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

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QUT SOCIAL MEDIA AUDIT

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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
Mostly government sites targeting school age students, teachers and parents

Resources for undergraduates were generally text heavy and tools focussed
FOCUS GROUPS
ACCESS ≠ ABILITY
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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