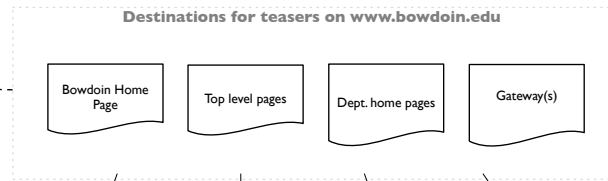
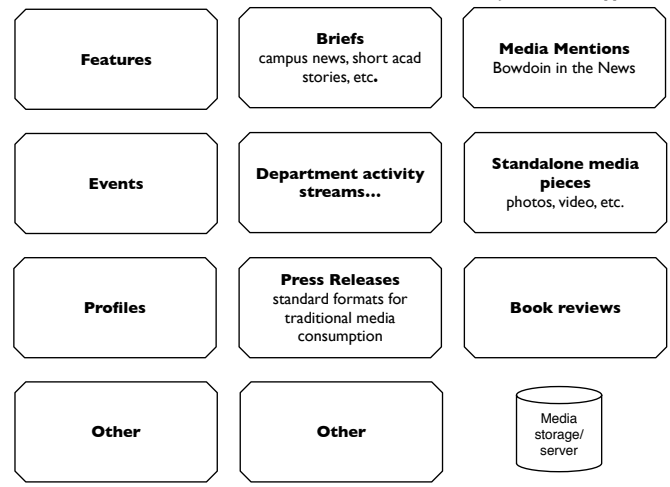


Bowdoin main blog / activity stream

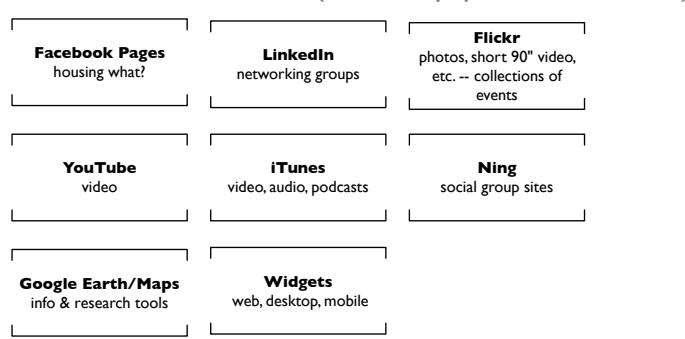
Pieces from the major content types can be picked up by the activity stream.



www.bowdoin.edu major content types in CMS

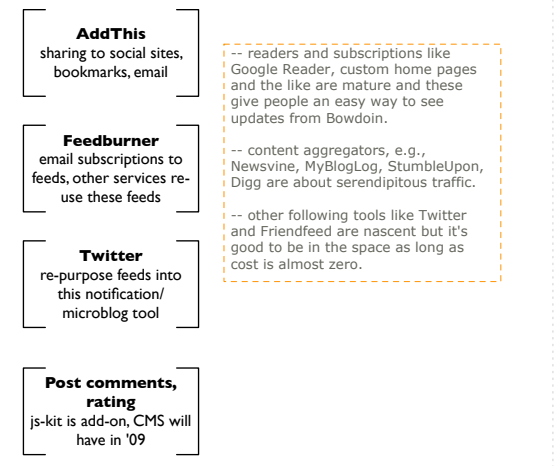


Content on external sources (sometimes repurposed in the case of media)



- Social media must be a part of an overall communications strategy
- We can't own the conversation but we must be a part of the conversation
- Requires dedicated effort
- Is long term investment -- think "conversation" not headlines
- Is about building relationships, brand, trust
- Make posts that people want to see -- photos, video, people!

Sharing to the world: email, subscriptions, following, aggregation



- Information across the site must become more standardized so it can be re-used
- Common formats and common "content types"
- Free zones for creativity
- Ease of publishing increases with structure!
- Innovate new content formats and types when need presents itself
- Feeds should have full text!

