

MISSOURIAN



COLUMBIA – During Kim English’s freshman season on the Missouri men’s basketball team, he quickly became one of team’s most popular players among MU students. One reason was his accurate 3-point stroke. Another was his interaction with fans on Twitter.

English responded to tweets from students and fans and even messaged some of them on his own. His updates – usually a handful each hour – brought his followers into his life. He shared his thoughts on the basketball team, his classes, social issues ... anything. And his updates were full of humor, wit and opinion.

“He doesn’t like Twitter,” English said.

It’s all public

At the beginning of the two weeks she spends teaching social media in her public speaking class at Loyola University in Chicago, Sue Castorino projects “less than flattering” pictures of her students onto a screen.

“Their eyes were the size of saucers,” she said.

“How did you do that?” they ask her.

Castorino teaches that anyone can go onto Facebook and find photos or written posts that you wouldn’t want a potential employer to see. Or your coach.

In addition to teaching, Castorino is president of [The Speaking Specialists](#), a media training company she runs with her husband, Randy Minkoff. One group the company works with is college athletes. Castorino and Minkoff train athletes at universities across the country – including Missouri – on public image awareness.

In late September, a fight broke out between members of the school’s football and men’s basketball teams. The incident was a disaster for the athletics department and the university, and word of it spread on Facebook.

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