

Engaging Students into Lifelong Learning Using Social Media

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- 'Lifelong learning' - is the "ongoing, voluntary, and self-motivated" pursuit of knowledge for either personal or professional reasons.
- Social media can be an avenue to transform students into lifelong learners and critical-thinking professionals
- Double-edge sword

Recommendations (based on my personal Experience)

- Scheduled Times – Technology Days
 - It is RARE for a student to not have a device
- Outside-of-class – if going to be required, needs to be clearly defined in syllabus
- Personal vs. Professional Accounts
- Is there a justification to using this over a resource like Blackboard?

Types of Social Media

- Social Networking- Facebook, LinkedIn
- Bookmarking-Pinterest
- Social News-Reddit
- Media Sharing-YouTube, Instagram, SnapChat
- Microblogging-Twitter
- Blogging- There are so many now....

<http://timgrahl.com/the-6-types-of-social-media/>

Identification - Helping students identify educational and professional resources (post-Winthrop)

- Researchgate.net
 - Video for students-- <https://www.youtube.com/watch?v=0cWrX669Vb0>
- Google Scholar
- Academia.edu
- Pinterest.com
- Twitter.com

Engagement - Connect with professionals and opportunities within their field

- Twitter.com & Tweet Chats
- LinkedIn.com

Collaboration - Encouraging student collaboration and have opportunities for feedback (& with each other)

- Hangout.google.com
- Facebook.com
- Dropbox.com
- Docs.google.com
- Blackboard Collaborate/ Adobe Connect

Competence - Become savvy consumers of information available on social media

- **Competence in social media (being your own “PR” online)**
- *Social Media Do's & Don'ts: 10 Tips for Keeping Your Profiles Professional:*
<http://www.rasmussen.edu/student-life/blogs/main/guide-to-soc-media-dos-and-donts/>
- *How One Stupid Tweet Blew Up Justine Sacco's Life:*
http://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html?_r=0
- *How Senator John Walsh Plagiarized a Final Paper:*
<http://www.nytimes.com/interactive/2014/07/23/us/politics/john-walsh-final-paper-plagiarism.html>

Celebration – Highlighting students' quality work

- Twitter.com
- Instagram.com

Final Comments

- Select and become comfortable with a platform (good to know what students use)
 - Be intentional: why have students use it?
- Decide if it will be required or optional
 - Will it be used for in-class activities, out-of-class assignments, or just on an “as needed” basis?
- Utilize resources that will help students post-graduation to enhance their careers