" to promote good sportsmanship (@WCCO story) http://bit.ly/2skTHB #umn

about 2 hours ago from TweetDeck

President Bruininks welcomes students -- and all of Minnesota -- back to campus, TCF Bank Stadium, this fall: http://bit.ly/JQRLh #umn

about 7 hours ago from web

For live updates & Gopher chatter straight from the source, follow the official Twitter account of Gopher football, @GoldenGopherFB #umn

11:30 AM Sep 5th from web

A preview of the Gophers new stadium (from

Name University of MN
Location Minneapolis
Web http://www1.umn.e...
Bio The official Twitter page of the University of Minnesota News Service.

1,408 following
3,696 followers

Tweets 637

Favorites

Actions
message UMNews
block UMNews

Following

View All...

RSS feed of UMNews's tweets

Integrated Social Media: MinneWebCon

MinneWebCon

A full-day, three-track continuing education conference for web professionals.

April 6, 2009
CECC, St. Paul Campus
University of Minnesota
Twin Cities

About
Location
Participants
Register
Sessions & Speakers
Sponsors

We're on Facebook!

See our updated Facebook page & help us promote MinneWebCon '09!

Twitter Updates

MinneWebFact #4: As of today, 7% of our registered attendees reported first learning about MinneWebCon on Twitter.
about an hour ago

Follow MinneWebCon

Questions?
Email minneweb@umn.edu.

April 6, 2009—9 a.m. to 5 p.m.

This year's MinneWebCon will be held at the University of Minnesota's Continuing Education and Conference Center (CECC) in St. Paul. Learn more about the venue and parking.

Keynote Presentations

The Intention Economy

Doc Searls

Doc Searls is one of the world's most widely read bloggers, senior editor of *Linux Journal*, and co-author of *The Cluetrain Manifesto*, a pioneering work about the web's impact on consumers and organizations. He received the Google-O'Reilly Open Source Award for Best Communicator in 2005.

Searls became a fellow of the Berkman Center for Internet & Society at Harvard University in 2006, where his work focuses on the power of individuals in networked markets, the need for user-centric identity technologies and standards, and the importance of these to the continued freedom and growth of the internet.

Examples of his projects at the Berkman include

Web Culture & Privacy

Bruce Schneier

Bruce Schneier is an internationally renowned security technologist and author. His latest book, Schneier on Security, is a collection of candid criticism and articulate commentary about security, privacy, and technology.

In Wired News Schneier has written about running open WiFi networks and Apple's control over the iPhone. In the Wall Street Journal he recently discussed how President Obama should keep his BlackBerry. Obama's aides worry about unofficial emails and text messages, but Schneier points out the trouble we can all get into with Twitter and Facebook.

Schneier is Chief Security Technology Officer of British Telecommunications and has written several

Promote MWC09!
Print out letter-sized flyers (113K PDF) or tabloid-sized posters (1.5MB PDF).

Have images from the conference? Tag them with MinneWebCon in Flickr or view others' photos.

MinneWebCon

UNIVERSITY OF MINNESOTA
Driven to Discover℠

Edit Page
Send an Update to Fans
Promote Page with an Ad
More

Write something about MinneWebCon.

MinneWebCon

Wall | Info | Photos | Boxes | +

Write something...

Share

MinneWebCon | Just Fans | Settings

MinneWebCon

MinneWebCon 2009
A continuing education conference for web professionals.
Featuring two general keynote sessions, twelve breakout sessions, and three panel discussions.

January 19 at 11:33am · Share

RECENT ACTIVITY

MinneWebCon changed their Website.

Fans

6 of 66 fans See All

Rachel Lam Anderson

David Hedrick Skarjune

Peter Fleck

Sonja Froyen

Neil Evridge

Dan Kunitz

Events

1 upcoming event See All

MinneWebCon 2009

Advertise

Hawaii Awaits You

Let Spotlight Hawaii help you plan your next visit to the islands. Maps, dining, sightseeing, activities, and more!

Video Guitar Lessons

24 free video guitar lessons. You can learn guitar online – guaranteed. Visit guitartricks.com today.

Graphic Design Schools

twitter

Home Profile Find People Settings Help Sign out

minnewebcon

Starting to consider 2010 keynotes for MWCIII (MinneWebCon 3). Tweet or DM us with your suggestions.

10:50 AM Sep 21st from web

Welcome to the Twin Cities, @aneventapart! {August 2010 — be there}

10:49 AM Sep 21st from web

Catching up with two of our 2009 session facilitators, @myklroventine and @megcanada. #smbmsp

9:17 AM Jun 26th from Tweetie in reply to myklroventine

Another view of @smbmsp jumbotron and venue. Huge crowd. http://twitpic.com/8gn0i

8:30 AM Jun 26th from Tweetie

I knew I would learn something new here re. doing web/social media ed. events! #smbmsp http://twitpic.com/8gmrf

8:26 AM Jun 26th from Tweetie

Does anyone remember hearing about a 'web speed reduction' tool, for testing dial-up load times? If so, please tweet @JeffSays. #mwc09

11:12 AM Jun 1st from web

Name MinneWebCon
Location Twin Cities, Minnesota
Web http://www.minnew...
Bio Minnesota's Web Conference. April 12, 2010.

87 following
230 followers

Tweets 93

Favorites

Following

View All...

RSS feed of minnewebcon's tweets

What was our Twitter ROI for MinneWebCon 2009?

income - cost

cost

$$\frac{\$1500 - \$100}{\$100}$$

1,400%

What was our Facebook advertising ROI for MinneWebCon 2009?

$250 - $65

$65

285%

What was my banner advertising ROI for MinneWebCon?

$250 - $540

$540

-54%

{a non-university example}

Integrated Social Media: Paperedtogether

paperedtogether is a small
letterpress studio offering
custom letterpress printing
& a complete line of
letterpress paper goods

each piece is thoughtfully designed
and carefully hand-printed using
an antique cast-iron printing press,
100% cotton papers,
hand-mixed inks, and lots of love

minneapolis letterpress paper goods

paperedtogether's Shop Announcement

thank you for visiting paperedtogether letterpress!

2009 goods coming soon

please email info [!at] paperedtogether.com with any questions or custom inquiries

4 items · 1 ◀ ▶ view: gallery / list

FEATURED ITEMS FROM PAPEREDTOGETHER

work, letterpress n...

branches, letterpre...

silverware, letterp...

Sections in this shop:

« Shop home (all items)

paperedtogether

- Profile
- Shop Policies
- Favorites
- Feedback 1191, 100% pos.
- Request Custom Item

paperedtogether's info

rating: 1191, 100% pos.

custom letterpress

70 photos | 193 views

items are from between 01 Jan 1980 & 04 Dec 2005.

paperedtogether

Follow

Please Say Something: http://is.gd/ma8R

about 2 hours ago from TweetDeck

even after all this time, the sun never says to the earth, "you owe me." -hafiz
about 3 hours ago from TweetDeck

@Jilko me too
about 4 hours ago from TweetDeck in reply to Jilko

Traces of an Imaginary Affair: a kit containing tools designed to leave marks on the body http://is.gd/nz49
about 5 hours ago from TweetDeck

@MPR all the twitter-related verbs are embarrassing... I try hard to avoid them #mprtwitter
about 5 hours ago from TweetDeck in reply to MPR

@fogfish I think it's funny :)

Name krista
Location Minneapolis
Web http://www.papere...
Bio letterpress printer

249 following | 439 followers | 2,587 updates

Updates

Favorites

Actions

block paperedtogether

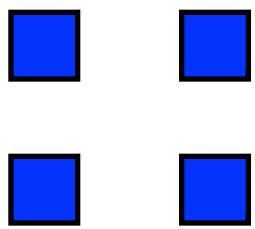
Following

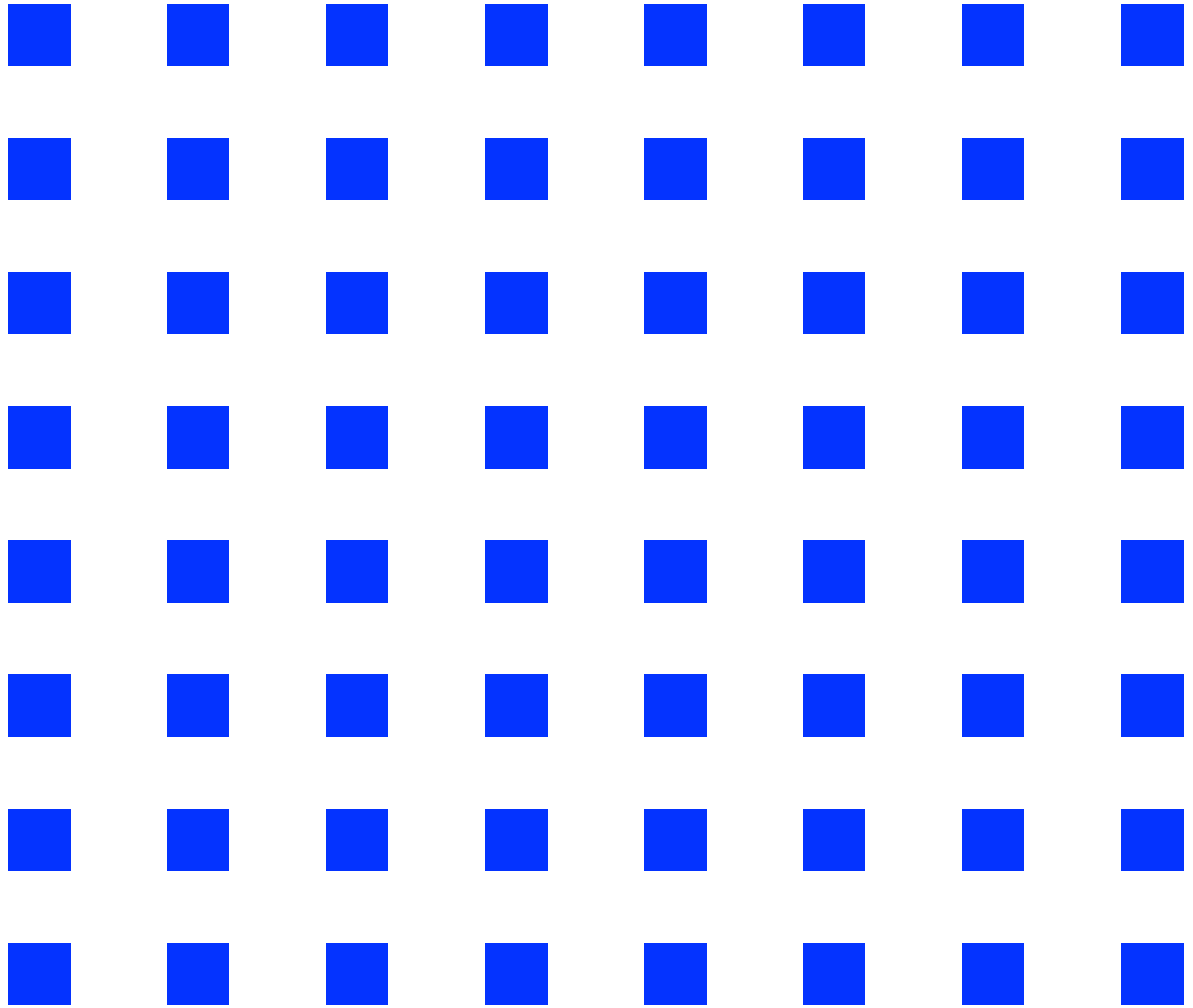
View All...

Some people have garage sales
Krista has a $40,000 garage business

What does social media success require?

B.A.A. BOSTON
MARATHON 2008
1
2008





plan

patience

humility

persistence

{ thank you }

klayon@umn.edu
twitter.com/klayon