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AAEA-0811-281: NAAEA Social Media Survey

Thanks to

Penny Diebel, Agricultural and Resource Economics, Oregon State University

Katie Abrams, Agricultural Education, University of Illinois

For comments and suggestions

And

Kristin Agard and Brian Mondragon Jones, AAEA

And

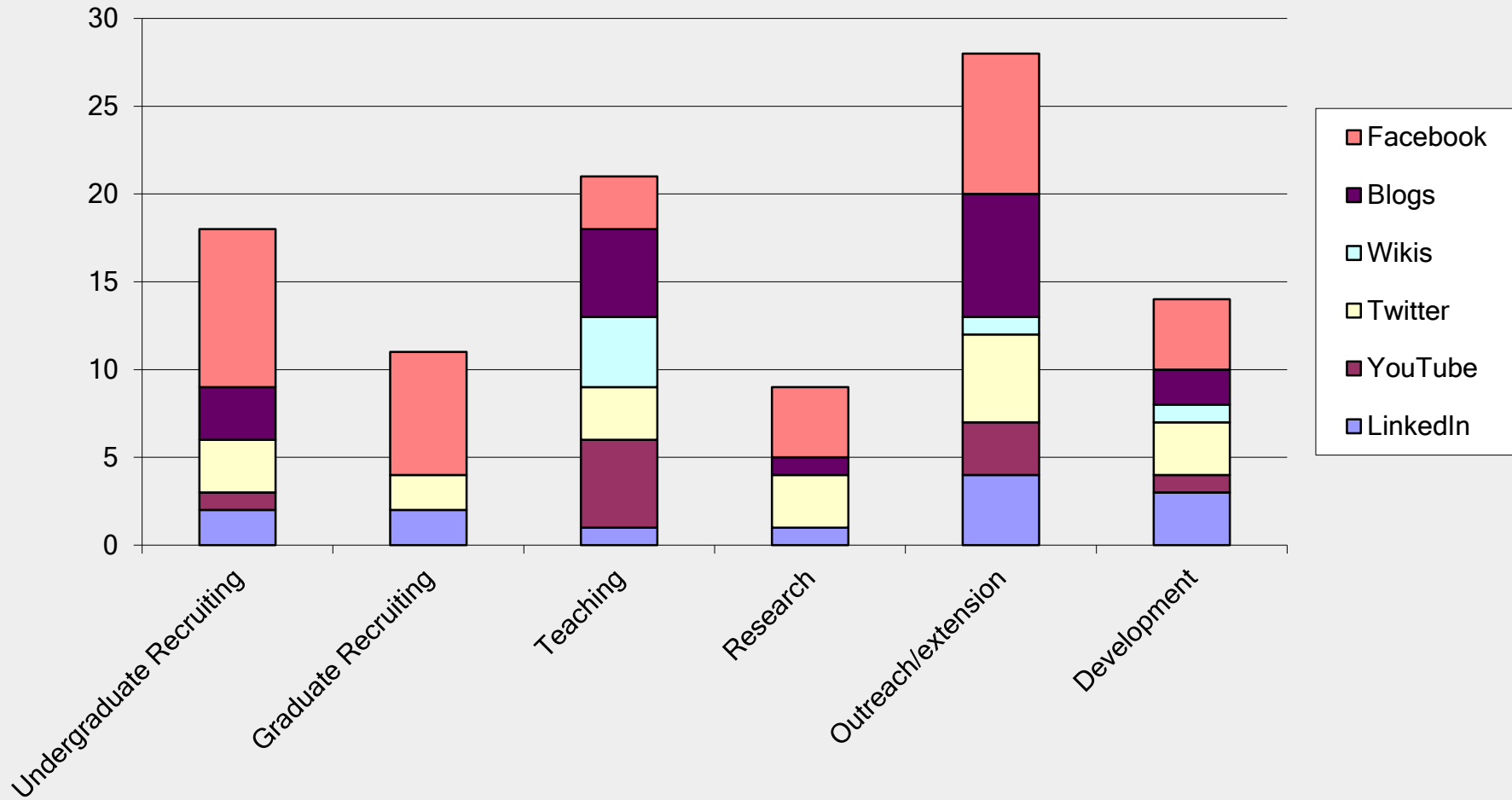
NAAEA participants for your responses.

AAEA-0811-281: NAAEA Social Media Survey

Which social media are being used by your department or faculty in your department?

Answer Options	Facebook	Blogs	Wikis	Twitter	YouTube	LinkedIn	Response Count
Undergraduate Recruiting	9	3	0	3	1	2	12
Graduate Recruiting	7	0	0	2	0	2	9
Teaching	3	5	4	3	5	1	9
Research	4	1	0	3	0	1	5
Outreach/extension	8	7	1	5	3	4	11
Development	4	2	1	3	1	3	7
Other (please specify social media and use)							1
<i>answered question</i>							14
<i>skipped question</i>							3

Which social media are being used by your department or faculty in your department?

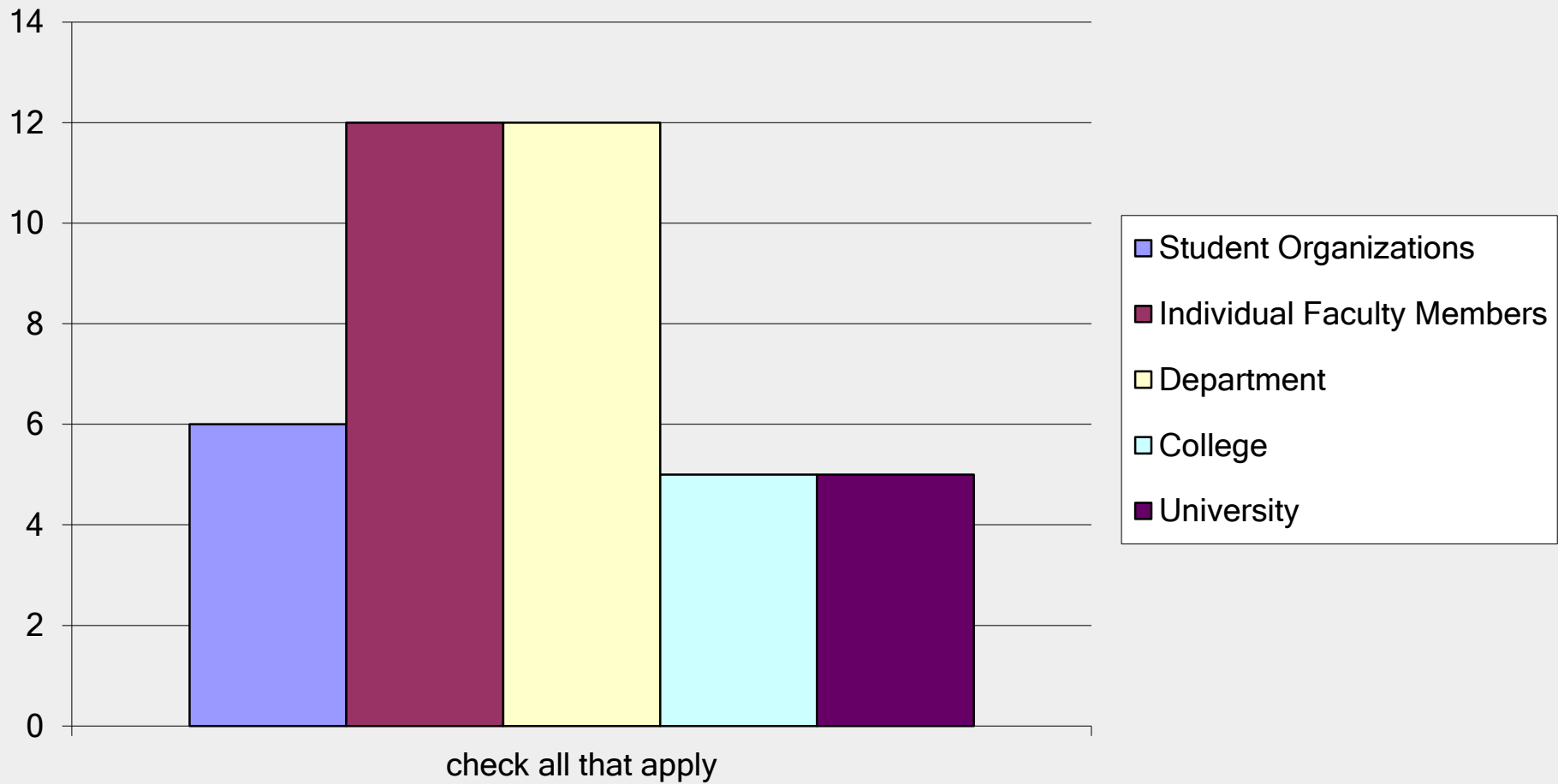


AAEA-0811-281: NAAEA Social Media Survey

My department's social media presence originates from efforts by the

Answer Options	University	College	Department	Individual Faculty Members	Student Organizations	Response Count	
check all that apply	5	5	12	12	6	17	
Other (please specify)						0	
						<i>answered question</i>	17
						<i>skipped question</i>	0

My department's social media presence originates from efforts by the

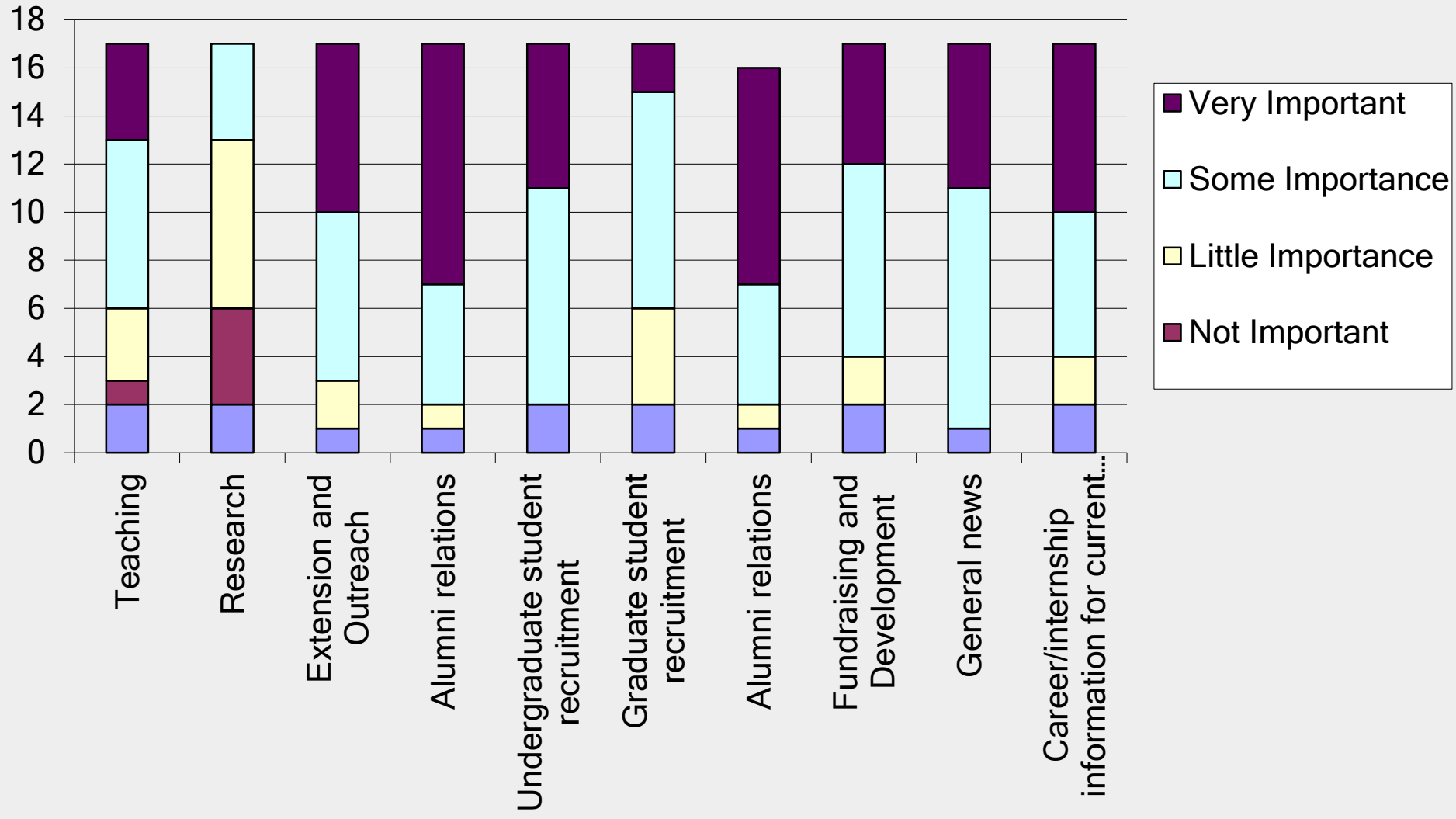


AAEA-0811-281: NAAEA Social Media Survey

In your opinion, how important is the role of social media in

Answer Options	Very Important	Some Importance	Little Importance	Not Important	Too Early to Know	Response Count
Teaching	4	7	3	1	2	17
Research	0	4	7	4	2	17
Extension and Outreach	7	7	2	0	1	17
Alumni relations	10	5	1	0	1	17
Undergraduate student recruitment	6	9	0	0	2	17
Graduate student recruitment	2	9	4	0	2	17
Alumni relations	9	5	1	0	1	16
Fundraising and Development	5	8	2	0	2	17
General news	6	10	0	0	1	17
Career/internship information for current students	7	6	2	0	2	17
<i>answered question</i>						17
<i>skipped question</i>						0

In your opinion, how important is the role of social media in

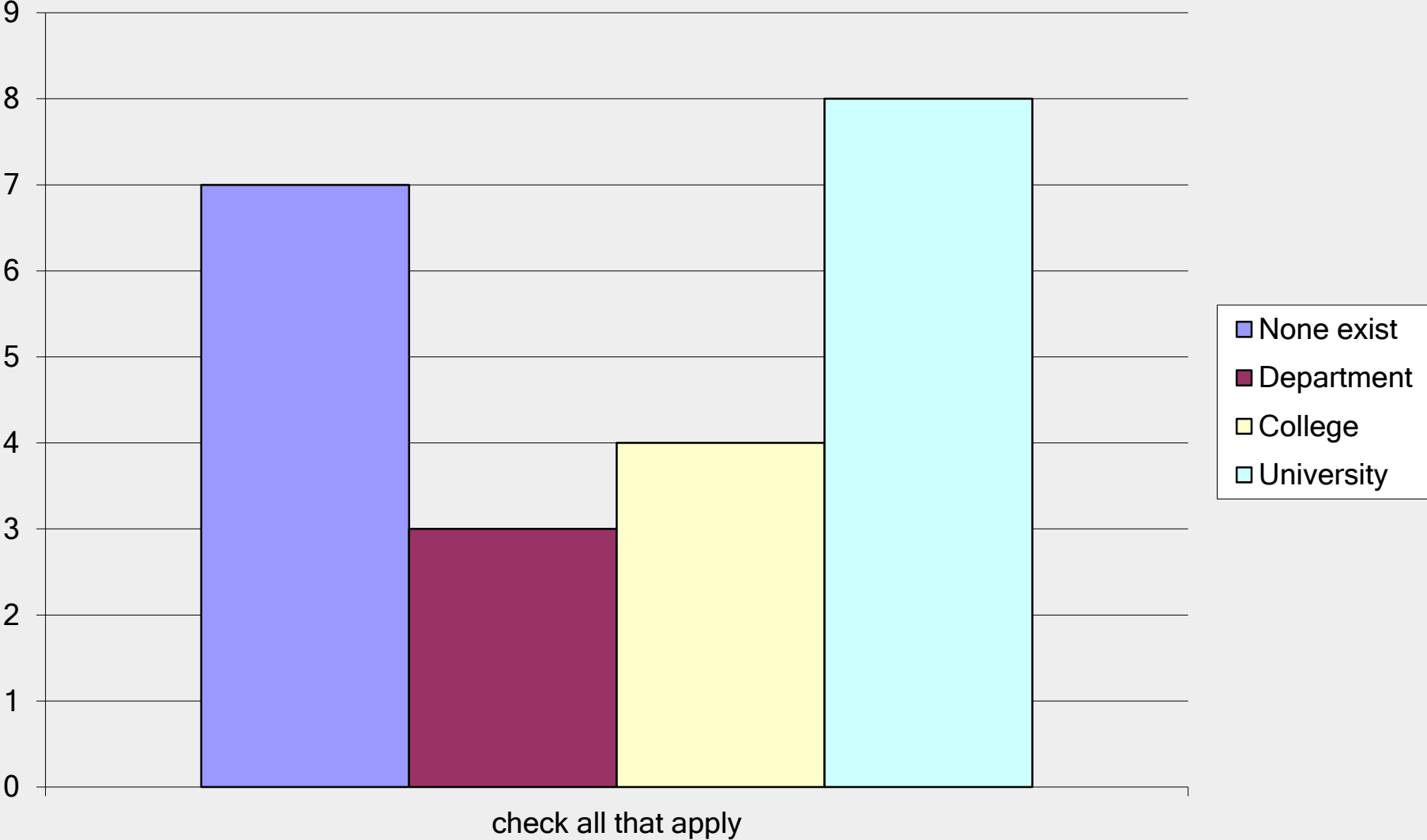


AAEA-0811-281: NAAEA Social Media Survey

Policies and guidelines for social media exist at which level?

Answer Options	University	College	Department	None exist	Response Count
check all that apply	8	4	3	7	17
Would you please include URLs or contacts if such policies exist?					2
<i>answered question</i>					17
<i>skipped question</i>					0

Policies and guidelines for social media exist at which level?



AAEA-0811-281: NAAEA Social Media Survey

For the statement "A faculty member's public posts on social media should be subject to guidelines or policies if the posts pertain to topics related to their position with the University."

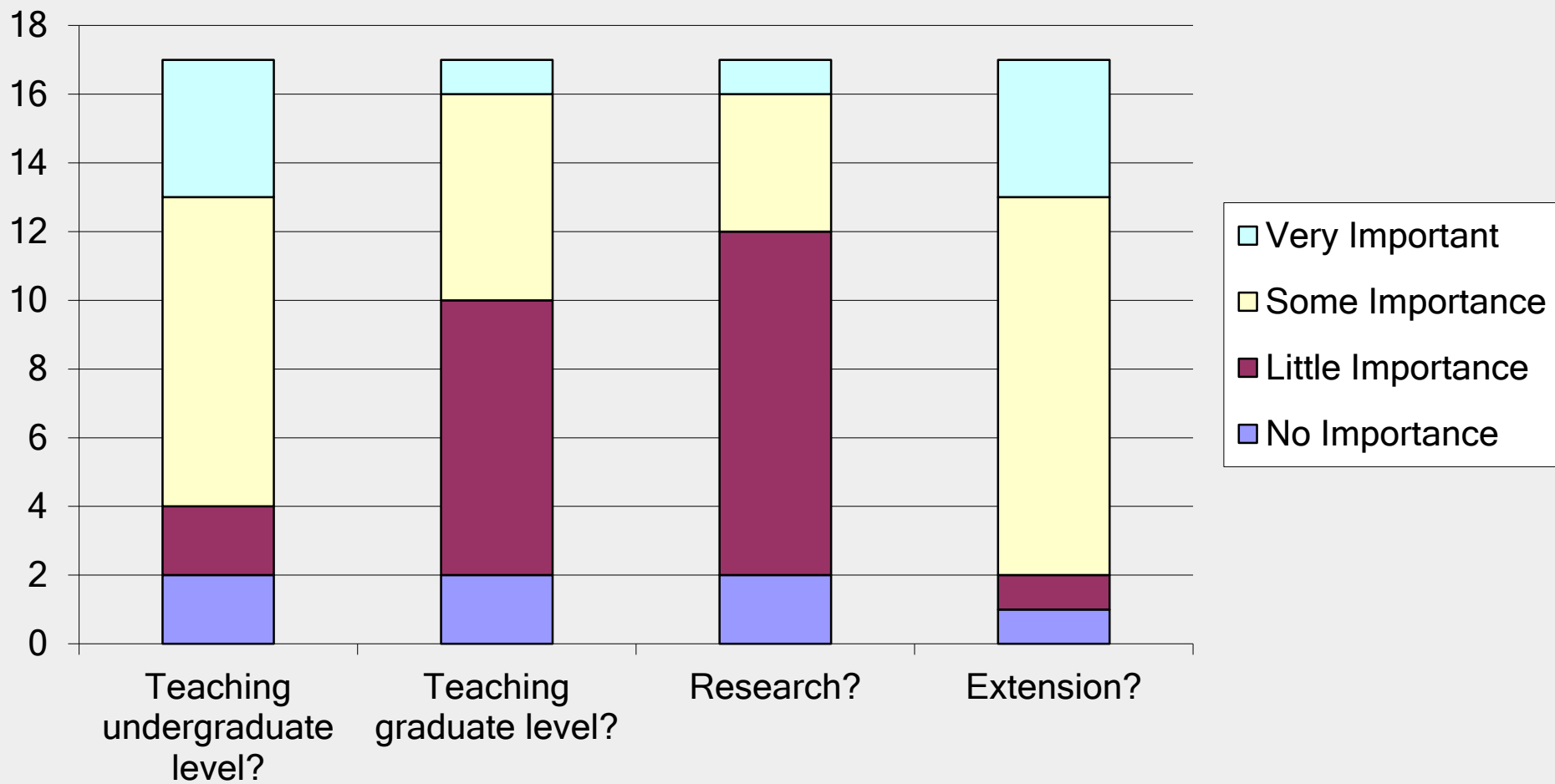
Answer Options	Strongly Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Strongly Disagree	Response Count
Choose:	4	9	4	0	0	17
Other comments?						2
<i>answered question</i>						17
<i>skipped question</i>						0

AAEA-0811-281: NAAEA Social Media Survey

Are social media skills an asset in a faculty position for

Answer Options	Very Important	Some Importance	Little Importance	No Importance	Response Count
Teaching undergraduate level?	4	9	2	2	17
Teaching graduate level?	1	6	8	2	17
Research?	1	4	10	2	17
Extension?	4	11	1	1	17
<i>answered question</i>					17
<i>skipped question</i>					0

Are social media skills an asset in a faculty position for



<http://www.facultyfocus.com/articles/trends-in-higher-education/survey-says-80-percent-of-faculty-use-social-media-in-their-teaching/>

Facebook has about equal use in communicating with fellow educators (18%) as with students (12%). Over 61 percent of faculty responding having a Facebook account.

YouTube is used far more often for communicating with students (21%) than for communicating with fellow educators (9%). Approximately 40 percent have a YouTube account.

Twitter is among the best well known among the social networks examined (94%), but has a low rate of faculty having accounts (18%). Plus it gets little use to communicate with students (2%) or fellow educators (4%).

Top social media for communicating with peers: Facebook, LinkedIn, Skype, YouTube

Top social media for communicating with students: YouTube, Facebook, Skype, LinkedIn

Watching a video or listening to a podcast is the most common activity for both faculty personal use (72%) and for use within a class (46%).

Social media use is higher among faculty in the Humanities and Social Sciences than those in Mathematics, Science, Business and Economics.

Faculty teaching online courses are more likely to have social network accounts and to use them to communicate with fellow educators and with students.

Older faculty (those teaching more than 20 years) make substantial use of social networks; in fact, older faculty's use of social media is only slightly lower than that of their younger peers.