Report from Vice President for Membership

Vice President for Membership Finley formed a social media working group and asked that group to identify a chair to share information with her on their activities. The group is considering whether undergraduate students should be permitted to join the Facebook group and to develop policies on whom to allow to join.

VOTE 2015-01-17-03
Motion: I move that the PsychTeacher listserv be under the purview of VP for Membership.
Moved: Tom Pusateri
Seconded: Eric Landrum
Outcome: PASS (10/0/0, Y/N/A)

President-Elect Wilson will add language about the PsychTeacher listserv to the Policies and Procedures Manual.

Data from STP's recent Membership Survey indicates that members are not aware of many of our services.

VOTE 2015-01-17-04
Motion: I move that STP allocate $3000 for inserts in the remaining issues of *Teaching of Psychology* that will be published this year.
Moved: Sue Frantz
Seconded: Dave Kreiner
Outcome: PASS (8/1/1, Y/N/A)

STP currently defines Early Career Psychologists as 7 years post-doctorate OR full-time teaching, which encompasses teachers with a masters and high school teachers. APA recently defined ECP as 10 years post-doctorate.

VOTE 2015-01-17-05
Motion: I move that STP define Early Career Psychologist as "10 or fewer years post-doctorate OR 10 or fewer years full-time teaching, whichever comes first."
Moved: Aaron Richmond
Seconded: Sue Frantz
Outcome: PASS (9/0/1, Y/N/A)

2015 Budget

VOTE 2015-01-17-06
Motion: I move to approve the 2015 budget as presented by the Treasurer.
Moved: Diane Finley
Seconded: Aaron Richmond
Outcome: PASS (10/0/0, Y/N/A)

Society for the Teaching of Psychology Social Media Recommendations

Created by the 2015 STP Social Media Working Group,

Alyssa Gilston Jessica Hartnett, Jeremy Houska, Greg Preuss, Francis Yannaco

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Creation and Goals for the Social Media Working Group

The Social Media Working Group was tasked with creating recommendations for how the Society for the Teaching of Psychology (STP) can best use and manage various social media platforms. In particular, the committee was charged with generating recommendations for how to select administrators for different platforms as well as create criteria for proper use of the different platforms.

This report contains reviews of and recommendations for four different social media platforms: Two that STP currently uses (Facebook and Twitter) as well as recommendations for possible adoption of two additional platforms (Pinterest and LinkedIn).

Finally, it should be noted that the committee was approached to offer an opinion about using Instagram (a photo sharing website) in order to promote STP. The committee exchanged emails about this possibility and declined to investigate it in greater depth as we believe other social media platforms (for instance, Facebook) are better suited for sharing STP information.

Twitter

The @TeachPsych account was acquired in August 2012, after using a related handle. This second account has posted over 400 Tweets about STP resources, conferences, and other news related to psychology and teaching. The primary purpose of this account is to share resources, and an ancillary purpose is to allow some measured interaction with followers.

As of February 1, 2015, 334 followers keep up with STP Tweets. Some of these followers are commercial (e.g., textbook authors, publishing companies), and so the STP Twitter account follows just 144 Twitter-people (or "Tweeps"). In addition, Retweets are done rarely. These practices have been used to keep APA and Division 2 in compliance with non-commercial policies for a 501(c) (3) entity.

The majority of the Retweets have been those of individuals Tweeting live at teaching-related talks and conferences. Using #TeachPsych or #STP as conference hashtags functions to assist Twitter users in finding relevant SoTL coverage or teaching-talks. More importantly, semi-regular Tweeting provides additional exposure for the Society for the Teaching of Psychology and promotion of STP resources.

GSTA Social Media Analytics Self-assessment

The @gradsteachpsych Twitter account was created in February 2014 as part of our STP-GSTA outreach mission.

One issue we have focused on in the last year is finding ways of increasing the impact of our social media interaction across the STP-GSTA blog, STP-GSTA Facebook, and STP-GSTA Twitter. From the beginning, we made a commitment to coordinate our postings in order to cross-propagate the information and reach our audiences on their preferred social media platform.

One basic social media strategy that we have neglected is Twitter self-retweets. [Marketing analyses show that this is one of the most effective ways of reaching your actual followers since the tweet has a high chance of missing them on any given day of the week (tweets on Mondays miss the Weekend crowd, Morning tweets miss the Midnight crowd).](#) Social media tools like HootSuite, Buffer, [and others](#) can help automate the process of scheduled self-retweeting. These tools also allow for cross-propagation to Facebook and other social media networks, something that we have not considered doing yet.

In the same vein, we are also not making use of our dedicated followers for requesting retweets when appropriate and relevant to them. Retweets are the snowball mechanism that Twitter operates on at a very basic level, yet we have very few retweets over the past year. Retweets also serve to refresh the tweets' expiry much like a self-retweet.

Examining the GSTA Twitter analytics over the period 2/2014-2/2015 revealed several trends of interest.

1. Our average view-rate for the year was about 150 views per tweet. We tweeted 55 times and have 78 followers.

2. <u>Tweets that included an image yielded 3 to 4 times the number of views as text-based tweets.</u> Image tweets will find their way at the top of the user interface depending on their settings and the platform they are on (Browser, Mobile).

3. The least successful tweets lacked any hashtags due to the 140-character limit. These hashtag-less tweets averaged about 40 views. The views likely originated from our Followers only. <u>Tweets are very unlikely to be seen by non-Followers unless searched for using a hashtag.</u>

4. Our most-engaging text-based Tweet was on September 18th to one of our blog posts titled <u>"Exploring the Human Brain through Zombie Behavior."</u> It was for a teaching activity that used deficiencies in (hypothetical) zombie behavior as a model for learning about the different functions and areas of the human brain. This tweet was viewed 400 times, in contrast to the yearly average of 150 views. The tweet made use of our three daily-use hashtags (#highered #psychology #edchat), but #zombies was also tagged. <u>Using more everyday and 'viral' hashtags may be worth investigating.</u>

Therefore, the STP Social Media Working Group offers the following recommendations regarding STP and GSTA's presence on Twitter:

1.) Continued maintenance of the STP and GSTA Twitter accounts.

2.) *Increased cross-propagation across social media platforms.* For instance, STP information should be posted on the STP-GSTA blog, STP-GSTA Facebook, and STP-GSTA Twitter. This will help STP and GSTA more effectively reach audiences on their preferred social media platform. Scheduling apps can assist in this process.

3.) *Interaction with Executive Committee and other STP Leaders.* It is requested that all relevant STP resources, events, and initiatives be forwarded to both the STP and GSTA Twitter Chairs' email accounts. This information will be condensed per the character requirements on Twitter. Moreover, this will assist efforts at cross-propagation.

4.) *Ideal committee structure.* One Chair or "Lead Tweeter," and a Twitter committee of 3-6 "Tweeters" to assist in posting SoTL or teaching-related resources. For reasons of account security and accountability, only the lead Tweeter will have the login and password. Members of the committee will email links and Tweets.

5.) *Desired committee composition.* Ideally, members of the STP Twitter committee will already have public Twitter profiles and post Psychology, SoTL, and teaching-related information. As it is feasible, these members should represent a variety of teaching levels and institution types (e.g., the GSTA Twitter Chair, a High School instructor, a

Community College instructor, an instructor at a liberal arts college, an instructor at a research institution, and one member of the STP Executive Board). A committee like this will help ensure the information being shared on Twitter reflects the diverse composition of STP. Similar diversity of graduate students (e.g., level, institution, research training) is desired for the GSTA Twitter committee.

6.) *Length of term.* Chair of the STP Twitter committee should be relinquished after a three year term. Chair of the GSTA Twitter committee should be relinquished after a one year term. Former Chairs are encouraged to remain on the committee if new volunteers are not secured to round out the committee composition.

Facebook

The Society for the Teaching of Psychology is a public group with 1,942 members. The following description of STP is provided on the Facebook page: The Society for the Teaching of Psychology advances understanding of the discipline by promoting excellence in the teaching and learning of psychology. The Society provides resources and services, access to a collaborative community, and opportunities for professional development. The Society also strives to advance the scholarship of teaching and learning, advocate for the needs of teachers of psychology, foster partnerships across academic settings, and increase recognition of the value of the teaching profession.

The Society for the Teaching of Psychology (STP) is Division 2 of the American Psychological Association.

The discussion group is most commonly used to promote the exchange of teaching resources and ideas. For example, group members often share teaching techniques (e.g., class demonstrations, activities, and youtube clips) with one another. Also, professors who are teaching a course for the first time ask other group members for textbook recommendations. Members of the group also use the discussion group to post calls for submissions to regional STP conferences and notify members of open faculty positions.

One concern is that some members try to advertise their own book. Monitors are needed to keep APA and Division 2 in compliance with non-commercial policies for a 501(c) (3) entity.

Another occasional concern involves posts from high school or undergraduate students who are seeking assistance on their assignments. The discussion group is designed to promote discussion between teachers. Although well-intentioned, these requests from students should be discouraged.

Therefore, the STP Social Media Working Group offers the following recommendations regarding STP's presence on Facebook:

1) Continued maintenance of the STP Facebook account.
2) *Committee structure and duties*. One Chair or "Lead Monitor," and a Facebook discussion group committee of 3 "Assistant Monitors" to provide assistance in the maintenance of the STP Facebook account. The primary responsibility of monitors will be to keep APA and Division 2 in compliance with non-commercial policies for a 501(c) (3) entity. The committee members should also assist in providing additional exposure for the Society for the Teaching of Psychology and the promotion of STP resources. Specifically, the STP Social Media Working Group encourages members of the committee to promote awareness of the multiple social media platforms used by members of STP. For example, a recent post to the Facebook discussion group informed members of new posts and provided a link to STP's "This Is How I Teach" blog.
3) *Should monitors screen members*? In order to restrict membership in the STP Discussion group to teachers, it may eventually be necessary to screen requests to join the group. However, at this time, we are reluctant to add the potentially time-consuming responsibility of investigating the academic credentials of potential members to the

official list of duties for monitors. That being said, we wish to grant monitors the authority to screen members if the need arises.

4) *Desired committee composition.* Ideally, members of the STP Facebook committee will be members of the Facebook discussion group who post Psychology, SoTL, and teaching-related information. As it is feasible, these members should represent a variety of teaching levels and institution types (e.g., a GSTA Representative, a High School instructor, a Community College instructor, an instructor at a liberal arts college, an instructor at a research institution, and one member of the STP Executive Board). A committee like this will help ensure the information being shared on Facebook reflects the diverse composition of STP.

5) *Length of term.* The chair of the STP Facebook committee should be relinquished after a three-year term. Former Chairs are encouraged to remain on the committee if new volunteers are not secured to round out the committee composition.

6) *Interaction with Executive Committee and other STP Leaders.* It is requested that all relevant STP resources, events, and initiatives be forwarded to the Facebook Chair's email account.

LinkedIn

This document describes the website LinkedIn and how it could be used as a social media platform for the Society for the Teaching of Psychology (STP).

What is LinkedIn?

According to information found on the LinkedIn (2015) website, LinkedIn officially launched on May 5, 2003. Jeff Weiner is the CEO, and the company's management team is made up of seasoned executives from companies like Yahoo!, Google, Microsoft, TiVo, PayPal, and Electronic Arts. LinkedIn is publicly held and has a diversified business model with revenues coming from member subscriptions, advertising sales, and talent solutions.

The Mission of LinkedIn is as follows: "Our mission is simple: connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do."

The STP current goals are completely aligned with the Mission of LinkedIn and there are currently members on LinkedIn who are part of the ToP.

How can LinkedIn help our STP Group?

1. We can connect with people of similar mind in our community and reach other communities as well so that we can increase our STP Group membership on LinkedIn and in the STP.

2. We can both provide and take part in networking opportunities offered by LinkedIn and other Groups on LinkedIn.

3. We can drive traffic to our STP website as we can include our website link in our Group profile on our Group LinkedIn page.

4. We can send daily and weekly messages to the STP LinkedIn Group, and include any specifics about upcoming conferences or publication opportunities, etc.

5. We can create discussions about meaningful topics of interest to the STP Group.

6. We can build and generate interest in our STP Group and increase our STP Group membership on LinkedIn and in the STP.

According to Simons (2011), there are several recommendations and steps to follow when creating our STP Group on LinkedIn

Step 1: We create our STP Group and Group name.

Step 2: We create an STP Group description that includes the name of our target audience and our specialty category. We will need to utilize keywords that describe who we are trying to

attract and position the specialty category using words that our target audience uses to describe our category. This way we will have a much better chance of being found in a LinkedIn Group search.

Step 3: We need to make our STP Group an open Group with member pre-approval. So when we start our STP Group on LinkedIn, we will make it an open Group and then decide who gets in. Everyone wants to be a part of something special and exclusive. If we create a Group where new members must be pre-approved to join, we will be creating exclusivity and it will make our STP Group more attractive to potential members.

Step 4: We need to closely manage and monitor our STP Group so that we can avoid spam and marketers. Someone will need to manage memberships and also closely monitor the STP Group's activity on a daily basis.

Step 5: The leader of our LinkedIn STP Group needs empower and engage members. They will need to challenge them, ask good questions, ask for the opinions, and provide insights and commentary on as many discussions as possible to develop conversations and connections.

Step 6: We need to promote our STP Group and LinkedIn will allow us to send out up to 50 announcements per day to all connections. This is a very effective way to share information.

Step 7: We can connect our STP Group with the other Divisions that already have Groups on LinkedIn.

References

LinkedIn. (2015, April 9). About Us. Retrieved from https://www.linkedin.com/about-us?trk=hb_ft_about

Simons, S. (2011, August 10). How to Build a Thriving LinkedIn Group. Retrieved from

http://www.socialmediaexaminer.com/how-to-build-a-thriving-LinkedIn-group/

APA Divisions already on LinkedIn

https://www.LinkedIn.com/pub/apa-division-47/45/a25/566

214 members

https://www.LinkedIn.com/groups/APA-Division-38-Health-Psychology-4800253\

621 members

https://www.LinkedIn.com/groups/APA-Division-39-Psychoanalysis-4334995

2292 members

*** LinkedIn offers numerous learning webinars that could help us when we are ready to develop our STP Group.

Pinterest

This section describes the website Pinterest and its potential as a social media platform for the Society for the Teaching of Psychology (ToP). Also discussed are limitations/potential problems.

What is Pinterest?

"Pinterest (http://www.pinterest.com/) is a web and mobile application company that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks (boards). Boards are created through a user selecting an item, page, website, etc. and pinning it to an existing or newly created board."

–http://en.wikipedia.org/wiki/Pinterest

Essentially, Pinterest is a way of organizing internet bookmarks (pins) into categories (boards). It is different from bookmarks and folders in one's internet browser in that the system is visual and a user can search through the pins/boards of other uses for pins (re-pinning). They can also follow other user's boards.

In addition to individual users, organizations and groups also maintain Pinterest presences. For examples, see Science News (http://www.pinterest.com/sciencenews/) and The Society for Neuroscience (http://www.pinterest.com/societyforneuro/)

How is this different than what ToP is already doing in terms of social media/e-content?

1. By posting ToP boards/pins to Pinterest, we allow these users to manage/save ToP content that applies specifically to their careers/class load/etc. (via re-pinning ToP content to one's own board). This is not an option with any existing social media/website that ToP manages.

How could ToP utilize Pinterest?

1. *Pinterest as a way to share links to pre-existing ToP content*. An administrator could create boards and pins linking Pinterest users to existing ToP content. Boards could include:

   a. ToP grants

   b. E-books

   c. Conferences

   d. E-xcellence in teaching essays

2. *ToP could tap into a pre-existing audience of Pinterest users who are psychology instructors*: A cursory search within Pinterest of "teaching psychology" boards resulted in over 300 hits, each of which had dozens of pins.

3. A more ambitious project may be to migrate some of the ToPIX content to pins. This would be a very large undertaking…perhaps it would be better to post some "teaser" pins ("Top Ten Most Viewed ToPIX links" board) as well as a pin for the ToPIX website?

Possible weaknesses/disadvantages:

1. We need a volunteer to maintain boards and select/create pins.

   a. We need rules governing how we pick the volunteer, replacing the volunteer, coming up with a list of rules to be followed, etc.

2. If the ToP contains pins to non-ToP content, does this imply endorsement of that content? What if this is a teaching idea with no empirical support?

3. If you use Pinterest for commercial purposes, you need to open a business account. If you are a non-commercial organization, you don't. Which are we (I assume we aren't a commercial organization, but I wanted to clarify this).

Proposal for the Social Media Committee

As social media outlets have multiplied and become more important as public relations tools, overseeing all of the STP social media has become cumbersome. I am proposing a Social Media Committee (SMC) be formed (not a standing committee since that would require a bylaws change).

The Chair of the SMC would be chosen first. The chair would be responsible for overseeing the various outlet Coordinators. The Chair would be responsible for helping choose the subcommittees. The Chair would communicate any STP business that needs to be widely communicated (e.g. tweets, FB) to the Coordinators who would them make sure the information is disseminated. The Chair would write the twice yearly reports to the VP.

The first tasks for the SMC Chair would be to
1) deactivate Google + group
2) create LinkedIn group (I thought we had one but it seems to have disappeared.)

Subcommittees would be:

1)Listserv - I think we have 8 monitors? Do we want the Executive Director to be the Coordinator or should it be someone else?

2) Facebook - Coordinator plus 2 monitors as well as GSTA and ECP FB folks (chosen by those groups)

3) Twitter - Coordinator plus 2 others to help with tweeting.

4) LinkedIn - Coordinator plus 2 monitors

I would also leave it to the SMC to decide if we need Instagram (suggested by some) or any other SM outlets. If they think so, they would need to propose it to VP Membership who would then would bring it to the EC).

Recommended Rotations: (staggered so that not all expire at once)
All terms would be 3 years to be consistent with other STP terms once the rotation is going.

SMC Chair 2016-2018
Listserv -- Ted - what is the rotation if any?
Facebook - Coordinator 2016-2018
    Monitor 1 - 2016-2017
    Monitor 2 - 2016-2018 (note 4 years so there is some continuity)
Twitter - Coordinator 2016-2019 (note 4 years so there is some continuity on SMC and not
everyone   rotates off at same time
    Monitor 1 - 2016-2017
    Monitor 2 - 2016-2018 (note 4 years so there is some continuity)
LinkedIn- Coordinator 2016-2019 ((note 4 years so there is some continuity on SMC and not
everyone   rotates off at same time
    Monitor 1 - 2016-2017
    Monitor 2 - 2016-2018 (note 4 years so there is some continuity)

"Ads"
STP is forming a new committee - the Social Media Committee (SMC) - is order to better
organize all of our social media outlets. The term is three years (2016-2018) and report to the
Vice-President for Membership (VPM). The SMC Chair would oversee the committee which
would consist of four Coordinators (listserv, Facebook, Twitter and LinkedIn). The SMC Chair
would serve as the conduit for STP announcements to be posted on social media outlets. This
first SMC Chair would also decommission the Google+ group and establish a LinkedIn group for
STP. The SMC Chair would oversee the requests for Coordinators and subcommittee members
in consultation with the VPM. All committee chairs write two annual reports: a short one for the
Executive Committee midyear meeting and a longer one for the end of the year.

 If you are interested in serving, please email Meera Komaraju - Vice-President for Membership
- at _____. Please put STP Social Media Committee in the subject line. Please
send a CV as well as a statement of interest in serving on this committee. Deadline for receipt of
applications is _____. Position starts _____.

STP is looking for four Coordinators for the four Social Media Committee (SMC) subcommittees.
Each coordinator would be responsible for overseeing their subcommittee and making sure that
STP announcements (sent from the SMC Chair) are posted. It is expected that members would
rotate the responsibility but each Coordinator is responsible for oversight. Coordinators would
help with the selection of subcommittee members. Specific duties are below:
1) listserv - approve postings
2) Facebook - approve new members; monitor list for inappropriate postings per STP policies

and APA policies
3) Twitter - tweet periodically and from STP events (e.g. Annual Conference on Teaching, APA Convention). If no subcommittee members are attending these events, they should find someone willing to take over twitter duties.
4) LinkedIn - approve new members; monitor discussions for inappropriate postings per STP policies and APA policies

If you are interested in serving, please email _____ Social Media Chair - at _____. Please put STP Social Media Committee/ _____(specific outlet, e.g. Twitter) in the subject line. Please send a CV as well as a statement of interest in serving on this committee. Deadline for receipt of applications is _____. Position starts _____.

STP is looking for members for the four Social Media Committee (SMC) subcommittees. Each outlet is responsible making sure that STP announcements (sent from the SMC Chair) are posted. It is expected that members would rotate the responsibility but each Coordinator is responsible for oversight. Specific duties are below:
1) listserv - approve postings
2) Facebook - approve new members; monitor list for inappropriate postings per STP policies and APA policies
3) Twitter - tweet periodically and from STP events (e.g. Annual Conference on Teaching, APA Convention). If no subcommittee members are attending these events, they should find someone willing to take over twitter duties.
4) LinkedIn - approve new members; monitor discussions for inappropriate postings per STP policies and APA policies

If you are interested in serving, please email _____ Social Media Chair - at _____. Please put STP Social Media Committee/ _____(specific outlet, e.g. Twitter) in the subject line. Please send a CV as well as a statement of interest in serving on this committee. Deadline for receipt of applications is _____. Position starts _____.

P&P Language:

Social Media Committee

The Social Media Committee (SMC) is charged with overseeing the social media outlets of STP. These include the STP listserv, Facebook, Twitter and LinkedIn. They should accept new members and make sure that postings follow STP and APA policies, particularly in regards to non-allowed advertising due to 501 3(c) restrictions of APA. The Vice-President for Membership will share items to be posted with the Chair of the SMC who will then pass them to the Coordinators who will post to the various outlets. Coordinators will share these duties so no one person is "on duty" at all times.

Timeline:

For specific tasks - ongoing is sharing STP announcements

May-June

- Write a brief report to the Vice-President for Membership to be presented at the annual meeting. This report should a membership summary (estimated users) and a statement of completed activities.

December

- Write a report to the Vice-President for Membership. This report should include a list of activities completed to date, and a list of proposed initiatives for the Executive Committee to review.

Treasurer Kreiner shared a draft of the proposed 2016 STP Budget. Kreiner amended the budget to include $400 for audiovisual costs for the STP Speaker at the 2016 National Institute for the Teaching of Psychology.

During the meeting, the Executive Committee discussed further changes to the proposed budget:
- President-Elect Keith noted that the Division Leadership Conference was cancelled and the travel expenses for the President-Elect can be removed from the budget but would need to be maintained for future years.
- President Wilson requested that the "BEA/BSA Liaison travel" line be titled "Presidential Travel" to allow the President to travel to other venues as appropriate. Executive Director Bosack suggested modifying the Policies and Procedures Manual to explain the purpose of the line item.
- Vice President Komarraju agreed to a $3000 reduction in the budget line for Membership because STP's contract with Sage Publications now includes the costs of inserts in *Teaching of Psychology.*
- Vice President Richmond requested a line for a one-time cost of $2000 for cloth podium banners and table skirts for coordinators of STP programming. Vice President Komarraju will coordinate with Richmond to purchase and distribute of swag for conferences.

VOTE 2016-02-05-02
Motion: I move to approve the 2016 STP budget.
Moved: Aaron Richmond
Second: Meera Komarraju
Outcome: **RESULT** (10/0/0 Y/N/A)

4. Social Media Committee

Relevant Electronic Discussion
Subject: Next conference call/meeting time (20 posts)
Dates: November 23-December 7, 2015
Vice President Finley indicated that the goal of the Social Media Committee is to centralize STP's presence on various media platforms (e.g., Facebook, Twitter, etc.).

Executive Committee members discussed changing the name of the proposed committee to the Member Communication Committee.

** VOTE 2016-02-05-03**
Motion: I move to approve the creation of the Member Communication Committee.
Moved: Tom Pusateri
Second: Beth Schwartz
Outcome: **RESULT** (10/0/0 Y/N/A)