



# Understanding and Using Social Media on College Campuses: A Practical Guide for Higher Education Professionals

*Brandon C. Waite, Darren A. Wheeler*

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The purpose of this book is to help higher education professionals approach social media initiatives strategically. It presents a framework for systematically thinking about the Internet Technology Environments (ITE) in which faculty, staff, and administrators operate. By foregoing a one-size-fits-all approach to social media use on campuses for one that is based upon structured inquiry, individuals can discern their unique campus environment and prepare for the challenges and opportunities they are likely to encounter. In addition to explaining why social media use on college campuses is glaringly inconsistent, the book highlights the approaches faculty and staff might take when designing and implementing social media initiatives, given the type of environment in which they work. It also introduces strategies these actors and administrators can utilize to strengthen their ITEs, ultimately facilitating the successful incorporation of social media technology into campus communications.

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