



# Social Media



A toolkit of effective practice for programme teams

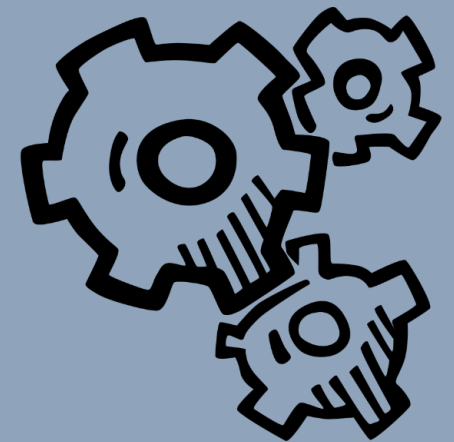
# Aims & Objectives

## Aims

- To identify the main uses of social media within academic settings across the University between staff & students
- To offer resources for those who are exploring or enhancing their use of social media in the academic sphere

## Objectives

- To explore case studies and promote good practice in the use of social media
- To provide resources and further reading



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- 4 Main Uses of Social Media
  - Networking
  - Sharing
  - Publishing
  - Discussion
- Resources & Further Reading
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# 4 Main Uses of Social Media

“The impact of social networks on lives of the majority of young adults has been enormous, although their impact on education is less well understood.”

(Badge et al., 2011)

# Considerations before using Social Media

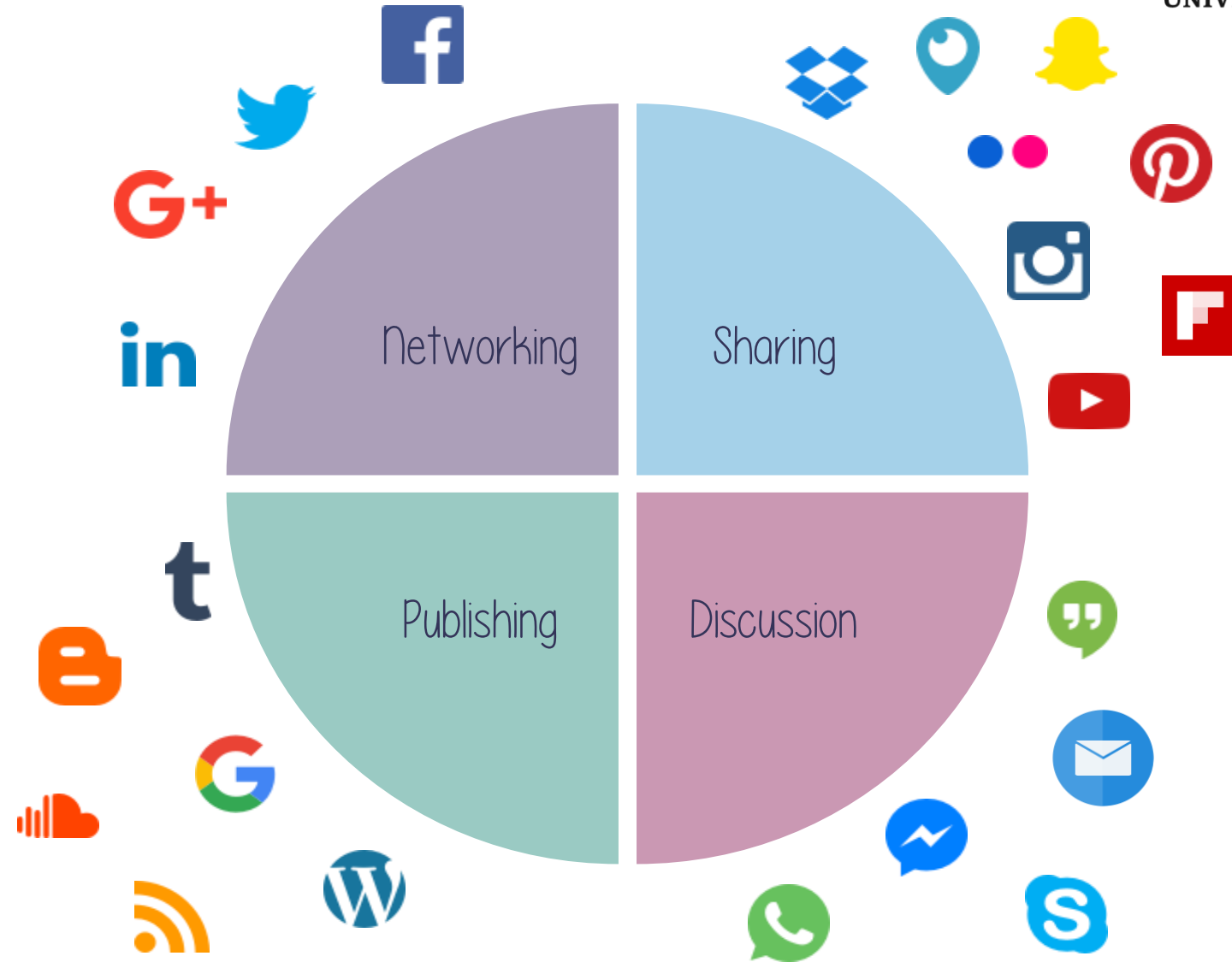
- Think about the School's aim of using Social Media. Is this just for providing information or will this be a tool for engagement?
- Discuss with your staff about who will be responsible for managing the social media content and when this will be released – consider making a social media timetable in line with the University's activities. ([See Resources](#))
- What do staff and students use the most? You may wish to consider running a survey to find out what staff and students use for social media
- You should outline boundaries for both staff and students to follow e.g. ensuring content is suitable, factual and accurate; only operating the School's social media within working hours

# 4 main uses of social media in HE

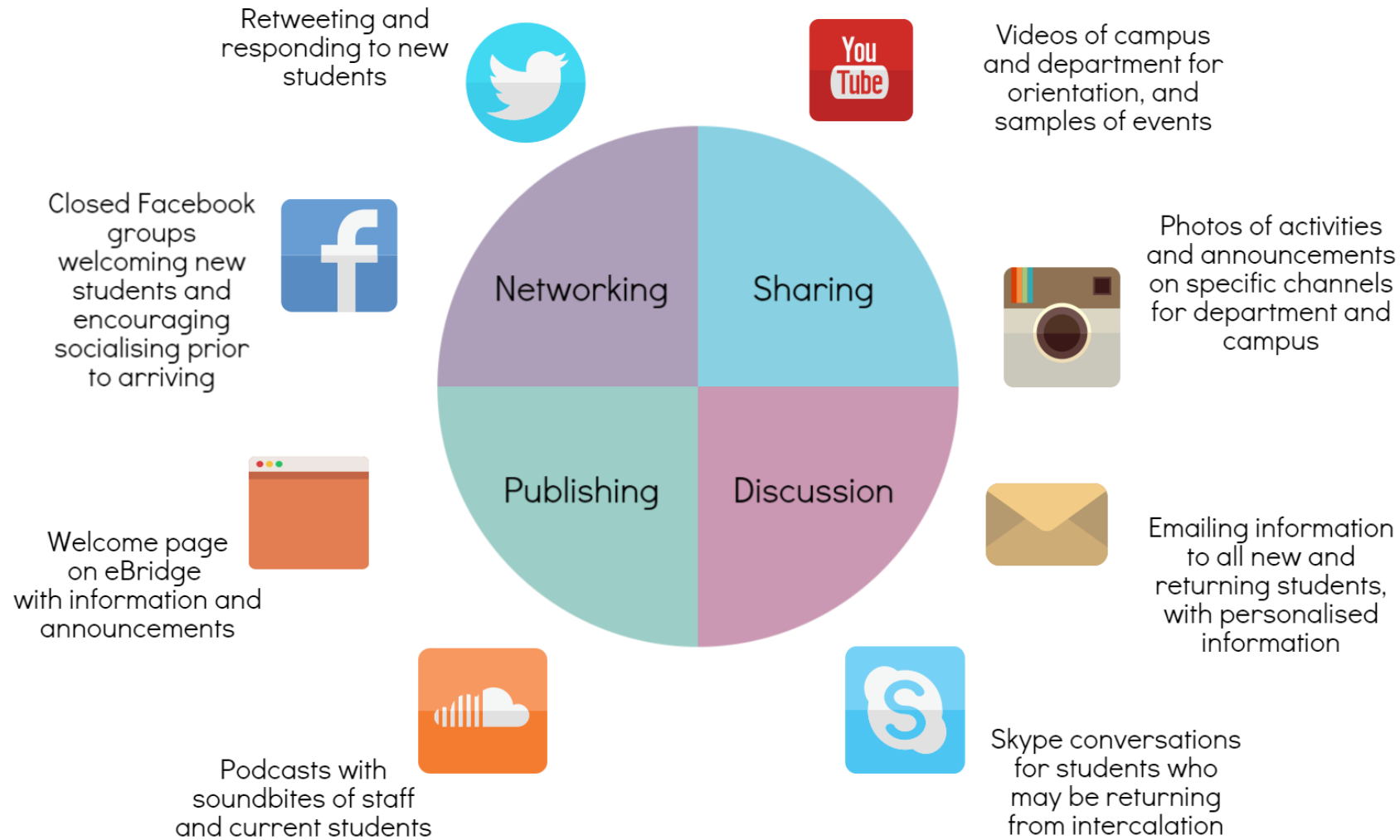
Some of the social media platforms do cross all 4 spectrums of uses, but in this guide, we will highlight the main uses for the platforms.

Here's some examples of platforms to use during the academic year

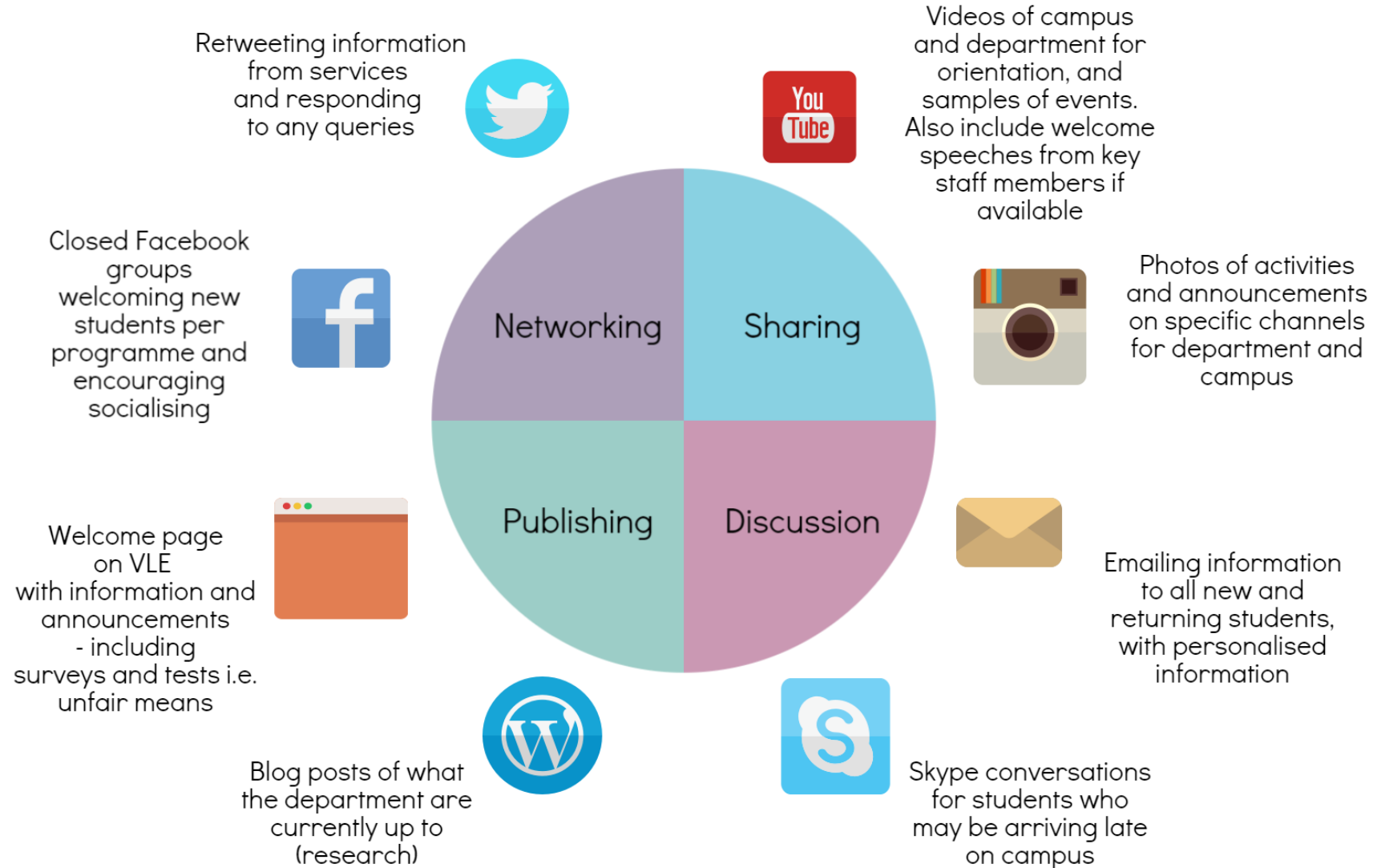
- Prearrival
- Induction
- Semesters



# Prearrival

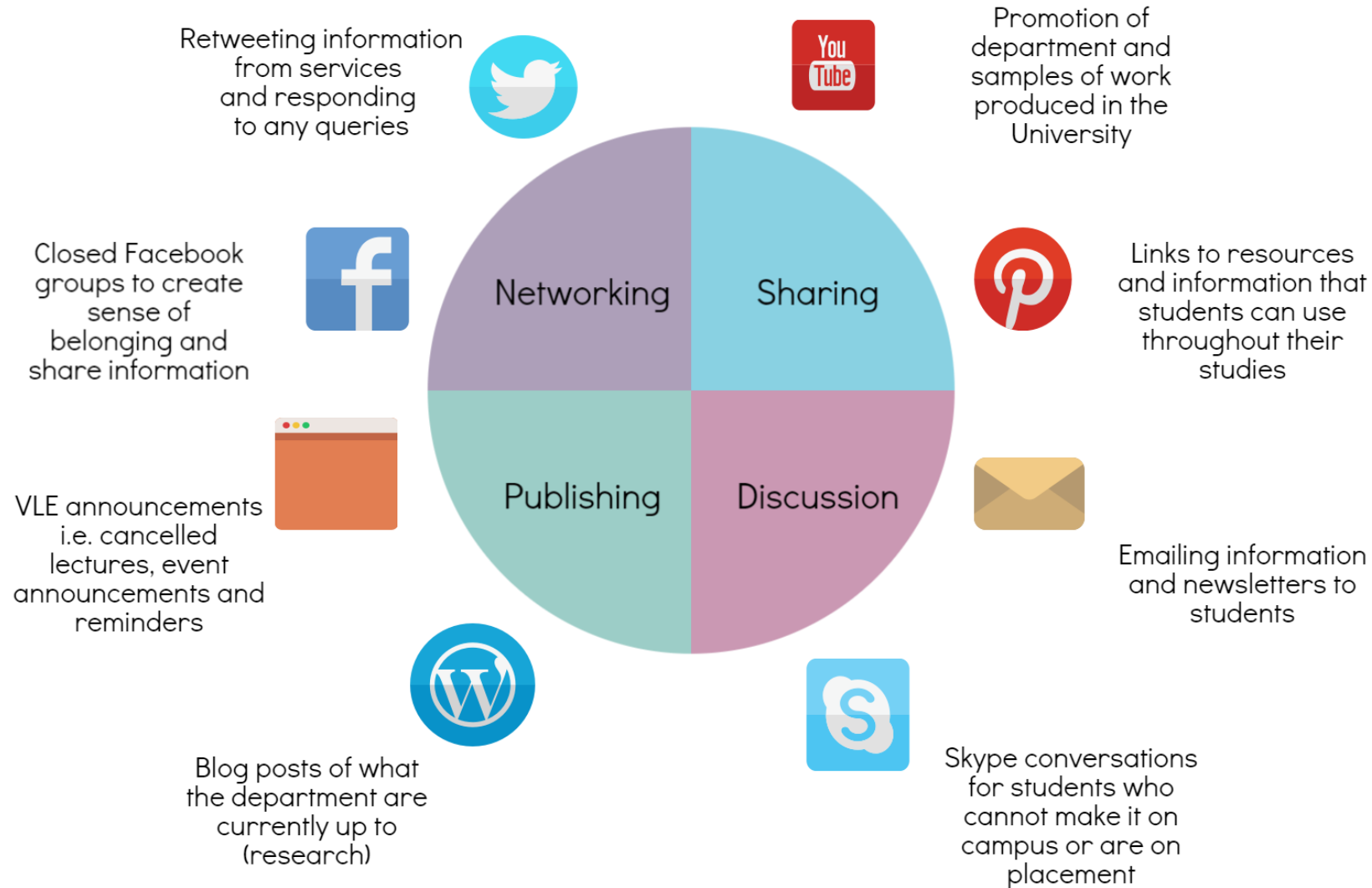


# Induction





# Semesters



Networking

# Networking

Social media can be a useful tool for staff and students to network both within and outside of the School.

HE institutions have commonly used Facebook and Twitter for recruitment and prearrival for new students and have been able to measure the impact of this.

Professional Social Network platforms, such as LinkedIn, can be embedded for employability skills, giving the students the opportunity to articulate their skills and network with potential employers within their field of industry.

## Purpose

- Building networks and connections
- Communicating and reaching out to the audience

## Some Networking Platforms

- Facebook
- Twitter
- Google+
- LinkedIn



# Practical Uses for Networking

- Set up closed Facebook groups for your programme for students to communicate and network with each other
- Consider creating a hashtag (#) on Twitter for students to use i.e. #HUBswelcome
- Create a group on LinkedIn and demonstrate to students how to network professionally with experts within the industry

Sharing

# Sharing

With so much information and content uploaded on the internet ([see One Second on the Internet](#)), you can share relevant information about the University of Hull or research with your students on various platforms, which could enhance the student experience.

Some examples of sharing content can be articles, job vacancies, videos, and live streams. This can be included in lectures to help facilitate [discussion](#) between the students.

## Purpose

- Sharing information and various media with your audience

## Some Sharing Platforms

- Instagram
- Periscope
- YouTube
- Pinterest
- Flickr
- Flipboard



# Practical uses for Sharing

- If you've set up a closed Facebook group for your students, share articles and links which are relevant to them
- Set up a Pinterest board and pin relevant articles and images
- Use Periscope at an event or seminar
- Use Youtube for demonstrations or examples
- Set up an Instagram or Flickr account for sharing pictures around campus

Publishing



# Publishing

Once content is uploaded onto the internet, it is hard to delete (although not impossible!). However, it's important to ensure that content uploaded by the School is suitable and accurate.

As part of the Quality Code (QAA), it is recommend that all information provided by HE institutions should be fit for purpose, accessible and trustworthy ([See Part C](#))

## Purpose

- Publishing reliable information, research and references

## Some Publishing Platforms

- SoundCloud
- Wordpress
- Blogger
- Academia
- Researchgate



# Practical Uses for Publishing

- Create a School Blog with updates on research that academic staff are undertaking, and share this with students
- Record podcasts or “vlogs” to engage with staff and students about specific topics
- Publish specific articles on Researchgate and Academia.edu and encourage students to read and reflect on these within a lecture

# Discussion

# Discussion

Social media platforms can be an innovative way to assess the students' understanding of facts and ideas.

This can also be inclusive for students who may not feel confident in speaking in lectures and may wish to ask something for others to answer and debate. In addition, students who cannot come onto campus for personal reasons can still communicate and still be involved.

It is worth noting that ground rules should be set, and that the University has a zero tolerance to cyber-bullying or hate crime. This should be addressed to students and if any incidents should arise, should be acted on immediately.

## Purpose

- Engaging in direct communication with your audience

## Some Discussion Platforms

- Canvas discussion boards
- Skype
- Google Hangouts
- Twitter
- Facebook (groups)



# Practical Uses of Discussions

- Use of Twitter Polls or hashtags (#) in lectures to allow students to discuss and engage with the lecture, including questions they are worried about asking
- Set ground rules so everyone has a fair opportunity to have a say in a safe and inclusive environment.
- Set up Canvas to have discussion boards about a topic in a module
- Use Skype if a student cannot physically come onto campus to demonstrate feedback on assignments

# Resources & References

# Resources

Here are some resources that you can use to develop your own social media kit within your School.

- [Checklist](#)
- [Departmental policy structure](#)
- [Departmental strategy structure](#)
- [Breakdown of Social Media Use](#)
- [Image sizes for Social Media Use](#)
- [Social Media Survey Template](#)
- [Social Media Tracker \(Premade & DIY\)](#)
- [Academic Year Planner for Social Media](#)



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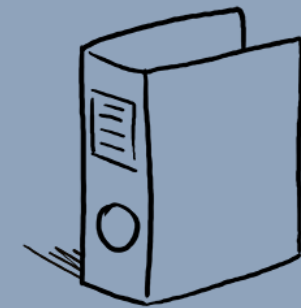


# Other Toolkits

The Student Engagement Team has created a series of toolkits to share best practice from around the university and the rest of the sector. The team are happy to discuss the content of the toolkits and advise on implementation.

Other toolkits available in the series are:

- Pre-arrival
- Induction
- Assessment Support
- Peer Mentoring



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