

This budgetary proposal constitutes a request in the amount of \$12,028 for the purpose of social media implementation for the department. The current staff structure does not lend to proper social media management, both by demographic factors, and current responsibilities and available time. Right now, the Academic Administrator and Administrative Assistant are the web admins for the department **[NEXT SLIDE]**.

This proposal includes a request for a new part-time salary line to hire a student worker **[CLICK]** who would report to the Administrative Assistant. It is not expected that this student should complete all related social media tasks alone; rather, they would be working in conjunction with the current web admins. This position is available **[CLICK]** for 14 weeks each in the Fall and Spring terms, and requires a student to work 15 hours a week for \$20 an hour. Total requested funds amount to \$8,400.

This proposal also includes requests for two additional social media management tools. **[CLICK]** Hootsuite is a digital marketing tool that allows users to create, schedule, publish, and manage social media content across multiple social networks from a single dashboard. It comes highly recommended from fellow department administrators and a CSSH marketing team member. This plan would cost **[CLICK]** \$129 per month, billed annually for a total of \$1,548.

[CLICK] Mailchimp is a marketing, commerce, and communication platform that maintains large and organized contact lists for email distribution. Currently, the department utilizes the free license of Mailchimp. Utilizing a paid license would allow contact lists to be separated into categorized groups and increase the number of emails allotted each month. This would cost **[CLICK]** \$90 per month for a total of \$1,080.

Lastly, this proposal accounts for unforeseeable changes and exciting opportunities in social media with a **[CLICK]** discretionary line in the amount of \$1000. These funds can be used, but not limited to, boost a post with additional advertising funding when needed, acquire a new and necessary resource, or offer engagement incentives, such as a photo or essay contest prize **[NEXT SLIDE]**.

Understanding social identity and experience amongst a cohort of students involves **[CLICK]** weaving different social groups together; social media serves to share events that are ongoing so students see what is available to them, to intensify and reinforce a sense of community across boundaries, and **[CLICK]** prepares students to engage in professional workplaces where social media holds great importance, such as politics, journalism, and communications.

The need for focused attention to social media is also more important than ever, **[CLICK]** as it affects students' perception of an institution. Students report positive views on educators that utilize social media in the classroom and on institutions that have a consistent and exciting brand presence on social media platforms. This includes perceptions of innovation and sensitivity to students' needs. **[CLICK]** Institutions that utilize social media as a part of curriculum communication and assessment also see positive reactions from students, as communication on course offerings enable students to look through all available options, choose courses that appeal to their areas of interest, and assist them in becoming more employable. This would also allow the department to have an easier time adapting courses and course materials to suit current social ideals.

The content of social media posts has a significant impact on the engagement and reaction to that post, and posts at large universities like Northeastern experience more scrutiny and interest in social media presence. Furthermore, different platforms have different purposes, and the ability of the target audience to utilize those features with consistency impacts the performance of these platforms. **[CLICK]** The people most likely to understand all of these tools and improve their utilization are students, as they consist of a younger population who have a higher technological literacy and utilize these platforms more consistently. For this reason, student workers are an important asset to the department and make ideal candidates for social media employees.

"Northeastern 2025", launched in 2016, represented Northeastern's focus on how humans interact with machines as the world began to experience unprecedented technological, social, and

economic transformation; **[CLICK]** “Beyond 2025: Experience Unleashed” launched in 2021 and builds on this plan with a focus on establishing connections across the physical, biological, human, and digital worlds. These goals are evident in both the missions of CSSH and the department. Northeastern seeks to become a positive influence in immediate communities and across the globe; **[CLICK]** something CSSH has further developed into their strategic areas of focus: cultural resilience and transformation, network science, digital humanities and communications, and information ethics to name just a few. Here in the department, **[CLICK]** we prioritize the creation and translation of knowledge and information as a tool to meet global and societal needs; ultimately, this means participating in a global community as engaged citizens. **[CLICK]** Overall, these strategic plans, goals, and missions all hinge on the experiential education model, something that lends itself nicely to social media.

To accomplish these goals, social networking in the digital world is imperative; since participating in a global community is defined as a goal of Northeastern across all levels and **[CLICK]** an inherent part of our structure due to various study abroad opportunities and global campus locations, creating, maintaining, and establishing community goals and values in a virtual space is integral to offering a sense of community and shared experience to all community members, regardless of physical location. Social media is a unique tool that can connect current students with alumni, faculty, and staff. As higher education continues to globalize, Northeastern and our department needs to utilize these tools to stay relevant and competitive.

In this context, social media represents a pedagogical approach **[CLICK]** that should be regarded both as an investment but also an integral piece of the ebb and flow of communication in our community.

To assess this project’s success, there is of course traditional **[CLICK]** hard data sources, such as engagement metrics across platforms like the number of email opens or link clicks through Mailchimp or how many times a post is shared on Facebook and Twitter. Where social media sees its strongest return,

however, is in areas with much broader social implications. As a result, this proposal should improve the following **[CLICK]** areas: event attendance at publicized gatherings; increased number of applications for scholarships, peer mentorships, and Dialogues of Civilization; higher enrollments in new electives and traditionally under enrolled courses; alumni engagement; and undergraduate admissions. We might also see an increase in PlusOne enrollments, or applications and acceptances of current undergraduate students into the department's master's and doctoral programs.