



what's social media?
→ use it to reach how we talk to each other
→ often share things and connect
→ connect with people in the world



London Met already uses social media in interesting ways
→ to develop existing content
→ to develop new content
→ to develop new content
→ to develop new content
→ to develop new content

so why do we need SocialMet?



SocialMet shows everyone else what we are doing at London Met

it's a good name, too
SocialMet
socialmet
socialmet
socialmet
socialmet

SocialMet
→ to develop existing content
→ to develop new content
→ to develop new content
→ to develop new content
→ to develop new content

SocialMet
→ to develop existing content
→ to develop new content
→ to develop new content
→ to develop new content
→ to develop new content



the Stats
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet

the Stats
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet

the Stats
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet
→ 100% of staff have used SocialMet

So, what's next for SocialMet?



the best thing is we haven't thought of everything it could do yet

social media at London Met
→ to develop existing content
→ to develop new content
→ to develop new content
→ to develop new content
→ to develop new content

social media at London Met
→ to develop existing content
→ to develop new content
→ to develop new content
→ to develop new content
→ to develop new content

social media at London Met
→ to develop existing content
→ to develop new content
→ to develop new content
→ to develop new content
→ to develop new content

The World of SocialMet





social media

...and SocialMet

what is **social media**?

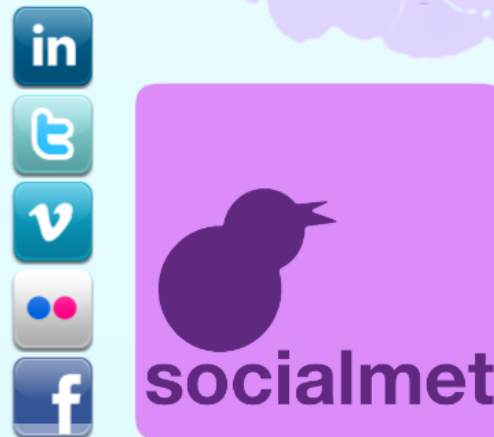


social media is how we **talk** to each other, **share** things and generally **connect** stuff up on the internet

...and what **is** SocialMet?

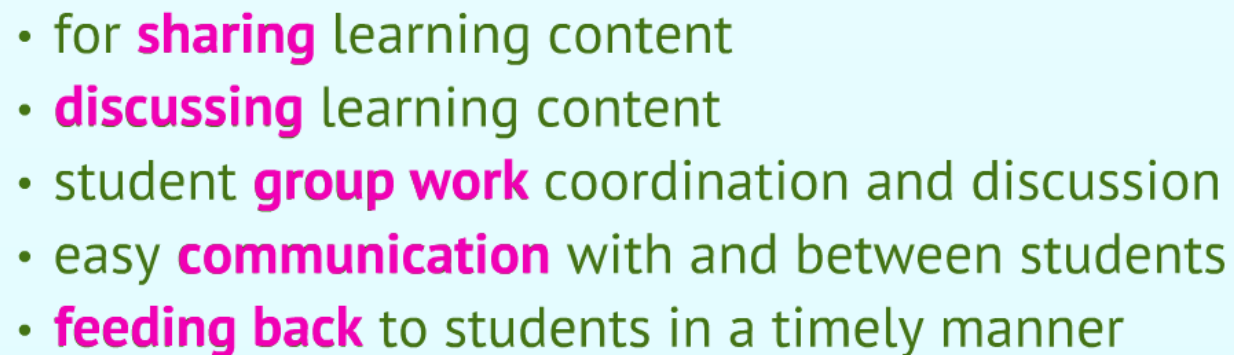
SocialMet use all the channels

"We started with the **student charter**, developed a **database** of all the feedback (the **SocialMet Feedback Book**), so where to next?"



and use the real world too...

London Met already use social media in teaching and learning

- 
- A large teal square bracket on the left and a large teal square bracket on the right, both opening towards the center, framing the list of bullet points.
- for **sharing** learning content
 - **discussing** learning content
 - student **group work** coordination and discussion
 - easy **communication** with and between students
 - **feeding back** to students in a timely manner

so why do we need
SocialMet?



SocialMet

- ▶ represents everyone at our university
- ▶ removes barriers between staff and students
- ▶ levels the playing field
- ▶ allows people to voice their concerns directly
- ▶ helps to create a community
- ▶ is **fun**

SocialMet

- ▶ encourages quality student experiences
- ▶ helps find 'proud to be...' stories
- ▶ creates a genuine dialogue
- ▶ fosters student engagement
- ▶ repositions feedback on the web
- ▶ makes London Met **interesting**

it's a good name, too



A word cloud featuring the names 'SocialMet' and 'socialmet' in various colors and orientations. The words are arranged in a cluster, with 'socialmet' appearing in lowercase and 'SocialMet' in title case. The colors include dark blue, light blue, green, orange, and brown. The orientations vary, with some words rotated 90 degrees clockwise and others rotated 90 degrees counter-clockwise. The words are of different sizes, with 'socialmet' being the largest and most prominent.

SocialMet
socialmet
socialmet
SocialMet
socialmet
SocialMet
socialmet
SocialMet
socialmet



(on the internet)

SocialMet shows everyone else what we are doing at London Met



**students
love
it**

"Nice to see London Met ahead of the game..."

"...it's a great idea, usually we have to fight to be heard..."



**staff are starting to
love it
too**

"...it's a very good idea.."
"...this is really good work..."
"...j'aime..."

the overview Stats

since end of September 2011

- ▶ **515** 'likes' (fans) for the Facebook page (fb.me/socialmet)
- ▶ **85** Twitter followers (@socialmet) 
- ▶ **55** LinkedIn group members (SocialMet) 
- ▶ **800** visits to the homepage (www.socialmet.co.uk) 
- ▶ **71** visits from **38** separate UK universities to the homepage
- ▶ **50+** feedback posters

the facebook Stats

since end of September 2011

262 weekly
most people 'talking'

515 total
likes

925 total
pieces of feedback

4,656 total
visits to the wall

80,307 total
post views

186,957 total
possible total reach of unique people

9,474 weekly
highest REACH

the Stats

Cardiff University Kingston University Manchester Metropolitan University Oxford Brookes University Birmingham City University
University of Wolverhampton University of Worcester Bournemouth University The University of Bristol University of Kent at Canterbury
University of Leicester University of Liverpool University of Newcastle upon Tyne Anglia Polytechnic University Canterbury Christ church
university Coventry University Leeds Metropolitan University London Southbank University
Oxford University Queens University Belfast The Arts University College at Bournemouth The University of Birmingham The University of
Nottingham The University of Reading University Campus Suffolk University of Cambridge University of Central Lancashire University of
Dundee University of Durham University of Glasgow University of Leeds University of Manchester University of Portsmouth University of
Salford University of Southampton University of the west of Scotland University of Wales Aberystwyth

38 universities have visited our homepage

a few have come back 4 or 5 times



So, what's next
for
SocialMet ?



supports students:

- students helping each other, staff on hand to answer queries, both academic and informal
- students can have a direct voice into our university community
- students and staff share their authentic stories & experiences



could act as a hub:

- for all other social media used in teaching and learning
- for all academic events to be shared into the whole community, and encourage feedback afterwards
- for all clubs and societies with a teaching and learning focus



could help others at London Met:

marketing



actual people talking in their own words makes for great content

faculties



specially focused campaigns (poster/digital) for just one faculty

estates planning

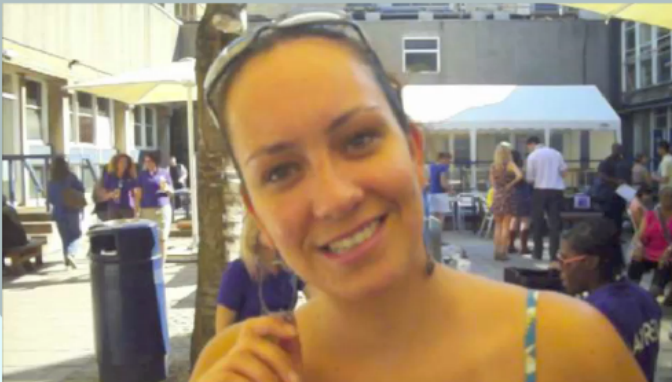


obtaining feedback on plans and ideas happening to our buildings and facilities

the best thing is
we haven't thought of
everything it could do

yet





LondonMet
SocialMet

A decorative graphic consisting of a purple cloud-like shape on the left and a circular arrangement of purple dots on the right, resembling a stylized sun or flower.