SIUC Computing Advisory Committee
Wednesday, January 13, 2010
Library Administrative Office Conference Room

In attendance: Kemal Akkaya, David Carlson, Tamarah Cook (guest), Patty Cosgrove, Andrea Imre, Don Laur, Mark Peterson, Dan Stover, and Emily Williams (secretary)

David Carlson opened the meeting at 11:03 am. The sole item on the agenda is the discussion of a social media working group; no agenda was distributed.

Social Media
Tamarah Cook, guest from SIUC University Communications, gave a brief overview of social media. Important discussion points included the delicate balance of monitoring the site because of its social nature and allowing anyone to post on the page, who is responsible for the content (e.g., using full-time staff vs. student workers), and why social media is used (e.g., marketing, emergency communications, posting positive university or department news, announcing events and information, etc.). The most important question a department or group needs to answer before embarking on creating a social media site is “What do you want your page to be?” Answering this question before creating the page is extremely helpful in determining which outlet of social media to use, how to create your site, who is responsible/allowed to post, and how your site will be supported. The biggest mistake is to start a page and then not support it – either because you lack staff/resources, or because you don’t keep the content current and relevant.

Discussion followed on monitoring and developing Facebook (FB) pages. There is not a verification procedure when creating a FB fan page, group page, or individual page. FB takes the user at face value that they are who they say they are. SIUC’s official FB page (http://www.facebook.com/SouthernIllinoisUniversityCarbondale) has a notice posted that states “This is the official SIUC page, administered by SIUC. www.siuc.edu”. Another FB page that was started as an official page but then morphed into a non-official page took four months to remove from FB and only after University Communications indicated to FB that the page was a fraud and not run by those it appeared to be representing. Monitoring the comments on the page is a delicate balance and is currently somewhat of a gray area policy-wise. You want to maintain the interaction, but you also want to keep the comments appropriate and on mission.

David Carlson suggested a collaborative volunteer working group that would work to help keep people on track. Tamarah suggested that it be mainly used as a place to develop guidelines and help departments and units with setting up their own pages. Tamarah also noted that someone from Legal Counsel should be on the committee to help answer such questions as “If you monitor, are you then responsible for all content?” Discussion followed and it was suggested that a collaborative group be established to streamline certain things (set-up, maintenance tasks, etc.) and also help to reign in some student groups and RSOs. It was suggested that the CAC help create the group and then receive regular updates. It was suggested that, and Don Laur agreed, Don be the CAC representative to this group. Don and Tamarah will work to set-up the first meeting. Tamarah suggested that the group start with faculty and staff that are responsible for their department’s pages first and then move...
on to student groups. It was also suggested that this working group provide guidelines to Student Development for RSOs to use and that a website be created for documents, guides, and training items.

Don will provide future updates on the status of this working group to the CAC.

The meeting adjourned at 11:50 am.