ABSTRACT

RESEARCH PAPER: The Use of Social Media During a Crisis on Campus

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PAGES: 54

Social media has become one of the fastest growing communication tools in the past decade. Some colleges and universities are already embracing social media as part of their communication efforts during a crisis, while others have not yet implemented social media into crisis-communication protocols. This qualitative case study presents a local overview of the use of social media during a crisis on campus by investigating its utility at seven public institutions of higher education in Indiana. The data reveals why some schools have chosen to include, or not include, social media as part of their crisis protocols. Findings from the questionnaire also uncover which social-media platforms are the most commonly used among these schools.