WORLD CHANGES

More information

New tools

Open source

Globalization

Fast communication

E-reputation
UNDERSTANDING THE CHANGES IN COMMUNICATION

The First Age
Uni-Directional
Tv, Print, Radio
1950 - 1996

The Second Age
Bi-Directional
Interactive
1996 - 2002

The Third Age
Multi-Directional
Participatory Social-Media
2002 - Today
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TODAY, ON THE WEB
THE FIRST MEDIA IS THE HUMAN BEING
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- Connections
- Collaboration
- Collective Wisdom
- Contributing
- Content Creation (UGC)

• Community!
STUDENTS CHANGE TOO

- Digital natives
- Generation Why

NEW NEEDS
NEW BEHAVIORS
WHAT STUDENTS WANT

Conversation
Community
Proximity
Listening
New Content
Beyond the information provided by Higher Education Institutions

Students advices are crucial in the choice of the studies
OUR ANSWER: LIVE FROM CAMPUS
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- Worldwide Social Network for Students

- A tool to encourage and facilitate international student mobility

- 1000 blogs for each BS in Eduniversal official selection

- Students of each BS as Editor/Reporter
HOW DOES IT WORK?

• Official selection of the reporter from your Business School

• Content Generation & Sharing

• Security

• Reward system
• Official selection of the reporter from your Business School
• Communication towards the BS, social media and on the EDUNIVERSAL website

• Selection of the reporters through a dedicated website

• Management of the reporters, by an EDUNIVERSAL Community Manager
DEDICATED WEBSITE
• Content Generation & Sharing
« Life From Campus » Framework

Topics

Cross Channel communication
• Security
Avoid bad words
Respect people integrity
Forbidden Words Monitoring
Report Abuse
Community Manager
• Reward system
HOW MAKE STUDENTS INVOLVE

GRAND REPORTER Live From Campus’ contest, How it works?

1. Become EDUNIVERSAL Reporter in registering for free
2. Gather points in developing your LIVE FROM MY CAMPUS blog:
   - Publish lot of articles
   - Increase your number of readers
   - Become popular
   - Share your articles on the social networks
3. Every 3 months the SWNA attributes gifts to the bloggers who gather the most points

Example of gifts:

- Electronic devices (cameras, audio...)
- Internships and jobs offers
- Meet companies club
- World Tour Invitation
- EDUNIVERSAL CONVENTION INVITATION (every year in a different continent)
- Meet international news agencies
- Study abroad or scholarships...
• Enhance the image of your BS
• Create a community around your BS
• Provide a new space for exchanges
• Build a relationship of trust
Thank you for your attention