FLATE MEDIA -SOCIAL and OTHERS?

Marilyn Barger, Ph.D., P.E. Executive Director and PI, FLATE barger@fl-ate.org

Janice Mukhia Project/Outreach Manager, FLATE <u>mukhia@fl-ate.org</u>



In the current classroom paradigm shift, the use of **social networking sites** and tools that promote online collaboration **are exploding**. Students are there.

ARE <u>WE</u> THERE?



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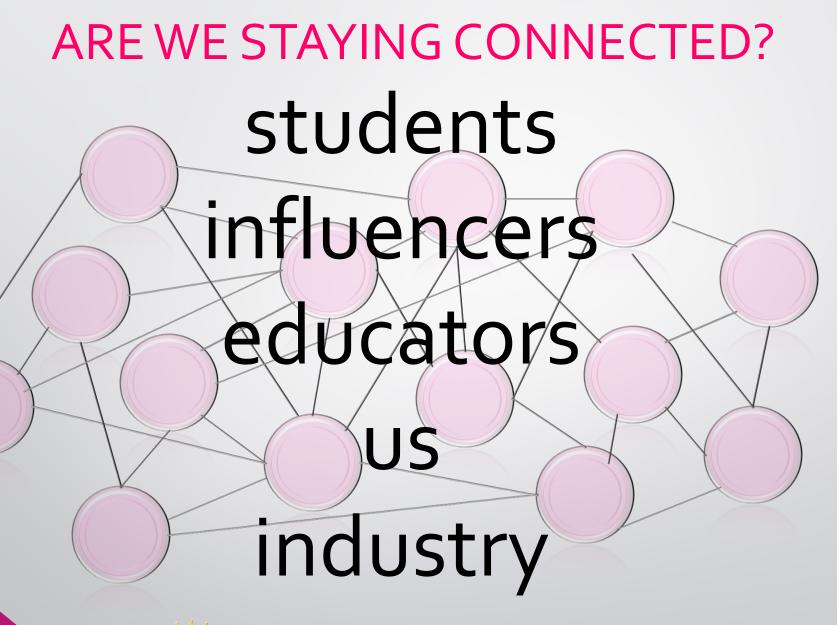


ARE WE CONNECTING?



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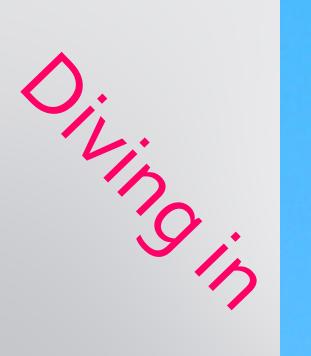






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VIDEOS FROM YOUTUBE

FLATER FISHES in FRISCO BAY



FLATER'S BUDDIES'TRY WELDING





WWW.MYSPACE.COM/FLORIDAFLATER





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FACEBOOK?



- FLATE's most widely used and most effective social platform
- 1400+ Post Engagement in last 28 days
- 1000+ Post Reach in last 28 days
- Highest number of visits/reach from our posts about STEP Awardees from Florida, Announcement about MFG Scholarships & NL story about FLATE's Management & Sustainability Strategy

WWW.FACEBOOK.COM/MADEINFLORIDA









FLATE'S TWITTERSHERE

Started **Tweeting** in Summer 2012

@Made_InFlorida

2012

2016 TOP TWEETS

- 11.7K Impressions in the last 3 months
- Over 1200 Impressions in the last week
- HS Camp Newsletter Story with 749 Impressions & Facebook Post about MFG Day in Florida with 365 Impressions

NOTEWORTHY TWITTER MOMENTS

- Retweet from Congressmen David Jolly
- Social Kudos from United States Secretary of Commerce, Penny Pritzer & National MFG Day organizers with a hashtag "#DoingItRight"



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CONNECTING on LINKEDIN

https://www.linkedin.com/company/et-degree-alumni

Debut into the LinkedIn in 2014

- LinkedIn Company & Profile Page
- 200+ Connections
- Rank in TOP 15% in Profile Views

2016 LinkedIn Analytics

- Highest readership generated from October
 Newsletter post focused on MFG Month
- Highest number of Pageviews in April
- Most visits from Higher Education, Information Technologies and Computer Software professionals















2010

FLATE FOCUS GOES VIRTUAL ON BLOGGER

FLATE	GMonth16 @Made_InFlorida OCT 2016
From the Executive Director's Desk: Synopsis of News & Events from Engineering Technology College Partners	
It's pumptin and halloween season with students and faculty well into the rhythm of another school year. It's also a good time to share some news from our 19 ET College partners. This update/ synopsis is based an information presented at the Engineering Technology Forum hosted by Daytons State College's Advanced Technology Center. A common theme among the colleges was the good news that most EF encollements are up, despite many colleges reporting that overall college enrollment is down. Full Article	
Florida Manufacturers	Brace for Statewide Industry Tours & Events for Manufacturing Month
Or parked the official kick off for Manufacturing Day/Month. Here in Florida, sportight on Florida's diverse manufacturing sectors. Counties and other acress Florida issued proclamations marking October as MFG Month. Hundred of articulents and educa- tors from schools across Florida are set to participate in industry tours geared to show case products that are "Markin Florida' as well as get an up-class florida at opportunities for high-skilled, high-wage careers offered by Florida's seprenzimately 19,000 manufacturing companies. Full Article	
NEWS STORIES	Closer View On FLATE Operations & Using Effectiveness Measures to Maximize Activity Impact
Executive Director's Desk Florida Manufacturers Brace for MFG Month Closer View of FLATE Operations Florida Hosts Widespread MFG Month events	This series on FLATE Operations began in July and continues into month with a brief discussion of the Sterling Manage and Program's use of Effectiveness. From the organization perspective TAITE exists to complete it. Mission. All of our energy and them must be directed to that singular purpose. The value of a mission is shaped by an organization. Solar with the expectation that Goals align with the organization's vision. Full Article
 PathTech Constructs National Survey of ET 	Round-up of Widespread Manufacturing Month Events Across Florida
Automatisal Survey of ET Students Acomolyce Points of artess Celebrating Success of the Florida Grant FLATE Named Best MFG	M anufacturing Day and month is an exciting time to see STEM-at work tors, Manufacturing Month drex communitywide support and druw atten- tion of politicians as well. A proclamation from Governor Rick Scott recognit- ing October as Manufacturing Month was issued earlier this month. Hills- brough & Pinelis countrykis eWC Boy/Month proclama-
& Educational Facility	tions. The City of Clearwater, Pinellas Park, St. Petersburg each issued proclamations with similar proclamations issued by cities and communities across the state. Full Article
Manufacturers News	PathTech LIFE Constructs a National Survey of Engineering Technology Students
MFG Day/Month News Did you know? STEM Educators Corner	Back in 2013, FLATE highlighted a new partnership with PathTech, a regional re- bearch initiative aimed at analyzing high school and community college stu- dents enrolled in engineering technology degrees and rationale for their chosen field
stem Puzzle 53	unated in many joint research efforts, one of which has been "Constructing a National Survey of Engineering Technology Students through Regional and Statewide Testing," Full Article

- ✓ Quarterly paper → monthly blog edition
- Distribution > 2500 persons
- ✓ FLATE & partners news
- Comments encouraged
- ✓ Instant editing
- ✓ Google analytics



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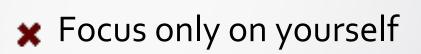




DO's!

DON'T

- Promote others
 Be funny
 Be interesting
- Respond pro-actively
- ✓ Tag content
- ✓ Make it easy to share
- Link to others



- 🗙 Take undue credit
- 🗙 Blog every 3 months
- 🗙 Post press releases
- 🗶 Use corporate-speak
- 🗙 Post duplicate content







WIKITEACHER EXCHANGE

WWW.FLATE.PBWIKI.COM



FLATER



ttp://flate.pbworks.com/w/page/10889505/FrontPage[5/11/13_6:34:16_PM]



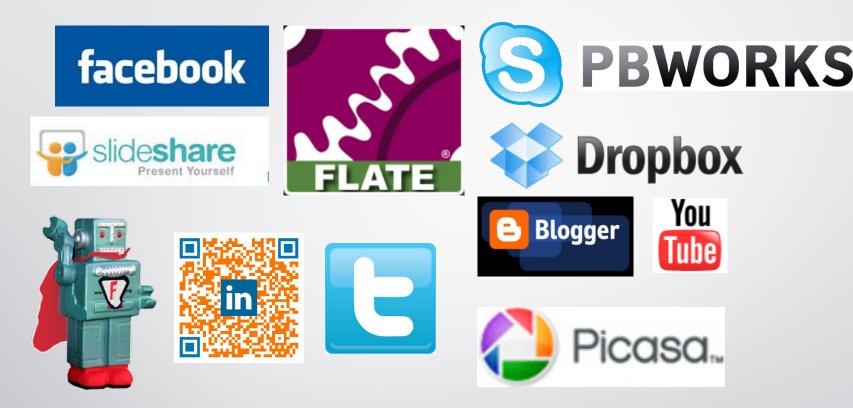


2016

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FLATE SOCIAL FOOTPRINTS





MORE RESOURCES FLATE COMMUNICATIONS BEST PRACTICE http://fl-ate.org/best-practices

TAKE A CHANCE



THANKYOU!

Marilyn Barger, Ph.D., P.E. Executive Director and PI, FLATE barger@fl-ate.org

Janice Mukhia Project/Outreach Manager, FLATE mukhia@fl-ate.org Fl-ate.org Madeinflorida.org Flate.pbworks.com MfgDay-fl.com flate-mif.blogspot.com ETdegree.org (813) 259-6577







