

SocialMet



30/03/2013

SocialMet was a university social media project instigated by the Strategic Programme office at London Metropolitan University. The initial aim of the project was to elicit direct feedback from students (and staff) for input into the development of the Student Charter. I was approached by the SPO to lead on how to achieve this as had worked with social media previously. Platforms used were numerous: A Posterous blog (now defunct, replaced by a self hosted WordPress blog), Facebook Page, Twitter account, Flickr and Vimeo accounts, and a LinkedIn Group, primarily aimed at staff. The project was expected to have a shelf life of six months, but lasted from 2010-2012.

Later we worked with student volunteers who wanted to help the university and learn about social media at the same time. Sites used (all developed by me) were:

- The SocialMet Hub (a One Page domain website with all the other links available, now defunct)
- The Feedback Book (Facebook conversation archives)
- The Blog
- The SocialMet Facebook Page
- SocialMet on Twitter