

# Digital Leadership in Higher Education

## *Purposeful Social Media in a Connected World*



### Chapter 1: Welcome to your Digital Leadership Purpose

#### Schedule Your Digital Checkup

##### APPLICATION EXERCISE 1.1

Just like you'd visit a doctor for an annual physical, the goal of your digital checkup is to make a holistic connection and full-body diagnosis. By completing a technology timeline and tracking your present-day platform use, you'll begin to recognize the physical, mental, and emotional sides of technology and social media in your life.

This exercise has four parts. In Part A, create your timeline. I encourage you to follow several guidelines when creating your timeline:

- Only add a tool to your timeline when it entered your life and/or you have a memory of it, even though it was available earlier.
- Think about who influenced your decision to try out a tool, especially if they taught you to use it.
- Think about whether a tool had any influence on you (both then and today) and whether it was good or bad.

To help you get started, I list one example that I haven't previously shared, how I ended up in the Judicial Affairs Office as a graduate student because of my Napster account.

#### Part A: Your Technology Timeline

Year	Tech Tool	Usage Notes When did you first use the tool? What do you remember about it? Who influenced its adoption and/or how did you learn to use it?	Impact What impact did this tool have on you then? Does it still influence you today?
2001 (Josie's Example)	Napster	I learned about Napster from another woman in my residence hall. I quickly downloaded hundreds of songs and overloaded my Gateway computer. I stopped using Napster in 2002, as lawsuits against users pirating content became common.	To my horror, my Napster account stayed active, and in 2004 while serving as a graduate assistant at Northern Arizona University, I received a notification from the Judicial Affairs Office. I had been breaking the student code of conduct due to the so-called popularity of my Napster account. My computer was confiscated, and the files were removed. I now ensure I review all digital places in which I have been active and check terms and conditions of platforms.

Year	Tech Tool	Usage Notes	Impact
1960s			
1970s			
1980s			
1990s			
2000 - 2005			

Year	Tech Tool	Usage Notes	Impact
2005 - 2010			
2010 - 2015			
2015 - 2020			
2020 →			

## Part B: Times Technology Played a Significant Role in Your Life

Take your timeline to the next level. Reflect on it, then jot down the three most prominent examples of technology playing a significant role in your life (personal or professional, positive or negative). The examples can be from childhood or adulthood. Be specific in sharing what that technology tool was and the impact it had on you.

Example 1

Example 2

Example 3

## Part C: Present-Day Technology Tracking

In Part C, think about current relevant platforms—how often you use each tool (if at all), who you do (or do not) connect with, and what you like and dislike about the tool. I've listed one example of how I would answer for Twitter.


Platform	How often do you use it?	Who do you connect with on it?	What do you like about this platform?	What do you dislike about this platform?
Twitter (Josie's example)	Daily	It's a public account, open to all connections	Real-time conversations, focused conversations through hashtags, use in teaching my online courses.	My identity has been stolen, fake accounts follow me, it's difficult to find posts that are from years ago.
Facebook				
Twitter				
YouTube				
Instagram				

Platform	How often do you use it?	Who do you connect with on it?	What do you like about this platform?	What do you dislike about this platform?
Snapchat				
LinkedIn				
Pinterest				
Reddit				
TikTok				
Blogging Platforms				

Platform	How often do you use it?	Who do you connect with on it?	What do you like about this platform?	What do you dislike about this platform?
Live Streaming				
Social Media "Stories"				
Messaging / Video Chat				
Groups and Forums				
Other				

## Part D: Times Technology Played a Significant Role in Your Life

In Part D, reflect on your timeline. Did you make any discoveries by doing this exercise? Did you forget about a platform on which you had created an account? Was it more difficult to explain who you choose to connect with (or not) on specific platforms?

A large, empty rectangular box with a thin black border, intended for the user to write their reflections on the exercise.

## Digital Leadership Network

⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 1 topic, where you can share a few of your reflections and discoveries on any of these exercises.