

Digital Leadership in Higher Education

Purposeful Social Media in a Connected World



Chapter 9: Digital Role Models and Leadership in Practice

Modeling Your Digital Practice

APPLICATION EXERCISE 9.1

Let's learn from Liz Gross. Complete one, a few, or all of these prompts, which will connect your practices with hers.

- Visit at least one social media platform on which Gross is active, and review her latest week of activity, from posts to replies and reshares. What themes do you find in her activity? Anything that wouldn't fit into your practice? What is one tactic Liz employs online that you could take away for your own use?

- What are the qualities Liz presents that makes her a possible digital role model for you? Liz encourages that we reach out to each other through replies and direct messages—what question or comment would you send to Liz to aid in your digital leadership journey? Send it to her!

- Liz is commenting as much as if not more than she is posting original content. Her intent is to connect and help. Reflect on your own interaction ratio, and determine if it needs to be modified. Do you post and ghost? Do you mostly scroll and like content? When folks comment on your posts, how often do you respond?

- How do campus partners show up in your social media feed? Do you have hesitations/reservations about connecting with noncampus-based higher ed professionals? In addition to Liz, find two other educational professionals who partner with the field of higher ed and request a connection on the platform of your choice.

- What are examples of experiences in your life that are completely nonwork related that can humanize and connect you with your campus community or colleagues? What is personal content that you would not be comfortable opening up about?

- Liz prioritizes diverse perspectives and cross-functional communities in her feed. How would you describe the communities you follow? Are there voices, identities, and communities missing? Should you follow others if you don't agree with all of their opinions?

Jump into our Mighty Networks community and find Liz's feature page to dialogue directly! Don't be surprised if she's actively engaged and ready to connect with readers.

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Inspiring Your Digital Practice

APPLICATION EXERCISE 9.3

Let's learn from La'Tonya. Complete one, two, or all of these prompts, which will better connect your practices with hers.

- Visit at least one social media platform that La'Tonya is currently active on, and review her latest week of activity, from posts to replies and reshares. What themes do you find in La'Tonya's activity? Anything that wouldn't fit into your practice? What is one tactic La'Tonya employs online that you could take away for your own use?

- Is there a specific population, issue, or cause that you are deeply passionate about that needs its own space on the internet? What platform would make the most sense for it? Should it be open to anyone who comes across it, or should it be private, requiring an approval?

- Are you part of any higher ed–related digital community groups that have offered you value? What were the key ingredients of these communities? Have you been part of any digital community that resulted in a negative experience? What were some common issues in that group?

- If you were to serve as a moderator in a digital community, how would you handle conflict and/or members not complying with the group's policies?

- How can you integrate pop culture (that you're already naturally drawn to) into your digital practices as a teaching tool?

- Request to join the Facebook group Empowering First-Generation College Students (<https://www.facebook.com/groups/empoweringfirstgens/>). Introduce yourself, and share why serving first-generation students is important to you. Don't forget that you learned about the community from this book—tell them Josie sent you!

Chapter 9: Digital Role Models and Leadership in Practice

Inspiring Your Digital Practice

APPLICATION EXERCISE 9.4

Let's learn from #SMprof Karen Freberg. Complete one, a few, or all of these prompts, which will better connect your practice to hers.

- Go to at least one social media platform on which Karen is currently active, and review her latest week of activity, from posts to replies and reshares. What themes do you find in the professor's activity? Anything that wouldn't fit into your practice? What is one tactic Karen employs online that you could take away for your own use?

- Learning is happening everywhere across campus, whether within the classroom walls or on the campus quad. Considering the programs, instruction, and/or administration your position currently provides, what is one way you could fold in a digital communication tool for the intent of building a community of learners? What is one way you can "live the curriculum" in the type of content you share/interact with online and/or digital communities you are part of/create?

- If/when you receive pushback from colleagues about your online activity tied to your campus role, what justification would you provide? What are learning outcomes of your courses or programs that you could tie to your use of social media? Does anything in your job description aid in documenting the necessity? If not, should it?

- A Bitmoji is a visual representation of self in cartoon form, also referred to as an avatar. Unlike emojis, Bitmojis tend to be self-created to accurately look like the user, such as hair, eyes, skin color, clothing, glasses, and even wrinkles! Go and explore this app (also connected to Snapchat), and create your Bitmoji. Where might using this be a method to connect and communicate? Share your creation in our online community, the Digital Leadership Network under the chapter 9 topic.

⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 9 topic, where you can share a few of your reflections and discoveries on any of these exercises.