

Stephanie Vie

Institute for Academic Leadership (IAL) Department Chairs Workshop, Spring 2018

## Getting Started with Social Media

Facebook. (n.d.). Building your presence with Facebook Pages: A guide for educators. Retrieved from <https://bit.ly/2J1w322>

Facebook. (n.d.). Facebook for education [Facebook group]. Retrieved from <https://www.facebook.com/education>

Instagram. (2018). Getting started on Instagram. Retrieved from <https://help.instagram.com/454502981253053/>

KnowHow nonprofit. (2017, April 28). How to get started with social media. Retrieved from <https://knowhownonprofit.org/how-to/how-to-get-started-with-social-media>

LinkedIn. (2018). LinkedIn for higher ed professionals. Retrieved from <https://university.linkedin.com/higher-ed-professionals>

Pew Research Center. (2018). Social media fact sheet. Retrieved from <http://www.pewinternet.org/fact-sheet/social-media/>

Twitter. (2018). Getting started with Twitter. Retrieved from <https://help.twitter.com/en/twitter-guide>

Qualman, E. (2012). *Socialnomics: How social media transforms the way we live and do business*. 2<sup>nd</sup> ed. New Jersey: Wiley.

## Universities' Uses of Social Media

Chan, J. C. (2017, September 17). On social media, they represent the college 24/7. *The Chronicle of Higher Education*. Retrieved from <https://www.chronicle.com/article/On-Social-Media-They/241211>

Lovejoy, K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organizations use social media. *Journal of Computer-Mediated Communication*, 17(3), 337-353.

Witzig, L., Spencer, J., & Myers, K. (2017). Social media: Online versus traditional universities and developing communities? *Journal of Higher Education Theory and Practice*, 17(6), 39-52.

## Social Media and Academic Freedom

Friedersdorf, C. (2018, April 22). Randa Jarrar, moral grandstanding, and forbearance. *The Atlantic*. Retrieved from <https://www.theatlantic.com/politics/archive/2018/04/randa-jarrar-moral-grandstanding-and-forbearance/558635/>

Howard, J. (2015, March 9). Social-media skirmishes. *The Chronicle of Higher Education*. Retrieved from <https://www.chronicle.com/article/Social-media-skirmishes-More/228147>

Junco, R., & Chickering, A. W. (2010, September-October). Civil discourse in the age of social media. *About Campus*, 12-18.

Stephanie Vie

Institute for Academic Leadership (IAL) Department Chairs Workshop, Spring 2018

Kafka, A. C. (2018, May 9). What a Twitter tussle exposed about intergenerational friction among faculty. *The Chronicle of Higher Education*. Retrieved from <https://www.chronicle.com/article/What-a-Twitter-Tussle-Exposed/243374>

Wootson, C. R., & Svrluga, S. (2018, April 25). Fresno State says it can't discipline the professor who called Barbara Bush an "amazing racist." *The Washington Post*. Retrieved from <https://wapo.st/2sn0sgL>

## Model University Guidelines and Discussions of ...

### ***Hashtags***

Baylor University. (n.d.). Hashtags. Retrieved from

<https://www.baylor.edu/socialmedia/index.php?id=942613>

Illinois State University. (2018). Top Illinois State hashtags. Retrieved from

<https://universitymarketing.illinoisstate.edu/identity/socialmedia/>

University of Delaware. (2018). Retrieved from <https://sites.udel.edu/socialmedia/hashtags/>

### ***Building a Social Media Strategic Plan***

Illinois State University. (2018). Getting started. Retrieved from

<https://universitymarketing.illinoisstate.edu/identity/socialmedia/started.php#tabs-accord1>

Rowan University. (2018). Creating a strategy. Retrieved from

<https://www.rowan.edu/home/web/social-media/getting-started/creating-strategy>

### ***Culture and Policies***

Baylor University. (n.d.). Social media guideline. Retrieved from

<https://www.baylor.edu/socialmedia/index.php?id=950452>

Pace University. (n.d.). Social media culture at Pace. Retrieved from

<http://www.pace.edu/university-relations/social-media/social-media-culture-pace>

### ***Engagement***

Northern Michigan University. (2018). Student brand ambassadors. Retrieved from

<https://www.nmu.edu/student-brand-ambassador>

Vanderbilt University. (2018). Best practices for a successful social media presence. Retrieved from <https://social.vanderbilt.edu/handbook/best-practices.php>

West Virginia University. (2015, September 14). Takeover Tuesday: Showing real student experiences through Snapchat. Retrieved from

<https://social.wvu.edu/blog/2015/09/14/takeover-tuesday-showing-real-student-experiences-through-snapchat>

West Virginia University. (2016, June 6). Higher ed: It's time to embrace Snapchat. Retrieved from

<https://social.wvu.edu/blog/2016/06/06/higher-ed-it-s-time-to-embrace-snapchat>

Stephanie Vie

Institute for Academic Leadership (IAL) Department Chairs Workshop, Spring 2018

## **Selected Scholarship on Social Media Authored by the Presenter**

Vie, Stephanie. "Social Media and Networking Rhetorics." *The Routledge Handbook of Digital Writing and Rhetoric*, edited by Jonathan Alexander and Jacqueline Rhodes, Routledge, 2018, pp. 115-123.

Vie, Stephanie. "After a Decade of Social Media: The Landscape of Social Media in Writing Instruction Today." *The Proceedings of the Annual Computers and Writing Conference: Volume 1, 2016-2017*, edited by Cheryl E. Ball, Chen Chen, Kristopher Purzycki, and Lydia Wilkes, The WAC Clearinghouse, 2018, pp. 148-157. Retrieved from <https://wac.colostate.edu/docs/proceedings/cw2016/vie.pdf>

Walls, Douglas, and Stephanie Vie, editors. *Social Writing/Social Media: Publics, Presentations, and Pedagogies*. The WAC Clearinghouse/University Press of Colorado, 2017. Open access; freely available at <https://wac.colostate.edu/books/social/>

Vie, Stephanie. "Training Online Technical Communication Educators to Teach with Social Media: Best Practices and Professional Recommendations." *Technical Communication Quarterly*, vol. 26, no. 3, 2017, pp. 344-359.

Vie, Stephanie, Daniel Carter, and Jessica Meyr. "Occupy Rhetoric: Responding to Charges of 'Slacktivism' With Digital Activism Successes." *Handbook of Research on Citizen Engagement and Public Participation in the Era of New Media*, edited by Marco Adria and Yuping Mao, IGI-Global, 2016, pp. 179-93.

Vie, Stephanie, and Douglas Walls, editors. "Because Facebook: Digital Rhetoric/Social Media." Special issue of *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, vol. 19, no. 3, 2015, <http://kairos.technorhetoric.net/19.3/>

Vie, Stephanie. "What's Going On: Challenges and Opportunities for Social Media Use in the Writing Classroom." *The Journal of Faculty Development*, vol. 29, no. 2, 2015, pp. 33-44.

Lambert, Megan, and Stephanie Vie. "The Role of Micro-Blogging in Responding to Corporate Controversy." *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, edited by Janée N. Burkhalter and Natalie T. Wood, IGI-Global, 2015, pp. 67-91.

Vie, Stephanie. "In Defense of 'Slacktivism': The Human Rights Campaign Facebook Logo as Digital Activism." *First Monday*, vol. 19, no. 4, 2014, <http://firstmonday.org/ojs/index.php/fm/article/view/4961/3868>

Vie, Stephanie. "Digital Divide 2.0: 'Generation M' and Online Social Networking Sites in the Composition Classroom." *Computers and Composition*, vol. 25, no. 1, 2008, pp. 9-23.