

USF UNIVERSITY OF South Florida

Researching the Use of Social Media in Communication

By: Kaitlin Howell, Sarah Drewes, Jaclyn Lambert, Justin McFatridge

Purpose:

The purpose of this study is to determine student's perception of current use and suggested use of social media sites to better USF's communication. USF currently utilizes both email and social media sites to communicate with its students and is doing further research to find out what type of news and information students would like to receive and through which sites. We want to understand if USF's current social media use for communication is effective and whether or not changes need to be made to adequately address the needs of students.

Objectives:

- Determine awareness of USF's use of social media sites
- Determine student's perception of USF's current way of communication, including social media.
- Determine how USF could improve means of communication through social media sites.

Methodology:

Research was conducted by interviewing eight students to gather information concerning their view on USF's use of social media for communication. We targeted students who utilize social media websites and are somewhat experienced in using them. These students were Stacia Finger, a junior and public relations major; Nicole Conner, a senior and public relations major; Kelly Will, a sophomore and special education major; Kerry Love, a senior and secondary education major; Nicole Boyd, a junior and marketing major; Elizabeth Scoone, a junior and criminology major; Wil Fady, a junior and microbiology major; and Chelsea Catling, a senior and art history major. Using audio recording devices, the students were asked twelve questions pertaining to USF's current communication method and possible improvements that could be made. Interviews ranged from 5-9 minutes. The interviews were transcribed and the results were analyzed to determine the overall opinion of students.



USF UNIVERSITY OF South Florida

Researching the Use of Social Media in Communication

By: Kaitlin Howell, Sarah Drewes, Jaclyn Lambert, Justin McFatridge

Results:

Awareness of USFs' use of social media sites

Although USF is using social media sites to communicate, students are not aware of this or do not engage with it. Students primarily use email and Blackboard as vessels to receive and communicate information. Students use social media sites, but are unaware of or choose not to be involved with the communication by USF through these sites.

- "I get the Note-A-Bull email, the Gmail account I have for USF. And I mean, I guess if I go on the USF website, there's always news on the homepage." — Wil
- "No, I don't receive it (information) through media sites. I've heard about it, but I don't use it." — Stacia
- "I usually just read the emails they send and through blackboard." — Nicole S.
- "Facebook sends me all these events (from USF), but I usually just ignore them." — Kerry

Perception of USF's current way of communication, including social media

The University of South Florida uses Note-a-Bull email notifications primarily to send information to students about upcoming events and news regarding the university. Along with this, USF also has several Facebook pages and a Twitter account to update its students on a regular basis through several channels. Student's general perception of the email notifications are positive, with comments being made about how it informs them information that pertains directly to them. The general consensus about the USF Facebook page and Twitter account is that it is not a good way to communicate with students.

- "I don't know how I would feel about it, because like I said I use my Facebook for personal things and it's like my only thing that's not affiliated with school, so I'd much prefer emails." -Stacia
- "I have a Twitter but don't really use it, so no. {response to the question Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not?}- Elizabeth
- "I like that I don't have to put much effort into it. I get emailed news. I don't know what I don't like about it, I mean I guess a lot of times it doesn't pertain to me. So a lot of times I'm not interested in what USF is letting me know about. - Wil
- "I don't like you have to go and find the information even if you are looking for it, it may be hard to find. I do like that if you are trying to get a group of people to come to an event it's very easy to invite them and get them to invite their friends.- Kelly

Improvement of USF's communication

Although USF does a good job communicating all possible information to its students, it may be too much. Students feel bombarded by email notifications, specifically about information they don't care to see.

Students suggested a more customizable approach to giving less and more specific information to them.

- "Possibly send a mass email for that day, and not single emails, which takes up a lot of my inbox. Because then it's flooded," -- Chelsea
- "I guess figure out a way to customize the news that I want to see," --Wil
- "If they could maybe make it for every major that would be cool," --Liz
- "For me, things that pertain to my major would be most useful, maybe like event that they have going on as far as concerts and plays. Other than that, I don't really want to hear anything else," -- Nicole C.

USF UNIVERSITY OF South Florida

Researching the Use of Social Media in Communication

By: Kaitlin Howell, Sarah Drewes, Jaclyn Lambert, Justin McFatridge

Conclusion:

Overall, we found that students do not use USF's social media sites either because they do not know about them, or they prefer not to use social networking for academics. Email remains the preferred means of communication, but at times can be overwhelming with too much information.

After summing up all that we have found, we proposed a number of suggestions for USF to improve their electronic communication. First, while campaigning may be a key to awareness about social media sites, it may be a reality that most students will not regularly use these sites. However, they should be maintained, but perhaps targeted towards an external public. Incoming freshman, parents, and possible monetary contributors could use the sites to find general information and news regarding USF.

If USF wants to stay in touch with students at a social media level, they need to segment and target students by major. Having a separate Youtube, Facebook, and Twitter for each major, while it may be a lot to maintain and keep track of, is going to be the best bet for keeping in touch with students and getting them to participate. Most students expressed this need.

Finally, since email remains the preferred use of communication for students, USF should work toward maintaining and improving the features they have to offer for that. Gmail is already a great tool for customization able email. Perhaps send out an email instructing students about certain features they may not know about for Gmail. USF should generate an easy-to-use customizable subscription service in order to decrease the number of emails a student receives per day, and giving them the news that they want.

We understand that USF wants to give their students all information possible, but the problem is, students may be missing what is truly important to them, because their relevant news is flooded with irrelevant news. Sometimes it's hard to distinguish, making students feeling discouraged from trying to find important news to them.

If USF can utilize the concept of convenience and learn to adapt to the lifestyles of different students, then they will be on a better track of utilizing email and social networking.

USF UNIVERSITY OF South Florida

Researching the Use of Social Media in Communication

By: Kaitlin Howell, Sarah Drewes, Jaclyn Lambert, Justin McFatridge

USF Social Media Research Interview Guide

Purpose- To determine student's perception of current use and suggested use of social media sites to better USF's communication.

Objective 1- Determine awareness of USF's use of social media sites

1. How do you currently receive news about important information and events from USF?
2. Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites?

Objective 2- Determine students perception of USF's current way of communication, including social media.

1. What do you like or dislike about technological communication between USF and you?
2. Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not?
3. What do you think about USF's social media sites?
4. What do you think about USF's email communication system?
5. How do you feel about USF sending you Facebook messages, event invitations, and page requests?
6. Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not?
7. Would you watch Youtube videos posted and produced by USF? What kind?

Objective 3- Determine how USF could improve means of communication through social media sites.

1. How would you want USF to utilize social media in communicating important information and events to you?
2. What information would be most beneficial to you as a student to receive through social media sites?
3. What do you want USF to do differently to communicate with you as a student through email and social media sites?

Interview with Kelly Will- Sophomore at USF

Objective 1- Determine awareness of USF's use of social media sites

1. How do you currently receive news about important information and events from USF? Through Facebook and weekly email, The Bull Connection and flyers passed out around campus.
2. Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites? Facebook about ULS and Cab and other events around campus.

Objective 2- Determine students perception of USF's current way of communication, including social media.

1. What do you like or dislike about technological communication between USF and you? I don't like you have to go and find the information even if you are looking for it, it may be hard to find. I do like that if you are trying to get a group of people to come to an event it's very easy to invite them and get them to invite their friends.
2. Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not? They do, it just depends on the organization and how involved you are in the organization.
3. What do you think about USF's social media sites? We use Blackboard which is a huge help for getting announcements about classes. Facebook is very helpful as well
4. What do you think about USF's email communication system? I like it more now than last year because everything is grouped together through one link, like e-mail and Blackboard. I like that you can search for someone and find any USF student, that's very helpful. You can also find teachers. I don't like how you have to click "view more options" to mark as unread and it is difficult to print whole emails.
5. How do you feel about USF sending you Facebook messages, event invitations, and page requests? I like it; it definitely makes it easier to know about things, I'm on Facebook all the time. If I'm bored and want to see what's going on that night I can just look at it. It makes communicating easy and finding the contact person easier.
6. Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not? I'm not a huge fan of Twitter, I don't really use it. I'm an education major and I feel like it's not really necessary. I feel like a Facebook page would be more useful. I don't think that there are things happening all the time. They have seminars booked months in advanced so it's not on a day to day basis.
7. Would you watch YouTube videos posted and produced by USF? What kind? I would definitely watch YouTube videos. As an orientation leader we made a video for other students interested in being an OTL but couldn't make a meeting to get all the information. I think it's a good idea.

Objective 3- Determine how USF could improve means of communication through social media sites.

1. How would you want USF to utilize social media in communicating important information and events to you? I think informing students to look on those websites. I don't think students know they can get information through those sites, it's overlooked.
2. What information would be most beneficial to you as a student to receive through social media sites? I think information about organization meetings, club or sport meetings, and cancelled events. Your extracurricular activities.
3. What do you want USF to do differently to communicate with you as a student through email and social media sites? I think e-mail they do a really good job. With all the new construction, if they made videos and tell what is going on. People always wonder and that is a defined we're doing this, this is what is coming next, this is when we will be done. That way people are knowledgeable and can tell other people so that what they are doing is actually beneficial to the university.

Interview with Kerry Love- Senior at USF

Objective 1- Determine awareness of USF's use of social media sites

1. How do you currently receive news about important information and events from USF? Read the Oracle, or my sorority sends out an activities email. Each week I receive an email with activities going on for the week.

2. Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites? Facebook sends me all these events, but I usually just ignore them.

Objective 2- Determine students perception of USF's current way of communication, including social media.

1. What do you like or dislike about technological communication between USF and you? It doesn't show the important events. All of them are made to be important when they aren't so I stopped reading about them. Then I hear about events I would have liked to go to but they weren't highly publicized.

2. Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not? Not on everything. Sometimes they give you three months to hear about a speaker and only a week to hear about a sporting event.

3. What do you think about USF's social media sites? I have never had been on them.

4. What do you think about USF's email communication system? I think that it's fine. It seems to work well for lockdowns.

5. How do you feel about USF sending you Facebook messages, event invitations, and page requests? I usually ignore them.

6. Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not? I'm not on Twitter so I don't know.

7. Would you watch Youtube videos posted and produced by USF? What kind? I don't go on YouTube. I only see them if it's something someone else shows me.

Objective 4- Determine how USF could improve means of communication through social media sites.

1. How would you want USF to utilize social media in communicating important information and events to you? I don't really use social media. I only go on Facebook on my phone. I only look at things through the paper and my email

2. What information would be most beneficial to you as a student to receive through social media sites? Just important happenings, not sending emails about every single speaker and event on campus. I get too many emails in a day to sit through and read them all.

3. What do you want USF to do differently to communicate with you as a student through email and social media sites? Not overload me. Maybe, if they had a thing this more tailored to what you like. That way I'm not getting 40 emails about an art show, when I'm never going to go to an art show, but I would want emails about sporting events.

Interview with Wil Fady, Junior at USF

Jaclyn: How do you currently receive news about important information and events from USF?

Wil: I get the Note-A-Bull email, the Gmail account I have for USF. And I mean, I guess if I go on the USF website, there's always news on the homepage.

Jaclyn: Do you currently receive any news from USF through any social media sites?

Wil: No.

Jaclyn: What do you like or dislike about the technological communication between you and USF?

Wil: I like that I don't have to put much effort into it. I get emailed news. I don't know what I don't like about it, I mean I guess a lot of times it doesn't pertain to me. So a lot of times I'm not interested in what USF is letting me know about.

Jaclyn: Do you think USF informs you about important information and events in a timely and accurate manner?

Wil: Not always. I'm always getting reminders that I should sign up for basketball tickets or whatever... Stuff I don't really care about. That kind of floods my email.

Jaclyn: I'm going to show you USF's social media sites, since you actually don't use them. You can get familiar with them.

Wil: They're well designed. Well laid-out. Yeah, I don't know.

Jaclyn: That's okay. You mentioned email communications system. Can you explain what you think about them, and why?

Wil: Like I said, a lot of it doesn't pertain to me. You know, I just view it as kind of almost like SPAM even though it's coming from my school to my school's email account. A lot of it I just disregard because of the subject heading, just because, you know. I mean, certainly I'm into current news with the school, but a lot of times, but the stuff they're trying to let me know really doesn't matter. I don't feel like.

Jaclyn: How do you feel about USF sending you facebook messages, event invitations, and page requests?

Wil: I prefer to keep my social networking separate from my school. I go on facebook to escape school so I don't really feel like integrating the two.

Jaclyn: Is Twitter a good way to receive fast and accurate information about about things happening in your major? Why or why not?

Wil: It's a good way to send speedy updates about what's going on. I feel like twitter is one of those less received social networking websites. Not that not that many people use it, it's just that a majority of the people that I communicate with don't use twitter, so I've never made an attempt to go on twitter or use twitter so an attempt in that sense for USF to contact me would not work.

Jaclyn: Now that you know that there is a youtube page by USF, would you watch videos posted and produced by USF?

Wil: Out of all of the things you showed me, probably the youtube page interested me the most. Just because it's got videos it seems by glancing at the page, it's got current research that's going on. That's probably the most exciting thing that USF could probably brag about on the internet to me.

Jaclyn: Specifically, what kind of videos would you be interested in watching?

Wil: Anything related to research. Especially in the sciences. I don't know, I'm probably not going to watch the video on the the MLK plaza. To be honest.

Jaclyn: How would you want USF to utilize social media in communicating important information and events to you? Or would you want that?

Wil: How would I want them to utilize social media? Hmm. I don't really know. I'm not even interested in it to be honest.

Jaclyn: What kind of information would be beneficial to you as a student if you did receive news through social media sites?

Wil: I'd say the most important things to me would be general news regarding what's going on on campus, what's going on with the leadership in the school, what's going on with research. I don't care about our sports records or anything like that. I don't care about Bulls-Nite-Out and stuff like that. The most important news related to me should be there but the other stuff be left out, I think.

Jaclyn: What do you want USF to do differently to communicate through you differently through email and social media sites?

Wil: I guess figure out a way to customize the news that I want to see.

Interview with Chelsea Catling, Senior at USF

Jaclyn: First of all, how do you currently receive news about important information and events from USF?

Chelsea: Through text messages that go to my Blackberry on my phone.

Jaclyn: Do you currently receive information from USF through any social media sites?

Chelsea: No.

Jaclyn: What do you like and what do you dislike about technological communication between you and USF?

Chelsea: Technology-wise, I always get a response from the people I'm trying to contact. So in that way it's really well. I haven't had any problems so far. Professor-wise I always get a response through email. Blackboard has never given me any problems.

Jaclyn: Do you think USF informs you about important information and events in a timely and accurate manner?

Chelsea: Yes, through text messages.

Jaclyn: Okay. Now, I'm going to show you the USF facebook. Here it is actually. And then, you can look through that. This is their youtube. See, there's a science research video. And, they also have a twitter.

So, in general, what do you think about these USF social media sites?

Chelsea: I think it could be a good way for students to get in contact to people from the university.

Jaclyn: Now what do you think about the email communication system through USF?

Chelsea: It works well for me. I haven't had a problem.

Jaclyn: How would you feel about USF sending you facebook messages, event invitations, and page requests?

Chelsea: Personally, I don't use facebook very much. So for me, it wouldn't be a big impact. But for someone who does use facebook. A majority of the population. I could see it as a really good tool.

Jaclyn: Is twitter a good way to receive fast and current information about what's happening within your major?

Chelsea: Not for my major. Art History.

Jaclyn: Why not?

Chelsea: I personally don't use twitter. I haven't come across a lot of people that do. That might just be my interaction with the actual social networking site.

Jaclyn: So, now that you know that there is a youtube, would you watch these videos posted and produced by USF?

Chelsea: Those news-related video on the youtube page you showed me? probably not.

Jaclyn: Why not?

Chelsea: Just because, I'm graduating, so I wouldn't have a need to. But I could see possibly an incoming freshman who wants more information, could use it as a tool.

Jaclyn: So you see that there is a purpose, not so much for you though?

Chelsea: Right

Jaclyn: How would you want USF to utilize social media in communicating important information and events for you?

Chelsea: For me, email notification works fine.

Jaclyn: What information would be most beneficial to you as a student to receive through social media sites?

Chelsea: Probably more about the arts college.

Jaclyn: What would you want USF to communicate with you differently through the USF email and social media?

Chelsea: Possibly send a mass email for that day, and not single emails, which takes up a lot of my inbox. Because then it's flooded, but just do one mass, and then have a list of all the important notifications. That could be more diligent.

Stacia Finger

Major: public relations

Class: Junior

Objective 1- Determine awareness of USF's use of social media sites

1. How do you currently receive news about important information and events from USF?

By email, the USF email.

2. Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites?

No, I don't receive it through media sites. I've heard about it, but I don't use it.

3. What types of social media do you utilize?

Well, I do use them. I use Facebook and Twitter.

Objective 2- Determine students perception of USF's current way of communication, including social media.

1. What do you like or dislike about technological communication between USF and you?

I don't really dislike anything about it. I think it's easier to get information from an email rather than any other way. I don't anyway else they could do it. It saves paper without sending out newsletters.

2. Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not?

Yes I do, because I know ahead of time when advising is and when things need to go on and when Homecoming is. I think it's also let known within an email.

3. What do you think about USF's social media sites?

I've never looked at those sites.

Facebook: It likes the other Facebook pages. It looks like the same information they send in the newsletters.

Do you find this information valuable?

I do, but I don't know if I would use it for school. It's sort of my outside of school thing.

Twitter: I like that, because they're just short things.

4. What do you think about USF's email communication system?

I like it. It seems timely and gets all the information out there.

5. How do you feel about USF sending you Facebook messages, event invitations, and page requests?

I don't know how I would feel about it, because like I said I use my Facebook for personal things and it's like my only thing that's not affiliated with school, so I'd much prefer emails.

6. Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not?

Yes I would definitely follow USF on Twitter, because Twitter to me is more like updates on music, and things like that, so I would definitely use it for updates on school.

7. Would you watch Youtube videos posted and produced by USF?

It depends on the subject and content of the videos. What kind?

If it were on some sort of events, or something interesting that happened at school, then I would watch. I don't I think I would watch just somebody sharing information.

Objective 4- Determine how USF could improve means of communication through social media sites.

1. How would you want USF to utilize social media in communicating important information and events to you?

I think the Twitter thing would be good, but I don't know. Again, I would not follow them on Facebook, or like them on Facebook, because again it's my own thing.

2. What information would be most beneficial to you as a student to receive through social media sites?

Advising and different things like that. Maybe, about the different events on campus

3. What do you want USF to do differently to communicate with you as a student through email and social media sites?

Nothing really. I feel content with the way they contact people.

Is there anyway USF could change their Facebook, Twitter, and Youtube to appeal to you?

Again, I feel like Facebook is my own non-academic thing, so no. I do think Twitter is a good thing even though less people use it. The people that do use it appreciate the fastness of it It's such a fast-paced world that it would be a lot easier just to check on your newsfeed and see that somebody posted, or just something's going on, but again I just think Twitter.

Nicole Conner

Objective 1- Determine awareness of USF's use of social media sites

1. How do you currently receive news about important information and events from USF?

Just through email. Just through the mass comm. newsletters they send out.

2. Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites? No

3. What types of social media do you utilize? Facebook. Sometimes Twitter. I also use LinkedIn.

Objective 2- Determine students perception of USF's current way of communication, including social media.

1. What do you like or dislike about technological communication between USF and you?

I feel like I get the newsletters too frequently, so I rarely read them. Other than that, I really don't have any other feeling, honestly. Other than the newsletters, I really don't get any information from them.

2. Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not? Considering the frequency in which I get the newsletters, I would say yes. I just don't read them as often as I should. I think my schedule is just so busy that I sort of just push those things aside, so I don't read them, in which case I don't get the information. If I did use their social media, than I probably would get it in a more timely manner.

3. What do you think about USF's social media sites?

Facebook: It looks like a Facebook site. It looks like they update it frequently which is good.

Do you think this information would be relevant?

I think so. It tells you what's going on. It lets you know what's happening.

Twitter: I mean it's Twitter, so it's as informational as it can be. Just like with Facebook, they update it frequently. I see a lot of March 23 and 24 going on there, so it definitely looks like they're trying to get news out there and let people know what's going on.

4. What do you think about USF's email communication system?

I think it's decent, I mean it's fine. Like I said before, I think it's too frequent for me personally because the newsletters are so long. I think that they try to get the information to you in a timely manner, so from that perspective, I think it's pretty solid.

5. How do you feel about USF sending you Facebook messages, event invitations, and page requests?

I think that's actually a good idea, because even if they emailed you to your personal account or page, saying "Join us on Facebook" and "Join us on Twitter." People would be more inclined to do it and to get invitations and event information from there would be more useful than getting it from the newsletters.

6. Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not? To an extent, ya, because it is always updated and is always current. Because of the limit on updates and characters, you have to attach a website, but, ya, I would say it's a good source.

7. Would you watch Youtube videos posted and produced by USF? What kind? No, I don't watch Youtube videos anyway, so no, unless it's on Taj Point O.

Objective 3- Determine how USF could improve means of communication through social media sites.

1. How would you want USF to utilize social media in communicating important information and events to you? I think they do it pretty well by looking at their websites. To me personally, again, I don't know how I would respond, but I think if they send an email asking us to join them on Facebook, then I'd probably do it. Then, just maintaining what they're doing. I mean they have a lot of followers on Facebook and 1800 on Twitter isn't terrible, so I think that what they're doing seems to be working for them.

2. What information would be most beneficial to you as a student to receive through social media sites? Things that pertain to my major, but that's a little more difficult, so unless they had a USF Mass Comm. page, they kind of have to group everyone at USF, all majors, into what they have now. For me, things that pertain to my major would be most useful, maybe like event that they have going on as far as concerts and plays. Other than that, I don't really want to hear anything else.

3. What do you want USF to do differently to communicate with you as a student through email and social media sites? Maybe less frequency. Maybe just making sure it's the most important information out there, especially in the mass comm. newsletter. Letting me know the very specific, most important information on what's going on so it's not so lengthy. I think they can just keep doing what there are doing, because it looks like they're doing a good job updating like they're suppose to, and that sort of thing.

Elizabeth Scoone

Major: Criminology

Class: Junior

Sarah: this is Sarah Drewes here with Elizabeth Scoone interviewing her regarding student's perception of current use and suggested use of social media sites to better USF's communication. Liz, How do you currently receive news about important information and events from USF?

Elizabeth: well I have an email account and that's about it.

Sarah: Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites?

Elizabeth: Yes. On Facebook I'm friends with or a fan of campus recreation and rocky the bull.

Sarah: What do you like or dislike about technological communication between USF and you?

Elizabeth: There's a lot and maybe it shouldn't be as cluttered. There's just a plethora of information that not everyone needs to know about.

Sarah: Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not?

Elizabeth: Yes for the most part. I know I check my email all the time so that's usually how I get information on time. I did sign up for the phone service to get alerts and all of a sudden that's cut out and I don't know why that is.

Sarah: What do you think about USF's social media sites?

Elizabeth: I don't think they're that well known.

Sarah: What do you think about USF's email communication system?

Elizabeth: It's good. It changes a little too often. Always changing something to update it. I like the one prior to this one though.

Sarah: How do you feel about USF sending you Facebook messages, event invitations, and page requests?

Elizabeth: They can do that. That's cool

Sarah: Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not?

Elizabeth: I have a Twitter but I don't really use it, so no.

Sarah: Would you watch Youtube videos posted and produced by USF? What kind?

Elizabeth: Probably not so much.

Sarah: How would you want USF to utilize social media in communicating important information and events to you?

Elizabeth: If I know that they have different sites for different majors if they could maybe make it for every major that would be cool.

Sarah: What information would be most beneficial to you as a student to receive through social media sites?

Elizabeth: The one that I use that is most beneficial is the campus rec one for times and stuff.

Sarah: What do you want USF to do differently to communicate with you as a student through email and social media sites?

Elizabeth: I think that you should be able to receive texts from USF all semester until you don't have an email account anymore.

Sarah: Thank you so much.

Nicole Boyd

Major: Business Marketing

Class: Junior

Sarah: this is Sarah Drewes here with Nicole Boyd interviewing her regarding student's perception of current use and suggested use of social media sites to better USF's communication. Nicole, How do you currently receive news about important information and events from USF?

Nicole: I usually just read the emails they send and through blackboard

Sarah: Do you currently receive any information from USF through social media sites? If so, what types of information and from what sites?

Nicole: Not through Facebook or anything but just blackboard

Sarah: What do you like or dislike about technological communication between USF and you?

Nicole: I like the weekly emails I get I usually read them on my iPhone.

Sarah: Do you think USF informs you about important information and events in a timely and accurate manner? Why or Why not?

Nicole: I don't think it's necessary for me to know everything that's going on but I feel like they need to let me know what I need to know

Sarah: What do you think about USF's social media sites?

Nicole: The only one I use is blackboard.

Sarah: What do you think about USF's email communication system?

Nicole: Well I get them every week so they work out pretty nicely

Sarah: How do you feel about USF sending you Facebook messages, event invitations, and page requests?

Nicole: They don't send me any of those. I guess I would have to join the group first.

Sarah: Is Twitter a good way to receive fast and current information about things happening within your major? Why or why not?

Nicole: I don't currently have a twitter.

Sarah: Would you watch Youtube videos posted and produced by USF? What kind?

Nicole: Not really.

Sarah: How would you want USF to utilize social media in communicating important information and events to you?

Nicole: I guess Facebook would be a good start.

Sarah: What information would be most beneficial to you as a student to receive through social media sites?

Nicole: Just the stuff I should be aware of around campus and things that would pertain to me like my major, safety issues.

Sarah: What do you want USF to do differently to communicate with you as a student through email and social media sites?

Nicole: I feel like they tell me what I need to know through emails but I guess they could make a Facebook group and get it out there so more people know about it.

Sarah: Thank you very much.