



# The Perks, Perils, and Possibilities of Social Media



Friday, Oct, 12, 2018

Sally Haney | Milena Radzikowska | Peter Ryan  
@salleyhaney | @DrRadzikowska | @prnetworks



# Social Media Policies:

## How do you manage your social media?

What kind of person would have the following social media policies?

- **LinkedIn:** This user requests that students must complete their undergraduate degree before he or she will add you on LinkedIn.
- **Twitter:** This same user suggests that students can follow him or her on Twitter, but they will not be followed back unless they earn a terminal professional degree, like an MA, PhD, LLB, or become a peer colleague of academic interest.
- **Facebook / Instagram:** This same user limits Facebook and Instagram to only friends, family, peers, or work colleagues. This user may be in Facebook groups together with you, but he or she will not connect directly with students unless the students meet the above criteria listed for Twitter.
- **THE OPTION SPECTRUM:** Completely open to completely closed.

# Examples of the Benefits of Social Media



**Elizabeth May** ✓  
@ElizabethMay Follows you

Leader of Green Party, MP Saanich-Gulf Islands, activist, author & mother. Tweets are Elizabeth's unless signed by Hill Staff -hs. En français - @MayElizabeth



**Stephen Harper**  
@stephenharperFR Follows you

22e Premier ministre du Canada et député de Calgary--Heritage. You can also follow me at: @stephenharper



**Jack Layton**  
@jacklayton Follows you

1950-2011 | Leader, Canada's New Democrats (2003-2011)



**Susan Delacourt** ✓  
@SusanDelacourt Follows you

Political writer, weekly columnist with the Toronto Star and Ipolitics, author, Shopping for Votes  
@sdelacourt@bell.net



**Barack Obama** ✓  
@BarackObama Follows you

Dad, husband, President, citizen.



**Randy Boissonnault** ✓  
@R\_Boissonnault Follows you


Entrepreneur, Literacy Advocate, Proud Uncle, Francophone, Liberal MP for Edmonton Centre, Special Advisor to the Prime Minister of Canada on LGBTQ2...



## Example Overview of Course Assignments: What is Blended Learning?

“Blended development at Mount Royal aims to undertake the successful redesign and implementation of an undergraduate credit course. The model requires that a portion of the course learning activities are moved to the online environment. Time traditionally spent in the classroom is reduced but not eliminated. The key objectives of blended courses are to combine the best features of in-class teaching with the best features of the online environment to enhance student learning and increase flexibility for students”

(Mount Royal University, 2011)



Proportion of Content Delivered Online	Type of Course	Typical Description
0%	Traditional	Course with no online technology used – content is delivered in writing or orally.
1-29%	Web Facilitated	Course which uses web-based technology to facilitate what is essentially a face-to-face course. Uses a course management system (CMS) or web pages to post the syllabus and assignments, for example.
30-79%	Blended Hybrid	Course that blends online and face-to-face delivery. Substantial proportion of the content is delivered online, typically uses online discussions, and typically has some face-to-face meetings.
80+%	Online	A course where most or all of the content is delivered online. Typically have no face-to-face meetings.

# Important Course Outline Information: ADC Suggested Blurb

**Use of Technology in the Classroom:** Professionalism is an established standard for the behaviour of students in the public relations program. The appropriate use of technology in the classroom is at the sole discretion of the professor.

In [this course], the use of electronics in class is permitted and encouraged only for educational purposes. The appropriate use of technology in the classroom is at the discretion of the professor, following Mount Royal University policies. Inappropriate use of personal computers may result in being removed from the classroom (e.g. using distracting social media sites not pertinent to course work, accessing inappropriate sites, etc.).

By signing the Course Outline Signature Form, you agree not to record or reproduce content from the class, including taking photographs, texting, or recording audio or video without the expressed written consent of your professor. During lecture sessions, students may use a laptop for note taking, viewing course resources, etc. Cell phones must be turned off during class time, unless your instructor has approved their use for a particular assignment or to search something on the Web as a replacement for a laptop. The beneficial uses of laptops and laptop etiquette in the classroom will be discussed during our first class together. Laptop users are encouraged to follow common technology etiquette, such as sitting on classroom aisles, or at the back of the room, to avoid distracting students sitting behind them that do not use laptops. We will do in-class exercises that involve sharing writing and commenting on each other's work. This means that you should not rely solely on a laptop for in-class assignments and notes, as those can be difficult to pass around the classroom. This also means that you should be prepared to deal with your classmates on a professional level. You all have interesting experiences and ideas that can contribute to our discussions of the readings. And you all have strengths as writers that can contribute to the overall writing process.

# Important Course Outline Information: ADC Suggested Blurb

## Social media and The U.S. P.A.T.R.I.O.T. Act (or Canada's Bill C-51)

**Social media use in this course:** In this course, you will be encouraged to gain skill using various social media publicity tools that are not owned, operated, or maintained by Mount Royal University. Students will be given various options for using publically available or corporate owned social media applications and tools for each assignment (e.g., anonymous accounts, pseudonyms, or simple soft copy paper submissions). Students should be aware that all publically online social media communications still fall under Mount Royal University's Code of Student Conduct (available at <http://mtroyal.ca/codeofstudentconduct>). Please discuss any use of social media with your instructor, especially if you have any questions or concerns, as options are definitely available to ensure students are afforded adequate course subject matter coverage. Also, be aware that public social media applications may be subject to a foreign country's laws based on the location of the company (e.g., The U.S. P.A.T.R.I.O.T. Act).

Mount Royal University's suggested Social Media Guidelines are available here:

<https://www.mtroyal.ca/AboutMountRoyal/MarketingCommunications/SocialNetworking/index.htm>

# Suggestions on How to Read the Articles

## (Study Smarter, NOT Harder)

1. **READ:** Read each article once in full, especially if you do not understand the introductory paragraph.
2. **HIGHLIGHT KEY TERMS:** Highlight and identify key terms and their definitions during your first reading..
3. **SUMMARIZE:** After your first reading, immediately write a paragraph summary of the article to reinforce the main overall argument or key points of the article you read, and include ideas for how you would use the article in some of our major assignments.
4. **ASK QUESTIONS:** Write down some questions about the article that you don't understand, and then ask them in class, especially if no one else is asking them.
5. **REVIEW:** Review the introduction, bolded sections, key figures and tables, key terms, and conclusions as needed for quizzes and exams.
6. **ONLINE RESOURCE #1:** Blog Entry - "How to be an 'A' Student." URL: <http://prnetworks.blogspot.ca/2005/06/so-you-want-to-be-straight-student.html>
7. **ONLINE RESOURCE #2:** Or, see this recent controversial version: <http://www.businessinsider.com/10-things-every-college-professor-hates-2014-8>