

2014 Education Sector Learning & Development

Social Media & Education



Enquiries

OUR PROGRAMS

HARNESSING SOCIAL MEDIA IN EDUCATION for Educators

Adding a new dimension to teaching effectively.

Learning Objectives

✓ Understand impact of social media in education

Managing potential pitfalls and risks in social media





Synopsis

Can teachers leverage on productive applications of social media (SM), yet manage potential fallouts and challenges? Absolutely.

Educators can share knowledge instantaneously; facilitate online collaborations instantaneously; engaging stakeholders extensively; curating learning outcomes systematically, or even to sustain professional relationships and dialogues in and outside the classroom

This invigorating programme will expose you to the current social media trends, the opportunities and challenges, and insights where you can leverage on SM to strengthen your engagement with your audience.

Outline

- Impact of Social Media in Education: Key characteristics, reach and impact of social media in education.
- **360° Connection**: Leveraging on SM for learning and engagement to students and parents before, during and after official teaching curriculums
- **Content Development** Develop guidelines and best practices on contents in social media.
- Managing Online Relations Professionally: Understand rules of engagement, OB markers in online conversations with stakeholders.

Recommended Audience

Educators, trainers and facilitators who seek methods to strengthen learning delivery and engagement with its stakeholders.