

MULTIMEDIA & SOCIAL STORYTELLING

#TNT1

Capitalize on Content | Donna Talarico

Here's the scoop...

- Existing content
 - ▣ How to work with what you have
- New content
 - ▣ How to approach new content creation
- *What content?*
 - ▣ How and where to find inspiration

And, we'll discuss tools and tactics for building and sharing your content.

Existing Content

Things you can do immediately with the content you've already cultivated.

Be environmentally friendly.



Sort of...

Reduce

Reduce energy by using unused/extra gathered content.

E-town Example: We selected a few quotes from a new summer pre-orientation program survey – there were more than 40 of them – to use on the program’s website. When we needed content for a postcard, for the same program we dipped back into the unused quotes.

MOMENTUM

connects students
with a passion to learn

“Momentum affected me on a profound level, and left me certain that I’m in a place that’s right for me.

The professors gave passionate and interesting introductions to the vast spectrum of subjects that Elizabethtown College has to offer. We didn’t just become fascinated with the knowledge that’s available to us; we learned how to be better people as well.”

— Noel Abastillas
Sewell, New Jersey



Discover your aspirations, explore new ideas and set priorities as you enter Elizabethtown College... a place where you can become a bigger part of the world.



Elizabethtown College

Reuse

Use existing content you've created for one thing, for another.

E-town Example: We used a quote from a video on our new Office of Financial Aid website in an newly designed print inquiry piece - let people tell the story.

How have you reused content?

Elizabethtown College

is a selective, independent, residential college located in south-central Pennsylvania. With 1,900 students and a 12:1 student-to-faculty ratio, you will get to know your professors and classmates.

Until we c
get to know
as they sha

Academic Excellence

“The Core curriculum enables our commitment to excellence in liberal arts education. Elizabethtown students are inspired to understand the natural, social and cultural worlds in which they live. Explore the Core encourages students to see connections, discover community and understand the centrality of service to the human endeavor.”



Jean-Paul Benowitz
Assistant Director of Academic Advising and Adjunct Professor of History

Size and Location



Joe Metro
Director of Facilities Management and Construction

“Our picturesque campus embraces nearly 200 acres of south-central Pennsylvania land and is filled with plenty of open, green spaces, including The Dell. My department takes pride in keeping our campus beautiful, from neatly landscaped buildings to maintaining our impressive academic facilities.”



Marianne Calenda
Dean of Students

Getting Involved

“Elizabethtown College extends learning and development beyond the classroom through

a broad range of student-directed organizations and programs. Opportunities for engagement and leadership are offered in groups affiliated with academics, Student Senate, campus media, intramurals, peer mentor programs, service organizations, advocacy groups, performance groups, faith-based organizations and more.”

Affordability

“One of the things I love the most about working at Elizabethtown is the commitment the College has made to making an Elizabethtown College education affordable to families of all economic backgrounds. Even in difficult economic times, the College has remained steadfast in its commitment to institutional need-based financial aid.”



Elizabeth McCloud
Director of Financial Aid

Join a Team



Alexis Morris
Women's Lacross Player, Communications Major, Class of 2013

Dining Options



Make

“Elizabethtown become a big students in se community an ment on every nationally and



Financial Aid Home

[Tuition and Fees](#)[Institutional Scholarships and Grants](#)[Government Grants](#)[Federal Work Study Program](#)[Outside Scholarships and Aid](#)[Staff and Contact Info](#)[Publications](#)[Net Price Calculator](#)[Applying for Financial Aid](#)[Loans](#)[HOME](#) / [OFFICES](#) / [FINANCIAL-AID](#)

FINANCIAL AID PUBLICATIONS

[Publications](#)

ACCESS YOUR FINANCIAL AID

Access Your Financial Aid

Login to the Elizabethtown College Financial Aid Module.

Financial Aid

Affordability of an Elizabethtown College Education

We understand the investment of a quality education is an important factor during your college search. Elizabethtown College offers a comprehensive need-based financial aid and merit scholarship program for incoming and current students.



Quick Facts

83% of students receive scholarships and grants directly from the

Physics and Engineering Home

About the Department

Areas of Study

Why Study Physics and Engineering at E-town?

Labs and Facilities

Student Organizations

Internships and Opportunities

Student Projects

After Graduation

Links and Resources

Our Faculty and Staff

Meet our Alumni

Meet our Students

Joshua Rowlands

Discover
our Departments.
Discover
YOURSELF.

Department Days 2011

Learn more about our department and your academic area of interest at our upcoming Department Day. [More information.](#)

HOME / DEPARTMENTS / PHYSICS AND ENGINEERING / MEET OUR STUDENTS / JOSHUA ROWLANDS

Joshua Rowlands '13

"Here you actually actually have a relationship with advising from professors. It sounds cliché, but you don't realize the value until you experience it." – Joshua Rowlands

What's the difference between a school with 2,000 students and one with 20,000? More than 10 minutes of office hours time with your professors, according to mechanical engineering major Joshua Rowlands. Before joining Elizabethtown College as a **transfer student**, the Rochester, N.Y., native attended a college with a good program for engineering but not enough professor-to-student interaction.



After coming to Elizabethtown, Joshua was happy to find that isn't the case with E-town's small, friendly campus community.

"The one-on-one teacher experience was huge for me. Here you can actually have a relationship with advising from the professors. It sounds cliché, but you don't realize the value until you experience it. There are big differences," he said.

Despite having transferred to the College, he has easily adapted to life at E-town.

"Generally, I'd say, everyone here is friendly. Other students came right up to me after class, and when I told them I was a transfer student, they got to know me."

Joshua also plays intramural soccer, water basketball and softball, and is involved in the **engineering clubs** Future Energies Sustainable Technologies (FEAST), and the Association of Physics and Engineering Students.

"I surprised myself by getting involved in intramurals and the groups. I'm not a person (who) would typically do that. But now I like to meet new people and branch out. Here at Elizabethtown College, you're

As a Transfer Applicant at Elizabethtown College, you are:

- Recognized for who you are – focused, mature, bright and ready to immerse yourself into your academic and cocurricular interests.
- Assigned a transfer counselor and an academic advisor from the moment you inquire until a decision is made.
- Encouraged to come to campus and meet with the transfer counselor and an academic advisor so we can learn as much about your particular circumstances as possible. Appointments may be made by calling our visit coordinator at 717-361-1400.

As a Transfer Student at Elizabethtown College, you will:

- Notice the transfer process has been simplified as much as possible for you.
- Learn how our credit transfer policies are fair, reasonable and responsive to your needs.
- Work with an academic advisor to choose a major or plan your schedule.
- Quickly discover our emphasis is on “fit.” Our goal is for Elizabethtown to be your final destination



Transfer Student Profile:

Joshua Rowlands, Honeoye Falls, NY
Class of 2013
Major: Physics & Engineering – Mechanical

Before coming to Elizabethtown College, Joshua Rowlands attended a college with a good program for engineering but not enough professor-to-student interaction.

Joshua was happy to find that this isn't the case with the small, friendly campus community at Elizabethtown College.

“The one-on-one teacher experience was huge for me. Here you can actually have a relationship, with advising, with the professors. It sounds cliché, but you don't realize the value until you experience it.”



Transfer Student Profile:

Katie Owens, Sugarloaf, PA
Class of 2014
Major: Chemistry

Recycle

Turn existing content into something new and different.

E-town Example: At E-town, we interviewed several students on camera during a residence life photo shoot. When we realized multiple students talked about one subject, we created a montage of these students talking about service for another section of the website.

Be a bigger part of the world.

As co-leaders of the Integrity Committee, Kristin Mance '11, Erin Johnson '12 and Dan Silver '12 share the common purpose of preserving the character of Elizabethtown College.

[read more](#)



The E-town Experience

Service Learning is an big part of the Elizabethtown experience.



Repurposing = Rethinking

I guess I could have just
used the other R-word:

Repurposing...

...but I couldn't resist repurposing
the 3 environmental Rs!

Creating New Content

Now that you know how to repurpose existing content, you can start to think ahead and deliberately create content that can easily be reused.

Many ways to tell a story

- Point of view – who is telling story?
- Narratives – stories, profiles
- Photos – slideshows, photo/caption
- Videos – polished or quick shots
- Infographics – easy to digest facts
- Audio – podcasts
- Combos of the above

Circa. '96 – Multimedia in the making



Many shapes and sizes

- Think of the many ways an aspiring author must market his book from beginning to best-seller:
 - ▣ Manuscript
 - ▣ Elevator pitch
 - ▣ Query letter
 - ▣ Book proposal
 - ▣ Jacket copy
 - ▣ Book!
 - ▣ Catalog description
 - ▣ Tweet



Bet you could describe your institution in each of these ways... Try it!

A Place for My Content

- College website
- Marketing collateral
- College publications
- Social media entities
- Internal communications
- Affiliated college websites

Piggyback rides for all!



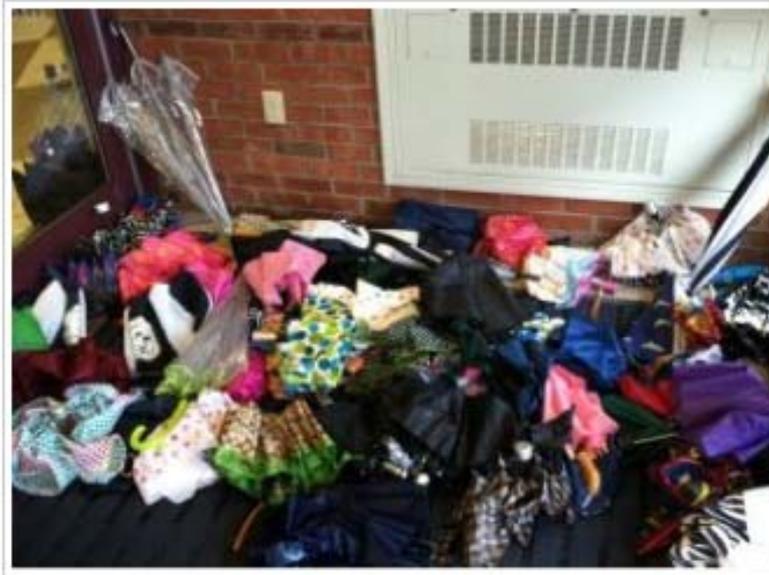
Many multimedia stories

- Enhance written story with multimedia
 - ▣ Article with video clip or photo slide show
 - ▣ Print article with extra “sidebar” content exclusively online
- Create multimedia event recap page for web after campus events– photos, narrative, speeches, video
- Enhance existing website content with video clips on academic or student life pages
- Tell quick story with a photo on Facebook



Elizabethtown College

Scenes from a rainy day at E-town!



Wall Photos

5,530 Impressions · 0.61% Feedback

 Like · Comment · Share · September 7 at 12:54pm via mobile

 23 people like this.

 View all 11 comments

 **Louise Darlington** I love this picture!!!
September 8 at 1:51pm · Like

 **Colleen MacPherson Werner** Once upon a time outside the caf looked like this x20 and it was all backpacks.
September 9 at 2:05pm · Like ·  1 person

Write a comment...

 23 people like this.



Liz Steiner Those are TOTALLY going to dry...
September 7 at 12:54pm · Like ·  1 person



Jennifer Shady Kratzer Wow, I remember that!
September 7 at 12:59pm · Like



Kelly Killen :(same scene here!
September 7 at 1:13pm · Like



Vitor Nunes Which building is that? Miss etown!
September 7 at 1:15pm · Like



Elizabethtown College This is BSC.
September 7 at 1:18pm · Like



Jackie Bonner ah, trust.
September 7 at 1:35pm · Unlike ·  4 people

This tells a story. We're nice.



Sajid Amir I think I see my umbrella. :D
September 7 at 2:03pm · Like



Ash Lee lol I took a pic too. Never seen anything like it. XD
September 7 at 3:40pm · Like



Laura Beckenstein I remember the BSC and many other buildings with umbrellas piled up...good luck finding the right one!!!
September 7 at 11:29pm · Like



Louise Darlington I love this picture!!!
September 8 at 1:51pm · Like



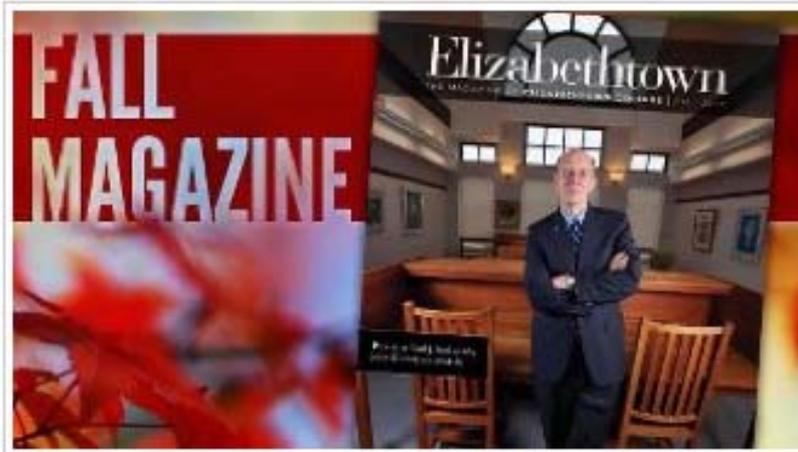
Colleen MacPherson Werner Once upon a time outside the caf looked like this x20 and it was all backpacks.
September 9 at 2:05pm · Like ·  1 person

Write a comment...



Elizabethtown College

The fall issue of Elizabethtown Magazine was sent out this week. What do you think of the new design? View the online version here:
<http://www.etown.edu/newsandevents/magazine-fall11/>



Wall Photos

6,521 Impressions · 0.32% Feedback

Like · Comment · Share · September 14 at 4:13pm

14 people like this.

View all 7 comments

View all 3 shares



Justin Badgerow Looks great
September 14 at 10:45pm · Like



Wendy Shimp Sheaffer Shout out to Scott Bender and Pemcor Printing for an outstanding job on the print production!
September 15 at 9:38am · Unlike · 2 people

Write a comment...

Creating Content Tips

- Determine the most appropriate way(s) to tell that story, keeping the audience in mind
- Choose the appropriate delivery channels for the message, not the other way around
- Produce and publish your content accordingly; incorporate multiple elements of story-telling

What content?

Croutons are pretty cool. But being stale usually isn't. Keeping content fresh doesn't have to be hard*.

*I knew "challenging" would have been a stronger word choice, but I had that whole crunchy theme going....

Ideas are everywhere



...Bet
you're
thinking of
one now

Story-telling, on the fly!

- Arm your story-tellers with stuff
 - ▣ Carry a camera
 - ▣ Carry a flip camera
 - ▣ Carry a notepad
 - ▣ Carry a smartphone
 - ▣ Carry a tune

Nuggets for later...

- Take notes in meetings
- Take literature from around campus
- Take a lunch with someone you don't normally see
- Take a hint

Sharing Content

A good CMS and a solid social media presence + awesome campus users and brand ambassadors = sharable content that indeed gets shared.

and it's awesome

If you make it, [^]they will share

Share Content

- Cross-promote-web
- Publicize in print
- Social media
- Email
- Externally
- Personally

Get Content Shared

- Make it funny
- Make it memorable
- Make it useful
- Make an impact
- ^{Ask} ~~Make~~ people ^{to} [^]share
- Make it easy

Battle of the Blues

Elizabethtown Total: 5.57%  **BATTLE OF THE BLUES**  Messiah Total: 6.06%

 [Participate Now](#)  [Participate Now](#)

July 1 - October 29

**PITTING YOU AGAINST YOUR BIGGEST RIVAL.
IN A WHOLE NEW WAY!**

Write a comment...



Ben Osterhout



Like · Comment · Share · October 3 at 10:48am

twitter [#goetownblue](#) Home Profile Messages

← Back to Home [Delete this saved search](#)

Results for #goetownblue

Tweets · Top [Refine results](#)

 **18 benosterhout** benosterhout
I believe this is what is referred to as THE FINAL COUNTDOWN!
[#GoEtownBlue](#)
18 Oct

 **39 EtownCollege** E-town College
Maurice is taking young alumni gifts for Battle of Blues at Oktoberfest! [#goetownblue](#) [#etownhomecoming](#)
pic.twitter.com/0y3oU7GS
15 Oct

 **48 donnatarico** Donna Talarico
Maurice asked me to watch Battle of Blues table while he got change and I got and a donation! Woo hoo! [#goetownblue](#) [#etownhomecoming](#)
15 Oct

 **18 benosterhout** benosterhout
Happy [#EtownHomecoming](#) 2011! It's a beautiful sunny day in Etown -- perfect weather for all the Blue Jays to return home!
[#GoEtownBlue](#)
15 Oct

 **18 benosterhout** benosterhout
Homecoming Weekend has officially begun! [#EtownHomecoming](#) [#GoEtownBlue](#)
14 Oct

 **40 NancyBriscoe** NancyBriscoe
[#love](#) RT [@petea919](#) [#BlueJaysAlways](#) [#OccupyEtown](#) [#GoEtownBlue](#) [#getready](#)
13 Oct

 **34 petea919** paige tanner
[#BlueJaysAlways](#) [#OccupyEtown](#) [#GoEtownBlue](#) [#getready](#)
13 Oct





Elizabethtown College

People crossing finish line already! A nice end to a weekend-long celebration of our new president! Enjoy the rest of your Sunday--perhaps in an E-town hoodies and gloves. Brrr!



Wall Photos

5,336 Impressions · 0.04% Feedback

Like · Comment · Share · October 2 at 4:06pm via mobile

2 people like this.

Write a comment...



Elizabethtown College

And the fun begins! The chilly air will go away for racers!



Wall Photos

INAUGURATION THANK YOU AND RECAP

Video, photos and speeches
from the inauguration
ceremony and events.



2 / 4



THE INAUGURATION OF
Carl J. Strikwerda
AS FOURTEENTH PRESIDENT OF ELIZABETHTOWN COLLEGE





Keep the story alive.

Know your content. Grow your content.

Create a Culture of Sharing

- Keep communication lines open between all teams associated with College creative to streamline story ideas
- Request to be on mailing list of any department that has a newsletter
- Share published content with those featured, or those that would find it interesting (contributes to sharing culture, too!)
- Ask for tours of offices/departments you don't see much; learn something new!

Story Shortcuts

- Keep notes of good campus sources, stories, etc. – Sort by values of College; brand messages.
- Create profile templates
- Create spreadsheet published stories for easy reference
- Keep content you expect to have longer shelf life evergreen

Tell me a story....

Thank you!

Stay in touch!

@domnatarico

talaricod@etown.edu

- In what ways are you using multimedia storytelling?
- How do you keep ideas fresh?
- What do you think you could be doing better?
- What existing content do you have that you can do something with soon?