

A close-up photograph of a pink flower with a yellow center, positioned in the top right corner of the slide.

Social Media and Higher Education

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Social Media Defined

Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content



Why Social Media

- Familiar interfaces that is already used by most college students.
- A social environment by design
- Users are already there
- Low cost & Easy to Implement
- Mobile
- Visual



SOCIAL MEDIA

SOCIAL MEDIA IS FOR CONSUMING AND CONNECTING, NOT SHARING.

Snapchat, and Instagram are the coolest platforms. Facebook is still a daily habit for most teens for consumption and stalking, but they rarely post and it's not seen as cool.

Snapchat gives a medium to connect with friends in a fun way, without having to worry about them sharing your thoughts (unless they screenshot!).

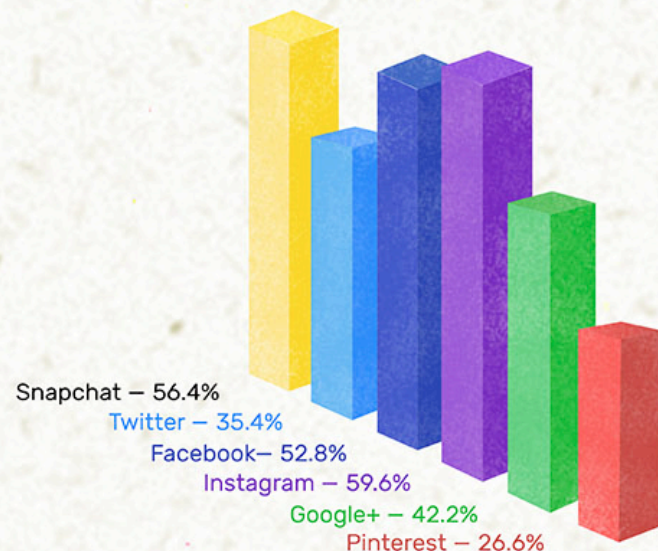
- Female, 17, GA, Suburban

SOCIAL MEDIA USAGE BY GENDER

GENDER BREAKDOWN

	Male	Female
Snapchat	46.6%	66.7%
Twitter	35.9%	34.9%
Facebook	57.6%	47.7%
Instagram	51.9%	67.9%
Google+	44.0%	40.3%
Pinterest	9.0%	45.4%
Total:	468	532

% OF GEN Z ON EACH PLATFORM



From Google's *It's Lit* guide to what teens think is cool.

Source: Google/YouGov web-based, U.S., PollingPoint panel: n=1,100 respondents age 13-17, June 2016.

Concerns that Come with Social Media



Implementation of Social Media

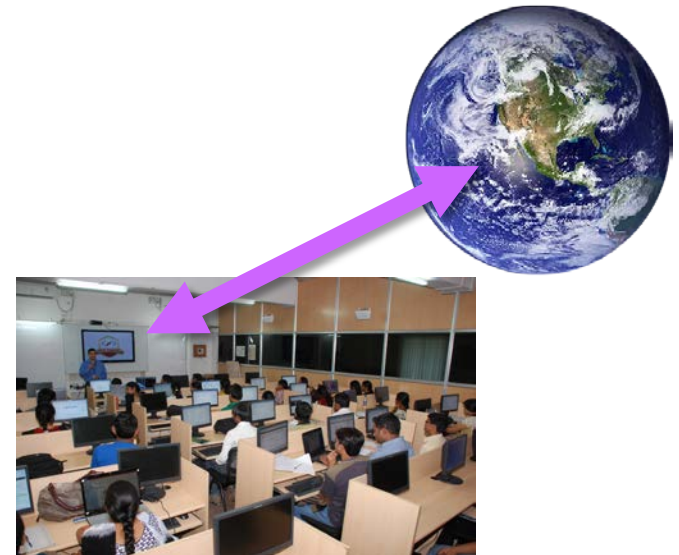
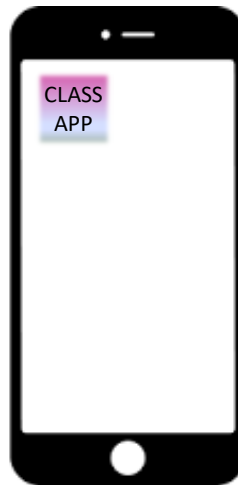
#ClassHashTags



Collaborative Research

Share Notes & Class Resources

Class Presentations

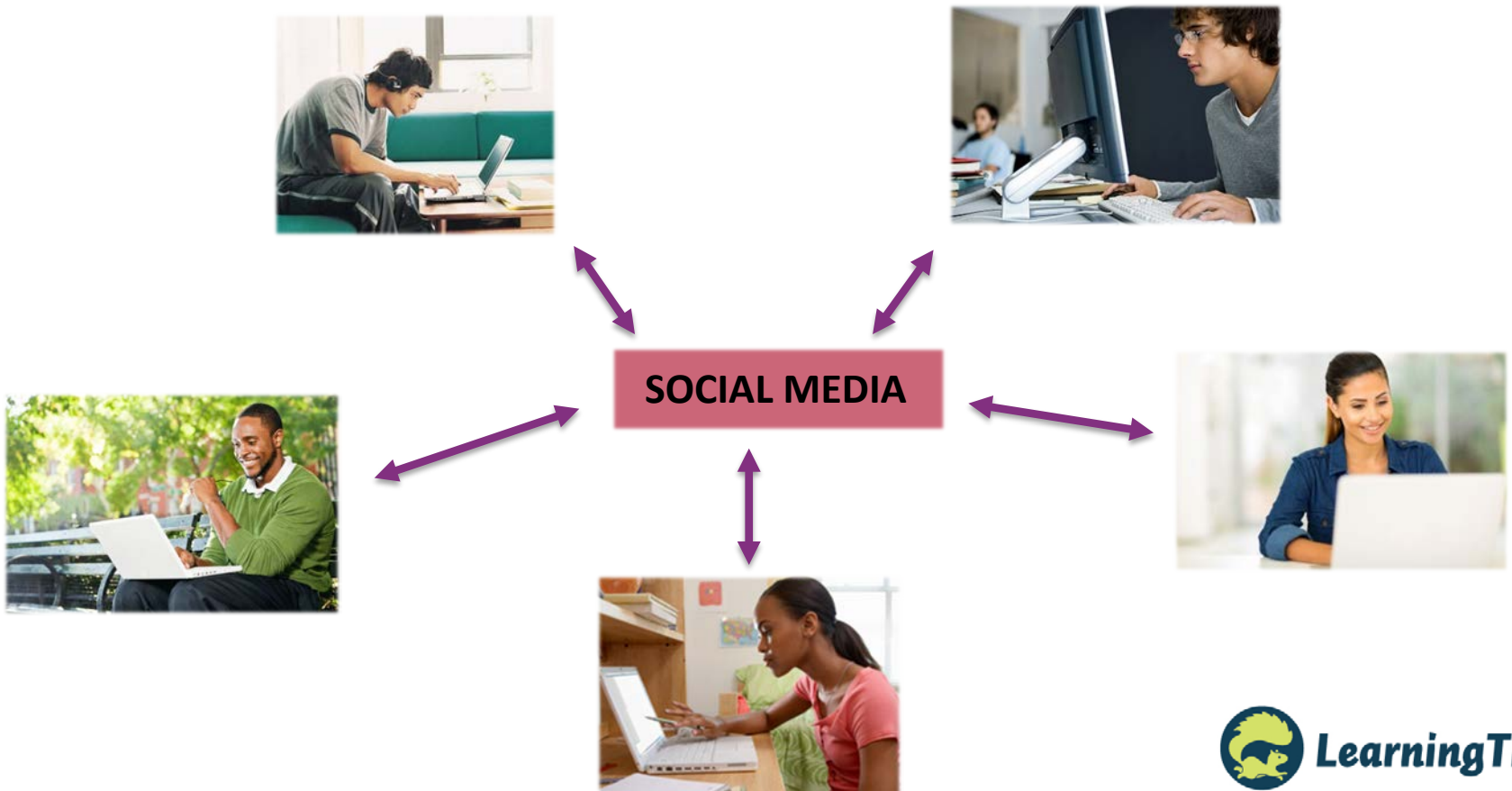


Implementation of Social Media



TRADITIONAL GROUPWORK

Implementation of Social Media





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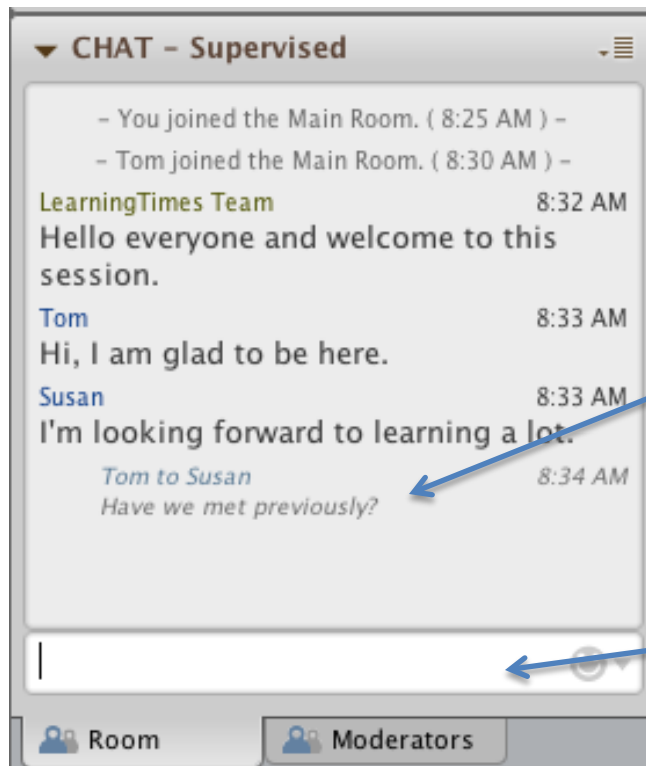
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#tcc22nd



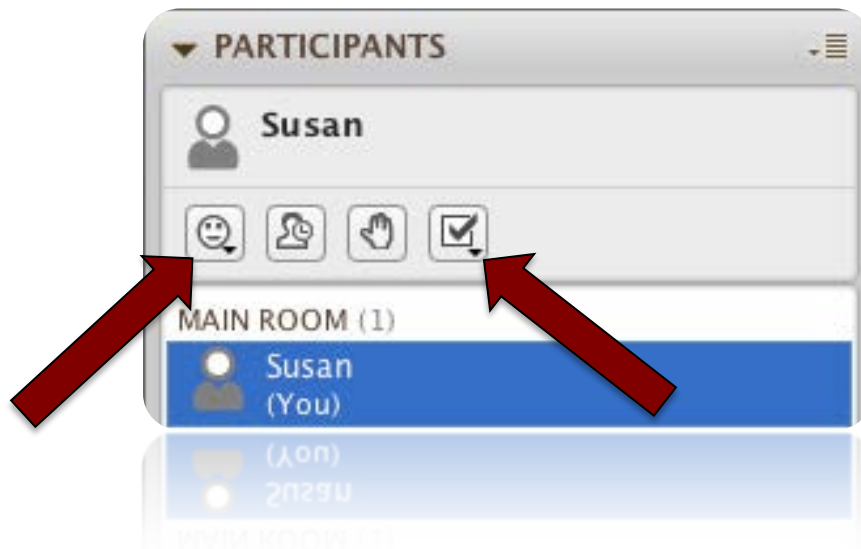
Chat with us!



Private messages can be viewed by Moderators, just so you know.

Type your message here and press Enter to send.

Polls, smiles and handraising



You have a voice!

Audio Setup Wizard



Click on the Talk button.
We won't be using
Video.