



NEW STUDENT TRANSITION MANUAL

Hi there! I've put together this little manual to help ease your transition into the Digital Tattoo Project Coordinator Position. Many of these points are things that I found useful during my time working on the project. Additional to these pointers, I also found it quite helpful to keep track of my work/monitor my progress by maintaining a binder solely for this project. Reason being that often times, with this being a Work Study position, school and other priorities inevitably arise. Giving yourself a place to be able to look back at your work/topics discussed at meetings was something I truly found invaluable. Again, I just found that worthwhile in my time spent with the Digital Tattoo Project. I hope you have as wonderful a time working here as I did! Let me know if you have any questions whatsoever. Using this manual will help hopefully... good luck!! ☺

I. Writing blog posts:

1. Search relevant content (via Google alerts <http://www.google.ca/alerts> : "digital identity," Twitter feed, etc)
 - a. If possible, use relevant academic sources/research eg. Academic Search Complete (via <http://library.ubc.ca>)
2. Keep at a readable length (~200-450 words is usually pretty good)
3. Try to maintain a somewhat neutral position, while not neglecting personal voice
4. Keep at a conversational tone –always keeping audience in mind
5. Ask questions
6. Always keep "digital identity" aspect as central theme of post eg. <http://digitaltattoo.ubc.ca/2012/11/28/google-search-friend-or-foe/>
7. Insert an image (while crediting appropriate sources with Creative Commons licensing – try Flickr! – use advanced search to search only within Creative Commons-licensed content)

II. Making videos:

1. !! Always back-up data on a hard drive!! -- can get it from Julie
2. Video equipment (camera, tripod) can be borrowed from the CLC desk, or IKBLC Circulation Desk
3. All filmed participants must sign a photo consent form:
http://www.google.ca/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&ved=0CDYQFjAA&url=http%3A%2F%2Funiversitycounsel.ubc.ca%2Ffiles%2F2011%2F01%2FFinal-Consent-to-use-of-Image-Nov-23-10.pdf&ei=T_TQUK_WGI-GiQLs_YCYBw&usg=AFQjCNGtjmN6B_GN-e4hVIP_mIL750ixSw&sig2=G82X4WuamRfRPIksbWE1rg&bvm=bv.1355534169,d.cGE
4. Try to avoid being in direct sunlight when filming to avoid shadows
5. Sound is often a big issue, use a line mic input whenever possible (it will help a lot!) – can get from CTLT/Cindy



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6. Faces of other students cannot be in the background of your shot, unless consent is given
7. Framing the shot closer to the interviewee (aka a headshot) will be more clear than a distant full-body shot
8. **Streeter videos:**
 - a. A short question is most effective –the framing of your question is very important
 - b. We found that approaching people sitting inside of IKBLC was more effective than standing outside approaching people walking to/from class
 - c. Come up with a quick 5 second pitch to premise your efforts

III. Checking for outdated links on website:

1. Click through to links
2. If it's a dead link, go to step 4. If it's not, go to step 3.
3. Look at the date, skim the content. If it seems that you can find more relevant material, then go to step 4.
4. Find relevant material to replace it if possible, and then delete the current content.
5. Pay close attention to ensure that other sources (wiki, powerpoint, etc) are not referencing this content, and make changes where needed to reflect the deletion made

IV. Checking for outdated content in general:

1. Go through the website every couple weeks and read through the content
2. If something seems a little out of place/outdated, make note of it
3. If it's a big change, do not make changes to page itself. Create an alternate template page and save that as a draft. Do the rewrite there, and then send for review to Julie and Cindy
4. If it's a minor change (a couple sentences,) make changes right to the page. Be sure to let Julie and Cindy know of the modifications at your next meeting.

V. Meetings:

1. Decide on a weekly/biweekly meeting time with the rest of the team
2. Come to the meeting with some items to discuss, ie:
 - a. Future project proposals
 - b. Updates on past projects
 - c. Inquiries
3. During the meeting, either delegate someone to take meeting minutes or take them yourself



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4. Post the meeting minutes on ActiveCollab following the meeting—outlining Action items has seemed to really help

VI. Social media strategies:

1. Retweet relevant content on Twitter
2. Share blog posts onto Facebook and Twitter
3. Use Facebook to share more visually-driven information (ie infographics)
4. Ask questions and engage in conversation with followers on Twitter
5. Follow people on Twitter who appear aligned to topics of education/social media/technology/digital identity/etc
6. Attempt to compose content that people will genuinely care about/be interested in

VII. Google Analytics:

1. Log onto Google Analytics (see section VIII for password/account info)
2. Look at and print weekly analytics of each of the following
 - a. Visitors Overview
 - b. Content Overview
 - c. Traffic Overview
3. Keep a log/spreadsheet noting key variables of each week
4. Pay attention to peaks and valleys – try to evaluate what might've happened to generate that
5. Bring to biweekly meetings