Welcome

We’re doing it #TheStateWay!
The State Way

We’re changing....

The face of higher ed.
The student experience.
The city of Atlanta.

We’re doing it #TheStateWay
Pillars of The State Way

Innovative in:

- Atlanta
- Research
- The Classroom
- Student Success

We’re doing it #TheStateWay
We’re a driver of growth and development in Atlanta and across the state.

We’re doing it #TheStateWay
Our faculty scholars are changing the ways people see the world.

We’re doing it #TheStateWay
In the Classroom

We’re using adaptive learning software to track how students are doing in real time.

We’re doing it #TheStateWay
Student Success

We’ve proven students from all backgrounds can succeed at the same levels.

We’re doing it #TheStateWay
How we are spreading #TheStateWay
Unparalleled Opportunity

The Georgia State Undergraduate Research Conference showcases the scholarly and creative projects of the university’s undergrads and provides students insight into the work that goes into each step of a successful research project.

APRIL 5, 2017
Social Media

/GeorgiaStateUniversity

@GeorgiaStateU

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What we asking from you

Tell Your Story

• Let us know about stories and research in your area, and use #TheStateWay when you talk about Georgia State online

Share Our Stories

• Help spread the message on your personal social media accounts

We’re doing it #TheStateWay
Understanding the Media

What are they looking for?
1. Prompt responses
2. Experts who can speak in 20 - 30- second sound bites
3. The least amount of work.

How do you make sure they get it right?
1. Spell and state your name.
2. Direct them to website or social presence.
3. Offer to answer additional questions via email.

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Speaking on Research, Not Policy Positions

• How do you provide nonpartisan evidence and avoid taking an advocacy position?

• How can you show reporters you are doing contracted work and are not the owner of data?
Employee Expression of Political Opinions

• We respect the rights of our employees to share their own views on political issues. It is important, however, that they do so only in their personal capacities, and that it is done in a way that does not interfere with work, does not involve improper use of state resources, and **does not create the appearance that the employee is speaking on behalf of the USG or its institutions.** For example, employees desiring to express personal views to elected officials or other third parties: (1) must make it clear their views are personal in nature and do not represent the views of the USG or its institutions, and (2) may not use state resources (including work email) or work time to communicate these views.

• In addition, employees are prohibited from using any USG registered trademarks when expressing personal opinions on issues, unless they are otherwise specifically authorized to do so.

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Employee Involvement in Political Campaigns

• Individuals may not hold elective political office at the state or federal level while employed by the USG. Any employee seeking elective office must notify his or her direct supervisor and request a leave of absence without pay prior to qualifying as a candidate.

• Employees are also prohibited from managing or taking an active part in political campaigns during work hours or where such involvement would otherwise interfere with work responsibilities. Under no circumstances may employees use any state property, resources, or materials in conjunction with a campaign.
• Reporters are likely to be covering several topics and stories.

• They are not subject-experts in your field.

• Ask for questions in advance and write out answers.

• Keep talking points next to you.
• Speak in 20-second sound bites.

• Practice with someone.

• Stand up.

• Keep talking points handy.

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• Look at the person interviewing you, not the camera.

• Wear solid colors.

• Spell your name and give the reporter a card.

• Speak in full sentences.

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Op-eds

- The Conversation
- Saporta Report
- AJC or national outlets

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Social Media Best Practices

• Keep your personal and professional lives separate.

• Understand the medium and the conversation.

• Do not respond to social media trolls.