Facebook Supportive Learning, Teaching & Course Experience Tool

THE NETIZENs

Collective Intelligence
Connect
Engage
Participate

Non-hierarchical
Democratic
Real Recognition

Potential of Passion – Ownership

University using different Social media tools
Build and Interact with Student, Alumni and Industry partner communities.

Adding an Extra Channel
Lectures + Tutorials + Consultation

Which Social Media Tool is “RIGHT” for me ????
Our GOALS

- To get students involved with the subject; large number of enrollments.
- To ease through the pressure of learning Mktg Principles1025.
- Since students deal with debates, simulation game, test and lectures all at one time, offering an interactive platform to cut through the stress and get some help/tricks/tips from peers or more appropriately through user generated content.
- Students enrolled in Mktg 1025 are from different faculties. It was important to present them with a single platform and share views and opinions.
- Increase of communication with the students in a casual Environment.

How we use Facebook Page

What we post?
- Disseminate information to students; - adding an extra dedicated channel for the course, outside the RMIT learning hub.
- Upload Debate assignments in form of links – virtual discussions.
- Extra reading – in form of videos, links, on-board discussions, help in assignment solving
- Email notifications
- Black board Updates

What students post?
- Marketing videos and stories
- Debate related queries
- Game related queries and tips
- Encourage each other

Our Experience

Increase in interest and making learning fun
A collaborative learning through user generated content
Connecting with the students outside the classroom in a casual manner
Creating a personal relationship with students
Engaging & Involving student with the subject
Reaching the students where they live
Need of the hour

https://www.facebook.com/#!/pages/Going-Social/179328821901148

peer - support

RMIT SLAM SUPPORT
CONVERSATIONAL SUPPORT

ASSIGNMENT SUPPORT

INFORMATION EXCHANGE

ASSIGNMENT DISCUSSION

THANK YOU
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