

***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



Social Media at Duke
university social media
directory and blog



Mashable
social media news
& tips



PBS Media Shift
digital media news

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