

Social Media Use in the Financial Aid Community

Please complete the following survey on Social Media use in the financial aid community. Your responses are extremely valuable as the Department continues to investigate opportunities to connect with our constituents through new technologies. We appreciate your input.

1) What social media tools do you actively use at your institution to perform any of your day to day duties? Please check all that apply.

- Twitter
- Facebook
- You Tube
- Wikis
- Blogs
- Texting
- Mobile applications for cell phones
- Other (please specify)
- Do not use or do not have access

2) Which of these social media tools does your institution use to specifically engage and interact with students? Please check all that apply.

- Twitter
- Facebook
- You Tube
- Wikis
- Blogs
- Texting
- Mobile applications for cell phones
- Other (please specify)
- Do not use or do not have access

3) Do you use any of the following social media tools on a regular basis in your personal life? Please check all that apply.

Twitter

Facebook

You Tube

Wikis

Blogs

Texting

Mobile applications for cell phones

Other (please specify)

Do not use or do not have access

4) Please indicate your age range:

18 - 34

35 - 50

51 - 65

Over 65

What are some of the unique ways you are using social media both internally and externally?

What recommendations would you give Federal Student Aid in utilizing these tools to improve the customer experience for you, parents and students?