

Integrating Social Media into the First-Year Experience Course



“Given the prevalence of social media in general many higher education instructors have looked to technology to mediate and enhance their instruction as well as promote active learning for students” (Anderson, 2007; Eijkman, 2008; McLoughlin and Lee, 2010; and Selwyn, 2010).

Difference between @tags and #hashtags

- Tags (@) are used to send a direct public messages
- Hashtags (#) turns any group of words into a searchable link
- Hashtags allows users to track discussion topics
- Build a personal brand on social media
- Keep students engaged in course content beyond the classroom walls
- Create a network of sources to find answers to teaching questions
- Share information and thoughts in a conference you are attending
- Participate in Twitter Chats on topics of interest or in your industry

Why use Twitter?

- Help student create a professional online profile
- Follow news and relevant organizations in their field
- Connect with professionals in their field
- Connect with other students, the Peer Leader, and the instructor
- Share campus events
- Encourage class participation and discussion

Tips for Using Twitter

- Promote your hashtag
- #Don't #overdo #the #hashtagging
- Click on other hashtags
- Integrate your hashtags into sentences to save characters
- Remember your hashtags are accessible to everyone. Post responsibly!

Why use Instagram?

- Send reminders for campus events
- Create a personal connection with students
- Remind students about class activities
- Promote class interaction

Tips for using Instagram:

- Share often; you don't want students to lose interest
- Type a your messages on the “Notes” section of your phone or ipad and post a screenshot of it
- Connect with your students by sharing a little about your hobbies and personal interests;
- Share college or class events in which you all participated; this will help students feel connected to the university and their Freshman Seminar course

Resources to Get You Started with Social Media and Hashtags

Tips to create and properly use hashtags:

<https://econsultancy.com/blog/61921-nine-simple-tips-for-creating-twitter-hashtags#i.1v4s9s1bs6e4nv>

Unique uses of hashtags in an educational setting:

<http://www.usnews.com/education/best-colleges/articles/2011/05/24/5-unique-uses-of-twitter-in-the-classroom>

<http://www.educatorstechnology.com/2013/05/a-simple-guide-on-use-of-hashtag-for.html>

For more educational hashtags:

<http://www.educatorstechnology.com/2013/05/a-simple-guide-on-use-of-hashtag-for.html>

How other institutions are using Twitter in the classroom:

<http://www.usnews.com/education/articles/2010/08/16/twitter-goes-to-college->

Research on the benefits of using Twitter in the classroom:

<http://www.ferris.edu/HTMLS/administration/president/sparc/meetings/docs/StudentEngagementArticle.pdf>

Social Media DIY Workshop – Twitter for Beginners. A 32 page manual to start using Twitter:

<http://socialmediadiyworkshop.com/downloads/twitter-for-beginners.pdf>

To get started with Instagram:

<https://help.instagram.com/454502981253053/>

Instagram in education:

<http://www.learningliftoff.com/instagram-education/#.VNQsBHK5BYc>

Have questions about using social media in your classroom?

Contact us!


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