

**Session title:** Preparing for the workplace: The [continued] need for student guidance to use social media safely and professionally.

**Session type:** Lightening talk (10 mins)

**Main presenter:** Alison Purvis, Sheffield Hallam University

**Co-presenter:** Sue Beckingham, Sheffield Hallam University

**Session summary:**

In this lightening talk we will reflect on the use of social media for learning, some of the changes over the last decade and share the updated guidance to support how social media can be used by students safely and appropriately to support their learning experience and prepare them for employment.

**Session outline:**

In 2013 we developed guidance for using social media for learning which was student facing and that staff could also access to guide their advice to students. The development of the guidance was prompted by an increasing number of requests from academic staff who were concerned about student online behaviours in social media spaces. Most of these requests for help were from staff on professional courses with staff concerns primarily about potentially unprofessional online behaviours. The aim of the guidance was to provide colleagues with resources they could use with students to discuss the implications of inappropriate use of social media and the impact this might have on their future careers. Four guides were created, and released under Creative Commons licenses, that look at How to use social media responsibly; Managing your digital footprint; Using social media for learning and Using social media to enhance your employability.

In this lightening talk we will:

- Discuss why there is a continued need for social media guidance and the relation to employability.
- Provide an overview of the four guides created and companion website.
- Share practical examples of how staff can use the social media guidance in the classroom to support the development of professionalism in these digital spaces.
- Share the outcomes of our research (Purvis, Rodger & Beckingham 2016a; Purvis, Rodger & Beckingham 2016b; Purvis, Rodger & Beckingham 2020; Purvis & Beckingham 2023) about the appropriate and effective use of social media in higher education.

**References:**

Purvis, A. and Beckingham, S. (2023) Using social media safely and appropriately in higher education: A reflection on the last 10 years. *The Journal of Social Media for Learning*. [In press]

Purvis, A. J., Rodger, H. M. and Beckingham, S. (2020) Experiences and perspectives of social media in learning and teaching in higher education. *International Journal of Educational Research Open*, <https://doi.org/10.1016/j.ijedro.2020.100018>

Purvis, A., Rodger, H. M., Beckingham, S. (2016a) Experiences of Social Media in Higher Education: Barriers, Enablers and Next Steps. *Social Media for Learning in Higher Education - Conference Proceedings 2015*, Sheffield Hallam University. ISBN: 978-1-84387-394-5. DOI: <http://doi.org/10.7190/SocMedHE/2015/10>

Purvis, A., Rodger, H., and Beckingham, S. (2016b) Engagement or Distraction: The use of Social Media for Learning in Higher Education. *Student Engagement and Experience Journal*, 5 (1). <https://shura.shu.ac.uk/id/eprint/12274>