

NEWS RELEASE

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University of Saint Mary Enters Social Media Arena with Twitter, Facebook Presence

(Leavenworth, Kan.)—Responding to students’ increasing appetite for and reliance on social networking applications, the University of Saint Mary has established a presence on popular Web 2.0 sites Twitter and Facebook.

USM’s social media effort—which includes a dedicated YouTube channel—is designed to improve communication between the university and its alumni, backers, and current and future students.

To that end, the university has a growing presence on Facebook, including dedicated pages for USM, the university’s evening and graduate programs and students, and USM alumni. School staffers have also started a Facebook group for the student life office and discussion groups for the classes of 2012 and 2013. Several of the Facebook offerings already have dozens of members.

The pages are designed with specific audiences in mind, and allow users to pose their questions to Saint Mary staff. For graduates, Facebook represents a key opportunity to stay connected both with the university, as well as their friends and classmates.

“Sites like Twitter and Facebook allow us to communicate with students and USM supporters in a direct and engaging manner,” said Laura Davis, USM’s vice president for marketing and communications. “Social networking has been embraced by both our traditional and adult students, as well as our alumni. To best serve them, we must have a robust presence on new, popular online channels.”

The university’s Twitter site serves as a frequently-updated newswire, keeping followers informed of events and developments on campus both major and minor.

Go to www.twitter.com/USMSpireWire to follow USM on Twitter. To become a fan of the university on Facebook, visit www.stmary.edu and click on the Facebook link or go to www.facebook.com and search for the University of Saint Mary.

The University of Saint Mary is a Catholic co-educational applied liberal arts university founded and sponsored by the Sisters of Charity of Leavenworth. The University of Saint Mary is located at 4100 South 4th Street, Leavenworth, Kan., with additional locations in Overland Park, Shawnee, and Kansas City, Kan. Visit www.stmary.edu on the web for more information.

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