Social Media in Education: Embracing Technology to Engage Your Students

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What is Social Media?

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

**Social media** are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.

Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.

Source: Tufts University and Wikipedia
Kahoot!
Knowledge Check

Facebook
Twitter
Instagram

What do you know about these?
Let’s look at the stats…

% of Online Adults Who Use Social Media Sites (By Year)

Source: Pew Research Center
Social Media Stats (cont.)

% OF SOCIAL MEDIA SITE USE (FREQUENCY)

- **Facebook**:
  - Daily: 70%
  - Weekly: 17%
  - Less Often: 12%

- **Instagram**:
  - Daily: 49%
  - Weekly: 24%
  - Less Often: 26%

- **Twitter**:
  - Daily: 36%
  - Weekly: 24%
  - Less Often: 40%

Source: Pew Research Center
Why are these statistics important?
What to do... vs. What **NOT** to do...

<<What You Can Do>>

- Create an account for professional use only.
- Be creative.
- Keep it engaging (FUN) yet professional.
- Mediate discussions (especially if they are off topic).

<<What You Should **Not** Do>>

- Do **not** use your personal social media accounts.
- Do **not** post controversial content.
- Do **not** break copyright laws.
- Do **not** post big chunks of information.
Kahoot!
Knowledge Check
Now, let’s look at specific examples of Facebook, Twitter, & Instagram in Education