



## Happy Days Librarian

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# Social Media checklist: higher education teaching

To keep you on track and inspired



It would be near impossible to untangle the association of today's students and their use social media. It's a bit like Batman and Robin, cheese and toast, Bert and Ernie... one doesn't come without the other! The question is, are academic staff using this powerful tool in a mindful and strategic way? With a clear strategic plan, social media does not have to be scary or boring, but does require patience, dedication, and creativity.

Social media is the perfect free tool for lecturers to not only engage with their students, but also to promote their courses and make learning fun! This checklist will keep you on the road to great social media success.

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## Things to ask yourself...

- ★ What message(s) are you trying to communicate?
  - Updates/communication
  - Interaction with your students
  - Tell stories/writing articles
  - Administration
  - Information resource
  - Creative exercises/student projects
  - Promotion of events/course
- ★ What is your demographic?
- ★ Why are you using social media?
  - To provide another level of service for your students?
  - As a staff resource?
  - As a marketing tool?
- ★ What social media platform are your students mostly using?
  - Facebook?
  - Instagram?
  - Snapchat?
  - YouTube?
- ★ Does your University or department have a social media or communications strategy?

## Professional development

### ★ Suggested platforms

- Feedly -a website that pulls all the blogs you want to keep up to date with into one platform.
- Twitter - Twitter lists
- Facebook
- Blogs

### ★ It's ok to lurk!

- Find what platform is right for you
- Don't feel the pressure to use a certain platform just because everyone else is.

## Remember

- ★ Have fun
- ★ The three S's: **Setup, Strategise and Schedule**
- ★ Use more than one platform together
- ★ Keep your work and personal accounts separate
- ★ Use humour
- ★ Use images/videos
- ★ Build connections with students
- ★ Use social media for networking
- ★ Use social media for marketing
- ★ Remember to use #hashtags
- ★ Use social media to collaborate with other staff
- ★ Think outside the box for social media platforms
- ★ If stuck...post cat videos!

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