



# Twitter as a Tool for Engagement

## Background

In Summer 2013, *Technology as a Medium for Learning* (EDU6323) piloted the use of Twitter as a vehicle to increase student engagement.

## Abstract

Social media is prevalent in the lives of students. Thoughtful integration builds collaboration, increases communication, and enriches learning.

## References

Joosten, T. (2012). *Social media for educators: Strategies and best practices*. San Francisco, CA: John Wiley & Sons.

## Acknowledgements

Special thanks to Bonnie Stewart and UPEI students in ED626, *Technology: Leadership in Learning*

## Goals/Objectives

- **Connected Learning:** Real-time book group discussion with international students to share cross-institution, cross-cultural perspectives
- **Personal Learning Network:** Identify, “follow,” and interact with nationally-recognized innovators
- **Persistent Engagement:** Pool ideas, resources, and connections in real time throughout the course, extending beyond threaded discussion

## Relevance Across Disciplines

The strategies described could be used in any course

## Outcomes

Students in the course reported an increased:

- Sense of collegiality within and beyond the class
- Engagement with ideas and content
- Freedom to express thoughts and opinions

## Details

Course had its own hashtag. Students created individual Twitter accounts and used an aggregator app to collect posts in real time. Activities included:

- “Join the Conversation” impromptu discussions
- Following experts and other relevant hashtags, re-tweeting interesting messages to the class
- “Tweet-Up” book group, based on a shared textbook, with students in a University of Prince Edward Island Master of Education class

Tweet-up  
Discussion  
Screenshot

