

Digital Leadership in Higher Education

Purposeful Social Media in a Connected World



Chapter 10: The Next Wave of Digital Influence and Leadership

Your Digital Leadership in Practice

APPLICATION EXERCISE 10.1

In President Walter M. Kimbrough's feature, we showcased all of the guiding principles in his digital leadership practice. Now, it's your turn. Throughout Part Two, you should have worked to define and make meaning of these guiding principles. I encourage you to refer back to the activities, and also list a number of reflections in order for you to answer the main question in the table: "What is one example of the guiding principles in your digital leadership practice?"

- *Connection.* Describe the core community that you are here to serve. On which platform(s) have you chosen to connect with them? What content are you currently posting (or plan to post) that fosters relationships with these exact audiences?
 - What is one example of the guiding principle of connection in your digital leadership practice?

- *Personalization.* What are three simple to significant ways you plan to humanize your position in higher ed? This could be in your bio, the type of content you post, and/or your congruent actions around campus.
 - What is one example of the guiding principle of personalization in your digital leadership practice?

- *Strategy.* In your own words, what is the digital strategy you currently are or will be applying that is values based, clear, and flexible? How will you track your engagement and growth to ensure your strategy is working?
 - What is one example of the guiding principle of strategy in your digital leadership practice?

- *Legacy.* What are one or two major beliefs or philosophies that guide your life? Does a leadership theory relate to them? How will you amplify them in digital contexts and congruently align your offline actions with them?
 - What is one example of the guiding principle of legacy in your digital leadership practice?

- *Change.* Who are your digital role models and mentors? Who will you reach out to when a platform changes? Who are you a digital role model or mentor for? How will you guide them through change impacted by technology?
 - What is one example of the guiding principle of change in your digital leadership practice?

Digital Leadership Principles in Practice

Connection

Personalization

Strategy

Legacy

Change

⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 10 topic, where you can share a few of your reflections and discoveries on any of these exercises.