Let's use

# SOCIAL MEDIA

to reinvent higher education

@ERICSTOLLER

#OFETECH

INSIDE
HIGHER ED

@ERICSTOLLER

#OFETECH

**Eric Stoller**
@EricStoller

If you work for a university (or anywhere for that matter), you should always be willing, eager, and ready to learn new things.

| Retweets | Likes |
| --- | --- |
| 279 | 568 |

3:57 PM - 20 Jul 2016 from Boston, MA

#OFETECH

LINE
kik
YouTube
#OFETECH

#OFETECH

**Jack**
@jack

Twitter is the most powerful communications tool of our time. It shows everything the world is saying rn…10-15 minutes before anything else.

#OFETECH

**Simon Lancaster**

@S_J_Lancaster FOLLOWS YOU

Professor of Chemical Education, National Teaching Fellow, MOOC facilitator and cyclist. My tweets are my personal views not those of my…

**Simon Lancaster**
@S_J_Lancaster

Twitter enables a multi-threaded, poly-peopled instantaneous conversation across the internet. It's great for all comms #LSTMPM

**Simon Lancaster**
@S_J_Lancaster

#LSTMPM other than Twitter, tell me how I can give an answer to someone I don't know, the other side of the world, minutes after they ask

# #OFETECH

Moments Notifications Messages Search Twitter

# When @NHS tweeted live from bowel cancer surgery...

@NHS / Shafi
@NHS • Yesterday

Today, Mr Shafi Ahmed Consultant Laparoscopic Colorectal Surgeon and his team tweeted live from an operating theatre at the Royal London Hospital.

LIKES
98

Like Tweet •••

#OFETECH

**Jonathan Cliffe**
@JonathanCliffe8

Social Media at its best… proof that twitter can be used as an educational tool! @NHS Live tweeting from theatre… #LearningFromAfar

**@NHS / Shafi** @NHS
Patient being slightly repositioned (more left side up) to allow better access and dissection. #nhs #surgery #meded #education WE

#OFETECH

**Dr Ruth Nottingham** @Ruth_Nottingham · 1h
Looking forward to the twitter chat with @UoNBioscicareer students tomorrow about **#Biosciprofskills**

1 2

**Matt Audley** @mattaudley · 2h
Looking forward to chatting with @UoNBioscicareer students tomorrow. **#Biosciprofskills**

1 2

**Dr Veronica Fowler** @Drvfowler · 5h
Looking forward to tomorrows discussion with @UoNBioscicareer students interested in animal diseases **#Biosciprofskills** @Pirbright_Inst

1 2

**Ian Fisk** @FoodFlavour · 18h
Can't wait for fridays twitter chat **#biosciprofskills** @UoNBioscicareer

2

**Janet Daly** @JanetDaly5 · May 10
Looking forward to improving my tweeting skills on Friday **#Biosciprofskills** - never done Twitter chat before!

1 5

**Lindsay Pike** @LJPike92 · May 10
2 days to go until #ScienceTweetFest **#Biosciprofskills** with @UoNBioscicareer to help undergrads learn about networking and science careers!

1 1

**Jonathan Ball** @JonathanKBall · May 9
Replying to @UoNBioscicareer
Looking forward to #ScienceTweetFest **#Biosciprofskills** organised by @UoNBioscicareer. I'll be following the great @GilesYeo, so pressure on

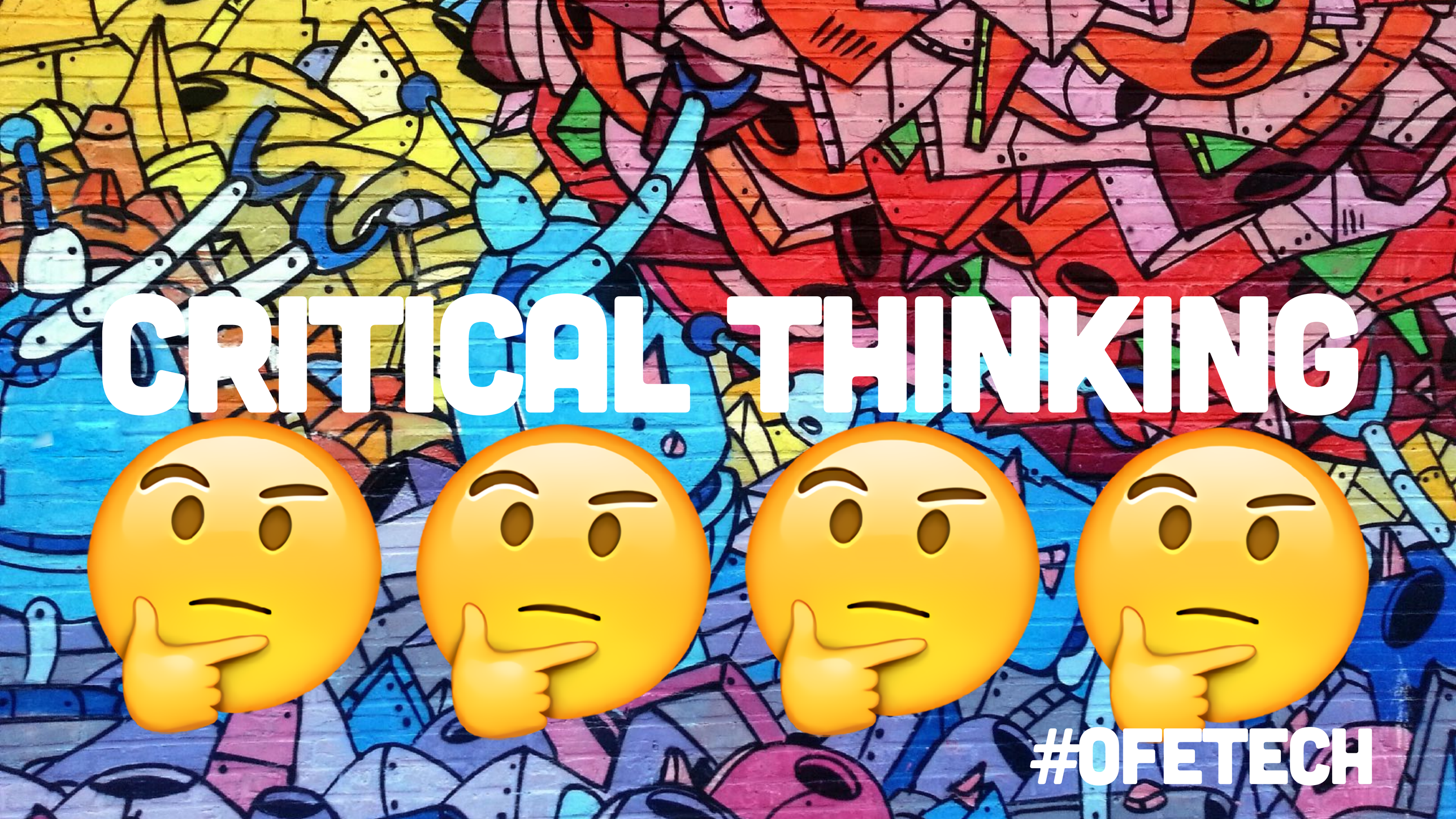
2 1

# #OFETECH

**Jon Acuff**
@JonAcuff

The myth about social media is that it's free & costs you nothing. The truth is it costs you the only resource you can't earn more of, time.

#OFETECH

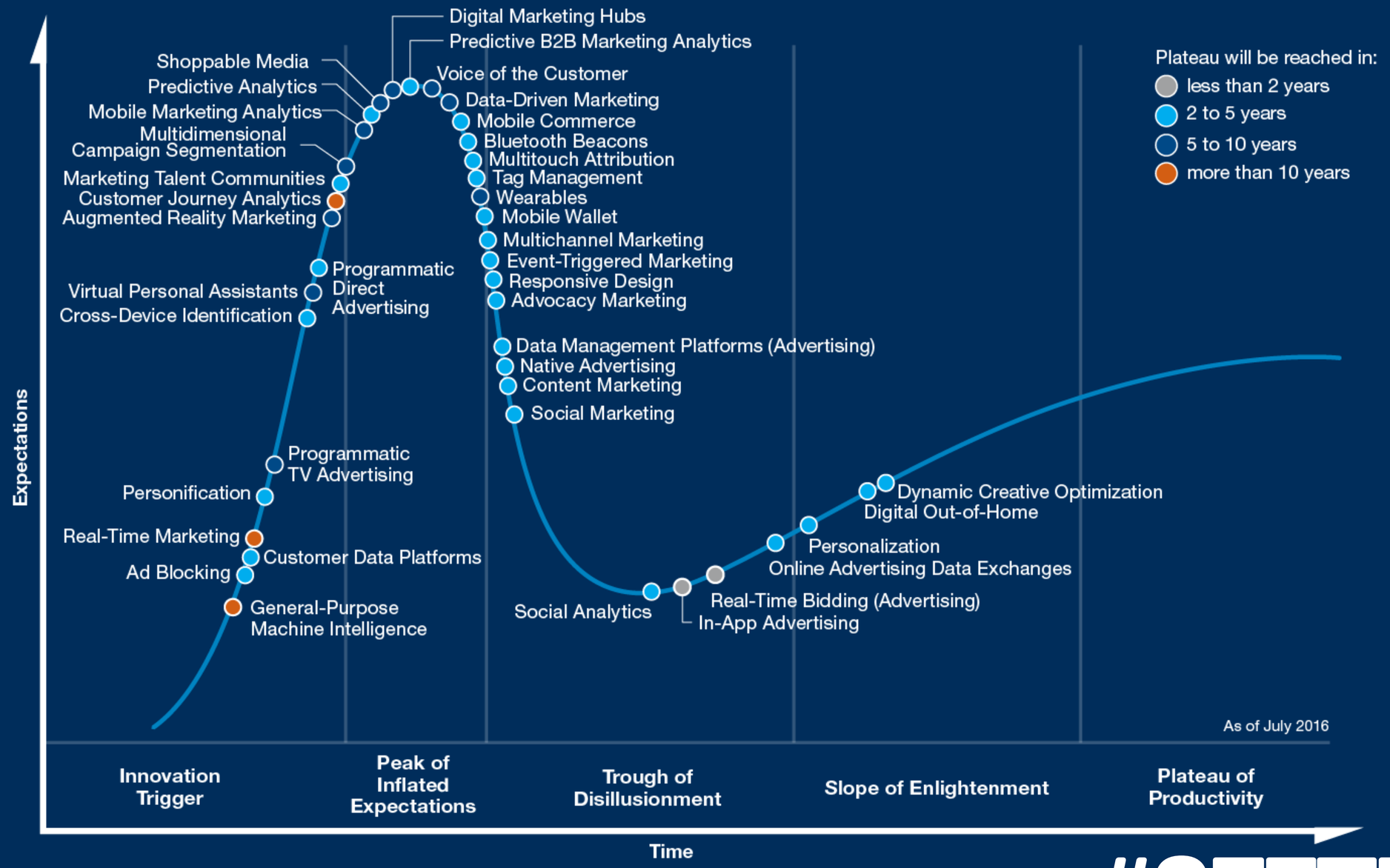

CRITICAL THINKING
#OFETECH

**Eric Stoller**
@EricStoller

My dad told me that he checks Facebook using my mom's account. Asked him why he doesn't get his own....“I don't like technology.”

#OFETECH

# Gartner Hype Cycle for Digital Marketing and Advertising, 2016




Gartner®

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**Mark Anderson**
@M_Anderson_PhD

#Lectures : as archaic as bloodletting in an era of modern medicine timeshighereducation.com/blog/lectures- … #highered

**Lectures: as archaic as bloodletting in an era of modern medicine**

If the outcomes of 'active learning' are so much better than those for traditional lectures, why stick with the old format? asks Simone Buitendijk

timeshighereducation.com

O2-UK 3G 1:55 PM 82%

Like Comment Share

**Jisc**
19 mins ·

At its new Waterside Campus **The University of Northampton** is doing away with lecture theatres in favour of more flexible 'teaching spaces' - the latest evidence of the university's developing approach to using digital technology to enhance teaching and learning.

**Technology enhanced learning is finally taking off | Wonkhe | Comment**
wonkhe.com

# #OFETECH

# Academics can use social networks for

**25%** teaching & learning

**26%** professional development

**5%** research

**44%** posting pictures of cats

192 votes • Final results

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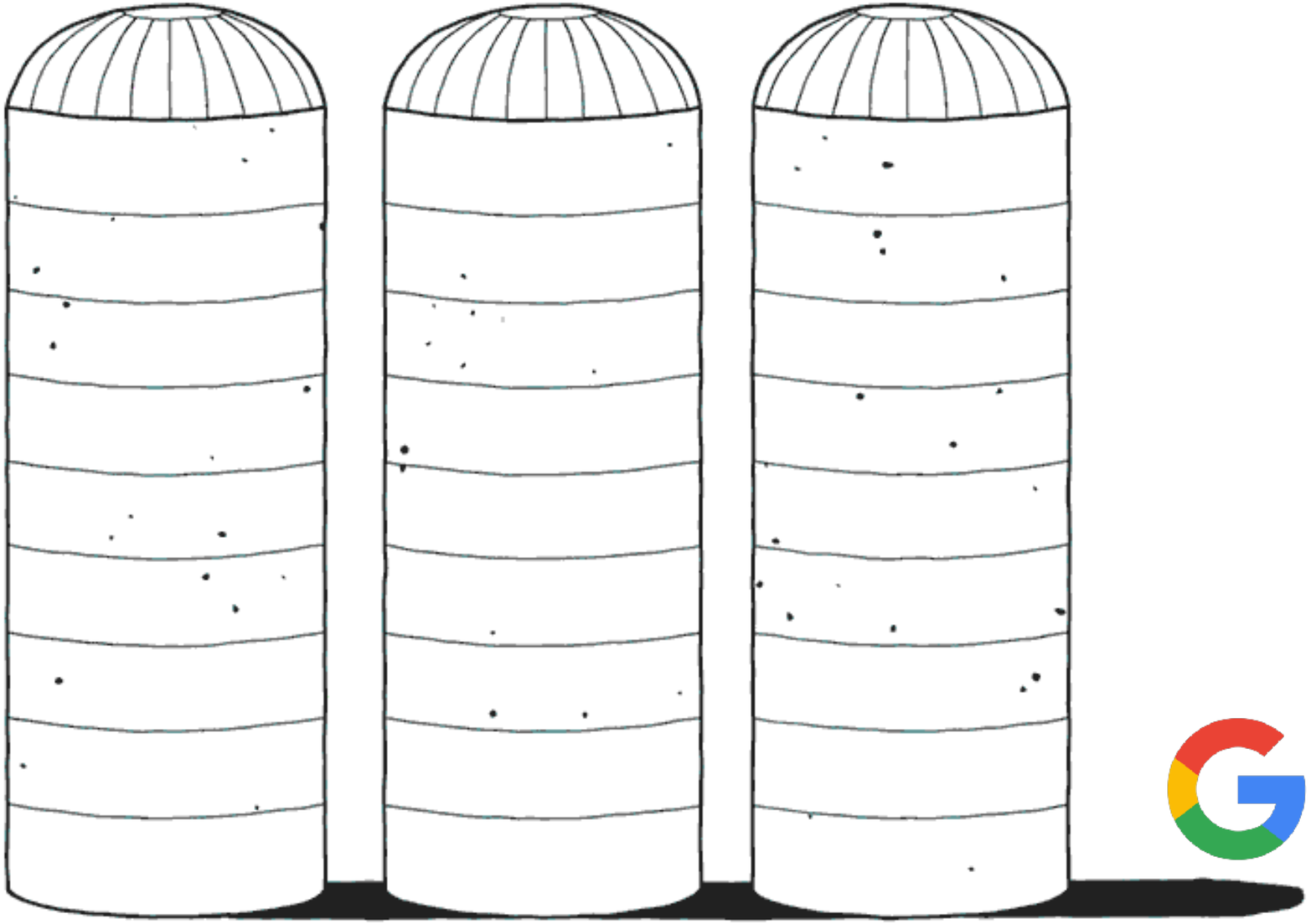
BUILDING COMMUNITY
#OFETECH



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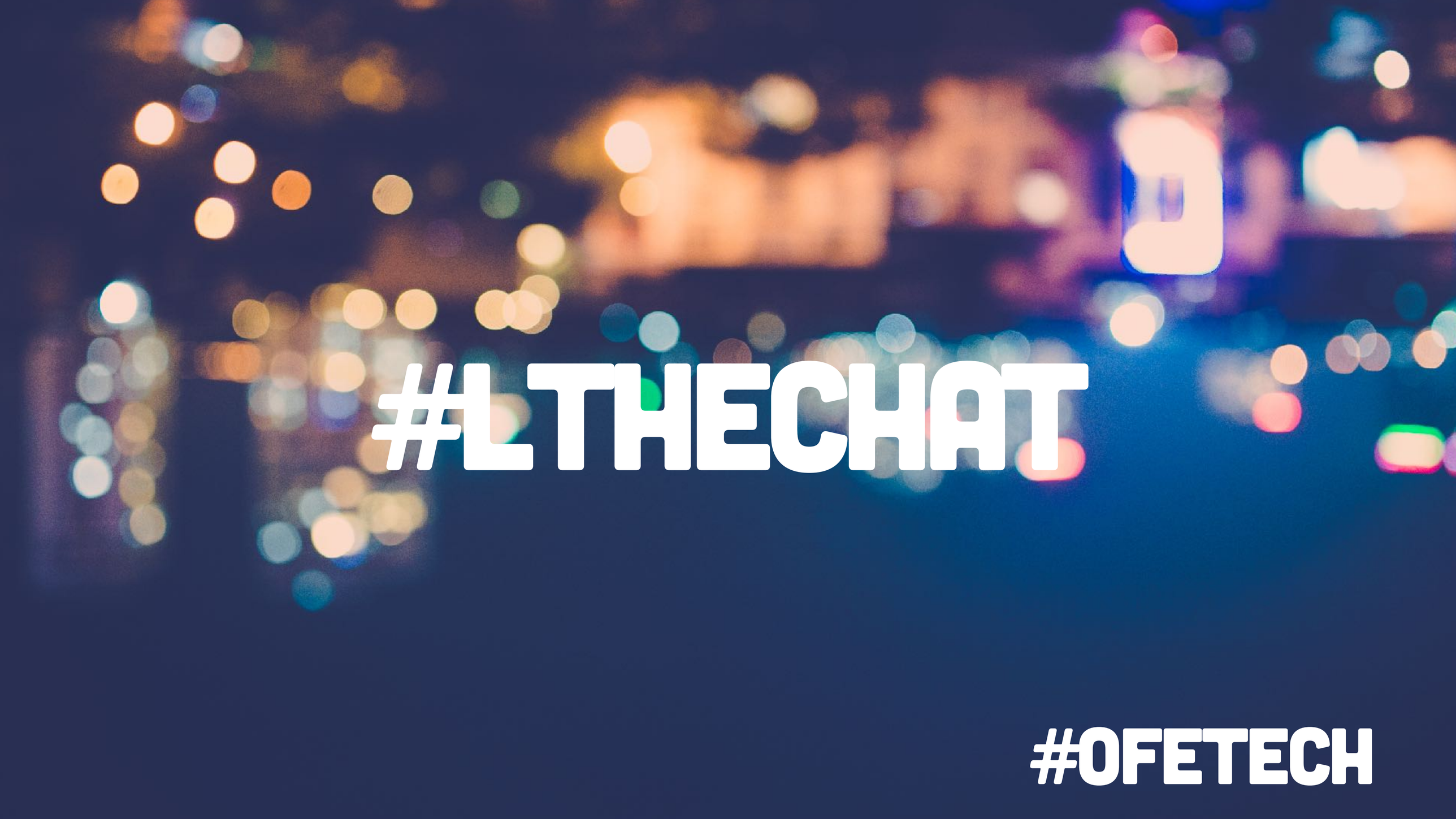

#LTHECHAT
#OFETECH

**Sue Beckingham**
@suebecks

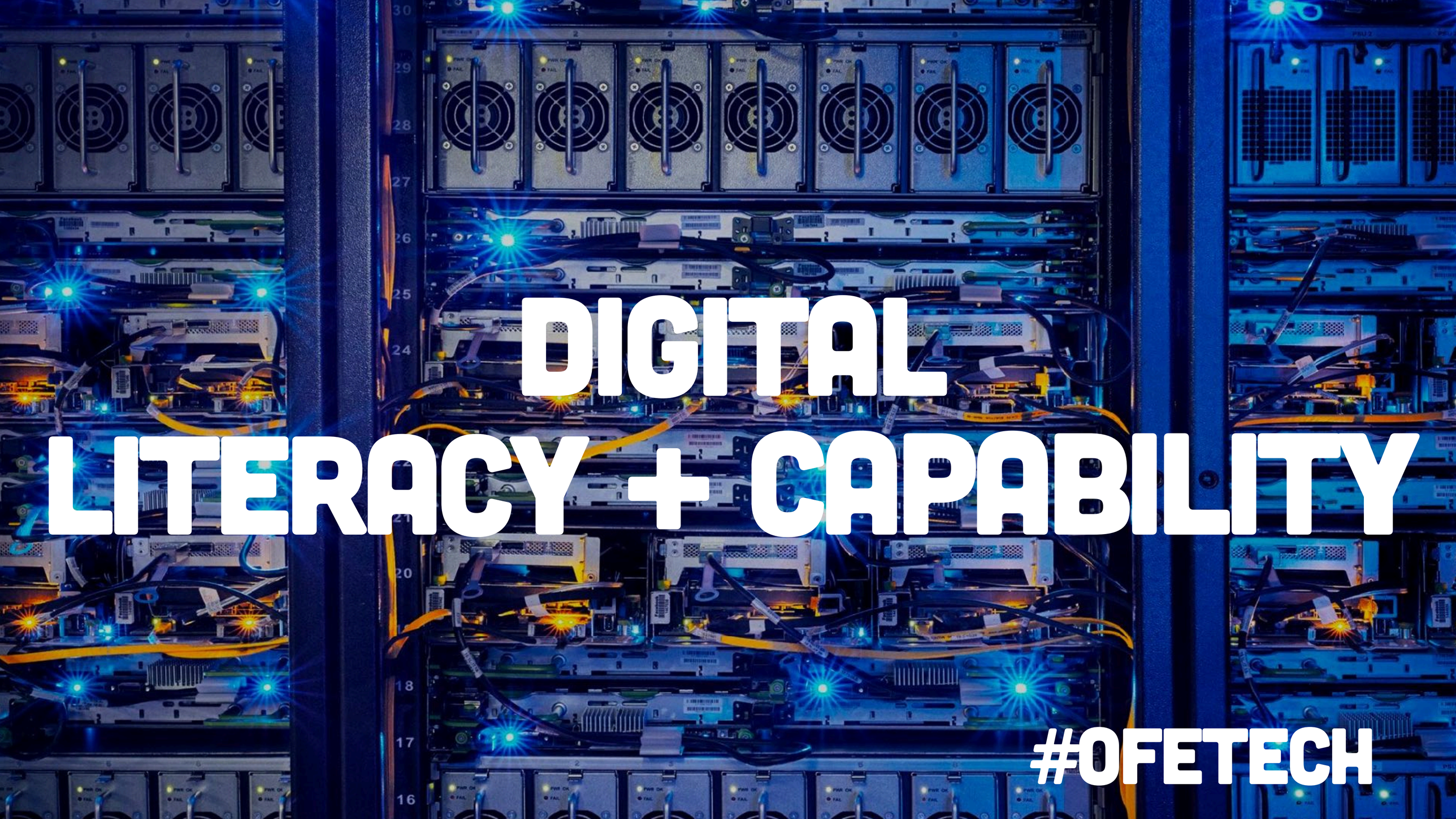
Date for your diary: #LTHEchat Wednesday 8pm GMT
LTHEchat.com
Introducing @LTHEchat tweetchats:

**Introducing tweetchats using #LTHEchat as an exemplar**

#LTHEchat is an a collaborative project to discuss learning and teaching in higher education with the wider community using tweetchats. The steering group for …

slideshare.net

#OFETECH



# DIGITAL LITERACY + CAPABILITY

#OFETECH

DEAR DAD,

I AM NOT A DIGITAL NATIVE.

SINCERELY,
JUDE

#OFETECH

**Eric Stoller**
@EricStoller

There's no such thing as a digital native. There are a lot of people with varying degrees of digital fluency.

#OFETECH

**Phil Baty**
@Phil_Baty

Wow! @LizbarnesStaffs reveals every academic at Staffordshire WILL use social media - building it into performance management. #THEYUS

#OFETECH

**Eric Stoller**
@EricStoller

A fascinating idea. Adoption / resistance to this type of measure would be quite telling. #LTHEchat

**Thomas Lancaster** @DrLancaster
Interesting to hear that universities are now considering participation in #LTHEchat as part of their staff appraisal processes #SocMedHE16

#OFETECH

# Agree/Disagree: Universities must teach students digital citizenship skills

**85%** Agree

**15%** Disagree

246 votes • Final results

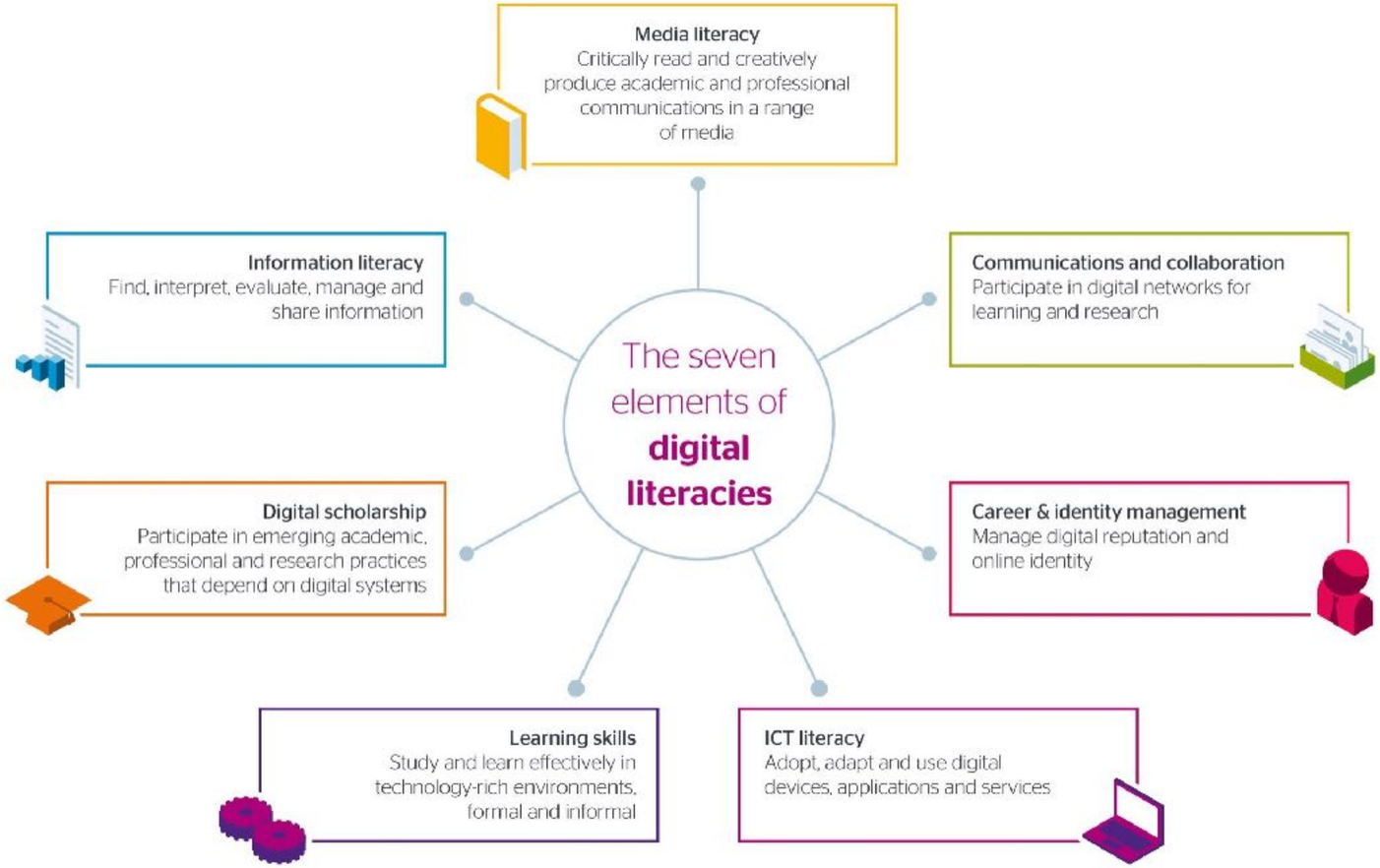
#OFETECH

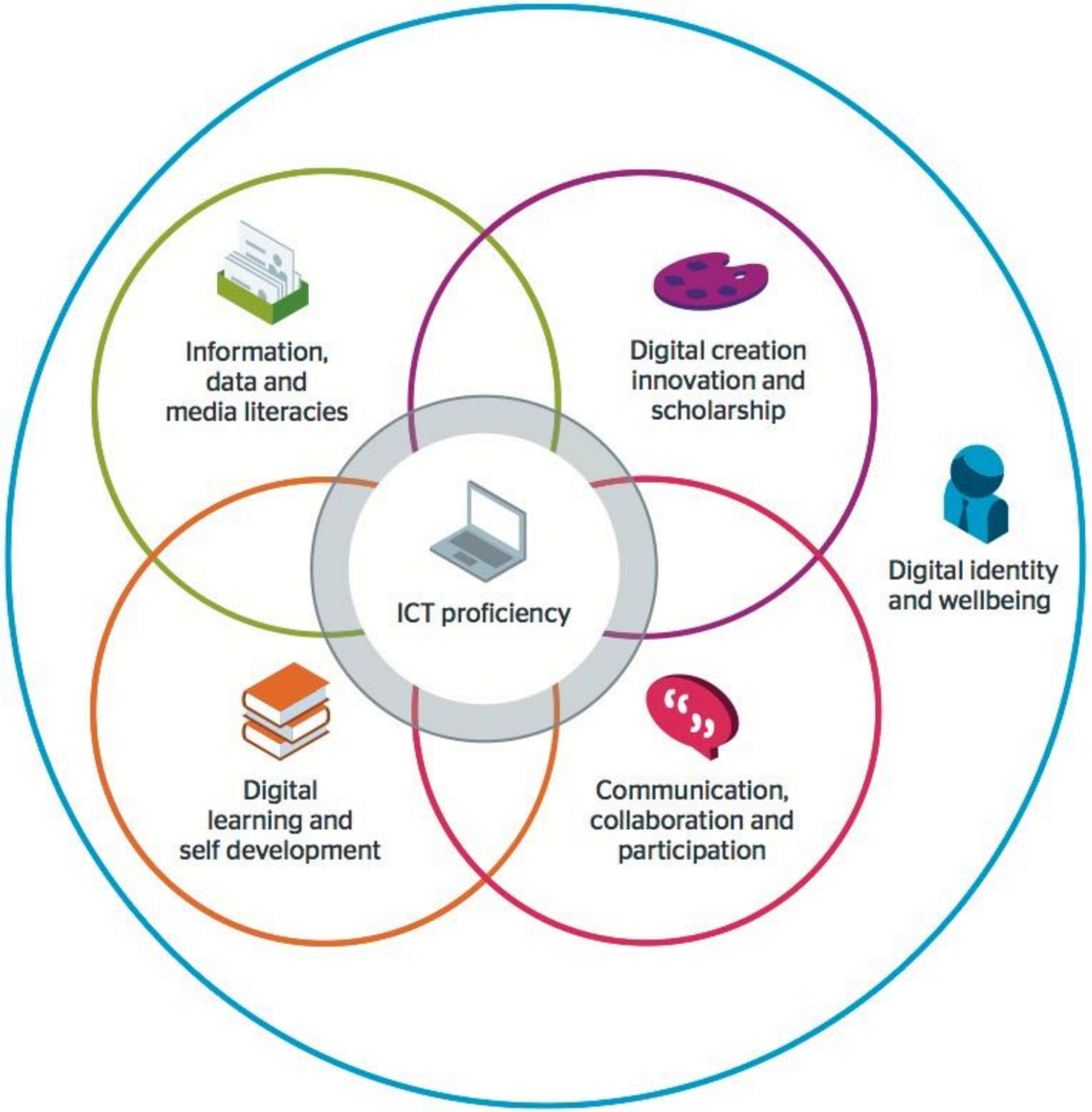
**Eric Stoller**
@EricStoller

Staff need digital capability/literacy in order to teach digital capability/literacy. You can't have one without the other.

#OFETECH

Jisc

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EMPLOYABILITY
#OFETECH

**Andreas Weiland**
@Aweiland

"I'd Like to Add you to My Professional Network on LinkedIn"

#OFETECH

**PewResearch Internet**
@pewinternet

LinkedIn is the only major social media site where there are more users 30-49 than 18-29 pewrsr.ch/1PxNtw7

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THE STUDENT
EXPERIENCE
#OFETECH

**Eric Stoller**
@EricStoller

Remember: the more engaged students are with their institution, the more successful they will be at university.

#OFETECH

Which of these apps are your students using on a daily basis? 📱 ❓

| | |
|---|---|
| 34% | Snapchat |
| 9% | WhatsApp |
| 19% | Instagram |
| 38% | All of the above |

192 votes • Final results

#OFETECH

**Rosie Hare**
@RosieHare

I'm wondering whether I should Snapchat #digifest17 next week or whether there'll be too many proper grown ups there who don't use it. 😉

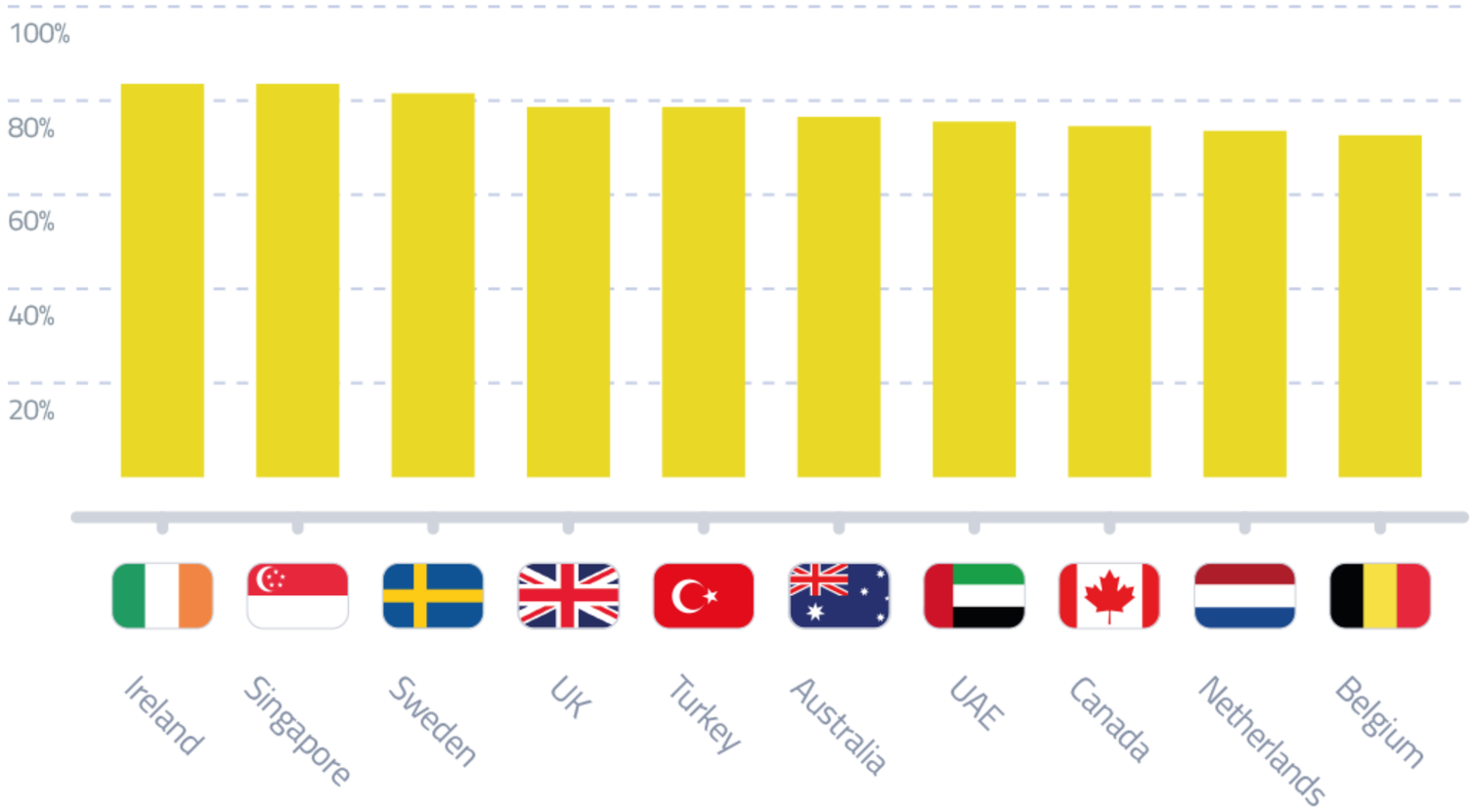
**Rosie Hare**
@RosieHare

.@peergradeio I love Snapchat but I don't know many people over the age of 30 on there! aka: the majority of #digifest17 clientele! 🙈

**#OFETECH**

## TOP SNAPCHAT MARKETS FOR TEENS

*% of Teens (16-19s) who have a Snapchat account*




**globalwebindex.net /// Question:** On which of the following services do you have an account? **/// Source:** GlobalWebIndex Q2-Q3 2016 **/// Base:** Internet users aged 16-19

FIRST SEVEN WEEKS

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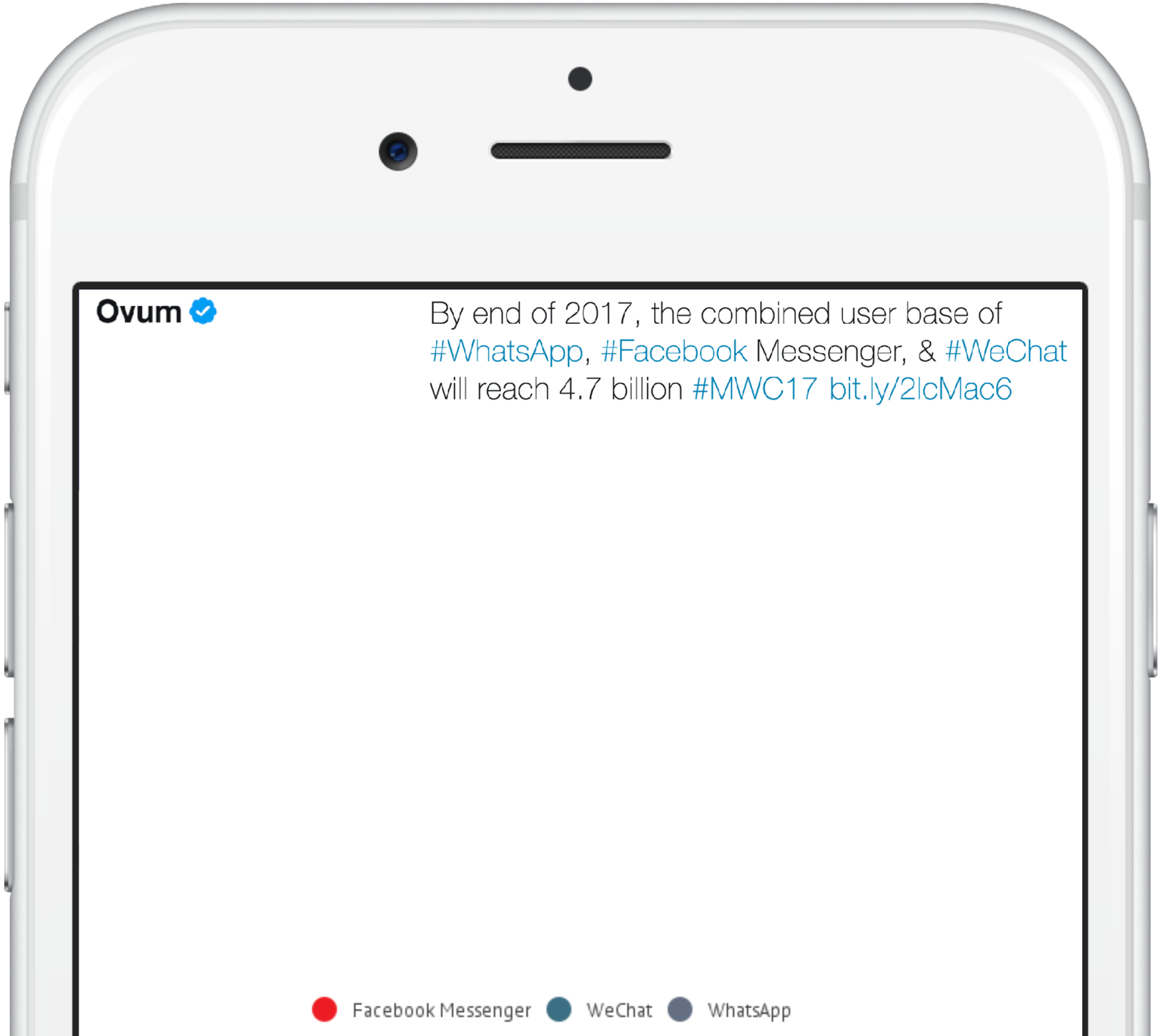
Ovum
By end of 2017, the combined user base of #WhatsApp, #Facebook Messenger, & #WeChat will reach 4.7 billion #MWC17 bit.ly/2lcMac6
Facebook Messenger
WeChat
WhatsApp

#OFETECH

**Dr Rosie Miles**
@MsEmentor

The inherent risk-averse conservatism of #highered: "we can't try this new, risky thing. It might fail. What about our NSS scores?" *Sigh*

#OFETECH

**Sue Beckingham**

@suebecks

Student Guest Blogpost: SMASH (Social Media for Academic Studies at Hallam)

socialmediaforlearning.com/2017/06/19/stu

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**Eric Stoller**
@EricStoller

Get in the sandbox of learning, get your hands dirty, make some stuff, and learn from trying new things. #alldayeveryday

#OFETECH

ERICSTOLLER.COM/WORK ERICSTOLLER@GMAIL.COM

# THANK YOU!

@ERICSTOLLER #OFETECH