

Overview of Social Media

WHAT IS SOCIAL MEDIA ?

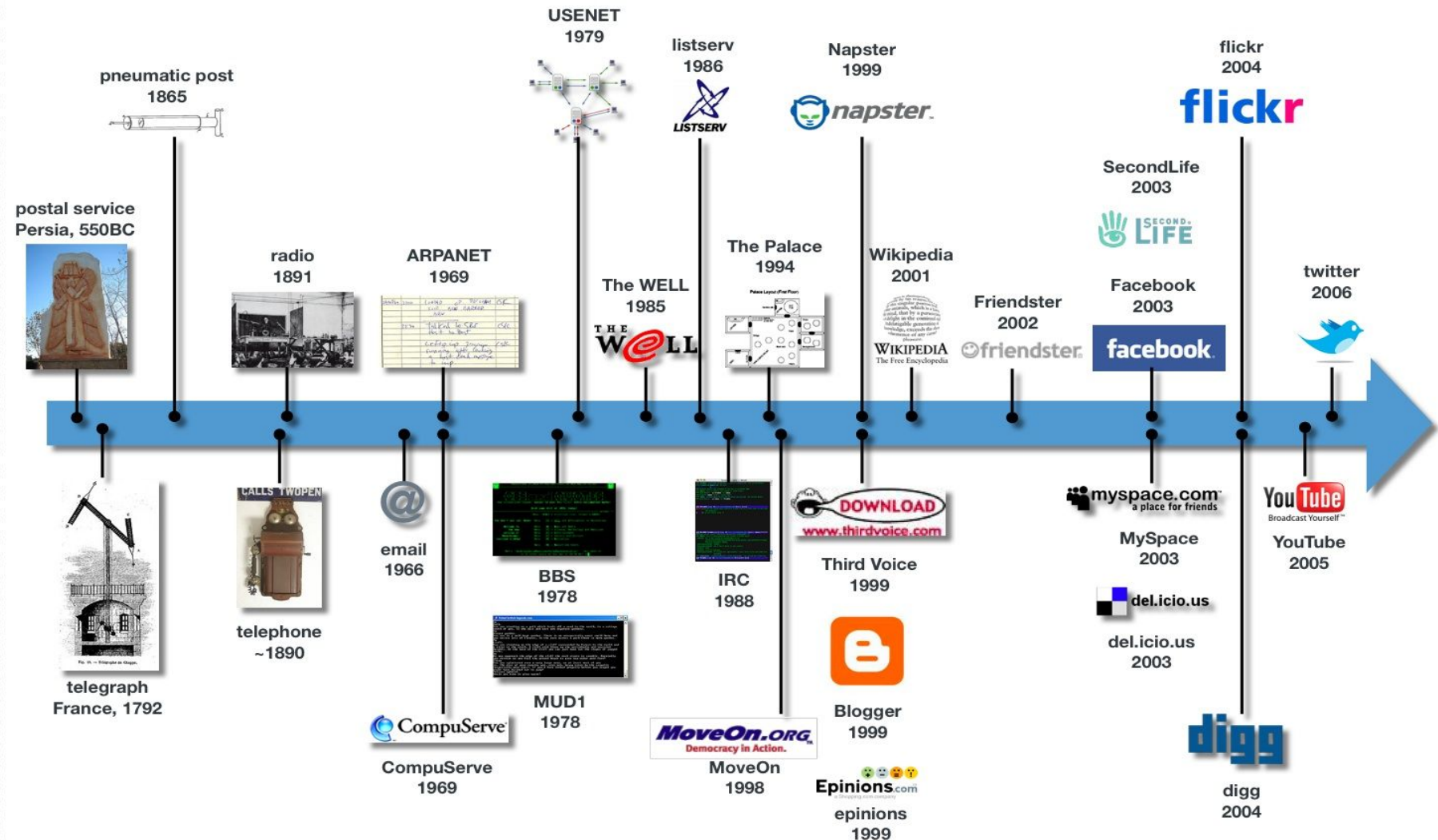


- 1. media designed to be used through social interaction**
- 2. supports the human need for social interaction, using Internet-based technologies**
- 3. transforms broadcast media monologues (one to many) into social media dialogues (many to many)**
- 4. supports the democratization of knowledge and information**
- 5. user-generated content**

SOCIAL MEDIA IS...

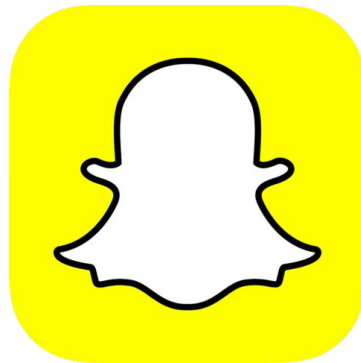
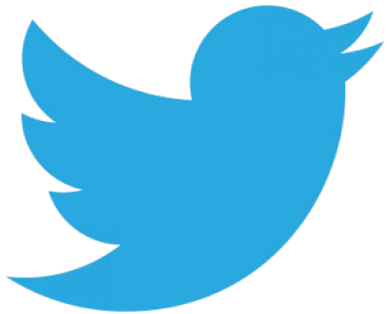
- ***Offers numerous ways to communicate***
- ***Offers instructional benefits***
- ***Allows us to create networks***
- ***Allows us to create groups***
- ***Allows us to use chat functions***
- ***CREATES CONVERSATIONS!!!!***

SOCIAL MEDIA TIMELINE



CURRENT SOCIAL MEDIA

VRACE



USE SOCIAL MEDIA IN EDUCATION



Why use social media in education

Student spend:

- 5 hours/week on YouTube***
- 31 hours/week on Internet***

How to use social media in education

- It is the really teacher who brings technology to the class***

RESISTANCE TO USE SOCIAL MEDIA



- Lack of knowledge***
- Permission form (Paper work)***
- Fear of miss-use***
- Not enough time***
- Parents worries***
- Just don't want to try or change***

BENEFITS OF USING SOCIAL MEDIA



Opportunity for Educators to stay connected with their students and Alumni

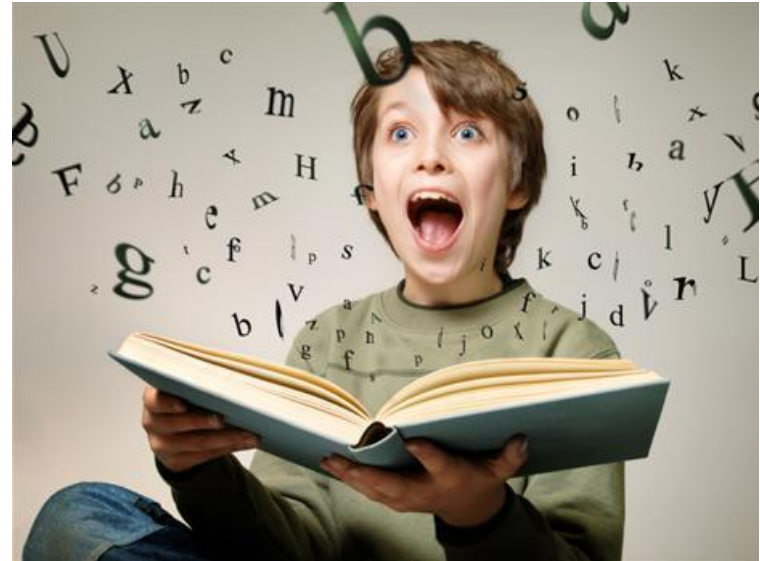
- LinkedIn : For students – Who is doing what, where and how?**
- Facebook : Individual profile for students sharing what they are doing, where and how?**
- Twitter/Facebook : Updates. Career tools; internship, employers, networking, sharing**

STUDENT ENGAGEMENT



Students are having trouble focussing in class? It's probably because the delivery method is boring.

Using social media can really engage students



PROS AND CONS OF SOCIAL MEDIA

