what we learned from
100 TECH SAVVY
STUDENTS

#HEWEB14 #TIE1
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MANAGER OF MARKETING, COMMUNICATIONS, & WEB-BASED TECHNOLOGIES
we are
A START-UP
here to
DELIGHT STUDENTS
HASHTAGNYU
SHARING THE NYU STORY ONE TWEET, VIDEO, AND GIF AT A TIME
WE ASKED...
they answered
WHAT SIGNIFICANT OPPORTUNITY WITHIN STUDENT ENGAGEMENT, SOCIAL MEDIA, OR COMMUNICATIONS DO WE NOT KNOW ABOUT AND WHY DO WE NEED TO KNOW IT?
2 → Rate your tech-savviness.*

In other words, how tech-savvy would you describe yourself?
BRANDING.
YOUR BRAND IS WHAT OTHER PEOPLE SAY ABOUT YOU WHEN YOU’RE NOT IN THE ROOM

Jeff Bezos, founder & CEO of Amazon
we don't crash

EVER
NYU needs to step it up with the wifi

I've seen vacuums that suck less than nyu wifi

no, nyu wifi, this is not the time to be failing me when i have a 6-8 pg paper due tomorrow and i need to do research
Jax
@Jaaaax

I've gotten 7 emails from NYU today. Stop.

Max Rovo
@max_rovo

The printers at Bobst are ALWAYS a Fiasco
#NYU
WHEN PRINTERS OR WIFI OR EMAIL DOESN’T WORK, WE LOSE BRAND TRUST.
WHEN STUDENTS REACH OUT FOR HELP AND WE IGNORE THEM, WE LOSE BRAND TRUST.
2 CUSTOMER SERVICE.
are we listening?
SOCIAL IS A TWO-WAY STREET
SOCIAL IS A TWO-WAY STREET OR MORE LIKE A TRAFFIC CIRCLE
I WAS JUST TRAPPED IN A NYU BASEMENT!!! @HashtagNYU

@IndyNeedsToKnow WHAT! bit.ly/1750PS3
Priyanka
@priyankabot

I know 4 people who got into NYU but have 5 brownies... Someone's getting seconds! 😊

HashtagNYU
@HashtagNYU

@priyankabot OMG CAN WE HAVE ONE?!?

Priyanka
@priyankabot

@HashtagNYU YES❤️
Going to #NYC next week. Need some lunch spots by #NYU. Go.

@RockyRodino We got you! 4sq.com/1nyfpps

@HashtagNYU $2.50 falafel?!? Thanks for the list!
What's the deal with the server? We can't do anything. #NYU @HashtagNYU

@felicianista We unfortunately don't know! Try calling ITS at 212-998-3333, or go to nyu.edu/its

@HashtagNYU I assume the administrators are on it by now, but thanks for responding!
AVOID THE UGLY
work hard work hard work hard your future starts today okay #work #nyu #reachgoals
omfgsfdjhbsfdkd NYU FAVOURITED MY TWEET EVERYONE LEAVE ME ALONE RIGHT NOW. i need a moment. #nyu <3 <3 <3
POST RESPONSE FLOWCHART®

DISCOVER

A POST ON YOUR SITE OR ANOTHER SITE

- IS IT A COMPLIMENT?
  - ANY TYPE OF PERSON
  - UNHAPPY STAKEHOLDER
    - Was there a negative experience?
    - Decide: Can you help?
    - Contact privately; listen
  - MISEDUCATED STAKEHOLDER
    - Are the facts wrong?
  - RAGER
    - Is there a community unhappy person, a troll or scam?
  - TROLL
    - Does this person annoy being mean or causing trouble?

WHO WROTE IT?

- A COMPLAINT?

RESPOND

- Thank the person. Option to add more information and/or reply privately
- Provide assistance on-site or immediately
- Contact privately; listen

REFER

- Share with appropriate areas - (e.g., Communications, Marketing, PR, Administration)
- Refer for follow-up as needed
- Monitor. Avoid responding to posts; delete if it violates terms of service or community guidelines.
- Consider whether to notify IR or the department involved.

ALWAYS:
- Disclose your DePaul connection.
- Cite your sources using links, images or videos.
- Think first and take time to create a good response.
- Respond in a tone that reflects DePaul's values.
- Direct viewers to the most relevant portions of depaul.edu.

ANOTHER ISSUE?

ANY TYPE OF PERSON

- Is the post related to DePaul?
  - Yes
    - Delete; refer comment to community guidelines
  - No
    - Is it relevant to your site?
      - Yes
        - Delete; direct commenter to appropriate site, if possible
      - No
        - Is it sensitive? (e.g., DePaul should stop buying products from a vendor)
          - Yes
            - Refer for follow-up as needed
          - No
            - "DePaul should ban vampires."
        - Is it legitimate? (e.g., a call for vandalism)
          - Yes, e.g., student group is organizing.
            - Delete post; consider engaging privately.
          - No, e.g., a call for vandalism.
          - Is it positive?
            - Yes
              - Delete post; consider engaging privately.
            - No
              - Allow discussion on site; engage as needed.

- Is it sensitive? (e.g., DePaul should stop buying products from a vendor)
  - Yes
    - Refer for follow-up as needed
  - No
    - "DePaul should ban vampires."

- Is it legitimate? (e.g., a call for vandalism)
  - Yes
    - Delete post; consider engaging privately.
  - No
    - Allow discussion on site; engage as needed.

- Is it positive?
  - Yes
    - Delete post; consider engaging privately.
  - No
    - Allow discussion on site; engage as needed.
WE CRAVE HUMAN INTERACTION
WE CRAVE
HUMAN INTERACTION
RETURN THE
HIGH-FIVE
Dear NYU C bus, you're adorable and I love you and you make me so happy every Wed morning. It's like getting on a bright purple trolley.
Moira Hammel
@Moira_Hammel

The NYU student health center is playing Lorde's Album. New found respect for the health center.
Tough way to end the season. Best group of guys I have ever been with though. Honored to be part of NYU Basketball #VioletNation #NYU
One Chic Element
@1_ChicElement
Nyu has horrible customer service. Why am I on hold for 20 minutes?

Nick Jensen
@nickj47
@1_ChicElement Ugh.. anything you still need help with?
testudo
@testudomusic

The people who answer phones on behalf of NYU are the most incompetent people on the face of planet earth.

Nick Jensen
@nickj47

@hi_im_testudo Womp. Anything you need help with?
3
INCORPORATE STUDENTS.
IN EVERYTHING YOU DO.

BEFORE YOU DO IT.
why waste...
why waste...
stupid...
stupid...
stupid...
#FAIL

facepalm
BOARD OF DIRECTORS
NYU OFFICE OF INTERACTIVE MEDIA
OUR CULTURE CODE

WE ARE HASHTAGNYU
THIS IS OUR CULTURE CODE
OUR CULTURE IS OUR SECRET SAUCE
WE ARE NEVER DONE TWEAKING THE RECIPE
Be Real
Be Smart
Hackathons for improvement

BobStreet. When looking up books in Bobst, it gives you a call number but not the location of the book. BobStreet gives you the location.

GV1489.35 P63+P54+2004 should be on floor 7.

Please enter the call number of the book you are looking for:
NYU Safe Walk. Late night walk from Bobst to Founders? NYU Safe Walk will show any crime incidents along your route so you can consider a different path.

60 Washington Square South, New York, NY 10012

Second Street

Search
CAMPUS CODING COLLABORATIVE
"I want to cling to this outsider-wanting-to-explore state of mind for as long as I can."

"You'll find that most of the staff and faculty are British, and, of course, have British accents. Don't give strange, fascinated looks. You might creep them out."

"I'm glad to be in a class that's just big enough to have wide and varied opinions but small enough to have engaged discussions that are meaningful and intellectual."

"Later that day I had my first British Indian food experience. The menu was illegible to me, so I just pointed to a bunch of things and was quite content with the feedback."

"I was really happy to find that the kitchen was pretty thoroughly stocked. I'm talking about a refrigerator full of cheese and meats, a vegetable patch in the courtyard, and a kitchen staff ready to satisfy your every need."

"What I found to be most interesting were the groups of people dancing and singing karaoke in the streets. Shanghai just gets me. I think we should make collective dancing and singing the norm worldwide."

"Cultural appropriateness is very important to Emirati society, and I respect fellow expats who respect the cultural norms in Abu Dhabi."

"Thanks to the awesome team of RAs at Lafayette I was able to go to the US Open in Flushing Meadows where our group was upgraded to courtside passes."

"I'd enumerate my expectations for the next four months in the Land of Tea and Noodles and look forward to exploring the city, immersing myself in its culture, and meeting new people from all over the world."

"words you recognize will float by, but not enough to really be distracting."

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don't reinvent the wheel
THE STUDENT PSYCHE.
TEENS TACKLE 6-7 TASKS SIMULTANEOUSLY
Teens send & receive 3,339 texts per month.

That's ~111 per day!

Or ~7 per waking hour!!
#zomg
TEENS LIKE TEXTING
teens document their EXPERIENCES
I SHARE therefore I AM
Seen
Buses are Offline
Tap to call Safe Ride
16,000+ per year
DESIGN and TONE
Sexual Assault Prevention and Response

“I always thought I would know what to do if I was ever in this situation, but being in it is impossible to imagine.”

You don’t have to go through this alone.

Sexual Assault includes any form of nonconsensual sexual contact and/or sexual exploitation. This includes rape, sexual abuse, sexual harassment, and obstruction of the use of pregnancy and STI-Transmission prevention methods.

Sexual Assault may also be used interchangeably with the term, rape, which is defined as: The penetration, no matter how slight, of the vagina or anus with any body part or object, or oral penetration by a sex organ of another person, without the consent of the victim. (The FBI Uniform Crime Report Definition, January 2012).

Mission:
NYU stands ready to assist survivors of sexual assault in navigating their medical, legal, and counseling/support options. The emotional reactions that may follow a sexual assault often make the decision making process complicated. NYU has comprehensive resources available.

Emergencies:
24/7 Hotline
The Wellness Exchange offers a private hotline (212-443-9999), available 24 hours a day, seven days a week, which will put you in touch with a professional who can help you. While the counselor may ask for your name or other information to provide you with personalized support, you can remain anonymous. You can always choose not to give your name and you will not be pressured to do otherwise. The hotline is also available if you just need to talk or want to call about a friend.

24/7 Emergency Response
Counseling and Wellness Services has mental health professionals on-call 24/7 every day of the year who can meet with you in an emergency and discuss your medical, mental health, and legal/judicial options with you. The Crisis Response Counselor can also accompany the survivor to
Sexual Respect

Take care of yourself and others. Need help? Call the Wellness Exchange at (212) 443-9999 or start here.

Let's Talk Consent

Learn more about how NYU defines consent »

Written, produced, and directed by NYU students and alumni, this video reflects 18 hours of interviews with students and recent grads at NYU and across New York City who shared what consent means to them, and the importance of starting a brave conversation on campus.

READ

A MESSAGE TO THE NYU COMMUNITY

From NYU's Senior Vice President for Student Affairs
Marc Wais

FIND

RESOURCES AND SUPPORT SERVICES

We can assist you with navigating medical, legal, and counseling services and resources

READ

OUR UPDATED POLICY

NYU's Sexual Misconduct, Relationship Violence, and Stalking Policy enhances our response and process
Hello,

It is my pleasure to present to you the top ten NEW and/or EXPANDED initiatives we are launching for students this fall. Best of luck with school opening and thank you for your continuing support of Student Affairs.

**One Word, One World**

Freshmen and undergraduate transfers were given the opportunity to submit a brief video or photo expressing one word that best exemplifies them. We received submissions from 37 countries, every school, and every freshman site around the globe (New York, Abu Dhabi, Shanghai, London, Paris, and Florence). The finalists were played at the President's Welcome yesterday; [this three minute video](http://example.com) will rock your world: One Word, One World (and many Student Affairs programs) were
Dear: Here are the Top 10 NYU Student Affairs initiatives for 2012-13!
Student Affairs Update | 8.28.12

Introducing the **top 10** Student Affairs initiatives to launch or expand in 2012-13:

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<td>One Word, One World.</td>
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<td>Unfunded Internships = $350k</td>
<td>Internationalizing Washington Square</td>
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<td>Writers in Residence</td>
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<td>Explore New York...Explore the World</td>
<td>LiveWellNYU</td>
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Student Affairs Update | 8.28.12

Introducing the top 10 Student Affairs initiatives to launch or expand in 2012-13:

1. One Word. One World.
2. Free Museum Access
   - Through our new Museum Gateway program, students get free access to more than a dozen cultural institutions simply by showing their NYUCard.
   - Group tours can be arranged through The Division of Student Affairs.
   - Faculty and staff also have access to several participating institutions.
3. Unfunded Internships = $350k
4. Internationalizing Washington Square
5. Writers in Residence
6. Explore New York...Explore the World
5
KNOW YOUR AUDIENCE.
5 KNOW WHAT THEY NEED.
SHRINKING THE PSYCHOLOGICAL SIZE of your university
John Sexton's New York

HashtagNYU
20 items | Created Feb 20

1. Bagels on the Square  BAGEL SHOP
7 Carmine St btwn Bleecker & 6th, New York, NY

"JSex's favorite bakery in town!"
HashtagNYU · February 19, 2014

Been here   Save
hashtagnyu
13 months ago

NYU Residential Life and Housing Services
My first attempt at a selfie with grad students Erin and Jossie. #JSex #NYU

byron_cpks, daniel___galvan, fallinparis and 99 others
like this.

ddecrette
Nice crop, Chief!
I've been practicing all day - now here's a selfie with my class! #JSex #NYU

This is so %^^ cool.

I don't even go to NYU and JSex rocks!!!

proud to go to this school

@yogamargo saw him last week and was literally starstruck. Another nyu perk alongside the toilets and buses

#jselife

awesome!

I miss having class with this guy
7 Sleep ProTips to Power You Through the Semester

As awesome as it is, life as an NYU student isn’t exactly low-key... Besides classes, you probably have an internship, on-campus job, and/or club leadership position. Before you know it, you’ll start conking out in the middle of lecture (looking at you, Franco)! If you find yourself so high-wired that you crave a Starbucks IV drip, it’s time to turn down and find out how to actually get a good night’s sleep.

1. Calculate your sleep. Waking up mid-REM sleep cycle is a sure-fire way to feel groggy. Sleepyti.me tells you exactly which times – to the minute – to go to bed based on when you need to wake up. Never be sleepy again? Count us in!
NYU students are darn creative, there’s no doubt about that. When it comes time to move into and decorate your new home for the next year, it can be a little daunting, especially the first time around! From lollipops, plush rugs, movie posters, storage solutions, and string lights, take a peek at some of our favorite new cribs among NYU’s Class of 2018 – and maybe get some good ideas for your own.

But those still putting up photos and posters, get ready to show off your awesome style with NYU’s Rock Your Room contest starting Sept. 15. Stay tuned!
15 Ways Dating at NYU is like the Hunger Games

Doesn’t dating at NYU feel like the Hunger Games? A limited number of young attractive people released into a crazy environment where it feels like everyone’s watching... We’re not saying you have to kill off the competition, but a little competitive attitude never hurt anyone in the dating game, right?

1. Everyone’s too busy to be nice. Welcome Week is long gone. Your super-friendly classmates now ignore everyone and you’re wondering what went wrong. How about this: let’s be nice to one another!

How do you make people like you?
PICK YOUR PLATFORMS WISELY
6

WHEN IN DOUBT...