

# Communicating with 21<sup>st</sup>-Century Students: #SayWhat?

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## *Resources*

- **FSA Social Media Toolkit**  
[www.financialaidtoolkit.ed.gov/tk/outreach/social-media.jsp](http://www.financialaidtoolkit.ed.gov/tk/outreach/social-media.jsp)
- **Connect with other FAO's on Twitter by using #fachat**  
Or visit [www.thefachat.blogspot.com](http://www.thefachat.blogspot.com)
- **Read "5 Steps to Maintain Your Financial Aid Facebook Page in Only 2 Hours Per Week"**  
[bit.ly/5StepsFinAidFacebook](http://bit.ly/5StepsFinAidFacebook)  
*or*  
[https://schools.mygreatlakes.org/web/FAP/news/article.html?id=150224\\_maintain\\_your\\_financial\\_aid\\_fb\\_page\\_in\\_two\\_hour\\_per\\_week&cldee=bG9sc2VuQGNhcnJvbGwuZWR1&urlid=8](https://schools.mygreatlakes.org/web/FAP/news/article.html?id=150224_maintain_your_financial_aid_fb_page_in_two_hour_per_week&cldee=bG9sc2VuQGNhcnJvbGwuZWR1&urlid=8)
- **Federal student aid resources**  
<https://studentaid.ed.gov/resources>  
<http://financialaidtoolkit.ed.gov/tk/resources.jsp>  
<https://www.youtube.com/user/FederalStudentAid>  
<https://www.facebook.com/FederalStudentAid>  
<https://storify.com/FAFSA>  
<http://visual.ly/users/federalstudentaid>  
<http://www.ed.gov/blog/topic/federal-student-aid/>
- **Resources on generations**  
<http://www.slideshare.net/markmccrindle/generations-definedsociologically>  
<http://www.pewsocialtrends.org/2014/03/07/millennials-in-adulthood/sdt-next-america-03-07-2014-0-06/>  
<http://www.marketingteacher.com/the-six-living-generations-in-america/>  
<http://www.forbes.com/sites/ciocentral/2012/05/16/generation-gap-how-technology-has-changed-how-we-talk-about-work/2/>  
<http://www.accountingweb.com/article/maximizing-social-media-each-generation/222498>  
<http://emplo.com/en/blog/generation-y-in-social-media/#.VN-1OZh0wdU>  
<https://forum.web.com/why-gen-x-still-matters-and-how-to-market-to-them/>  
  
"A Teenager's View on Social Media: Written by an Actual Teen"  
<https://medium.com/backchannel/a-teenagers-view-on-social-media-1df945c09ac6>
- **Social media usage statistics**  
<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>  
<http://www.statista.com/topics/1164/social-networks/>

- **Mobile app companies**

- [http://www.zapporoo.com/landing.php?utm\\_source=msn&utm\\_medium=cpc&utm\\_campaign=search\\_1](http://www.zapporoo.com/landing.php?utm_source=msn&utm_medium=cpc&utm_campaign=search_1)

- <http://www.appmakr.com/>

- <http://theymakeapps.com/>

- <http://www.appsme.com/>

- **Email etiquette references**

- <http://writingcenter.unc.edu/handouts/effective-e-mail-communication/>

- <http://www.mindtools.com/CommSkll/EmailCommunication.htm>

- [http://www.slate.com/articles/life/inside\\_higher\\_ed/2014/08/salem\\_college\\_professor\\_spring\\_serenity\\_duvall\\_banned\\_students\\_from\\_emailing.html](http://www.slate.com/articles/life/inside_higher_ed/2014/08/salem_college_professor_spring_serenity_duvall_banned_students_from_emailing.html)

- <http://omniupdate.com/resources/pdfs/articles/ccc-jan-2014-p66-67.pdf>

- <http://jerz.setonhill.edu/writing/e-text/email/>

- <http://www.mindtools.com/CommSkll/EmailCommunication.htm>