

Social Media

It is all about people

“The Internet is not simply providing access to information but access to people.”

John Seely Brown



Education...

- Prepare people for life
- Encourage engagement in academic discourse
- Awaken and nurture undiscovered talent
- Promote dialogue on new trends

George Siemens, 2007

Social Media

Changing technology use

- Users own and can control the data
- Climate of participation
- Users add value as their needs evolve
- User friendly interface
- Employees expect recruits to be tech savvy and creative

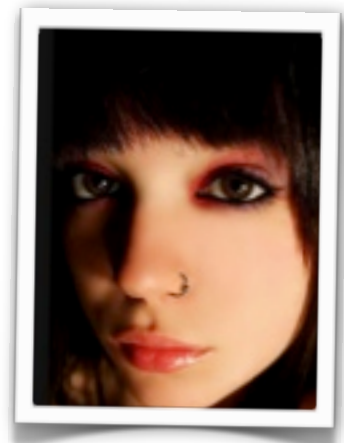


Connecting

- Social media is..
- Conversations
- Connections
- Communication
- Feedback

Social media...

Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of information. Social media is a blending of technology and social interaction for the co-creation of value".



Social Media

Engagement...

- Model active engagement
- Publish and share rich resources
- Primary resources
- Relevant secondary sources
- Shared responsibilities
- Community involvement
- Subject matter experts



Engagement...

- Ownership
- Flexibility
- Variety of tools or...
- A single well managed tool
- Variety of media
- Promote active contributions by students

Engagement..

- Shared responsibilities
- Community involvement
- Encourage your passion for the subject
- Stretch outside your comfort zone
- Try new paths and new ideas
- Collaborate with others



Social Media

Social networking, higher education and students

“Higher education institutes need to bear in mind the ubiquity of social networking – 88% of online respondents use these websites, although only in a social context. Respondents found it hard to imagine using social networking sites for coursework or study, and had reservations about this when presented with the scenario. Universities therefore need to explain how social networking tools relate to learning, if they choose to use these methods.”



“Young people are not constantly looking for new technology to incorporate into their everyday life. They appreciate and endorse it when they can see a palpable social or academic benefit. Higher education institutes need to understand this and adapt their communications accordingly.”



“Higher education institutes need to steer clear of the assumption that new technology is automatically youth friendly – young people sometimes feel patronised by this, they are able to pinpoint injudicious spending on technology”



“Universities, colleges and polytechnics need to clearly set out how collaborative and social media tools will be applied. Traditional teacher/student learning methods are preferred and is to be complemented with other methods that incorporate technology for example. Teaching staff need to be up to speed with the use of technologies deployed in the organisation.”

Student Expectations Study.
Key findings from online research and discussion evenings held in June 2007 for the Joint Information Systems Committee. July 2007.

Social Media

Remember

As Olcott (2008, personal communication, January 22) notes, “adoption of social software is not synonymous with the effective delivery and assessment of quality teaching and learning.”

Social Software for Learning: What is it, why use it? (Leslie & Landon, 2008), Olcott (2008, personal communication, January 22)



Launch pads

Existing social networking tools can be utilised as a launch pad to resources, links and current items published on the Internet.

Microblogging tools

These tools can be used as:

- Alerts
- Reminders
- Links to resources
- Networking with other educators



Social Media

Online communities

- Target key talents or positives within organisation for sharing and promotion
- Create special interest groups known as “affinity groups”
- Link up to lecturers and students in other institutions
- Connect with alumni and employers
- Link up to the broader community



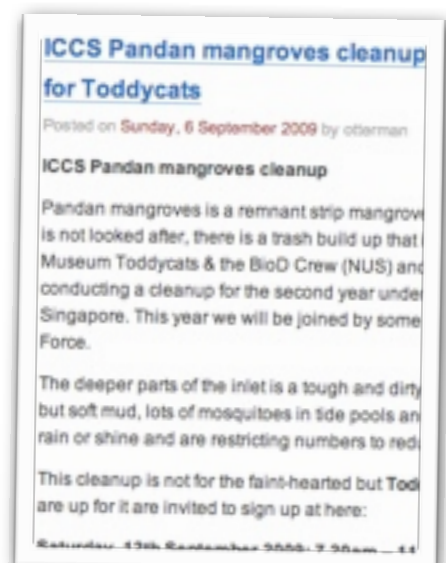
Blogging

- Students link up with the writings of others
- Collaborative blogs
- Students realise that their peers can read their work ~ motivating
- Progress reports
- Project diaries and field reports

Blogging

Does not need to appear as a blog:

- Weekly or monthly newsletter
- Faculty newsletter
- Guest posts by subject matter experts
- Scheduled posts by students
- Guest posts by community members



Social Media

Engagement and the educator

- An opportunity for reflection
- Stretching - reaching beyond their comfort zone
- Affirmation
- Students will perceive them in a different light



Rules of engagement

- Mirror face to face communication and relationships
- Explore all the opportunities that can benefit oneself and benefit others
- Respect and treat others as you would have them respect and treat you

Getting started

Steps to take...

- A topic that captures your imagination and passion
- A tool that clicks for you and with which you feel comfortable
- A simple straightforward integration and implementation path
- A sane time of the year



Things to consider

THINGS TO CONSIDER WHEN WORKING WITH SOCIAL MEDIA

The worksheet contains 13 cloud-shaped boxes. One central box contains the title text. The remaining 12 boxes are empty and arranged around the central one, providing space for students to list their considerations.

Stakeholders

