Using Social Media to Boost Completion and Retention Rates

Rebecca Knapp, MBA, Business Professor, Saddleback College, Mission Viejo, CA

APP OR SITE	WHAT IT DOES	POTENTIAL CLASS USES
facebook	Good for visuals, infographs, article sharing Not so good for relationship building or calls to action	
twitter	Great for course updates! @Ticket# Most students don't use it	
Instagram	This is where students are! Share assignment videos, visuals, infographs	
Prezi	New, fresh format. Dizzying presentation. Use in moderation!	
hootsuite	Dashboard to manage all social media postings.	
Pinterest	Pin ideas, visuals, projects, resources in convenient, organized "Board" formats.	
educreations	Instructional "video" maker with recordable audio. Best used on iPads	
deck	Quick written updates in a visually appealing layout.	
Story courtesy of Disney	Simple photo slideshows in photobook format.	
audioBoo	Audio only, social media recording tool.	

Using Social Media to Boost Completion and Retention Rates

Rebecca Knapp, MBA, Business Professor, Saddleback College, Mission Viejo, CA

Using Social Media to Boost Completion and Retention Rates

Rebecca Knapp, MBA, Business Professor, Saddleback College, Mission Viejo, CA

APP OR SITE	WHAT IT DOES	POTENTIAL CLASS USES
twtpoll	Takes instant polls and surveys in class or otherwise.	
edmodo	Connection & collaboration site for instructors. The "good" version of Blackboard ☺	
ANIMOTO	Dynamic video generator, with music options.	
Vine	Simple looping 6-second video maker.	
popplet	Collaborative think tank, brainstorming workspaces.	
visual.ly easelly Piktochart infogr.am INFOACTIVE	Infographic generators (InfoActive is specifically for data/chart generation)	
Meme Generator	Generates memes with trending images to integrate educational synthesis with pop culture.	
QR Stuff.com Get your QR codes out there!	Generates QR codes to get your students to the course information they need quickly	
penzu	Private, sharable mobile/online journaling platform	