Class of 2015 Facebook

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The Class of 2015 has not only taken over the campus of Western Kentucky University, but has set a social media record!

In this week’s View from the Hill, Amy Bingham has more on how Facebook brought this Freshmen class together long before they moved in.

WKU has used social media to communicate with incoming freshmen for the past few years, but the Facebook 2015 class is, by far, the largest with more than twelve hundred members and counting.

They’re here! At least the freshmen anyway. More than two thousand of them moved in a week early for Master Plan, a program that acclimates them to campus life.

But thanks to facebook, many friendships had already been formed on line.

“I’ve already met people I can connect with before I’ve even got to Western.”

“They are engaged with one another, connecting with one another, over the summer getting together for meetings, getting together to find roommates or learn more about campus.”

The Class of 2015 Facebook page has been a crucial part of information sharing from the moment these students applied to WKU.

“It helps me keep up with events and things happening around here. Helps me get in contact with other students in my class.”

Now that they’re here, students are signing up for four square----a location based social networking sight.

It uses your smart phone to find out where you are. You check in and it lets people know where you are.”

Downloading the four square app this week gets the freshmen a free Class of 2015 t-shirt from WKU web services, and gives them yet another virtual connection to their friends.

“These students that are coming in today are used to having a customized playlist, a customized this, a customized this, everything is all about the individual.”

The goal is for social media to allow WKU to stay connected to these students long after 2015.

Two thousand-two hundred and twenty seven students participated in MASTER Plan, the largest in the program’s history. The remaining students move in this weekend and classes begin on Monday.

With this week’s View from the Hill, I’m Amy Bingham.