

# Digital Leadership in Higher Education

## *Purposeful Social Media in a Connected World*



### Chapter 4: Heartware: Your Why for Being Online

#### What's Your Why for Leading Online?

##### APPLICATION EXERCISE 4.1

Why are you online? What do you hope to accomplish? With whom do you want to connect? Will it matter if you have a presence on Instagram—or further, what difference do you hope to make because you are on Instagram? These deeper questions illuminate the philosophy behind digital leadership. How can you have a stronger impact if you align your values and goals with your social media presence?

To answer these questions, complete two steps:

1. Write out a comprehensive list of your values and the “why” for all areas of your life.

2. Answer this prompt in one sentence: What is your “why” for leading online?

*Hint:* Don't overthink it! This is just the first draft, and you'll revise your why in the final chapter.

*Need inspiration?* Visit the appendix to see the answers provided by this book's contributors.

### Chapter 4: Heartware: Your Why for Being Online

## **Don't Add More Platforms—Add More Purpose**

### APPLICATION EXERCISE 4.2

Can you be honest with yourself in where you are with social media? What do you need to better understand and learn to use these tools? As you apply purpose and intentional strategy to your social media presence, ask the following questions:

- What reactions come up for you with technology, especially social media?
- Do you identify as a resister, an explorer, an experimenter, and/or an influencer?
- List one person at your current institution who fits each category. How could each be a resource, collaborator, or knowledge source?
- Given your available time and campus position, what level do you need to reach that is different from the level to which you are naturally drawn?

- Are there formal opportunities for you and your team to explore and experiment with social media, in practice or philosophy? Could you be talking about scenarios and case studies in addition to tutorials and tactics?
- Look at the makeup of your staff, students, and faculty. Where would you define your staff, or even departments or divisions, within these levels? How can internal resources be deployed to aid each other and cultivate role models?

# Chapter 4: Heartware: Your Why for Being Online

## Extend Invitation Opportunities

### APPLICATION EXERCISE 4.3

Consider the following questions to extend invitation opportunities:

- What experiences have you had making a connection with someone in a digital setting?
  
  
  
  
  
  
  
  
  
  
- What was behind this spark? How did it make you feel?
  
  
  
  
  
  
  
  
  
  
- What are the struggles of your community right now, or what is it celebrating? Given this, what is one simple thing you or the pages you manage can share that is relatable and resource based for your followers? Remember, this doesn't have to connect directly to what you or your office provides.
  
  
  
  
  
  
  
  
  
  
- What are the major needs and services your office or position offers? If you were to look at any digital presence (from social to web) do you think the content aligns with your mission? Why or why not?



# Chapter 4: Heartware: Your Why for Being Online

## Pausing for Personalization

### APPLICATION EXERCISE 4.4

Before all my leadership junkies jump to the next chapter, let's work through some questions and actions on making sense of humanizing and personalizing online.

- How do you define authenticity? Is there a difference between being authentic and being genuine? What about intentional or integrated? Which term feels more aligned?
  
- Which campus leaders model a humanized approach to how they lead, no matter the place? How is their approach inviting?
  
- What systems, privileges, or forms of oppression are you currently navigating that show up online? How do you decide which actions are worth the risk? What resources guide your decision-making in this arena (in society and in higher ed)?

- What is an example of you being transparent or vulnerable that resulted in strong relationships, communities, or programs? Who did it help?

## Chapter 4: Heartware: Your Why for Being Online

### Platform Reflection

#### APPLICATION EXERCISE 4.5

Answer the following reflection questions to think through what platforms you are on, what you post, when you post, and for whom.

- Describe what you hope people will gain by following you on social media, today and in the long run. What emotions do you think you currently evoke through your social media pages?
  
- How would you currently describe the content you post on your primary platforms? Would you define your role as a community builder or promoter based on what's in your feed?
  
- Do you consider yourself a content creator or consumer? What are the benefits of each? What could a balanced strategy, where you are listening as a consumer as well as influencing and leading as a content creator, offer your community?

## Chapter 4: Heartware: Your Why for Being Online





⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 4 topic, where you can share a few of your reflections and discoveries on any of these exercises.