How was your vacation?

I'm analyzing it now. The photo only got eight 'likes' but one of them was from someone really influential.
Using Social Media to Boost Completion and Retention Rates

Rebecca Knapp, MBA
Business Science Department
What Makes Me Qualified?

• Professional Background
  • 15 years in corporate communications and marketing

• Teaching Experience
  • 10 years

• Retention Rates

• Completion Rates

SO TELL ME...

DO YOU THINK YOU’RE INTELLIGENT IF YOU SAY SMART WORDS?
Statistics for www.knappbiz.com
Today’s Key Points

• The Argument for Using Social Media in Higher Education

• Social Media Cannot Replace Humanity

• Using it Most Effectively

• Brainstorming and Experimentation
5 WAYS SOCIAL MEDIA IS CHANGING YOUR BRAIN RIGHT NOW
Lisa Bohn
@lisa_bohn

"If they're going to be scrolling through garbage, why can't it be OUR garbage?" @KnappBusiness
#TPtech14

11:29 AM - 11 Oct 14

Retweeted by

Brian Gloor @briangloor
To 188 followers.
The Argument For Using Social Media

Key Point #1
The Argument for Social Media in Higher Education

• Assortment of tools
• Mix and Match
• Suits individual learning styles
• Increases academic success

Why Use Social Media?

- Students communicate, research, collaborate, create and publish online with or **without the help** of parents or educators.

- Students then use social media to promote, discuss and share their thoughts with **the world**.

- The **quietest students** in class speak the **loudest** on social media.

- The digital environment is offering us some of the **greatest learning opportunities** that young learners have ever had.
Student Survey

What do their digital lives look like?
Student Survey

- Smartphone: 97%
- Laptop: 80%
- Desktop Computer: 42%
- iPad/Tablet: 35%
Student Survey

- Facebook: 80% Students, 80% Professors
- YouTube: 50% Students, 45% Professors
- Instagram: 72% Students
- Snapchat: 53% Students
- Skype: 39% Students
- Twitter: 35% Students
- LinkedIn: 31% Students
- Pinterest: 31% Students
- Google+: 30% Students
- Tumblr: 25% Students
- Vine: 17% Students
- Reddit: 14% Students
- Wordpress: 14% Students
- Evernote: 11% Students
- StumbleUpon: 7% Students
- Flickr: 5% Students
- Blogger: 6% Students
- Foursquare: 3% Students
- Digg: 1% Students
Student Survey

Facebook: 80% Students, 80% Professors
YouTube: 80% Students, 45% Professors
Instagram: 72% Students, 21% Professors
SnapChat: 53% Students, 1% Professors
Skype: 39% Students, 9% Professors
Twitter: 35% Students, 16% Professors
LinkedIn: 31% Students, 1% Professors
Pinterest: 30% Students, 13% Professors
Google+: 25% Students, 22% Professors
Student Survey

• They’re on Snapchat... But they DO NOT want us there.
• They’re on Skype... Why not online office hours?
• They’re increasingly on Twitter... Why not us, too?
• Equally on LinkedIn... Are you connected to your students?
• They love Pinterest (esp. girls)... Are you sharing resources?
• They like Vines... It’s just too much work to make them.
• They hate podcasts.

• They don’t think professors are on social media.
64%

I like it when my professors use social media to supplement class content.
54%

I expect a face-to-face classes to have online components (Blackboard, Facebook group, etc.) to supplement our in-class experience.
50%

I like to connect online with my professors.
43%

I like to connect online with classmates.
45%

I feel social media enhances my learning experience.
I think professors know less about technology than I do.
22%

I feel sometimes professors use technology more for the sake of technology than for my benefit.
8%

There is already too much technology in my life. I don't need my professor using it, too.
Student Survey

- Text/Send Messages
- Check email
- Scroll a Social Media...
- Listen to Music
- School-related business
- Watch Videos
- Read the News
- Shop
- Play a Game
- Access Podcasts
Maslow's Hierarchy of Needs

*And the social media that fulfill them.

Self-Actualization

Esteem

Belonging

Safety

Physiological

Security of body, employment, resources of the family, health and property.

Breathing, food, water, sex, sleep, homeostasis, excretion

Friendship, family, sexual intimacy

Self-esteem, confidence, achievement, respect for self & others

Maslows, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts

Social Needs

WIFI
Social Media Cannot Replace Humanity

Key Point #2
vintage social networking

LinkedIn
Pinterest
YouTube

Foursquare
Instagram
Imgur

WordPress
Twitter
Facebook

Reddit
Skype
Tumblr

http://wronghands1.wordpress.com
© John Atkinson, Wrong Hands
There’s No App for Good Teaching

1. Keep learning goals ahead of the technology.
2. Opt for the open-ended.
3. Don’t let tech make learning easy.
4. Take feedback seriously.
7. Start conversations.
8. Make it open, make it better.

Source: http://ideas.ted.com/2014/09/03/theres-no-app-for-good-teaching/
Using it Most Effectively

Key Point #3
Bloom’s Taxonomy of Social Media
20 Most Popular Social Media Sites
You’re Doing It Wrong Right!

• Have a tone or personality
  • Keep it consistent

• Choose your platforms
  • Stick to them

• Be authentic
  • The know when we’re trying too hard

• Everything in moderation
  • You’re competing for their :06
  • They will tune you out
What I Use

Facebook
Instagram
Vimeo
Twitter
Pinterest
LinkedIn
YouTube
SlideShare
SurveyMonkey
SignUpGenius
Flickr
Zoom
Teach Your Students HOW to Use Social Media for Education

- Major or extracurricular Groups
- Create project “Events”
- Like all relevant Pages
- Follow major thought leaders
- Use #hashtags and @s to join the global conversation
Teach Your Students HOW to Use Social Media for Education

- #yourclassname
- Follow college departments and organizations
- Follow companies and #internships
- 140 character resume and #hireme
- Run a class project using a unique hashtag
Teach Your Students HOW to Use Social Media for Education

Pinterest

• Relevant boards
• Study Tips
• Surviving Final Exams
• Motivational/Inspirational Quotes
• Create Study Boards

Pinterest.com/Knapp0606
Teach Your Students HOW to Use Social Media for Education

- Share quick reminders
- Spark the conversation
- Bring the conversation to the classroom
- Clarify details quickly
BUS1: Unit 2 Exam due this Sunday night!
Teach Your Students HOW to Use Social Media for Education

- Engage the distant
- Connect to the real world
- Host guests
- Connect with online students

or

skype™ or zoom
Teach Your Students HOW to Use Social Media for Education

• Skype
• Interject value in their feed
• Share relevant current events
• Infuse reminders in their distraction
• Choose a genre or topic
  • “Hunting Help Wanted Signs”
Teach Your Students HOW to Use Social Media for Education

• MEME GENERATOR
• Use humor to make a point
• Connect to imagery they relate to

Hey you, taking the exam 40 times:
First score. I take the first score.

Every group project:
Does 99% of the work
Says he’s going to help but he’s not
Has no idea what’s going on the whole time
In school you have ever done
The Digital Media Exit Card

- A six-second Vine video to capture the most critical six seconds of class
- A 16-second video to post to MixBit, YouTube's new video sharing tool
- A tweet that boils down the essence of the class to 140 characters
- A photo illustrating the key learning moment that can then be posted on a class Instagram account
- A collage video using Flipagram to convey what a team learned in a group project.
- A question posted to a class Facebook account inviting a continuation of the learning outside of class
Try 3 Things From The List Below Before Asking Your Teacher

- Ask a friend
- Crowdsolve it
- Ask for inspiration
- Try again
- Apply previous learning
- Google it
- Online tutorial
- Use digital resources such as books, DVDs, magazines etc.
- Move on and revisit later
- Remember to use 3B4ME whatever you get stuck!
Brainstorming

1. How are you using social media in your classes?

2. Give us a challenge, and we’ll solve it for you.
Sources


Thank you for coming!

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Saddleback College

www.KnappBiz.com