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Laura Pasquini is currently an academic counselor and instructor for the Office of Exploring Majors at the University of North Texas. She just completed her term as the Global Community for Academic Advising (NACADA) Technology in Advising Chair and now serves as the elected NACADA Commission and Interest Group Representative. For the past ten years, Pasquini has worked in higher education in a number of roles including advising, tutoring, residence life, study abroad, and career counseling and has worked internationally in Canada, France, UK and the US. Pasquini has an MS. Ed. In Teaching Foundations and is working on her Ph.D. in Applied Technology & Performance Improvement. She has written a number of publications and delivered presentations and webinars centered on learning technologies to engage students, staff, and faculty in higher education. Her research and application of scholarship include blended learning, social media engagement, and formal/informal learning, training, and development. A self-declared geek and self-taught techie, connect and share with Pasquini at http://about.me/laurapasquini or email her at Laura.Pasquini@unt.edu.


#wiche13
Technology gives our learners access to resources and increases the ability to track academic progress, connections to peers, and provides the opportunity to engage with other students in immersive learning experiences (Dahlstrom, de Boor, Grunwald & Vockley, 2012).

2012 ECAR Study from Educause

Web 2.0
#SocialMedia
Social Web
New Media
Transmedia
Emerging Tech

From 2013 #sxswEDU #smHE Session

The Iceberg Effect of Community Management

Social media
open
unfiltered
people
sharing
content
mobile
virtual
accessible
anywhere

2013 #sxswEDU
#smHE Session
Social Media Definition:

"A virtual place where people share; everybody and anybody can share anything anywhere anytime" (Joosten, 2012, p. 6).

From 2013 #sxswEDU #smHE Session

Why is Social Important

- 95.1% of 18- and 19-year-olds use social media, primarily Facebook on a daily basis (Salaway, et al., 2009)
- 96% of undergraduates reported using Facebook (Smith & Caruso, 2010)
- 43% of undergraduates use Twitter (Smith & Caruso, 2010)
- 90% use mobile devices to receive and send text messages (Smith, 2010), over 1600 a month (Neilson, 2010)
- 92% of college-aged students watch YouTube (Moore, 2011)

From 2013 #sxswEDU #smHE Session

“Focus on connecting with the people, and the tools will all make sense.”

~ Chris Brogan

Flickr photo c/o hoodlumper

“I like social media for learning

There must be others ways to support our students

“There must be others ways to support our students”

Students experience an increasing need for connectivity and digital access to excel beyond the higher education learning environment. They must access and interact with information, learning materials, and colleagues from around the globe.”

Implications for use of technology in advising 2011 NACADA National Survey

“I like social media for learning”

From 2013 #sxswEDU #smHE Session

From 2013 #sxswEDU #smHE Session

“Students experience an increasing need for connectivity and digital access to excel beyond the higher education learning environment. They must access and interact with information, learning materials, and colleagues from around the globe.”

Implications for use of technology in advising 2011 NACADA National Survey
"I want reviews on colleges from real live students who go to them."

"I want to see fun things about going to school there, school news, advice from current students. I’d much rather see it on their social media site than have it clog my e-mail."

"I would love to see more links to students that currently go to the college. If I had any questions, I think they would answer more truthfully than say, an admissions counselor."

"Real information. Less fluff."

From 2013 #sxswEDU #smHE Session

Larry Johnson, Tanya Joosten (@tjoosten)

It’s not about the technology, it’s all social

Start the Conversation

Do students think colleges and universities should have a social media presence?

Yes 67%

No 7%

Unsure 26%

From 2013 #sxswEDU #smHE Session

facebook.com

-You choose your friends
-Network
-A very social space - family, friends, etc.
-You choose “Likes”
-Users share content
-Groups & messages
-Fan Pages
-Updates on wall
-Newsfeed
Develop an Identity

Do you like spam? Students don’t either. What is your office brand? What information do you need to convey to students? Start with these questions, and then add in personality and variety.

@julieclarsen

There’s a Meme for That

MEMES, MEMES EVERYWHERE

ONE WAY

Notifications
News source
Noise

Conversation
Emphasize quality over quantity
Mutually beneficial
Dr. Alec Couros (@courosa) & #eci831

Principles of Connectivism

George Siemens (http://www.connectivism.ca/):
- Being connected
- Learning from others
- Connecting information
- Various online interaction
- Diverse opinions & ideas
- Capacity to know more
- Nurturing connections
- On-going learning
- Making choices & decisions

Sense of Belonging

Communities of Practice

http://www.ewenger.com/theory/

@nancywhite

Wenger, 2006

The Power of the Hashtag

What is a hashtag good for?
Give & Get Support

I ❤️ #AdvTech

Develop a Community

Follow: #AcAdv & @AcAdvChat

Low Impact:
Read chat transcripts

Medium Impact:
Set up a Twitter account
Search for #________ hashtag
Post advising-related content as you wish
“Lurk” during a chat time

High Impact:
Set up a Twitter account
Search for #________ hashtag
Chime in with your thoughts/opinions/experiences during a chat time
Connect with peers beyond Twitter Chats

Do you have something to talk about?

http://bitly.com/TwitterChatSchedule
Consider Learning Styles

Social Media is about Relationships

Presentations & Document Sharing

Video created by @Ekutsko & @equalman

Personal Learning Network
- task
- artifact
- talk
- hands-on
- inter-personal
- knowledge
- human

@catspyjamzund

@slideshare

Office for Exploring Majors, University of North Texas

HELLO!
Discovering My Career
Podcasting

Networked Learning & Engagement

Get a pulse for what’s happening on campus.

Cultivate an Active Network on Campus
Nurture the Hashtag (#)

Student Panel Q & A

Digital Story Telling
What's your story?

A Moment in An Instagram

#ugstSTORY

Live Tweets to take Notes

Samantha Petty
@SamanthaJ
"Happiness is a terrible word to use" - Raina Wilson #ugstSTORY it's a choice you make on a daily basis to be filled w/ gratitude ☑️

#amen

Brendin Axtman
@BrendinA
Live each day to the fullest because you never know when it will be over.

#ugstSTORY
**Blogs**

- Easy to write and edit
- Integration of other tools
- Short posts – bullets with links
- Dynamic content
- Embed photos, video & presentations
- Reflective learning
- Exploration of ideas
- Comments & sharing with community

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**Souvenirs of Canada**

As I travel around, I often collect souvenirs & memories along the way.

**About Me**

- **My Summer Job**
  - For many, working is a test of patience & discipline.
  - For me, it was an opportunity to explore new experiences & learn new skills.

**Twitter Updates**

- **Update 1:**
  - Shared some travel tips for visiting historical sites in Canada.
- **Update 2:**
  - Highlighted the rich cultural heritage preserved in the local museums.

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**UTSC Academic Advising & Career Centre**

Welcome to our blog. We are here to help guide your academic and career journey at UTSC.

**Final Exams and Graduation**

- **EXAM GOODS**
  - First, it’s important to ensure you have all necessary materials.
  - Make sure to check your exam schedule!
  - If you have any questions, feel free to reach out to your instructors or the Academic Advising team.

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**Gregory Wheeler**

@Glexw217

Look at what you need or want now. Start saving and preparing now. To make it possible then. #ugstSTORY

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**To blog or not to blog**

**That is the question.**
Critical Thinking

Reflection

Be Involved.

Impacts for Coaching Delivery
- Connect to students
- Current resources
- Academic support in multiple ways
- Out of the box ideas
- Purposeful & intentional career coaching

Ways to Connect
- Optimize Current Resources
- Share Information & Ideas
- New Ways to Meet & Connect
- Deeping Involvement & Interests

The Direction for Online Support
- Share experiences for effective online advising delivery
- Get involved & contribute to initiatives
- Review some key digital/online advising resources
- Introduce online advising projects examples
- Connect you to some savvy online academic advisors
How will you get started…

- Lurking is learning (at first)
- Give credit where it is due
- Be creative!
- Engage & participate
- Share resources openly
- Note the “rules” of netiquette
- Use the tools differently
- Communities will look different
  - both the medium & message

Create Your Community

- Allow participants time to lurk & explore
- Be active - post updates & send messages
- Engage with participants
- Look at resources shared
- Encourage #SoMe mentoring on your team
- Ask questions & share challenges
- Use the tools for group development
- Identify progress and milestones
- Challenge yourself to learn (& play!)
- Review your campus #SoMe goals & objectives from time to time