

SOCIAL MEDIA CONTENT EXAMPLES

Kathryn A. Sweeney

I WAS THE CONTENT CREATOR AND ADMINISTRATOR FOR
THE PURDUE UNIVERSITY NORTHWEST (PNW)
SOCIOLOGY PROGRAM SOCIAL MEDIA
@PNWSOC ON INSTAGRAM & FACEBOOK FOR 10 YEARS.
POSTS FOCUSED ON STUDENT AND ALUMNI FEATURES,
INFORMATION/ACCOMPLISHMENTS/UPDATES ABOUT
FACULTY, COURSE INFORMATION, PROGRAM
INFORMATION, AND RELATED EVENTS. I ALSO CREATED
AND SHARED STORIES THAT PROMOTED RELATED
ACTIVITIES AND CONNECTED CURRENT EVENTS TO
SOCIOLOGY CONCEPTS AND COURSES.

Student and Alumni Profiles



Caption: Alumni Feature * Neil Thomas * "I'll always be grateful that the sociology program at PNW afforded me opportunities to gain skills that would lead me directly to a career in the field of social science research, and much of that can be attributed to the wonderful professors that encouraged and supported my endeavors. But more importantly than that, an education in sociology taught me how to be a more empathic human, allowing me to understand myself and the world around me better than I could have otherwise."

Sociology is an incredible framework to understand the systems that we reside within and interact with every day. It's a way of thinking that forces you out of your own narrow window of experience and helps you understand the relationships between people and institutions, history and geopolitics. Essentially, my education in sociology gave me the tools to think critically about my experiences on a daily basis."

Neil graduated with his BA in Sociology in 2009 from PNW and is currently the manager of survey programming for Decision Information Resources, a research and evaluation company based out of Houston, Texas. We are #pnwproud @pnwsoc! #majorinsociology #pnwsoc #pnwchess #purduenorthwest

Student and Alumni Profiles



Caption: Student Highlight - Elise Garcia "I chose sociology because I believe that, to effect change anywhere, it is crucial to understand the societal/human aspect of issues. The root cause of many social problems begins with the people in our communities and how their behavior can impact the society at large."

Her advice to those earlier on in their educational pursuits is to "get comfortable being uncomfortable and to make an effort to go out and create connections with people"

Elise is a McNair Scholar and plans to pursue a PhD in Social Justice with a concentration in Latino/x studies with the goal of a career in advocacy and policy-making to uplift the Latino community and those affected by the Criminal Justice System.

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Congrats on your retirement, Dr. Cherry!

Professor Ralph Cherry has been an integral part of sociology at Purdue Calumet/PNW for decades. He has taught hundreds of students most often in Research Methods, Introductory Sociology, Soc of Health & Illness, and Sociology of Aging. In his time at PNW he has served on countless committees, been chair of Faculty Senate, Director of the Gerontology Center, coordinator for the sociology program, and led various professional organizations and committees including serving as President of the Midwest Council for Social Research on Aging (MCSRA). Thank you, Dr. Cherry. Cheers to your next adventure!

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Caption: Congratulations to Dr. Cherry on his upcoming retirement
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WHICH SOCIOLOGIST HAS INFLUENCED YOU THE MOST?

“
“
My SOC 100 teacher in college (Elwin Powell) wrote a book on anomie, which still engages me from time to time, and his style of interaction (free-ranging Q&A on a regular basis) was very engaging, and sent the clear message that no questions were out of bounds.”
”

- Professor David Nalbone



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Caption: Which sociologist has influenced you the most?
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**EVERYTHING IS NOT WHAT IT SEEMS!
LEARN TO SEE THE FOREST FOR THE TREES**

SOC10000 **INTRODUCTORY** **SOCIOLOGY**

SOCIOLOGY FOCUSES ON WHAT PEOPLE DO AND WHY THEY DO IT. IN THIS CLASS YOU'LL LEARN HOW TO TAKE APART THE TAKEN FOR GRANTED ASPECTS OF SOCIETY AS WE STUDY BASIC SOCIAL PROCESSES AND HOW THEY CAN BE APPLIED TO EVERYDAY EVENTS; THOSE THAT ARE SMALL AND LARGE, LOCAL AND GLOBAL, PERSONAL AND POLITICAL.

**#MAJORINSOCIOLOGY #MINORINSOCIOLOGY
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Caption: Still time to register for summer SOC classes: Intro, Family, and Stats are on the books. Reserve your spot and use the summer to learn something new, catch up, or get ahead!
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CHSS 10000: Self & World: Where do I fit in?

This seminar draws on Sociology, Psychology, and Social Psychology to explore various ways in which we define ourselves. Students will look at social, cultural, and political influences on our various identities and the consequences for our well-being, sense of self, relationships, and educational outcomes.

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Caption: Students who started this fall have a new CHSS Core of four interdisciplinary seminars. Check out CHSS10000: Self & World: Where do I fit in? Team taught Spring 2023 by Professors Izienicki, Nalbhone, and Rogalin via either campus. Registration has started!
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WHY MAJOR IN SOCIOLOGY?

- ☑ **IT'S INTERESTING AND DIRECTLY APPLIES TO WHAT IS GOING ON IN SOCIETY!** ❤️
- ☑ **YOU'LL BE PREPARED FOR A RANGE OF CAREERS AND NOT STUCK TO ONE TRACK**

YOU'LL GAIN SKILLS THAT EMPLOYERS VALUE, INCLUDING:

- ☑ **A STRONG UNDERSTANDING OF SOCIAL FACTORS**
- ☑ **THE ABILITY TO PUT ISSUES INTO CONTEXT WITH INSTITUTIONAL AND SYSTEMS THINKING**
- ☑ **THE CULTURAL COMPETENCE TO WORK WITH DIVERSE GROUPS**
- ☑ **THE ABILITY TO RESEARCH AND APPLY RESEARCH TO MAKE EVIDENCE-BASED DECISIONS**
- ☑ **THE ABILITY TO UNDERSTAND AND WORK WITH STATISTICS**
- ☑ **STRONG VERBAL AND WRITTEN COMMUNICATION SKILLS**
- ☑ **CRITICAL THINKING AND ANALYSIS SKILLS TO SOLVE COMPLEX PROBLEMS**

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Caption: Why major in sociology? It's interesting and directly applies to what is going on in society! Plus, you'll be prepared for a range of careers and not stuck to one track. Soc majors gain skills that employers value and go on to careers in social and human services, data analysis, health, criminal justice, sales and marketing, teaching, law, and research.

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Declare Your Minor in Sociology!

What classes do you need to minor in sociology at PNW?

*SOC10000: Introductory Sociology

*SOC22000: Social Problems

*Plus 3 electives at the 300 or 400 level!

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Caption: The next best thing to being a soc major is getting a soc minor! Courses in sociology provide needed skills for careers in law, business, health, medicine, and technology by providing analytical skills and an understanding of various people and cultures.

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Example Story

SOCIOLOGY PURDUE NORTHWEST Your story 11h

decide what constitutes crime and how to address it? What are other options to address underlying issues like mental health, poverty, access to housing, or drug addiction? Learn more in soc classes like SOC2200: Social Problems

Who is more likely to commit crimes? Who is more likely to be punished in our criminal justice system? Learn more in SOC32400: Criminology

PEOPLE WITH SERIOUS MENTAL ILLNESSES ARE 10 TIMES MORE LIKELY TO BE INCARCERATED IN A STATE PRISON THAN RECEIVE TREATMENT IN A STATE HOSPITAL.

PRISON POLICY INITIATIVE

Source: Treatment Advocacy Center, The Treatment of Persons with Mental Illness in Prisons and Jails: A State Survey

SOCIOLOGY PURDUE NORTHWEST Your story 11h

SOC32400: CRIMINOLOGY

WHAT MAKES A CRIME A CRIME? A CRIMINAL A CRIMINAL?
HOW DO WE "DEAL" WITH CRIME? WHY IS THAT?

In SOC324 you'll explore the nature and causes of crime, methods of dealing with adult and juvenile offenders, and consider present programs for the social treatment of crime in the light of needed changes.

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SOCIOLOGY PURDUE NORTHWEST Your story 11h

SOC22000 Social Problems

Explore where social problems come from and learn how we can explain and address them using a sociological perspective. This class looks at various issues such as drug abuse, poverty, media bias, sexism, segregation, gentrification, police brutality, climate change, and more.

Fulfills Social Science Gen Ed Requirement

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