

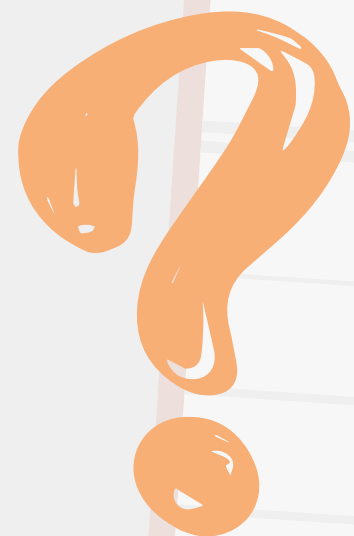


# SMILE YOUR WAY TO BETTER LEARNER ENGAGEMENT

USING SOCIAL MEDIA  
ENGAGEMENT PRINCIPLES



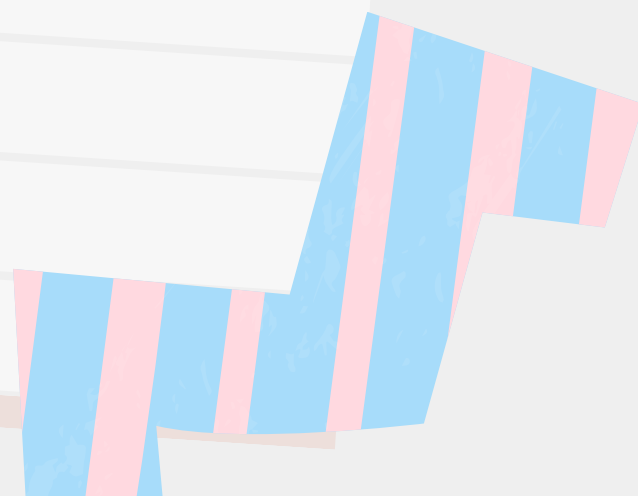




Social media is highly engaging right?

Imagine if you could use the same social media principles to create a highly engaging learning experience.

Well, here's how!



# THE 5CS TO CREATING A GREAT SOCIAL MEDIA INSPIRED LEARNING EXPERIENCE (SMILE)



# SMILES ARE COOL .. TELL ME MORE



- Humans are social beings
- Social media engagement principles leverage this behaviour based on psychological theories





# CONTENT

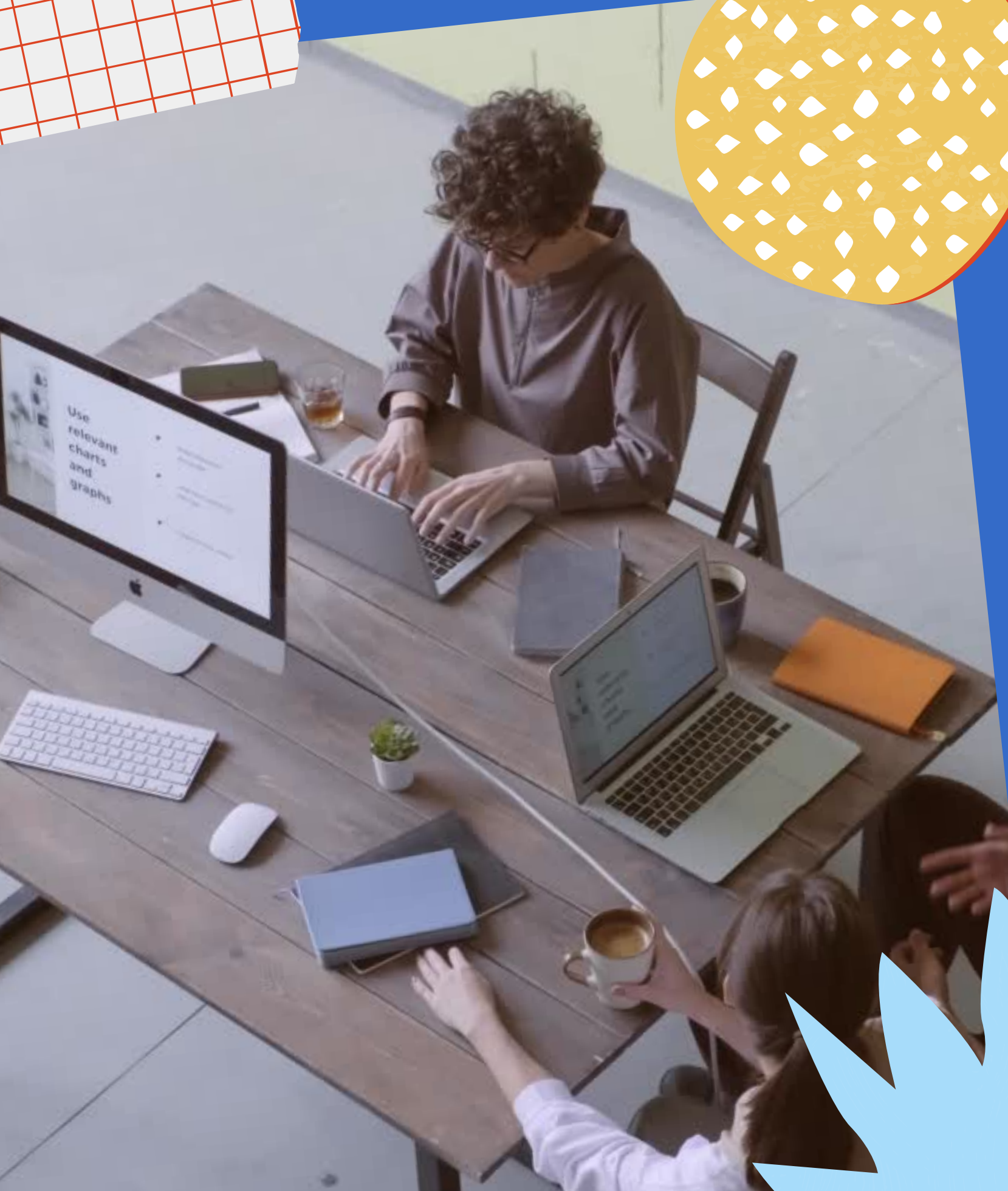
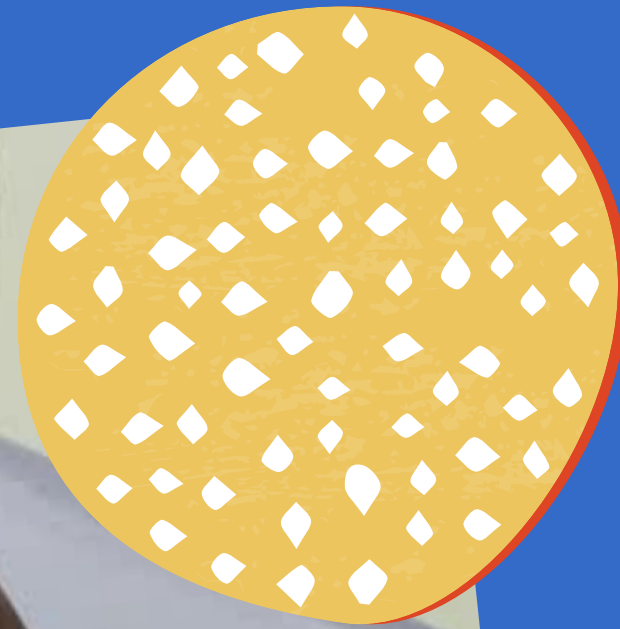
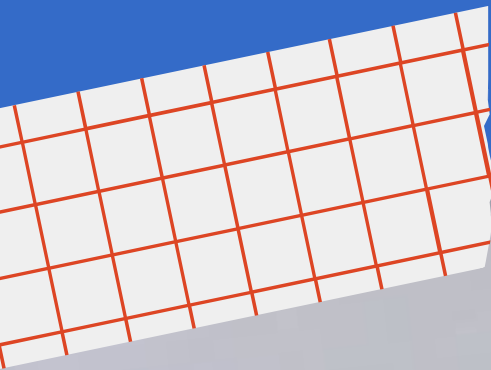
(Instructional)

Clear 'How to's' & demos

using multimedia







# CONNECTING

(Collaboration)

- Activities which build relationships:
  - teacher to student
  - student to student
  - student to industry





# CO-CONSTRUCTING

(Creation)

- Work with others to come up with ideas and products/services





# COMMENTING

(Input)

- Get others to review and provide feedback



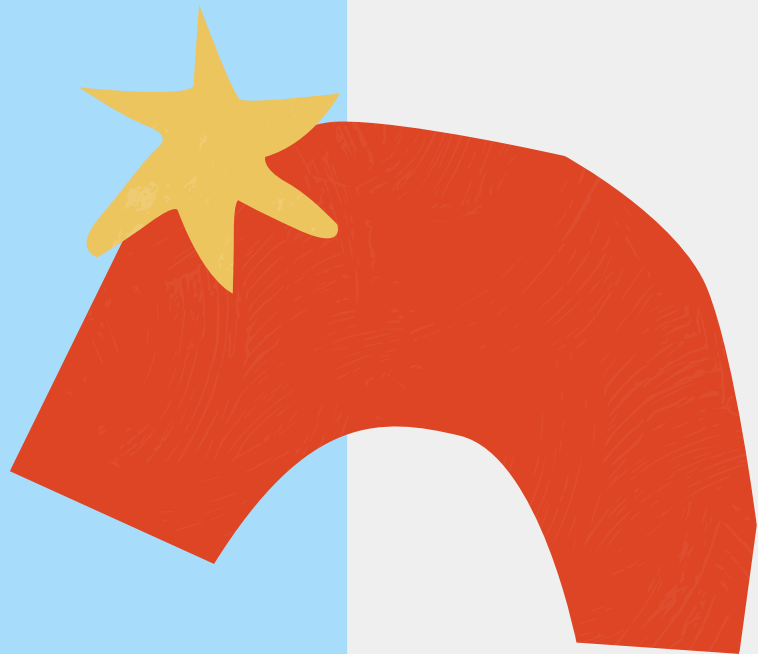




# CALL TO ACTION

(Output)

- Follow-up tasks
- Reflective learning activities
- Assessments







Content

Connect

Co-Construct

Comment

Call to action

**Information**

Via Interactive Content (H5P) or PPT 365 or similar:

- Workplace inspection case studies
- Hazard reporting procedures and template
- Sample completed template

INSTRUCTIONAL

**Relationship building**

- Small group discussions about case study, procedures and completed form
- Video recording of industry-based Health and Safety (H&S) Representative
- Links to WorkSafe workplace safety resources

COLLABORATION

**Develop**

- Small groups work through interactive safety hazard scenarios
- Each group creates a short induction resource to help a new employee for their scenario

CREATION

**Review**

- Rate the Resource Activity
- each student reviews and rates two other groups' induction resource via a Microsoft Forms 'survey' - without knowing who created the resources
- Ratings are shared and discussed

INPUT

**Individual work**

H&S rep role play - Each student:

- takes on the role of a H&S rep
- needs to take a photo or video of an workplace hazard (real or simulated)
- uploads image/video to Excel 365 H&S Register + explains how hazard is addressed

OUTPUT





WANT TO LEARN  
MORE ABOUT  
CREATING

SMILES?





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