



TOPIC 9

USE OF SOCIAL MEDIA APPS FOR TEACHING PURPOSES



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Use of social media apps for teaching purposes

CHECKLIST 1

Secure online teaching session step-by-step

- ☐ Verify that the social media app complies with GDPR by reviewing its privacy policy and data-handling practices.
- ☐ Adjust the app's privacy settings to restrict access to teaching materials and interactions only to enrolled students.
- ☐ Secure documented consent from students for the use of their data, including any media (e.g., photos, videos) shared during the teaching process.
- ☐ Create private groups, chats, or spaces within the app for secure and controlled discussions.
- ☐ Ensure all shared teaching materials, posts, or media are free from personal identifiable information (PII).
- ☐ Set up strong passwords and enable two-factor authentication (2FA) for accounts linked to teaching purposes.
- ☐ Monitor and moderate group activities to prevent data breaches or misuse of the platform.
- ☐ Encourage students to use privacy-focused profiles or pseudonyms if they have concerns about data exposure.
- ☐ Review and delete unnecessary files, private messages, or temporary data from the app after each session.
- ☐ Avoid sharing sensitive or personally identifiable information (PII) on the platform, such as addresses or full names.
- ☐ Inform students of their rights regarding data privacy and explain how their information will be used.
- ☐ Prepare a contingency plan for data breaches, including steps to notify affected individuals and mitigate risks.

Notes: Adult educators can use this checklist to integrate social media apps into their teaching securely and responsibly. This tool ensures educators address key privacy concerns during all phases of a teaching session.

Topic	Use of social media apps for teaching purposes
Description of the topic	<p>Career-focused adults represent a promising market for higher education institutions facing declining enrollment from traditional students. However, adult learners often juggle multiple responsibilities and complex life circumstances, which can make enrolling in academic programs a daunting task.</p> <p>To support this demographic, it's crucial to streamline processes and remove barriers, including those linked to social media tools used in teaching. Simplifying information access, offering personalised support, and using user-friendly platforms can significantly improve adult learners' educational experiences.</p>
Title of tool	Streamline Adult Learner Enrollment: Best Practices Guide
Link to the tool	https://collegiseducation.com/insights/enrollment-growth/streamline-adult-learner-enrollment-best-practices-guide/
About the tool	<p>This guide outlines actionable steps to simplify enrollment processes and address barriers faced by adult learners. Strategies include providing clear and accessible information, rethinking application requirements, offering flexible deadlines, and improving transfer credit evaluations. Additionally, it emphasises the importance of intuitive technology, personalised guidance, and financial aid support, all aimed at making the enrollment process more inclusive and efficient for adult learners.</p>

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Description of the topic	<p>Adult education faces unique challenges, particularly when engaging learners with varying levels of digital proficiency and personal motivations. Effective course design tailored to adult learners can overcome barriers to engagement by fostering motivation, creating a learner-centered approach, and leveraging digital tools that emphasise personal, social, and problem-based learning contexts.</p>
Title of tool	Maximising adult learner engagement in online environments
Link to the tool	https://epale.ec.europa.eu/en/blog/maximising-adult-learner-engagement-online-environments

About the tool

Skillrise, an initiative by ISTE (International Society for Technology in Education), provides a comprehensive framework to guide educators and institutions in creating engaging and effective digital learning experiences for adult learners. The tool outlines a structured approach to integrating educational technology, addressing factors such as readiness, team capacity, learner needs, and implementation strategies

GUIDE: Use of Social Media Apps for Teaching Purposes

Enhancing educational engagement and interaction through social media

Overview: Social media apps have transformed the way educators interact with students and deliver content. When used strategically in educational settings, these platforms can foster collaboration, creativity, and engagement. This guide will explore the best practices and practical tips for incorporating social media apps effectively into your teaching to enhance student participation and learning outcomes.

Best Practices:

- Choose the right platform for your audience:**
 Not all social media apps are suitable for every educational need. Consider the age group, learning objectives, and privacy concerns when selecting a platform. For example, LinkedIn is great for professional networking and career-related content, while platforms like Instagram or Facebook can be used to share multimedia content and create interactive discussions.
- Set clear guidelines and expectations:**
 Establish clear rules about how social media should be used in the classroom. This includes how often students should post, what content is appropriate, and how to engage respectfully with peers. Setting these expectations from the beginning can help avoid misunderstandings.
- Maintain professional boundaries:**
 Separate your personal social media presence from your professional teaching accounts. This ensures that your students can engage with you in a learning-focused context while preserving your personal privacy.
- Integrate social media with learning goals:**
 Ensure that the use of social media aligns with your educational objectives. Whether it's for discussions, group projects, or sharing resources, social media should have a clear pedagogical purpose to maximise its benefits.
- Encourage collaboration and communication:**
 Social media can facilitate peer-to-peer learning and collaboration. Create spaces for students to ask questions, share resources, and support each other. Encourage student-generated content, such as blog posts, videos, or infographics, which can deepen their learning experience.

Practical Tips:
1. Select the right app for content sharing:

- Tip: If your goal is to share multimedia content, platforms like YouTube, Instagram, or TikTok can help you engage students visually. You can upload videos, tutorials, or live-stream discussions. Just ensure that videos are accessible and include captions if necessary.

2. Create private or closed groups:

- Tip: For more controlled communication, create private groups on platforms like Facebook or Discord. These spaces allow students to engage with each other without the concerns of public exposure. It also keeps discussions organised and focused.

3. Use hashtags for organisation:

- Tip: On platforms like Twitter and Instagram, use specific hashtags to organise content. This makes it easy for students to find relevant posts and follow course-related discussions. Encourage students to use the hashtag when posting course-related content to enhance visibility and interaction.

4. Encourage student contributions:

- Tip: Ask students to create and share content related to the subject matter. This could include sharing relevant articles, reflecting on class discussions, or posting their own creative works. Reward students for their contributions, fostering a sense of ownership and engagement.

5. Monitor and moderate:

- Tip: Keep an eye on social media interactions to ensure the environment remains respectful and conducive to learning. Regularly monitor posts for inappropriate content, ensure students are following guidelines, and address any issues swiftly.

6. Incorporate live interaction:

- Tip: Use live streaming tools like Instagram Live, Facebook Live, or YouTube Live to host Q&A sessions, guest speakers, or real-time discussions. This creates an interactive space where students can engage directly with the content and the educator.

7. Create polls and surveys:

- Tip: Use platforms like Twitter or Instagram Stories to create quick polls or surveys related to class content. This can be a fun, engaging way to gather feedback or check understanding.

CHECKLIST 2

Are you using social media effectively for learning?

- ☐ I understand how using social media can enhance my learning and make it more interactive.
- ☐ I have chosen the social media app(s) that best fit my learning goals and preferences.
- ☐ I feel confident about protecting my privacy and know how to adjust settings to stay safe online.
- ☐ I know the ground rules for respectful and productive online discussions.
- ☐ I can share ideas, projects, or questions in a way that contributes to group learning.
- ☐ I participate in polls, quizzes, or challenges to make learning more fun and dynamic.
- ☐ I use hashtags or group tags to find relevant posts and keep everything organised.
- ☐ I am comfortable asking for help or clarification if I don't understand something on the platform.
- ☐ I reflect on how social media activities connect to my personal learning goals.
- ☐ I give feedback on what works or doesn't so that everyone benefits from a better learning experience.

Topic	Use of social media apps for teaching purposes
Description of the topic	Integrating digital tools like social media into teaching practices can transform traditional classrooms into dynamic, interactive spaces. This topic explores how platforms such as podcasts, collaborative tools, and social media can enhance student engagement, foster creativity, and promote collaborative learning. By leveraging these tools effectively, educators can create meaningful connections with students and adapt to the evolving digital landscape of education.
Title of tool	Using digital tools in teaching - Social Media

Link to the tool	https://www.youtube.com/watch?v=TtEKXoGhZsI
About the tool	<p>This video explores how social media and digital tools can positively impact academic settings, fostering engagement and enhancing learning experiences.</p> <p>The content demonstrates practical ways to integrate social media platforms, collaborative tools, and creative media like podcasts into your teaching methodology. Learn how to inspire students and make the most of these digital tools to create interactive, modern learning environments.</p>