

# Engaging Social Media to Improve Graduate School Services

## Additional Resources

### Blog Posts

- Listen Up! Series on k-squaredcreative.com
  - Part 1: Search Basics  
<http://bit.ly/ListenUp1>
  - Part 2: Keywords and Operators  
<http://bit.ly/ListenUp2>
  - Part 3: Create Alerts for Your Brand  
<http://bit.ly/ListenUp3>
  - Part 4: Using IFTTT to Create an Automated Monitoring Dashboard  
<http://bit.ly/ListenUp4>
- The Social Alumnus: Implications of Social Identity Theory in the Digital Era on k-squaredcreative.com  
<http://bit.ly/SocialAlumnus>
- How to Use HootSuite for Social Listening on blog.hootsuite.com.  
<http://bit.ly/HootListen>

### Blogs to Explore

- [Mashable.com](http://Mashable.com) - Good updates on the latest in social media
- [Blog.HootSuite.com](http://Blog.HootSuite.com) - A must-read if you use Hootsuite to manage your social media accounts
- [SchneiderB.com](http://SchneiderB.com) - Internet marketing for schools
- [SocialMediaForColleges.com](http://SocialMediaForColleges.com) - Good resource for ideas on ways to use social media
- [DanZarella.com](http://DanZarella.com) - Science of social media timing & analytics
- [GradHacker.org](http://GradHacker.org) - Content source for social media links your students may be interested in.
- [Chronicle.com/blogs/ProfHacker](http://Chronicle.com/blogs/ProfHacker) - Content source for social media links your students & faculty may find interesting.

### Books for Further Reading

- *Social Media for Social Good* by Heather Mansfield
- *Measure What Matters: Online Tools for Understanding Customers, Social Media, Engagement and Key Relationships* by Katie Delahaye Payne
- *The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly* by David Meerman Scott