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'Social Hub' Offers Panoramic View of Life at RWU

One stop social media site features the latest tweets, posts and pics about #myrwu



February 18, 2016 | Nadine Hapst '16

BRISTOL, R.I. – Looking for a window into life at RWU? Check out the recently launched [Social Hub](#) – a one stop site for social media sources featuring the latest tweets, posts and pics about #myrwu from current and prospective students, alumni, faculty and more.

“Our goal in creating the Social Hub was to meet users where they’re at – and *everyone* is on social media,” said Social Media and E-Marketing Specialist Anna Shipley. “By developing a single landing page where tagged posts from sites like Instagram, Twitter or Facebook are aggregated, we can offer the community an authentic and always up-to-date snapshot of university life. It’s a great form of engagement.”

Using the handle @myrwu will automatically queue up potential content to be published on the Social Hub, Shipley said. While certain individual user accounts have been pre-approved for automated syndication, all other content is filtered to prevent misconduct.

“Upon its approval, new content will be refreshed every ten minutes,” Shipley said., “That content will come from public accounts – posts that are using RWU tags. We cannot guarantee that everybody’s posts will be published, but when content is appropriate and representative of RWU it will absolutely be considered.”

Marketing Specialist Katy Booth added: "By using strategic hashtags and rallying around the @myrwu identity, we can use the Social Hub as a tool to unify the myriad perspectives that comprise the university community, but also differentiate content for segments like prospective students or alumni. The Social Hub should be a resource for everyone connected to Roger Williams."

For more on the Social Hub contact Anna Shipley at ashipley@rwu.edu.