

Tips from *Social Media for Educators: Strategies and Best Practices* (Joosten, 2012)

“According to Chickering and Gamson (1987), good practices in undergraduate education include encouraging contact between students and faculty, developing a reciprocity and cooperation among students, and encouraging active learning. Social media have the potential to enhance these good practices.” (p. 3)

Step 1: Identify the pedagogical need.

- 1 – Increasing communication and contact
- 2 – Engaging students through rich, current media
- 3 – Gathering and providing feedback
- 4 – Creating cooperative and collaborative learning opportunities
- 5 – Providing experiential learning opportunities

Step 2: Consider the following:

- What is the pedagogical need?
- How will the selected social media help meet that need?
- What aspects of the learning process should be improved?
- What learning outcomes can be better achieved through the use of the selected social media over other technologies?
- What is the expected behavior of students within the selected social media?

Step 3: Match social media features with pedagogical need.

Examples:

Social Media Characteristics to Meet the Pedagogical Need of Increasing Communication & Encouraging Contact	Potential Social Media Tools
<ul style="list-style-type: none"> 1. Promotes further use by students due to their current use of the technology and availability on mobile devices. 2. Provides instant or immediate access to information to mobile apps or through RSS feeds. 3. Facilitates primarily text-based communication due to the leanness of the medium. 4. Requires focused and succinct messages with a manageable amount of information 	<ul style="list-style-type: none"> - Facebook - Twitter - LinkedIn - Google+

Social Media Characteristics to Meet the Pedagogical Need of Providing Richer Learning	Potential Social Media Tools
<ul style="list-style-type: none"> 1. Provides a virtual space for storing, archiving, and retrieving. 2. Facilitates rich and current information. 3. Increases the ability to aggregate resources to share. 4. Offers immediate access to information through mobile apps or through RSS feeds. 	<ul style="list-style-type: none"> - YouTube - SuiteC - Vimeo - Diigo

Social Media Characteristics to Meet the Pedagogical Need of Enhancing Feedback, Dialogue, and Cooperation	Potential Social Media Tools
<ol style="list-style-type: none"> 1. Information can be sent by students from laptops and mobile devices in the classroom using a browser, mobile apps or text messaging. 2. Posts are digitally archived for retrieval by students and instructors inside and outside the classroom. 3. Updates are practically synchronous or instant in nature for immediate use in the classroom. 4. Communication is text-based, and presented in a manageable amount of information for quick review. 	<ul style="list-style-type: none"> - Twitter - Google+ - Facebook - Instagram

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