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**CoSIDA Continuing Education Session:**

**TRENDS AND PRACTICES IN SOCIAL MEDIA**

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**ROB CAROLLA (MODERATOR):** Thank you, everyone, for joining us today for our regularly-scheduled continuing education call from CoSIDA. I'm Rob Carolla, the director of communications of the Big 12 Conference and third vice president for CoSIDA. We're excited for our panel today and have three outstanding participants. First off I want to make sure to thank our corporate partner, ASAP Sports, who are once again providing its full transcript, also known as a FastScript, for the call. The FastScript will be available online one hour after today's call at CoSIDA.com in the membership link. In addition the audio and the CoveritLive blog will also be available at CoSIDA.com for on-demand use. We begin the call with remarks from each of our participants, but remember that anyone can submit questions at anytime via email to director of external affairs, Barb Kowal, at



visit our archives at [asapsports.com](#)

barbkowal@cosida.com or via CoveritLive blog on CoSIDA.com. We'll start off, our first participant today is Mike Anderson, who is the assistant athletic communications director at Northern Kentucky University. As Mike gets started, be sure to check out his Twitter feed at [@mikeandersonsid](#). He will be simulcasting his portion via Periscope as a live demo of the technology he is talking about. Thanks for doing that, Mike, and thanks for joining us today.

**MIKE ANDERSON:** I am, Rob. Thanks for the warm introduction. I appreciate that. Yeah, and I wanted to just take a little bit of time today to talk about what I'm doing here today, which is just video streaming within the social media space.

College athletic fans are always looking for more ways to contact, interact with coaches and with student-athletes, and we have our traditional video screens that are bringing the games to fans like never before. From the highest of Division I to Division III and all in between, we have games everywhere. So fans can see the games, but it could be difficult to get that interaction level with our fans, with our boosters, with our recruits even.

There are CoveritLive blogs like we're using here today, and there's Twitter interaction, plus as so often our communication staffs are so tied up just in advancing the story of the game and to making sure we get our recapture it and things like that, that we just don't have time to get into that extra level of interaction. So this is an opportunity for us to bridge that gap, with some kind of video opportunities. And really, right now it's a very emerging technology, and there are two real primary technologies out there, two companies running this so far. One is the one that I'm using here today. It's called Periscope. It's owned by Twitter, so it works primarily off your Twitter account.

And the other is called Meerkat, and in the notes I have links to the websites, for a little bit more information on those particular things. But to kind of hit the high points, they're both IOS based right now. Meerkat is accepting signups for their Android beta test. I know that Periscope is working

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on an Android-based client as well, and both are free of charge right now. So there's no account fees to sign up or anything like that, much like our other social media outlets, there is no additional charges there.

And it just uses your device camera and your microphone. You have an iPhone, you have an iPad. You have everything you need to put together one of these video streams. You don't have to worry about knowing how to do external editing. You don't need to know about how to set up a tricast or set up a big, elaborate studio setup. It's just kind of throw it in and go. It's a very behind-the-scenes, kind of raw video opportunity that can really give you that behind-the-scenes, that intimate feel.

You basically set up the description like I have for the Periscope here today. We have just a simple little thing and it'll shoot out your live stream as soon as you're ready over Twitter.

And the other important thing to know is that you don't have to have the app to view the stream. I'm looking at my screen right now. I have 44 users in the chat right now, which is awesome. Thank you for joining me.

But anybody through a browser is able to look at this. I was just testing to make sure because I was downloading this onto my wife's iPad this morning for the first time. I just wanted to make sure everything worked and had it on in the office, and I checked the statistics when I was done, and 125 people had looked at this stream of just me sitting in my office, basically set up as I am now. It was pretty surreal.

And the other nice thing is as I'm getting right now, if you're watching, is you get the chat interaction as well. Using it today at a spring game, the draft just to preview who the teams are. So it gives you that nice behind-the-scenes.

We ended up testing the software at our conference tennis championships this past weekend. I took along an iPad and used this as kind of an opportunity to let people get inside with the tennis championships. We did a quick little preshow before the women's team went on, talked to the coach and with a player for about 15 minutes and had a nice little stream there. We gave some fans some nice wide look at for an event that wasn't being streamed. It was an opportunity for fans to see those games that you're not necessarily going to have a chance to do a full streaming look at because that could be a great expense.

But this is an opportunity to get maybe those last seconds of a basketball game or that last inning of a baseball or softball game that fans otherwise might not be able to see paragraph, and some things of that nature. We were able to do a quick little post wrap for things as well and just to get the fans involved and let them see some of those pieces that they weren't able to see before.

There are some moderating tools that are available as well. You can bring people or take care of problem chatters, take care of spam that comes through. And once you're done, it's available for replay, the screen is, usually through the app, for about 24 hours.

I believe the other important thing is that you can save this video onto your device and then export it and put it under your other video outlets, be it Facebook, be it YouTube or any of the other places that you prefer to put video.

We talked about some of those events. Another big thing that we used it for and really our debut for this technology is when we announced our new men's head basketball coach a couple of weeks ago, John Brannen, joined our staff a couple of weeks ago. We had a big event at our basketball arena, and just out of the blue we decided to stream it. We picked up about 40 viewers, and that was to watch it the whole way through and that was with zero -- just zero promotion on that. We just mentioned it a couple of hours before.

When you save this video, is it always going to be portrait. To my knowledge I can't just turn it -- we can't -- it's just going to look sideways. I'm doing a demonstration on the video now, but if you look at it on your device, it's going to look sideways right now. But yeah, to my knowledge it's always up and down right now.

Some other examples of how you can use this, just looking through it today, I saw there are a couple of news stations out there that were doing some just during commercial breaks, just getting that interaction during their commercial break and in talking with their viewers. SportsCenter even has gotten in on the Periscope app, used this technology to get some interaction with their viewers, and that's another thing you can do as well, or use it as that second-screen experience, maybe just take calls during the game, have somebody go into the student section to get that experience from the student section, things like that.

This can be a great opportunity for you to get those coaches' shows on that maybe you haven't had the time to set up a studio experience to do the elaborate setup there, but we're talking to our coaches every day and every week. So you know, bring the iPhone in, talk with them for a few minutes and capture that opportunity to get in with your fans as well.

Another neat thing is when I was on the trip, I kind of wish I had had a sports-specific opportunity to do this, because we actually had our tennis team had their putt-putt championships, and we were killing time between the check out at the hotel and headed to the airport. And that seemed like a nice little fun thing that we could bring to our fans as well, and I think that's another way that you can really get in and get those neat moments with your fans.

Now, as with anything, there are some pitfalls with bringing in this new technology. It takes resources. It takes people. It takes having the equipment and it takes time, and I know that those are some things that we're always running into, and it's a juggling act for every office.

It's always live. There's no editing. As long as this red light's on, you're going to see everything that's going on, you're going to see everything that happens. So you have to kind of know, kind of plan a little bit in advance. And moderation can only be so quick. If you've got ugly people saying ugly things in your text, there's only so much you can do about it. I haven't run into a lot of that here yet, but just knowing that that's an issue.

But this, I think, is a neat opportunity for us to get out there and get with social and get more interactive with our folks, and that's video streaming. So thank you for your time.

**ROB CAROLLA (MODERATOR):** That's great stuff. Did you have something else?

**MIKE ANDERSON:** Oh, I was just looking, I saw a couple of questions come over the CoveritLive blog. Do we want to take a look at that now or do you want to save those for a little bit?

**ROB CAROLLA:** I tell you what, let's talk about the other two items and then we'll circle back.

**MIKE ANDERSON:** Absolutely. I'll take note of these questions and I'll try and hit those when we get to the question and answer session.

**ROB CAROLLA:** Perfect. I would be remiss if I didn't commend you on one of the best Twitter bios I have ever read.

**MIKE ANDERSON:** (Laughs). Yep. I'm doing my best. Still celebrating.

**ROB CAROLLA:** There you go. Okay. Let's move on next to Amanda Dahl for a little bit about tweetable -- I'm sorry, trackable links in Instagram.

**AMANDA DAHL:** Hi, can everyone hear me? All right. There is a line that has someone that's breathing pretty heavy that's making it difficult to hear some of the conversation. So if you could mute your lines, that would be fantastic.

What I'm going to talk to you about today is the use of trackable links, such as Bitly in Instagram. This is a topic that just kind of came up at the beginning of wrestling season. I am the wrestling contact here at Purdue, and I wanted to figure out a way to get links incorporated into Instagram, because I wanted to get information out, but you'll notice whether it's on your feed or someone else's feed, if you have a link in your caption, it's useless because you can't copy it to paste it elsewhere. And you can't click on it. I also wanted to be able to share information without making the caption super long, and I wanted the photos to be the one that's doing all the talking. In our office we have a general consensus that we want to avoid putting text on photos on Instagram at all costs.

Another reason why is because other social media platforms such as Facebook and Twitter allow you to take the viewer out to the front door of your athletic department; i.e., your website, but on Instagram you can't do that. So how do we get around this obstacle. And just on my personal Instagram feed, I kept seeing brands that I followed that say, "use the link in our bio to purchase item X" or "click the link in our bio to find out more."

Well, then I got to thinking why not do this with athletics. I hadn't really seen this. I bounced the idea off of a couple of people, and I made the commitment in October to do this for the entire season of wrestling using Bitlinks and then going

back and tracking to see how effective it was. My goals were to get the front door of athletics; i.e., our website, in front of an audience that might not otherwise go there, because we all know the dominant demographic on Instagram are young. It's a very, very young audience. But not only do I want to get the front door to the athletic department in front of them, I want to sell the program to potential recruits. It's also a very, very soft sell, because I'm gently inserting our athletics website into a social media platform that doesn't intend to take traffic outside the app.

If you could start with my first slide, please. Once this first slide goes in, I'll have different examples of ways that I have used Instagram and Bitly throughout this season. There we go. You can also download the PDF with the link above that Barb has posted. So here's just a snapshot of all the different athletic Instagram accounts that we have here at Purdue, and we're wrestling ranked.

We are No. 3 at almost 2,600 followers, and prior to the start of the season we only had 962. Not only does that go to show how fast this platform is growing, but how contagious it is. It's unreal. To now have followers that we've gained in that short of time is ridiculous.

The first example that I'm going to show you is of a preview. This preview example was posted on the 13th, a couple of days prior to an event, and you'll see here with Bitly I was able to get about 25 clicks out of 99 total. One of the things that I was very adamant about was having the caption -- have the tone for a younger audience. I would make sure to put notes of this is how you follow, this is how you watch us, because those were the things that I was getting apps prior to doing this. And that's what the younger audience wants to do because they're not the ones that are buying the tickets, but they still want to be able to watch. The preview ones as well, the photo choice must be thoughtful.

The next example is with a recap. This recap got 185 clicks and about 45 other clicks, so one can infer that that's from Instagram. This is your photos for recaps, they have to be good, but your captions have to be even better because you want to generate that younger audience. You want to give them an interest to click on the link that's in your bio.

I personally really like using quotes that the wrestlers give me, or the coaches. I would have an eavesdropping ear while the duel was going on, and I'd write down quotes that would be

really good for captions, depending on how the outcome was, and if it complements the photo, it's a knockout.

One last example for a recap is this one with the seniors here. It's not a quote or anything like that, but it was our senior night. We were wrestling Indiana, huge rivalry, obviously. It was a knockout because they all did so well. You can see we got 59 clicks out of 156, and I think it's pretty obvious you can't do this for every single recap, especially I would think maybe basketball because you're playing a couple of times a week. So be selective. You can do it, but maybe not for all of them. You have to be thoughtful and mindful of what you're doing because if you do it too much, you don't want to turn someone off.

One of the particular things that I do throughout the season, if you're not familiar with wrestling, there are way too many outlets that push out rankings and it's hard to keep track of everything, and not only that, but it's hard to capture all of the information in one post, tweet or anything like that. So I do a weekly rankings roundup. And for this one I got tired of doing pics with head shots of all the guys. It was getting old. And so I wanted a different look. I wanted to find something that would generate a different type of response. So I used -- I found this photo and it worked well with the caption, and again, captions complementing your photos make it that much more better.

Here's another example of the rankings roundup. This is playing on recent results. I just went down to practice, shot a picture of the twins. They had a really, really good weekend. They were rewarded in the rankings, and my goal was this photo was to incorporate a real photo, not something from one of our professional photographers, but a real photo, because that's the heart of Instagram is real-live right-now type of photos because that's selling your program.

This also takes people behind the scenes, but you're also pushing the news that you want to push.

One of the big things that I did through the season for Big Ten Championships and NAAs was I created an event hub on our website, but how do I take this to Instagram? Now, I know that I'm looking like a hypocrite having text on this photo, but it works, and I already had the graphic made, so I was going with it. Plus I didn't want to have all Ohio State on the photo for the venue.

So it was a necessary evil. I didn't like doing it, but like I said, it worked. The hub that I created had everything they would want to know about the event, bracket, upcoming matches like scoring streaming, notes. You think of it, it was there. And so this was my way to push that information to the younger audience.

Here's an example of how I used it during the event. Not switching out the link, but just reiterating the point. This was a video. And here's where Bitly gets a little tricky. I found out that the link was clicked 356 times during that day, but trying to figure out exactly where it all came from was a little sticky.

I was able to notice there were three posts between the announcement of the hub, which was the previous slide, and then also this video. I kept the link in the bio just so it was there and fresh because that's what was on the mind of our audience was the Big Ten championships.

Just a couple of notes from the Big Ten Championships hub and Instagram, I ended up posting 13 event-specific posts during the window from March 3<sup>rd</sup> to the 8<sup>th</sup>. Eight of them were NCAA-qualifier specific. Two of them had the event-specific link pushed out, and in all that Bitly was clicked over 1,000 times, and you can see where from. So like looking at this snapshot, one can infer almost 200 came from Instagram.

Here's an example of what I did for NAAs, again, having to look at all of the data, you have to infer what your numbers are, but again, here's that example.

And here's an event live look at, if you will, from NAAs, and if you're able to see it, you'll notice the caption, it talks about all the information you need with lots of links of how to watch and follow can be used -- or can be found using the link in our bio, but then the first comment, is it on TV.

So as much as you tried to spoon feed the information, you still have some of those people asking the questions, but honestly, I didn't have a lot of that throughout the season.

There were five posts between this one and the launch of the central page, and the links stayed the same, just to help push it, because I was wanting to drive that website traffic.

During the course of the NAAs, there were six Instagram posts. Three of them related back to the event-specific link in the bio, and I did - - was able to, you know, line up what I posted where. The post on March 18<sup>th</sup> that I had had 64

clicks straight from Instagram, because there wasn't any other activity that day.

Not only do I use it for events, but we all know that 15 seconds in Instagram for a video is pretty darn short, and so here's an example of how I would do a video tease. Each senior had about a three-minute video that they were given for senior tribute week and how were we going to take that to Instagram because we still wanted the audience to see what they were doing. So I made a Flipagram of their head shots and some other fun shots and then teased with a quote from them and then go watch the full-link video by putting a [Bitly](#) into the Instagram bio.

And I was able to get about 10 to -- we'll say 10 to 15 on those. It might not be the most invigorating video for our younger audience, but it was a good way to figure it out, because I only had the Bitly posted on Instagram for a 24-hour window.

And last, in regards to wrestling, just doing a photo album tease. I did a photo album from our banquet on Facebook, but I don't want to post 14 photos from one event, bam, bam, bam. So how can I get those photos there but stay within the integrity of the platform. I linked the bio to the Facebook photo album.

You can also do it with camps. If you work with your coach or with a specific program, this slide shows -- I maintain our coach's Instagram because he understands the value of being there, but doesn't necessarily want to do it, so I take care of him for that.

This is probably, this next example is the most successful one that I can share with the group. I also run the online auction here at Purdue. And leading up to the Indiana basketball game, the auction had been posted for game-day experience, you get tickets. You get to go behind the scenes. You get to do all that great stuff. And leading up to it, two weeks, there were zero bids on it, and I was very hesitant to do any sort of selling or pushes like that on social media when it comes to the auctions, but we said, hey, let's throw it up on social media and see what we can do.

Both winners in the end found the auction from social media, and the greatest one was I asked the younger girl, she's junior high age with her dad, and I said, "how did you find us?"

"Oh, I found it on Instagram and then I ran and showed dad, and said, dad, I want to go." She had no idea that these auctions even existed, and

in a 36-hour window versus a two-week window of being able to bid on your in-state rivalry game, this was the one that received the most bids. I would call that a success story, and you can see the numbers of what we got for the clicks.

And lastly, this is an example, again, with the auctions, trying to promote another upcoming one is a photo of the winners on the court with a photo bomb in the background of a three being drained (ph) during warmup, just to try and sell it and then also having an endorsement rather than a push from us saying, hey, buy this. Here's a ringing endorsement for going after and bidding on something. So using the comments and the feedback that you get from social can be to your benefit when you're trying to do something along these lines.

Just a couple of quick terms from this season one project, it's really hard to know exact numbers and gauge your success. And it's not a problem once you get going, but remembering to switch out the URLs in your bios because whether it be specific or general for your website, and not knowing what other people are doing in regards to marketing and promotions.

With Bitly they have a lack of stats. It's, like I mentioned, you have to infer a lot. They did away with their bundles and they switched to tags, and it's really hard to search. In addition to Bitly, I used Iconosquare, Twitter Analytics and Facebook Insights in order to generate my coverage numbers.

And just a couple of quick thoughts after doing this for an entire season, you must be consistent with what you're doing and make a commitment to doing it. You can't just dabble in it. You have to make a commitment.

Pick and choose how and when you do this, because if you switch it too often and someone is scrolling through your feed and links don't match up, it's a negative experience, especially with a young audience.

And don't abuse it. Just because you can doesn't mean you should. Be very thoughtful with your pictures used and your captions. It can't all be action. Like I referenced with the rankings roundup, it's a real photo. You want to have those behind-the-scenes types of photos, because remember the demographics that you're talking to and want it to appeal to.

Now, honestly it's all trial and error. I didn't read about this and get the idea. I just kind of went with it. You don't know how or if your audience is

going to respond, but I think it's worth a shot to give it a try, but in the end evaluation is huge, because I hadn't gone through and pulled any numbers prior to being asked to be a part of this call, but it forced me to look at the effectiveness of this project and take my take-away that I will continue to do it next year because it's a great way to push things. The only thing is I want to use something other than Bitly. So if you have any suggestions of other services that are free, ideally, I would love to hear about them. You can tweet them at me. That's what I would love to change with this project. Thank you very much.

**ROB CAROLLA:** Thank you, Amanda. That's more great stuff. I appreciate you putting that together. Very extensive. We'll move on next to Dave Petroff of Edgewood College. And Dave is going to talk about the basics of student-athlete monitoring on social media.

**DAVID PETROFF:** All right. Thank you, Rob. Thanks everyone for tuning in today. You know, when people ask me about social media monitoring, usually the first thing they say is, I don't have time to do that; I don't have time to look through all these student-athletes' social media accounts, nor do I really want to. I don't necessarily care who was on "The Bachelor" last night and what our point guard thinks about it.

But with social media monitoring, you know, what I tell them is if you're in charge of protecting your brand, you really can't afford not to monitor your social media from your student-athletes. It's much, much easier and cheaper to monitor and protect your brand than it is to try to rebuild it after you have a disaster.

It doesn't have to be time consuming. I think some people feel like they need to open up TweetDeck and watch the screen like a hawk for hours on end to find out what their student-athletes are up to. It doesn't have to be that way. For me it's kind of built into my normal day, but I estimate I probably don't spend more than 10 to 15 minutes a day monitoring what our student-athletes are up to, but as you'll see, that's really enough. The basis for monitoring always starts with education. You can't have one without the other. They have to work in conjunction.

Education is the foundation for any kind of monitoring. You can't expect your student-athletes to know what the rules are if you haven't told them

what the rules are. They won't -- you know, nobody expects a swimmer to jump off the starting block and know how to execute a perfect start. They have to be taught. And it's the same thing with social media. The problem is we don't teach anyone to do it. So your education has to be important. Your students have to know the boundaries. They've gotta to know what are the expectations of your athletic department and how to use social media. So my pre-season meeting with student-athletes, I always explain to them their behavior off line and online represents us. I'm sure many of you do similar things, or you have people that come in and talk about those.

Because they represent us, their social media accounts are a representation of their team and their school. Really, in a lot of ways their social media accounts are just an extension of our official social media accounts. And sometimes they don't like to hear it. Sometimes they're not crazy about taking on that responsibility, or they don't believe they have that responsibility. But it's part of what a student-athlete signs up for. They represent us on and off the court, 24 hours a day, 7 days a week, 365 days a year.

The hardest thing that I think we have to do is you have to build trust with those student-athletes, and it's hard. It takes time. It takes a lot of time. I have to make them understand, my goal, the reason I'm monitoring them, I'm not monitoring them because I'm trying to catch them being bad. And that's the truth. That's not what I'm doing. My first goal is always to find great content that I can then reuse on our team and department accounts. I'm looking for the great context they generate about our program and about our school. 90 percent of what they talk about I probably won't care about. And that's fine. They're going to talk about their own things or TV shows or interests, whatever it might be. I don't care. It doesn't matter. That stuff's fine, but I'm looking for the great content.

My second goal, I'm trying to help them protect themselves. Sometimes I'm trying to protect them from themselves. I want to be a resource for them on how they can use social media intelligently. We all know this is a really powerful tool, both positively and negatively. You can get a job or you can lose a job in a matter of one tweet.

I don't want any of them to stumble into a mistake that costs them a job or an embarrassment. I probably -- I can't stop

everybody. People are still going to do foolish things with it, but I want to be the resource for my student athletes to help them navigate through some of this.

But with the trust, they have to trust that I'm on their side, that I really am looking out for -- I'm really looking out for their best interests. I'm not trying to pounce on them and get them in trouble when they screw up. I'm looking out for them and for our school and our program.

So when we talk about actual monitoring, the way we do it, and it's not going to work for everybody. We're a small Division III. It works for us. We've got about 225 athletes total. You know, the same thing that works for me here isn't going to work for Amanda at Purdue or things like that, but this is how we get it done.

So we follow our student-athletes on our main athletic account. Some of them do block us. Some of them we haven't built that trust yet and they block us. They don't want us to see what's going on. We never demand passwords. Never attempt to circumvent their security settings. We consider it their right. If they want to block us from seeing it, they can block us. So we don't go out of our way to get around that.

Now, if I see them in the hallway, I'll usually let them know, I'll say, hey, what are you blocking us for. What are you hiding. And I'm doing it in a fun way and trying to see, again, trying to build that trust between us.

I use a tool like Hootsuite. I use Hootsuite personally, Hootsuite or TweetDeck, and then building team lists works great specifically for Twitter accounts. So I'll have a column on Hootsuite that represents all my teams, one for each team that represents the teams that are in season.

It makes it a little easier to keep track of, either keep track of the team or people that are most active talking about their sport each moment.

I still with the regular account I'll still keep track of sports that are not in season at the moment. Generally they're going to talk less about their sport and less about the team at the time, so I'm not mining great content from them. But I'm still keeping an eye out, watching how they behave, how they behave online.

I don't set a specific time to monitor. I've got a second screen in my office and I have Hootsuite rolling on that most of the time. I'm just looking over and checking in. We tend to call it.

We can call it Santa Claus monitoring. You know, Santa Claus doesn't watch every kid all the time, so Santa can't catch all the naughty kids, but he catches enough naughty kids that the nice kids stay in line. And that's kind of what we're trying to do. We don't have to jump on every kid that does something wrong. We don't have to find every one of them. The stuff that's really out of line comes back to us anyway. We don't have to be watching to see that. Somebody will let us know.

The big thing I'm doing, I'm looking for teachable moments. I'm looking for a way, if I student stepped out of line, I'm looking out I can help them and show them that this is probably a pretty bad idea. First violation brings a gentle email reminder, and when I say gentle, I mean gentle. I don't jump on anybody. I say, listen, you know, I saw this tweet. Do you really want to represent your team that way, do you really think that's appropriate language to use. You know, you're part of us. You represent what we do. You know, and 90 percent of the time I get an email back from the student-athlete that says, yeah, I'm sorry, I was frustrated. That was kind of careless. Or you know, yeah, I'm sorry, I didn't think about it. And they take down their quote, respond with an apology and that's the end of it.

A second violation from a kid, you know, it's going to vary depending on how severe it is, too. It might result in me setting up a meeting with them. I'll just ask them to come to my office whenever they can stop by and we'll just talk a little bit about social media. Sometimes those kids haven't quite owned the fact that their social media represents us as well. It's not just about them and what they're posting isn't just about the 25 followers they have. It's about the 5000 followers that those 25 people all share. And you know, it's hard to get through exactly how big their circle of influence is.

If the message still hasn't gotten through, that's probably the first time I involve the coach. I really don't involve the coach in this. In my eight years I think I've only gone to a coach once about a social media issue. It doesn't happen very much. Usually things get sorted out before we get to that point.

I often compare my role in monitoring to being, you know, the teacher or the teacher's assistant that's on the school playground. When there's no adult on the playground, the kids get more and more bold. The games get rougher; the kids that are climbing on the monkey bars do

riskier and riskier things, and eventually someone gets hurt. But when there's a teacher on the playground, when there's an adult on the playground, it's just always that reminder in the back of their heads that, hey, we probably shouldn't do that. Someone might be watching us. And that's what I try to be. I try to let them know that there's always an adult on the playground watching.

One way I, you know, insert myself into that social media circle is I try to interact with them on a friendly level on social media. I'll use my personal account to interact with them. And it might not be about our teams at all. It might be, you know, we happened to be watching the same TV show on the same night and so I'll trade a few messages back and forth.

Just try to interact and have fun with our student-athletes, particularly on more innocuous topics; TV shows, other sporting events are great, where we can share that. Again, it's good because it builds that trust and it connects me to those student-athletes, but again, it's also a reminder that there's always an adult on the playground. There's always someone who is paying attention, someone who is watching.

Those kind of interactions prove that I'm not just trying to catch them. You know, I'm actually just using social media in the same way they are.

And I think that's all I have. So Rob, back to you.

**ROB CAROLLA:** I appreciate it, Dave. Thank you for that great information. We've got a bunch of questions here, so I'm just going to kind of jump around to what we have. Hopefully that's okay with everybody. Let's go back to the Periscope discussion to start. The question is wants to know if there's a time limit to Periscope and could he theoretically stream an entire game if he wanted to.

**MIKE ANDERSON:** To my knowledge, I don't know that there is a time limit. I haven't seen anything in any documentation that provides a time limit. I think in streaming a game you're going to run into some issues with just quality of video and actually seeing the action very well, and I think you're going to run into just a camera person having to hold that device and swing back and forth.

So that might be a concern, but from the time limit standpoint, I don't believe so.

**ROB CAROLLA:** Great. And the followup to that was what kind of bandwidth is needed? Anything more than just what's on your phone for the broadcast?

**MIKE ANDERSON:** I have used it both -- I am using -- like currently I am streaming on our wireless network here on campus. When I was at the tennis championships, I had an iPad that wasn't on the cell network, but I was able to tether it to my cellphone, and I got some pretty solid quality video out of that, too. So if you're just running off your mobile phone service, I think you should be fine. But it's all in trial and error.

**ROB CAROLLA:** Got it. Okay. Then let's go back to Amanda real quick. Jeff has a few questions here. Wants to know how do you get the photos to your phone. Guessing you use your phone if you have a mobile device, from your team photographer or whoever is taking those photos since Instagram is still a mobile app. Do you use Dropbox or something else? If you put text in the photo, do you use Photoshop, and again, how do you get it back to your phone?

**AMANDA DAHL:** I use Dropbox a lot to communicate and move photos around, the ones that I get from my photographers. But honestly, most of the photos that are on our feed are ones that I just take using my phone in realtime. I like to use more real photos than professional photographer ones, just because that's what the platform is and that's what I want our program to have the appeal of is real and make them human.

And I don't put text on photos, but for the examples that pained me to post, the NCAA and the Big Ten Championship ones, those are graphics that I had also created to use on Facebook and on our website, and also on Twitter. So they were all created and Photoshopped.

**ROB CAROLLA:** Perfect. And this person also wanted to ask the same person was asking why do you refer followers to your bio instead of placing a link directly in the message box on the photo.

**AMANDA DAHL:** That was one of the first talking points of my presentation, if you have a link in your caption, it's useless. You can't highlight

and copy and paste it into something else and you can't click on it. And so that's the basis of the project is how do we work around driving people to the content that we want to share, but incorporating links rather than saying go to our website and check it out, because that's giving it to them on a silver platter and delivering it to their front door.

**ROB CAROLLA:** Makes sense. Thank you. And then also on Instagram for you, the question from Michelle is do you view your Instagram channel as another news source for fans and additional content source for your other platforms or is it a combination of both?

**AMANDA DAHL:** I would say a combination of both. I like to put the news that I think a younger demographic would appeal to on Instagram. And there is some content that I only put on Instagram that I don't put on Facebook. It's just -- it's a delicate balance in trying to figure out what the audience on that specific platform appeals to. I'd like to use it as a news source, but it's a soft sell for news versus we'll say Facebook or Twitter.

**ROB CAROLLA:** Perfect. Question for Dave. Wondering, do you present anything during the preseason administrative meetings every sports team sits through?

**DAVID PETROFF:** Yeah. I get about 30 to 45 minutes, and sometimes if I get a little too excited in talking about it, then I might go on for an hour. But my athletic director doesn't seem to mind.

So I get 30 to 45 minutes talking with the student-athletes, and that's really an important time for me to introduce myself and get -- and layout, you know, exactly what we expect from them as far as social media.

It's not a lot of time to train. We don't get to go through a lot. I'm just trying to capture their attention, but yeah, that's an important time. Some of our teams then do invite me to come back to a practice or to a team meeting later and go into a little more detail. But it's -- you know, there's some of that training that goes on initially, but it also just - - you know, what's really worked well is our older students have now started to train our younger students.

It's like this is how it's done. We don't pull

stuff like that. This is how it goes. And once I saw our older students correcting our younger students, you know, before I even saw it or got to it, that's when I knew we'd really started to make strides.

**ROB CAROLLA:** Great. Thank you for answering that one. Question on the video streaming, couple things here. Can you use Periscope on multiple devices and for example on an SID's phone, the marketing person's phone and the coach's phone?

**MIKE ANDERSON:** Yeah. I answered this in the chat as well, but for the benefit of those who might not be looking at the CoveritLive, yeah, you can use this on multiple devices. It's all a matter of signing in to the device. With Periscope in particular you sign in with your Twitter credentials. So you can sign into any device and use it there.

When I was at the tennis championships, I was using a departmental iPad. The stream that I'm running right now is off my wife's device. I'm an Android guy, so I don't have my own iPhone, iPad to run this stuff off of. So I'm having to beg, borrow and steal as I can to kind of demonstrate that stuff.

But yes, you can work off of multiple devices. As far as trying to do it simultaneously, that I don't have an answer to. I haven't tested to that point yet.

**ROB CAROLLA:** Okay. And one followup there that also came up was, are there concerns streaming free video content when there are fans paying for premium content through your website?

**MIKE ANDERSON:** I would certainly, especially in like a second-screen experience, I would certainly work with your licensing folks and the people that are handling all of that stuff. Here at EKU where we handle a lot of our video through ESPN 3 now, and based on the rights there, I feel like when creating those second-screen experiences, I feel like we'd have to do something like I'm doing now, focus on the face of the person doing the presenting rather than focusing on the action, just to make sure that you stay clear of those rights issues with those who may hold the rights to those broadcasts.

So yeah, that is something to be mindful of and just something you'll have to work out as a department with the people involved there.

**ROB CAROLLA:** Perfect. We're running short on time, but we've got time for a couple of more questions. For anybody else that may have questions, please feel free to email them to Barb Kowal, and she will get them to our presenters. Last couple of questions, one for Amanda, when editing in Photoshop images for Instagram, what dimensions do you recommend since Instagram only allows square photos to be posted?

**AMANDA DAHL:** I honestly don't do a lot of editing in Photoshop. Like I said, most of the photos that are posted on our feed are from myself. I shoot them myself on my phone. If they are ones that we get from our photographers, I just keep in mind that they are going to be square, and then when I put them on Dropbox, they are just the original image. I don't put a lot of work into editing because it's not necessary.

It's probably not the answer you were expecting, but in all honesty, that's what it is. And for example, the NCAA and the Big Ten Championships examples, I make like a 4 by 4, 4 inch by 4 inch canvas in Photoshop and go with it.

**THE MODERATOR:** Okay. And then one last question I had come in earlier, and then we'll finish up. This could kind of be for anybody on our experts' panel. It's just another social media question. This person is still grappling with entering the Snapchat space and wondering what the moderators think about it and if they've had any experience or applications within our profession. Has anyone dabbled in that at this point.

**DAVID PETROFF:** This is Dave from Edgewood. We have not. I have a Snapchat account to, again, to monitor a little bit, but no, we haven't explored that as a channel.

We're a big proponent of, you know, choosing the social media channels that work best for us and trying to do them really, really well rather than trying to be on every account, and every channel possible.

**ROB CAROLLA:** Well, thanks, Dave. I appreciate that feedback. In closing, like I said, if you have any additional questions, feel free to

email them to Barb Kowal. I just wanted to say thank you to today's participants for assistance and presenting our continuing education program to the membership and thank ASAP Sports for its assistance. Reminder that the on-demand audio, CoveritLive blog and transcript will be available later on CoSIDA.com; will also be sent out to the membership. Couple more reminders that we'll have our next continuing education call on May 7<sup>th</sup>, and in addition, the CoSIDA Academic All-American team nomination process continues to be open, so be sure to nominate your deserving student-athletes before the deadline. Also, for those of you that haven't registered and are attending the 2015 CoSIDA convention in Orlando, we're looking forward to an outstanding program and I hope that you are able to attend and register as soon as possible. Once again, thank you to Amanda, Mike and Dave and enjoy the rest of your day.

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