

Social Media in Higher Education: Strategy and Support for Staff and Students

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QUT SOCIAL MEDIA AUDIT



2014
Working group
formed



RISKS

- Branding
- Reputation
- Loss of IP
- Recruitment and selection guidelines
- Cybersecurity
- Compliance with records management
- Social media monitoring





OPPORTUNITIES

- Promoting research & research outputs
- Strategically profiling lead researchers
- Recruitment of staff (e.g. via LinkedIn)
- Expand national and international recognition
- Contributing to delivering a quality student experience
- Teaching and learning opportunities to interact with a variety of technologies
- Interaction between staff, students, future students, industry and other stakeholders

Also under review



Staff training in social media

Student and Staff Codes of Conduct

Guidelines for social media for learning and teaching

FOR YOU TO CONSIDER

Do you have an overarching (university wide) strategy, governing document, policy and procedures relating to official university social media accounts?


Do you have a list of contacts (including out of hours contacts) for all of your official social media accounts?

Do you have a training plan – how will staff learn about using social media to their advantage (and comply with policies and procedures)?

Have you undertaken a risk and opportunities exercise at your institution recently relating to social media?

Create a Better Online You





Resources for
undergraduates
were generally
text heavy and
tools focussed

Mostly
government
sites targeting
school age
students,
teachers and
parents

Environmental Scan



FOCUS GROUPS



ACCESS ≠ ABILITY

CONTENT

- Searching, selecting, reaching and evaluating contacts online;
- Attracting attention online;
- Constructing online profiles and identities;
- Pooling knowledge and exchanging meaning with others in peer-to-peer networking.
- Developing an orientation toward a particular goal;
- Taking the right actions to reach this goal;
- Making the right decisions to reach this goal;
- Gaining the benefits that result from this goal.

CHALLENGES

- Accessibility
- Open access
- Design



THE FINAL PRODUCT



- Self assessment tool
- Video content
- Referrals to support services
- Face to face workshop (in development)
- Handbook for academics

PLEASE TAKE THIS WORK AND:

Develop it

Adapt it

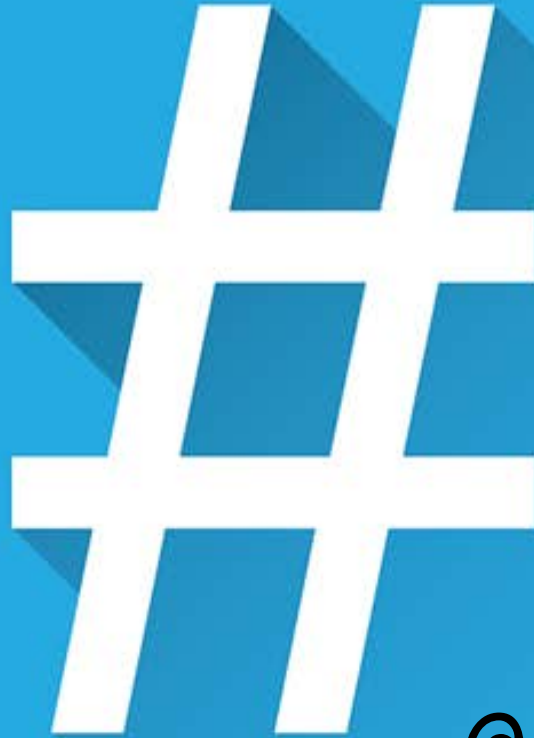
Make it your own

Share it



→ <http://www.library.qut.edu.au/learn/socialmedia/> ←

DON'T BE SHY



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