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“*Using Social Media to Promote Teaching Objectives Inside and Outside the Classroom”*

*Talk Delivered for “*Educate, Innovate, Collaborate: A Faculty Showcase”

Friday, November 4, 2011, The Carolina Club, UNC-CH

1. Social Media can inform every stage of what we do as a scholar: 1) research & teaching, 2) publications, 3) dissemination and dialogue, and 4) formulate new questions.
2. How can I use social media as a tool to help reach new and traditional audiences for my research and teaching? I take a “BCC” approach to social media. On to “TO” line of my research and teaching are my colleagues and students. On the “BCC” line I approach social media in 3 ways: a) as a Bridge; b) as a Content creator; and c) as a Critic.
	1. Bridge example: I read through the print and online media and post on Twitter one good article a day in my area of teaching and research. Twitter is linked to my homepage.
	2. Content creator example: I write for the print and online media about my research. I now write a once weekly blog with 4 other sociologists.
	3. Critic: I teach my students how to learn to evaluate online and print media sources and integrate them into their research papers.
3. Using Social Media Functions for Teaching
	1. Discussion Forums (for weekly readings and research topics)
	2. Blogs (students write reading responses that only I see)
	3. On-Line Office Hours (flexibility for me and students)
	4. Uploading all Assignments (no more excuses for not having a printer or printer card)
4. Lessons Learned
	1. Learning social media takes time, but it saves time later. Get technical support whenever you can. You don’t have to learn it all at once: start small!
	2. Students live in social media and think learning through social media is enjoyable, hence using social media for teaching increases student engagement.
	3. Using social media allows me to reach multiple audiences at once: colleagues, students, and the general public. Increased feedback from all these audiences makes me a better scholar and teacher.
	4. Using social media means you can give a talk without preparing a new power point!