



# Pedagogically Social

Using Social Media to Enhance Education



# How You Can Engage


- “Takeaway” slides are completely Tweetable
- Use the hashtag #wiscc

# Takeaway:



Pithy comment goes here

Via @FossilDesigns



“Lots of people will sell you ways to speak. They’ll give you lots of ways to get your message all over the place. Me? I’m passionate about listening as much as I am speaking.”

— Chris Brogan



# What Is Social Media?



# What Is Social Media?

Collections of sites and online tools that are based around user-generated content

# Examples of Social Media?

- Facebook
- Twitter
- YouTube
- Blogs
- Foursquare



# It's Not Just For Desktops

WiFi is everywhere – almost

# It's Not Just For Desktops

- You can access internet content on:
  - Gaming Consoles (PS3, PSP, Wii)
  - Cell Phones
  - PDA's
  - Readers (Kindle, Sony)
  - Netbooks

# Takeaway:




Social Media, and the internet is as far away as the nearest smart device.

Via @FossilDesigns



# Where To Start?



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# Where To Start?

Check Username Availability



# Where To Start?

## Check Username Availability

- <http://namechk.com/>



# Where to Start?

Register on 1-3 sites



# Where To Start?

Search for those people you'd like in your conversation and reach out to them



# Where To Start?

Engage your audience daily



# Where To Start?

Listen to what is being said

# Takeaway:



People are talking about you. Are you listening?

Via @FossilDesigns



**Before You Go To Far**



# Before You Go To Far

“He who fails to plan is planning to fail.”

— Winston Churchill



# Before You Go To Far

Develop specific goals for your program



# Before You Go To Far

Develop a plan for how you will use the social media tools to accomplish those goals



# Before You Go To Far

Remember that your students may be  
the real experts



# Before You Go To Far

Engage, engage, engage

# Takeaway:



Remember the 5 P's: Proper Planning  
Prevents Poor Performance

Via @FossilDesigns



# Goals of Social Media

Why You Should Get Involved In the First Place



# Why You Should Get Involved

Fish where the fish are



# Why You Should Get Involved

Current students now spend  
substantially more time online than  
their predecessors



# Why You Should Get Involved

Social Media is a fundamental shift in the way people communicate and share ideas

# Takeaway:



Listen, Engage, Communicate,  
Collaborate

Via @FossilDesigns



# Conversation and Trust

Social Media is not direct A to B, rather  
it is more A to B to C



# Conversation and Trust

## Conversation Goals:

ROA (Return on Attention)

Perception building

Reputation Management



# Conversation and Trust

## Objectives:

Build Relationships

Build Awareness

# Why Have Conversations?

Besides building relationships they:

- Build awareness of / for the institution
- Create / generate buzz and interest
- Provide a publicly accessible information outlet
- Can stimulate demand
- Know, Like, Trust
- Reinforces the brand

# Takeaway:



People Do Business With Those They  
Know, Like, and Trust

Via Scott Stratten, @unmarketing



# How Much Does It Cost?

- The vast majority of social media tools are absolutely FREE!
- Time expensive not \$\$\$ expensive
  - 30/60/30
  - 60% / 30% / 10%



# Measuring Success

# Social Media ROI

“The problem with trying to determine ROI for Social Media is you are trying to put numeric values around human interactions and conversations, which are not quantifiable.”

Jason Falls – Social Media Explorer



# Think About NEW Metrics

- Increase in Inbound Traffic coming from links
- # people in social media groups
- Track backs and back links to blog posts and discussions
- Conversation Monitoring (Summarize or Monitor)
- Increased comments on blog posts

# Takeaway:



We cannot solve our problems with the same thinking we used when we created them.

Albert Einstein



# Engage, Collaborate, Grow

From the Classroom to Online And Back Again



# Focus on Facebook

# Focus on Facebook

- Post homework assignments to your wall or discussion section
- Send updates to students about upcoming test or assignment deadlines
- Conference with parents
- Help shy students to use social media as one way to communicate with teachers / classmates



# Targeting Twitter



# Targeting Twitter

- Create a Twitter account for your class and have the class write a story using the 140 character limit
- Post assignment deadlines / changes
- Study Geography
- Connect with classrooms in different locations / share project
- Track current world events
- Many politicians are on twitter now



# Going Viral With Video

# Going Viral With Video

- Have students research a current news / world event and then shoot students performing 1 -2 minute “new cast” as if they were doing network news
- Have students compile a “video report” on a foreign country or dignitary
- Have students interview other students / school officials



# Building A Better Blog

# Building a Better Blog

- Have students create online journals chronicling thoughts and ideas about a book or event
- Write a blog post and have the students discuss it in the comments
- Have students create a portfolio of their work



# Finding It With Foursquare

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- Remind students of your office hours by checking in to your office / department
- Keep up with Study Abroad Students
- Encourage students to visit new parts of campus
- Teach the history of your school, landmarks, and traditions



# Final Thoughts

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- Only limit is imagination
- Listen & Measure often
- Remember to engage in conversations



# Terminology

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- Avatar – A graphical image or picture representing people or places
- Back Channel – Communications such as email or other messages sent between individuals during public conferencing
- Blog – Websites with dated items of content in reverse chronological order
- Content – Pictures, text, audio, video or other meaningful content on the internet

# Terminology

- Tags – are keywords attached to a blog post, bookmark, photo or other item of content so you and others can find them easily through searches and aggregation
- Wiki – a page, or set of pages that can be edited collaboratively



# Resources

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- Books / Blog Posts
- Grow Bigger Ears in 10 Minutes – <http://www.chrisbrogan.com/grow-bigger-ears-in-10-minutes/>
- Social Media 101 by Chris Brogan (Amazon)
- Trust Agents by Chris Brogan
- TwitterWorks - <http://twitterworks.tv>

# Resources

- Tools
- Social Media Policies Toolkit:  
<http://bit.ly/policieskit> - \$149
- Hootsuite Professional Twitter Client  
<http://hootsuite.com>
- Video
- “Social Media in Plain English”  
for a quick intro: <http://bit.ly/e41m>

# Resources

- Twellow – <http://twellow.com>
- Refollow - <http://refollow.com/refollow/index.html>

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