The Engage Initiative: Addressing Negative Social Media Use on Campus

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Bli Leadership Lab Presents

The Engage Initiative

An Interactive Discussion on Our Relationship with Social Media.

April 7th from 4 to 5 PM in the UglI Main Lobby

There will be pizza to kick off your newfound understanding of the social world
What is the Engage Initiative?

- Grassroots organization
- Raising awareness of negative social media usage in society
- “Growing pains”
- Evaluating our relationship with social media (individually and as a society)
Mission Objectives

1. Develop Curriculum
2. Teach Interactive Seminars on Campus
3. Implement curriculum in New/Transfer Student Orientation

How often do you use social media during class?

- 1: 25 (12.9%)
- 2: 55 (30.3%)
- 3: 52 (29.8%)
- 4: 50 (25.8%)
- 5: 11 (5.7%)
The Organization

1. Research Development
2. Marketing
3. Outreach
4. Public Speaking

What were your key takeaways from this event? (12 responses)

<table>
<thead>
<tr>
<th>Use social media as a tool</th>
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<tbody>
<tr>
<td>That social media is something that's very complicated. There's so many pros and cons</td>
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<tr>
<td>Be conscious of how you're using sm</td>
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<tr>
<td>Social Media eating my life</td>
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<tr>
<td>The mini discussions</td>
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<tr>
<td>Awareness to how big social media is in my life</td>
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</tbody>
</table>
People on average spend 5 years of their lifetimes on social media. In that time you could... Climb Mount Everest 32 times.

Use social media wisely. We can help.

People on average spend 5 years of their lifetimes on social media. In that time you could... Run 10,000 Marathons.

Use social media wisely. We can help.

People on average spend 5 years of their lifetimes on social media. In that time you could... Walk your Dog 93,000 Times.

Use social media wisely. We can help.

When studying for exams... Disconnect.

You probably won't be able to find your exam study guide in your notifications.

People on average spend 5 years of their lifetimes on social media. In that time you could...
Marketing Initiatives
Research

High Score Implications

- Young
- Female
- Lower educated
- Lower income
- Single
- Narcissism & low self-esteem
- High levels of depression symptoms, late bed-times/wake-up, negative correlation with conscientiousness,

- 14/32 (44%) at risk for social media addiction
- 13/32 (41%) on the edge of social media addiction - need 1 more point
- 1/32 (3%) scored below 4 on all questions
- Remaining 4 girls: 3/4 answered 4 or 5 for 2/6 questions
MLibrary and the Engage Initiative

- Mini grant funding
- Presentation space
- Librarians (ANGIE!)
- Networking with stakeholders
Key Takeaways

- Developing relationships
- Front-ending expectations
- Delegating responsibility
- Continuous, goal-oriented workflow
- Fostering small-group accountability
- The importance of incentives
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