

Facebook Live: Advancing the Social Media Toolkit

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Introduction

- Social media as an educational partner
- Challenges with a-synchronous learning
- Facebook Live
 - Social media streaming tool
 - Educational tool?
 - Bridging the gap between f2f and distance learning

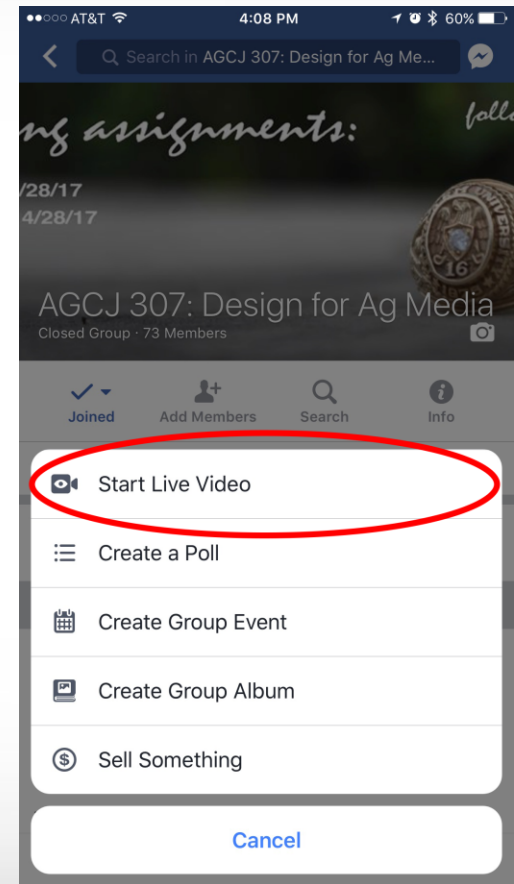
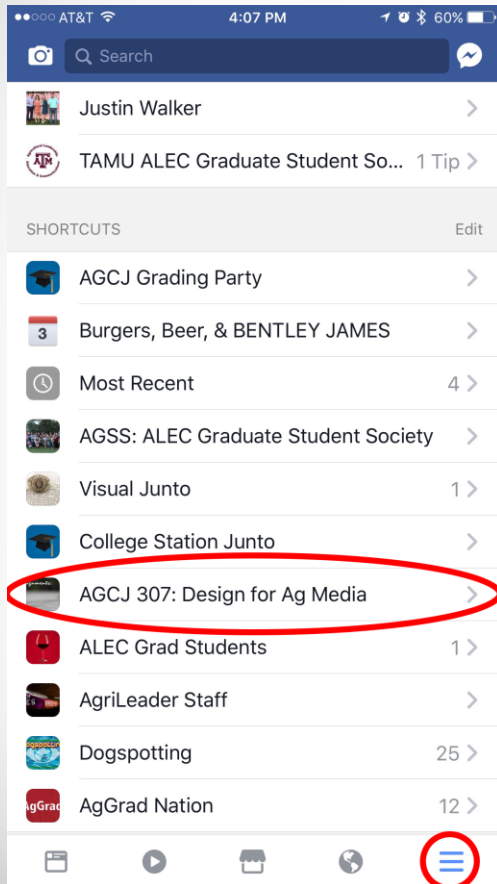


Classroom context

- Upper-level agricultural communications graphic design course
- Split section, hybrid delivery course
 - One section distance learning (n=42)
 - One section f2f (n=35)



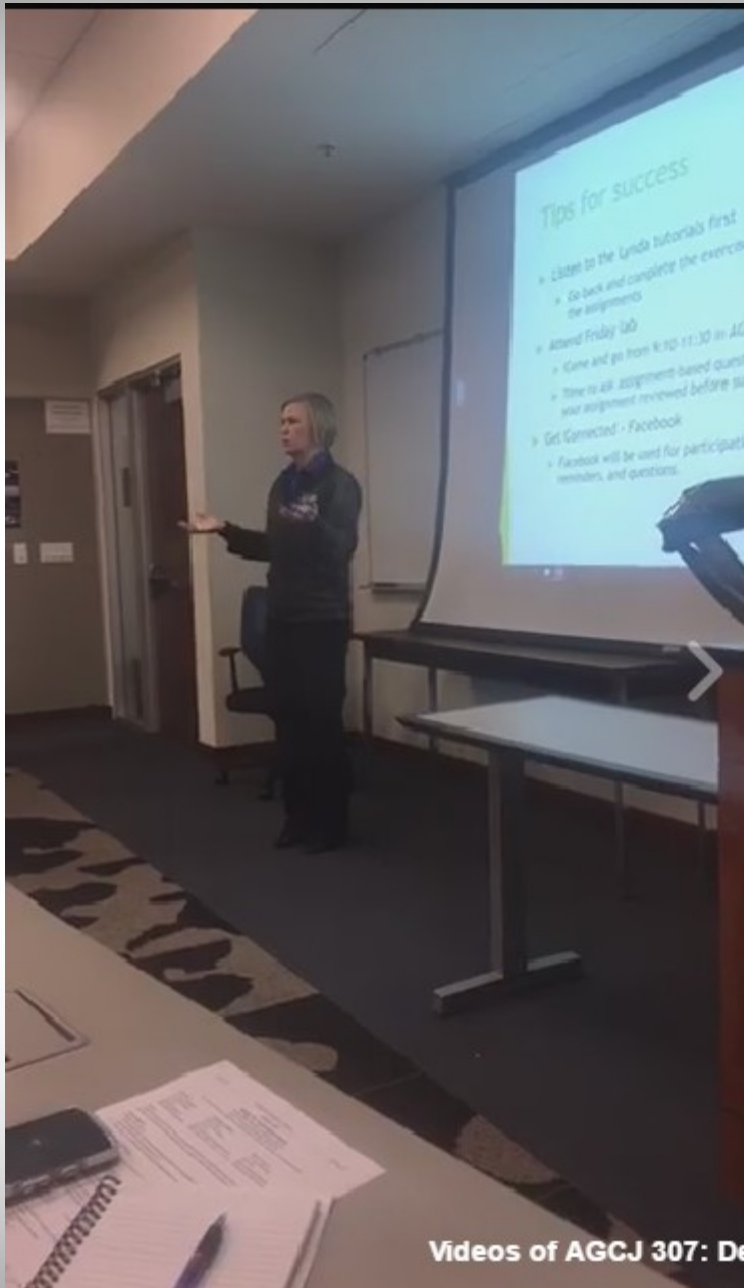
How we used it



How we used it

- Recording completed
 - Video posted for future viewing
 - Original poster can download





Videos of AGCJ 307: De



Justin Walker was live on AGCJ 307: Design for Ag Media's Timeline.

about 4 months ago ·



Important information!

112 Views

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17

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Justin Walker · 0:00 Yes, the lab is on Fridays from 9:10-11:30, in 111B. Labs are optional, so you can come and go as you please. We won't have lab this week.

Yes, the programs you will need is Illustrator, Photoshop, and InDesign, and we recommend you use Bridge as a file management tool. ... [See More](#)

Like · Reply · 2 · January 18 at 8:09pm



Tommy Vu · 10:52 Since we don't have the syllabus yet, I just wanted to clarify some information.

1) Is the Friday lab between 9-11:30 am in room 111 ?

2) We will need access to Adobe programs correct?... [See More](#)

Like · Reply · January 18 at 8:04pm

Tracy Rutherford replied · 1 Reply



Write a comment...



How we used it

- Streamed classroom discussions
 - Assignment info
 - Tutorials
 - Q&A
 - Guest Lectures



What did we learn?

- Advantages
 - Used by both sections
 - Used as a reference for student questions
 - “There were a lot of times when I was doing the project that I referred to [the Facebook Live video recordings] each time (example- placing the brochure and how to package).”



What did we learn?

- Challenges
 - Student engagement
 - Set up and equipment needs

What did we learn

- Overall
 - Engagement between sections was enhanced
 - Comment section
 - View
 - Inclusivity, community, and positive learning outcomes



Recommendations

- Facebook live should be used to engage distance and f2f students
- Can be used for participation activities/extra credit assignments
- Keep 'em short
- Engage those not physically in attendance



Recommendations

- Future research
 - Academic performance
 - Other disciplines and contexts



Questions?

