Getting Started with Social Media in Education
What Social Media Can Do

- Create a sense of community before or during a course
- Model professional behavior and engagement
- Highlight good information sources
- Provide real world connections to course content
- Encourage self-reflection
- Mentorship
Best Practices

- Make plan.
- Get students on board.
- Set ground rules and expectations.
- Respond to and engage with student posts.
- Create course-specific hashtags.
- Have an experimental attitude.
How to Get Started

Step 1: Determine Your Goals

- Promoting a course, recruiting students, encouraging enrollment
- Building a sense of community, creating a personal connection
- Connecting the course to real world news, people, and organizations
- Fostering discussion within and/or beyond the course community
How to Get Started

Step 2: Select a Platform

✓ Facebook
✓ Twitter
✓ Instagram
✓ Pinterest
✓ Snapchat
✓ Tumblr
✓ YouTube
How to Get Started

Step 3: Plan Content and Assignments

- Social media vs. other discussion opportunities: explain what to post where
- Share news, blog posts, videos, websites, and opportunities for further learning/research related to the course
- Share your experiences: what is it like to be a political scientist/mechanical engineer/artist?
How to Get Started

Step 3: Plan Content and Assignments

- Practice a language with native speakers
- Twitter journal clubs
- Share and critique assignments
- Find out what thought leaders are talking about/doing
- Research social movements, populations
How to Get Started

Step 4: Engage

- Observe and listen.
- Respond to comments and questions (within 24 hours is best).
- Favorite and like posts.
- Follow experts, news sources, organizations, and media relevant to your course.
- Post regularly.
How to Get Started

Step 5: Show Your Personality

✓ Social media is an opportunity to make a course (especially an online course) more personal and to connect with students.

✓ Behind the scenes photos/info

✓ For non-local students, show Duke: campus, lab, office, classrooms

✓ BUT it’s also okay to set personal/professional boundaries
Making it Manageable

✓ Use tools to schedule posts, monitor accounts, and post to multiple platforms at once.

✓ Create a content calendar to plan what you will post several weeks in advance.

✓ Set aside time weekly to schedule and write posts.

✓ Have a content brainstorming session: make a list of ideas, collect links and multimedia.

✓ Share the work: get help from TAs and others.
Tools

Posting/Scheduling

✓ Hootsuite
✓ Buffer App
✓ Tweetdeck
✓ Bit.ly

Analytics

✓ Facebook Insights
✓ Twitter Analytics
✓ Simply Measured
Tools

- **Lynda Campus**
  - technology training

- **Mashable**
  - social media news & tips

- **Social Media at Duke**
  - university social media directory and blog

- **PBS Media Shift**
  - digital media news
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