Effective Communication Using New Technologies

Rick Taphorn

Bryan College

Facebook History

- Founded in February 2004 by Mark Zuckerberg at Harvard University
- Late February, half of Harvard had registered
- March expanded to Ivy League Colleges
- By December 2004, the number of registered users reaches nearly one million

Facebook Statistics

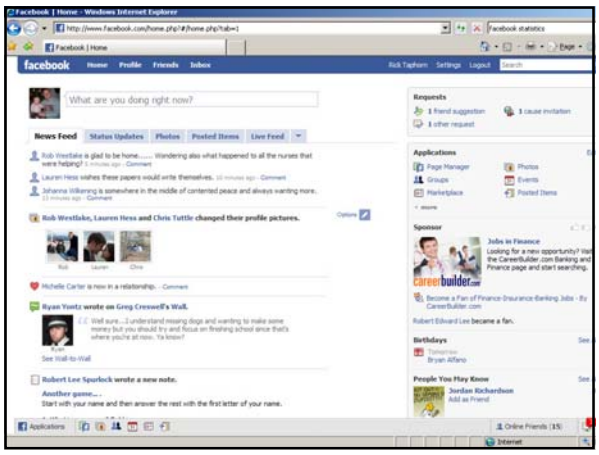
- Currently more than 150 million active users
- 4th most-trafficked website in the world
- Over 55,000 regional, work-related, collegiate and high school networks
- Maintain 85% market share of 4-year U.S. universities
- Fastest growing demographic is those 30 years old and older

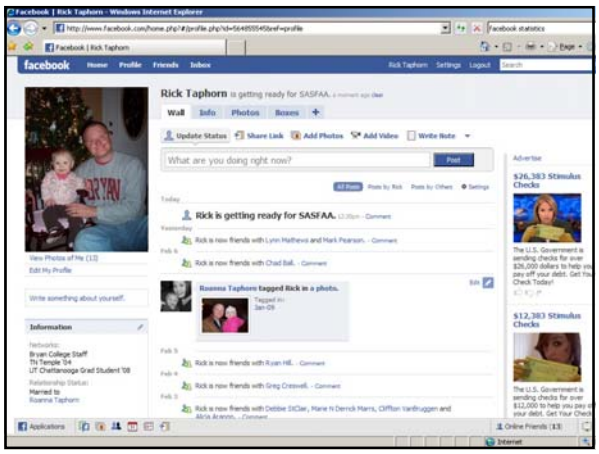
Welcome to Facebook

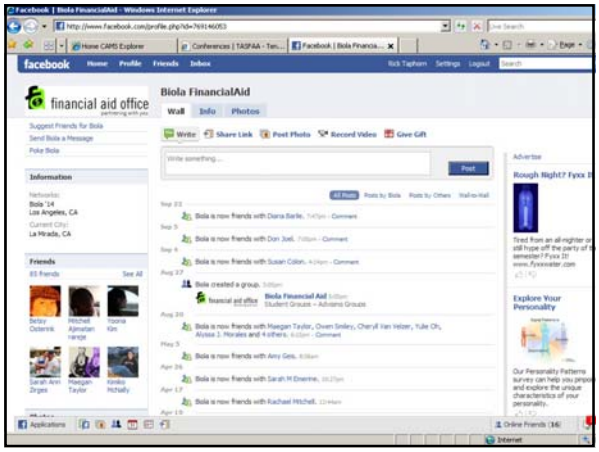
- Users create personal profiles that contain:
  - photos
  - lists of interests and personal favorites
  - private or public messages
  - groups of friends and networks
- The viewing of detailed profile data is restricted to users from the same network, group, or confirmed friends, and now a new subgroup "friends of friends."

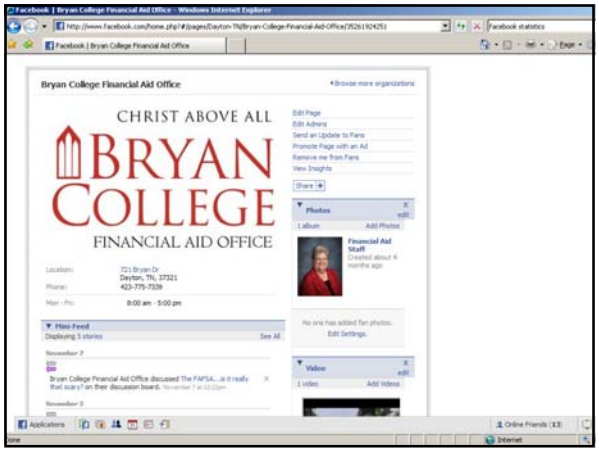
Facebook For Financial Aid

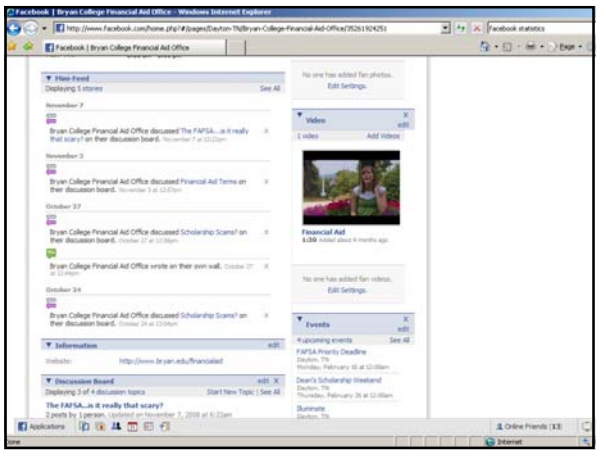
- Build relationships
- Find contact information
- Communicate
  - Email
  - Wall
  - Instant Messaging
- Create a Page

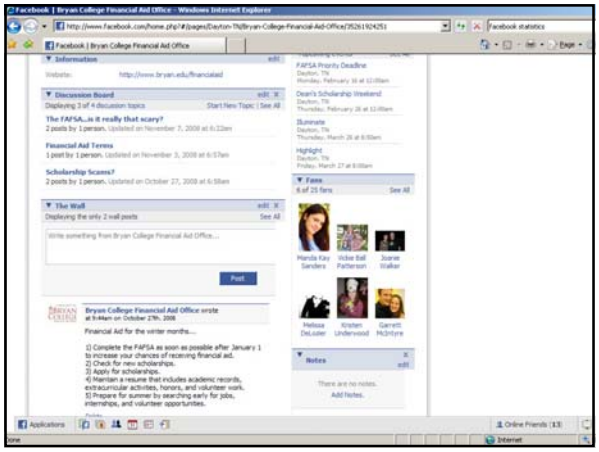



facebook
Rick Taphorn
Wall
Info
Photos
Boxes
What are you doing right now?
Post
Rick is getting ready for SASFAA.
Roanna Taphorn tagged Rick in a photo.
Information
$26,383 Stimulus Checks
$12,383 Stimulus Checks

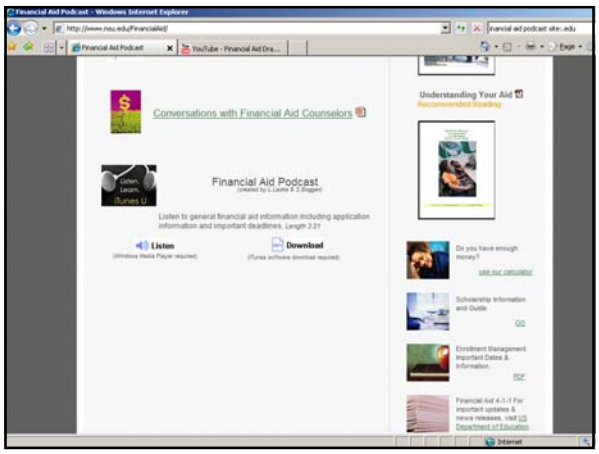

facebook
financial aid office
Biola FinancialAid
Wall
Info
Photos
Write
Share Link
Post Photo
Record Video
Give Gift
Post
Information
Friends
Rough Night? Fyxx It
Explore Your Personality


Bryan College Financial Aid Office
CHRIST ABOVE ALL
BRYAN COLLEGE
FINANCIAL AID OFFICE
Photos
Video


Facebook | Bryan College Financial Aid Office - Windows Internet Explorer
Facebook | Bryan College Financial Aid Office
Bryan College Financial Aid Office discussed The FAFSA...is it really that scary? on their discussion board.
Bryan College Financial Aid Office discussed Financial Aid Terms on their discussion board.
Bryan College Financial Aid Office discussed Scholarship Scams? on their discussion board.
Bryan College Financial Aid Office wrote on their own wall.
Bryan College Financial Aid Office discussed Scholarship Scams? on their discussion board.
Video
Financial Aid
Events
Information
Website: http://www.bryan.edu/financialaid
Discussion Board
The FAFSA...is it really that scary?
Applications
Online Friends (13)
Internet

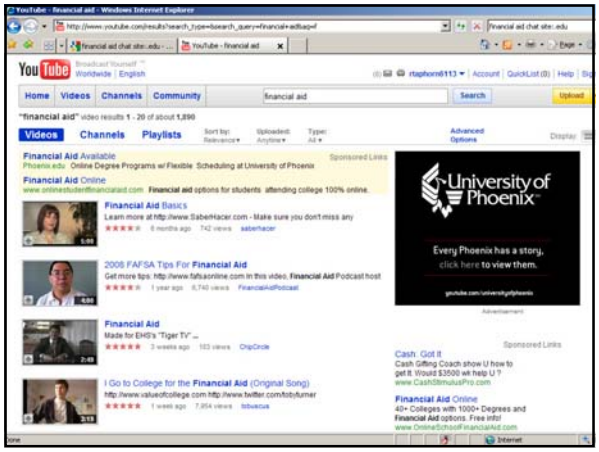

Facebook | Bryan College Financial Aid Office - Windows Internet Explorer
Facebook | Bryan College Financial Aid Office
Information
Website: http://www.bryan.edu/financialaid
Discussion Board
The FAFSA...is it really that scary?
Financial Aid Terms
Scholarship Scams?
The Wall
Post
Bryan College Financial Aid Office wrote
Fans
Notes
There are no notes.
Add Notes.
Applications
Online Friends (13)
Internet

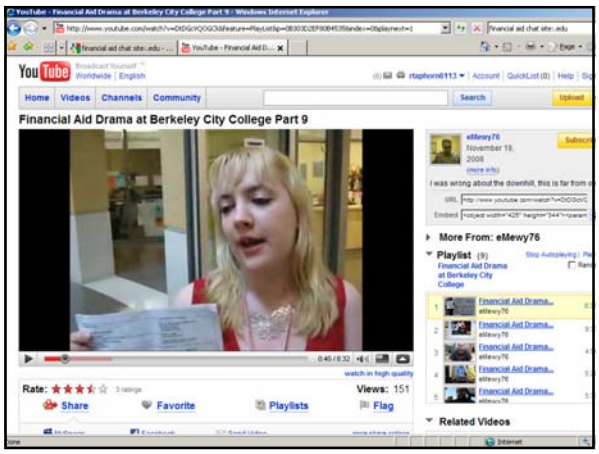
Bryan College Podcasts - Windows Internet Explorer
http://www.bryan.edu/podcasts.html
Bryan College Podcasts
YouTube - Financial Aid Dra...
CHRIST ABOVE ALL
BRYAN COLLEGE
Admissions
Academics
Student Life
Alumni
Aspire
Athletics
Bryan Community
Podcast Archives
Chapel Podcast
Life Today
Search...
Go
Calendar Highlights
Sun, Feb 8
Mon, Feb 9
Tue, Feb 10
more events »
Bryan College Podcasts
LIFE TODAY
CHAPEL PODCAST
Trusted sites

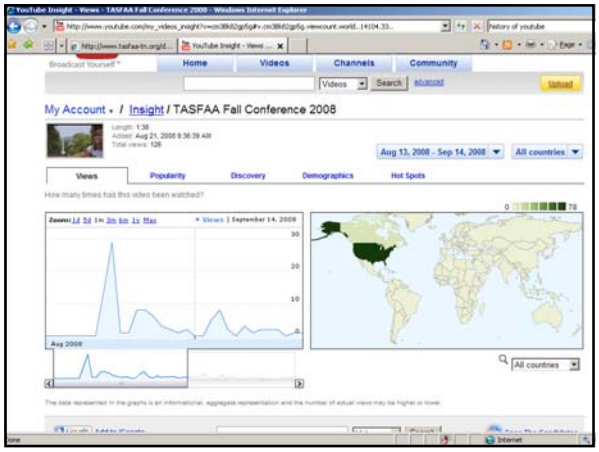


Youtube History

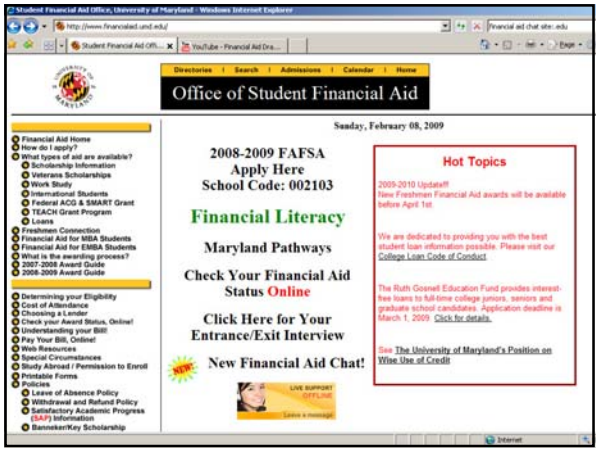
- Created in 2005
- During summer 2006 was one of the fastest growing websites
- November 2006 Google purchased Youtube for 1.65 billion in stock




YouTube - Financial Aid Drama at Berkeley City College Part 9 - Windows Internet Explorer
Home
Videos
Channels
Community
Financial Aid Drama at Berkeley City College Part 9
More From: eMewy76
Playlist (9)
Related Videos
Rate:
Share
Favorite
Playlists
Flag
Views: 151

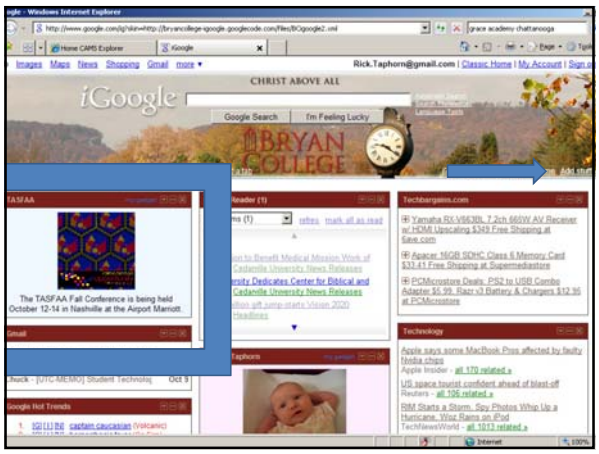

YouTube Insight - Views - TASFAA Fall Conference 2008 - Windows Internet Explorer
Home
Videos
Channels
Community
My Account
Insight / TASFAA Fall Conference 2008
Aug 13, 2008 - Sep 14, 2008
All countries
Views
Popularity
Discovery
Demographics
Hot Spots

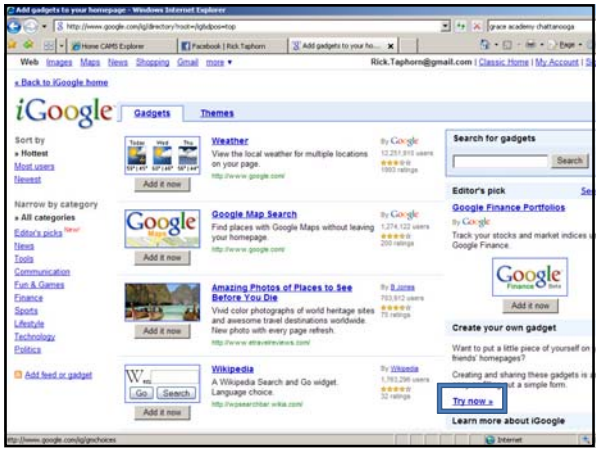
OFFICE OF FINANCIAL AID, Wichita State University - Windows Internet Explorer
THIS IS WICHITA STATE
ABOUT WSU
ABOUT WICHITA
ADMISSIONS
ACADEMICS
STUDENT LIFE
NEWS & EVENTS
ATHLETICS
GIVE TO WSU
OFFICE OF FINANCIAL AID
Apply For Financial Aid
Financial Aid Estimator
Undergraduate Students
Graduate Students
International Students
Parents
Forms
Scholarships
Other Resources
Upcoming Events
Our Office
Student Consumer Information
Apply for Admission to WSU
WSU Office of Financial Aid
Our Mission
Wichita State University's Office of Financial Aid is committed to facilitating access to education by providing financial aid services efficiently and effectively.
Our emphasis incorporates communication, customer service, the recruitment and retention of students and the provision of financial resources. We believe that it is important to simplify the complex financial aid system and to create an atmosphere of care and respect.
We strive for excellence and are dedicated to continuous improvement in support of the WSU mission to enable the university to fulfill its educational, research and public-service responsibilities.
Instant Message a WSU Financial Aid Representative now!
Yahoo IM ID:
shockcents
MSN Messenger ID:
shockcents@hotmail.com
AOL IM ID:
shockcents
Service available when classes are in session, Monday - Friday, 9:30 a.m. - 5:00 p.m.
Please use finaid@wichita.edu for emailing us.
The priority date for filing the 2009-2010 Free Application for Federal Student Aid (FAFSA) at Wichita State University is March 1, 2009. March 1st is the priority date for consideration of limited financial aid

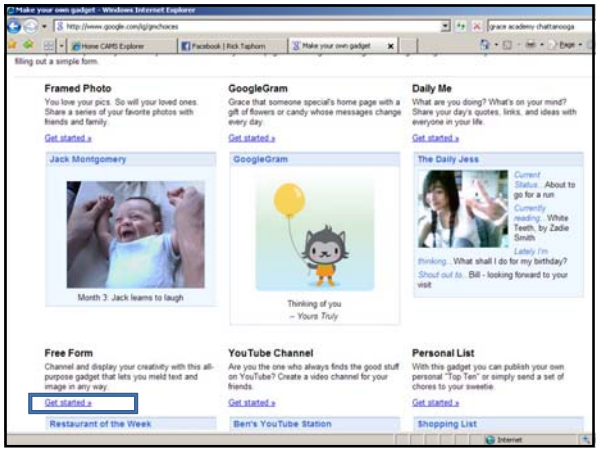


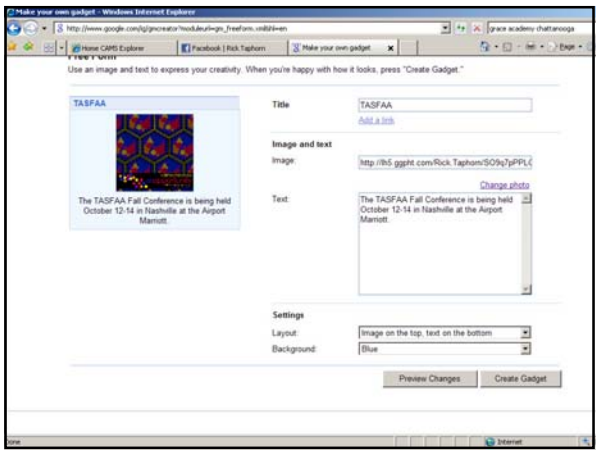
iGoogle

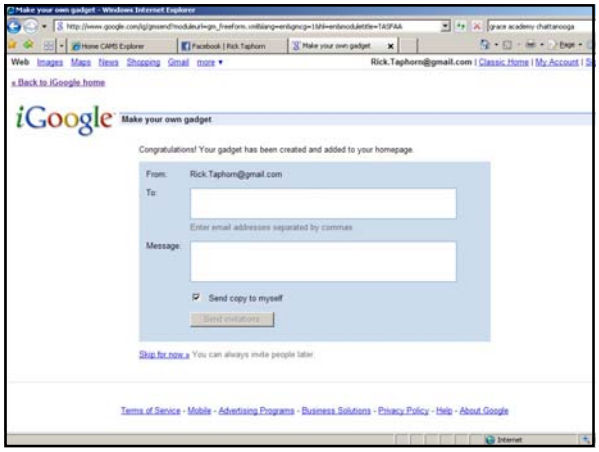
- Gmail messages
- Headlines, weather, stock quotes, etc.
- Getting Started - http://www.google.com/support/bin/topic.py?topic=9002
- Instructions and Tips - http://www.google.com/support/bin/topic.py?topic=9003

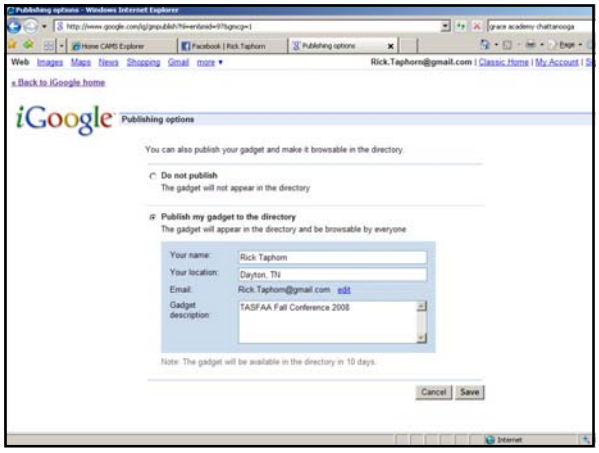

iGoogle
CHRIST ABOVE ALL
Google Search
I'm Feeling Lucky
BRYAN COLLEGE
TASFAA
The TASFAA Fall Conference is being held October 12-14 in Nashville at the Airport Marriott.
Rick.Taphorn@gmail.com | Classic Home | My Account


« Back to iGoogle home
iGoogle
Gadgets
Themes
Sort by
Hottest
Most users
Newest
Narrow by category
All categories
Editor's picks
News
Tools
Communication
Fun & Games
Finance
Sports
Lifestyle
Technology
Politics
Add feed or gadget
Weather
View the local weather for multiple locations on your page.
Google Map Search
Find places with Google Maps without leaving your homepage.
Amazing Photos of Places to See Before You Die
Vivid color photographs of world heritage sites and awesome travel destinations worldwide.
Wikipedia
A Wikipedia Search and Go widget. Language choice.
Add it now
Search for gadgets
Editor's pick
Google Finance Portfolios
Track your stocks and market indices on Google Finance.
Create your own gadget
Try now »
Learn more about iGoogle


Framed Photo
You love your pics. So will your loved ones. Share a series of your favorite photos with friends and family.
Get started »
GoogleGram
Grace that someone special's home page with a gift of flowers or candy whose messages change every day.
Daily Me
What are you doing? What's on your mind? Share your day's quotes, links, and ideas with everyone in your life.
Jack Montgomery
Month 3: Jack learns to laugh
The Daily Jess
Free Form
Channel and display your creativity with this all-purpose gadget that lets you meld text and image in any way.
YouTube Channel
Are you the one who always finds the good stuff on YouTube? Create a video channel for your friends.
Personal List
With this gadget you can publish your own personal "Top Ten" or simply send a set of chores to your sweetie.
Restaurant of the Week
Ben's YouTube Station
Shopping List

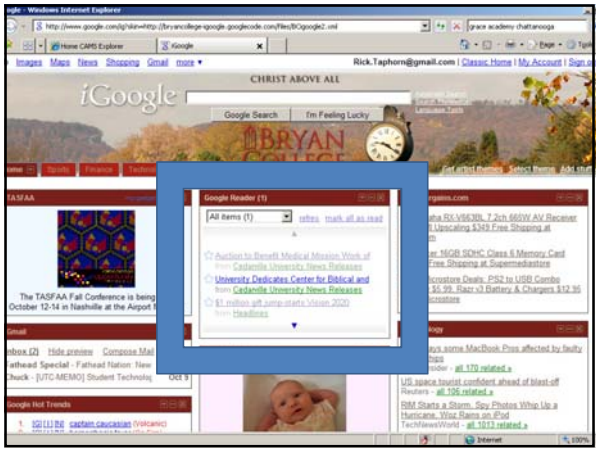

Make your own gadget - Windows Internet Explorer
Use an image and text to express your creativity. When you're happy with how it looks, press "Create Gadget."
TASFAA
The TASFAA Fall Conference is being held October 12-14 in Nashville at the Airport Marriott.
Title
TASFAA
Add a link
Image and text
Image:
Change photo
Text:
The TASFAA Fall Conference is being held October 12-14 in Nashville at the Airport Marriott.
Settings
Layout:
Image on the top, text on the bottom
Background:
Blue
Preview Changes
Create Gadget

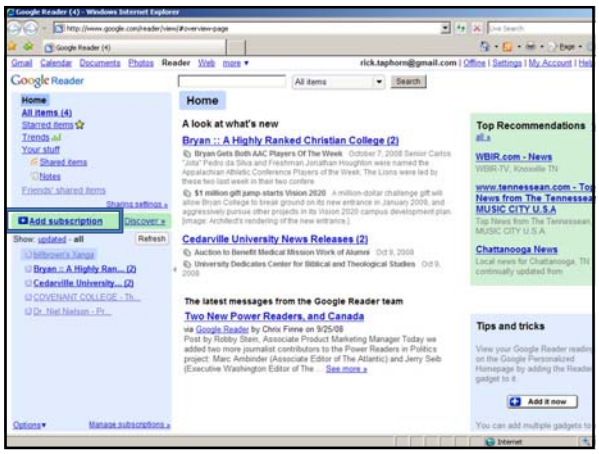

Make your own gadget - Windows Internet Explorer
Web Images Maps News Shopping Gmail more
Rick.Taphorn@gmail.com | Classic Home | My Account
« Back to iGoogle home
iGoogle
Make your own gadget
Congratulations! Your gadget has been created and added to your homepage.
From:
Rick.Taphorn@gmail.com
To:
Enter email addresses separated by commas
Message:
Send copy to myself
Send invitations
Skip for now » You can always invite people later.
Terms of Service - Mobile - Advertising Programs - Business Solutions - Privacy Policy - Help - About Google

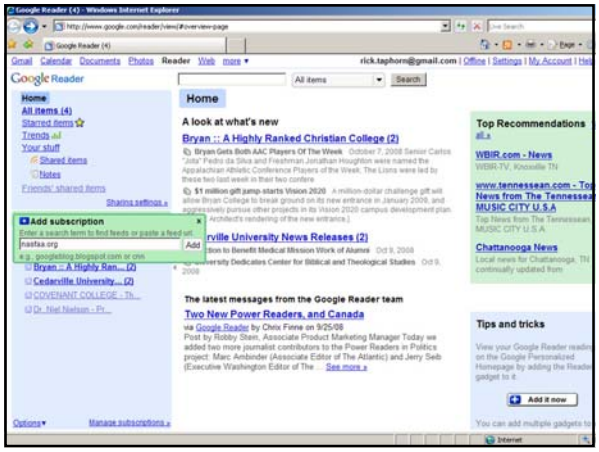

Publishing options - Windows Internet Explorer
Web Images Maps News Shopping Gmail more
Rick.Taphorn@gmail.com | Classic Home | My Account
« Back to iGoogle home
iGoogle
Publishing options
You can also publish your gadget and make it browsable in the directory.
Do not publish
The gadget will not appear in the directory.
Publish my gadget to the directory
The gadget will appear in the directory and be browsable by everyone.
Your name:
Rick Taphorn
Your location:
Dayton, TN
Email:
Rick.Taphorn@gmail.com edit
Gadget description:
TASFAA Fall Conference 2008
Note: The gadget will be available in the directory in 10 days.
Cancel
Save

RSS Feeds

- Really Simple Syndication (RSS)
- Subscribe to news feeds from various websites
- Various RSS Readers (Firefox, Outlook, Google Reader, etc.)




Google Reader
Home
All items (4)
Starred items
Trends
Your stuff
Shared items
Notes
Friends' shared items
Add subscription
Discover »
Show: updated - all
Refresh
Bryan :: A Highly Ran... (2)
Cedarville University... (2)
COVENANT COLLEGE : Th...
Dr. Niel Nielson - Pr...
Options
Manage subscriptions »
A look at what's new
Bryan :: A Highly Ranked Christian College (2)
Cedarville University News Releases (2)
The latest messages from the Google Reader team
Two New Power Readers, and Canada
Top Recommendations
WBIR.com - News
Chattanooga News
Tips and tricks
Add it now


Google Reader
Home
All items (4)
Add subscription
nasfaa.org
Add
Bryan :: A Highly Ran... (2)
Cedarville University... (2)
COVENANT COLLEGE : Th...
Dr. Niel Nielson - Pr...
A look at what's new
Bryan :: A Highly Ranked Christian College (2)
The latest messages from the Google Reader team
Two New Power Readers, and Canada
Top Recommendations
WBIR.com - News
Chattanooga News
Tips and tricks
Add it now

Google Reader
Home
All items (12)
Add subscription
NASFAA Newsletter for... (8)
NASFAA Newsletter for Friday, October 10, 2008
Expanded view
EDUCAUSE Hosts Free Identity Theft Rules Webcast On Oct. 22
Submit Your Interest Session Proposals For The 2009 National Conference
Financial Data Processing Facilities Move - Impact on Funds Availability for Campus-Based, ACG, National SMART Grant, Pell Grant, TEACH Grant, and Direct Loan Programs
Previous item
Next item