2023 NASPA
ANNUAL CONFERENCE

APRIL 1 - 5, 2023 | BOSTON, MA

From Group Selfies to Public Statements

Digital Strategies for Student Affairs Executives

Monday, April 3, 2023 | 8:30 am

FROM GROUP SELFIES TO PUBLIC STATEMENTS -
Digital Strategies for Student Affairs Executives

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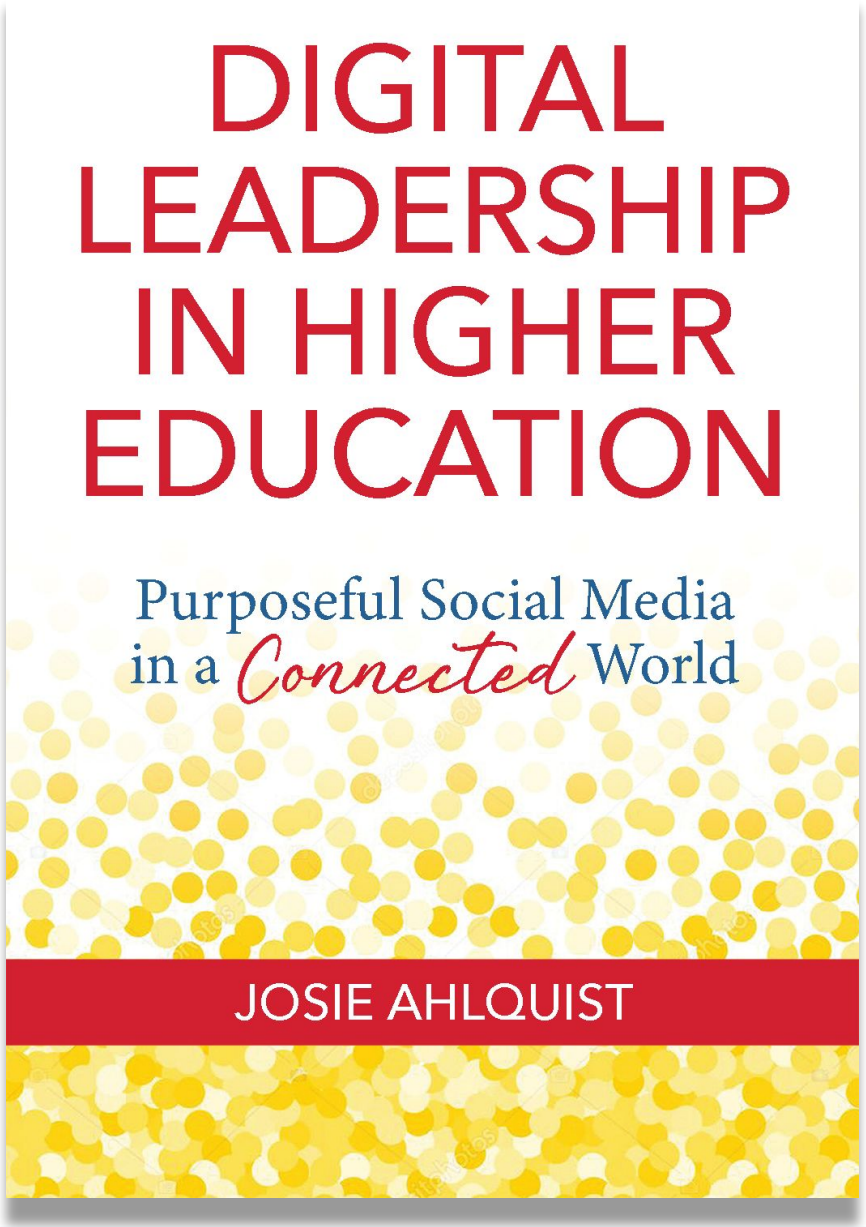
Timothy Miller
Vice President for Student Affairs at James Madison University

Melissa Shivers
Senior Vice President for Student Life at The Ohio State University

Shea Kidd Brown
Vice President for Campus Life at Wake Forest University

Lamar R. Hylton
Senior Vice President for Student Affairs at Kent State University

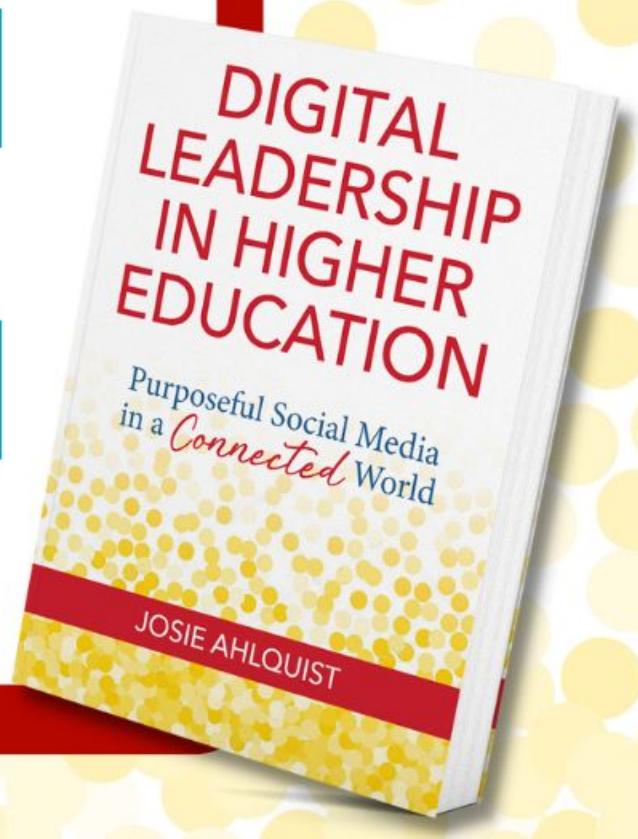
Josie Ahlquist
Digital Leadership consultant and coach, josieahlquist.com



Values-based strategy for purpose-driven campus leaders

8 Types of *Meaningful* Content

- *Educational*
- *Your Story*
- *Community*
- *Day in the Life*
- *Inspirational*
- *Advocacy*
- *Promotional*
- *Industry*



As seen in the book by Dr. Josie Ahlquist:
Digital Leadership in Higher Education: Purposeful Social Media in a Connected World

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Session Resources

Thank You!

See you in Seattle at #NASPA24!

March 9 -13, 2024