

## Facebook in the Classroom

Jan Robertson  
Centre for Events



## Graduate Diploma Practical Event Management ( Level 7)



## Introduction

- Student Centred Learning Approach
- Win – Win To Date Strategies
- Benefits & Disadvantages
- Secrets to Success
- Case Study using Facebook
- Challenges for the Future



## Teaching Strategies

- Student buy in to Facebook Technology
- Collaboration with SLS, tutor and Students
- Utilizing skills within the Event Team
- Set clear boundaries for use of Facebook
- Provide easy to use online forum tools



## Teaching Strategies

- Engage, Explore, Explain, Elaborate, Evaluate
- Flexi Delivery approach by providing online resources
- Facilitator, coaching, mentor roles
- Creating online learning environment



## Win – Win To Date

- How to Use Facebook by Advanced expert from one of the events team.
- Tips on What to do and What to avoid on Facebook emerged
- Facebook marketing plan developed for Waikato Culinary Fare



## Win – Win To Date

- Critical thinking using Facebook topics.
- Using E Books technology for forums.
- Online Rubric feedback provide good information for students to follow up on.
- Guidelines Online Protocols for students are key to success for online forums.



## Facebook Benefits

- Using a Hot topic will ensure full participation of all students.
- Sharing of information on how to use Facebook effectively for all students.
- Provides useful strategies for the event team to use for future events.



## Facebook Benefits

- Free, Up – to – date info on events industry
- Most students are familiar with Facebook
- Students not familiar with Facebook will tap into the resource within event team.
- Range of Hot Topics available



## Facebook Benefits

- Students embracing new technology
- Confidence factor was high
- Critical thinking skills were enhanced
- My role became a facilitator / mentor
- New skills were developed by tutor and team to combat IT issues as they arose



## Disadvantages

- New technology to students and tutor
- Technology failed without warning
- Technology was being upgraded during assessed forum
- Mailbox size is too small, we need more space for blended delivery platforms.



## Disadvantages

- Formatting on Moodle is not User friendly
- Tutor not familiar with digest settings Moodle forums
- No online resources available from student help desk for new features used by tutor.



## Disadvantages

- How to do APA 6<sup>th</sup> Referencing for Online Discussions
- Extra sessions required to bridge the gap for beginners using Facebook first time
- Extra class time spent on “develop critical thinking skills and write forums”.



## Secrets to Success

- Online Discussion Assessment
- Online Forum – Facebook Topic
- Quality vs. Quantity for Forum posts
- Development of Online Assessment Tools
- Eco friendly Paperless Feedback Tool



## Online Forums Framework

- 5 Forum posts required over 7 days
- Research on forum topic completed outside of class
- Minimum / maximum 2 paragraphs, 350 words ( quality vs. quantity)
- Written in third person format



## Facebook Forum

Each time a person 'likes' a status or comments on one their friends are informed of this activity. Therefore as Monday 6:00pm – 10:00pm is the busiest time for the website in terms of people using the networking site, it is wise for the marketing team to post all of their status' and other promotional materials on either a Sunday or Monday.



## Online Forum Feedback

- Using Online Rubric ( Level 7)
- Track changes Online Discussion Forum
- Developed Online Forum Assessment tool
- Using graphics to accompany comments
- Online Reflection Forms
- Email marked online forums to students



## 3 Key Learning's Student

- There are many issues that can arise within Marketing
- The issues are complex but necessary understanding is needed for a successful event
- Work smarter to achieve quick results



## Challenges for the Future

- Streamlining of Moodle settings for mailbox sizes – larger mailbox
- All students to become familiar with Facebook and its new features.
- Student awareness of “privacy issues “



## Challenges for the Future

- Guidelines for lecturers and students on use of Facebook topics
- Code of Ethics for using Facebook
- Training for Tutors on Use of Facebook and how to use it for Online Forums
- Sharing of Online Assessment Tools



## Future Facebook Topics

- How To Post Events
- Code of Ethics for Use of
- Employers Use of Facebook
- Developing Marketing Plans for Events



## Thank you



## Questions



Email: [Jan.Robertson@wintec.ac.nz](mailto:Jan.Robertson@wintec.ac.nz)

