Social media in education: A beginner's guide for implementation
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Abstract:
The current landscape of teenage social interactions has changed drastically in the last decade. Since the advent and popularity of social media, students are no longer dependent upon face-to-face exchanges with peers. These platforms afford students the opportunity to connect with each other at any time of day or in nearly any location. The power of the connectivity that social media afford can be harnessed by educators within the classroom. This project is a beginner’s guide to implementing social media in an educational setting. The platforms that have been presented are Facebook, Twitter, and WordPress. Each of these platforms offers different features allowing for different types of interactions between students and with the teacher. This project guides readers in the basic set-up of these three platforms and offers advice on their uses.

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For many social media managers, social media competitions, particularly on Facebook, feel a bit tacky. Indeed, some companies are contemplating leaving Facebook altogether. But for many, social media competitions are an incredibly effective way to engage your fans and followers, and turn them into customers, and they should not be overlooked. ‘Social media competitions are an effective way to engage your fans and turn them into customers’. Click To Tweet. Competitions provide a fun and stimulating way for people to interact with your brand, as well as allowing you to grow your email subscriber. If you are completely new to social media marketing and you want to learn the basics, this guide will introduce you to the content quickly. Introduction to Social Media Marketing has a particular focus on ROI (return on investment), to help you think critically about the value social media could bring a business or organization. You’ll explore the question of whether or not it’s worth it to invest time and money in each social media channel. What You’ll Learn. Understand basic functions for most social media tools, including how to get up and running See the benefits of social media tools and Social media in education refers to the practice of using social media platforms as a way to enhance the education of students. Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Following the 1980s was a computer advancement boom that defined the 1990s and 2000s as CD-ROMS were first introduced and the internet became more user friendly. As of