



# MINTRAC

NATIONAL MEAT INDUSTRY TRAINING ADVISORY COUNCIL LIMITED

## The use of social media as a training tool



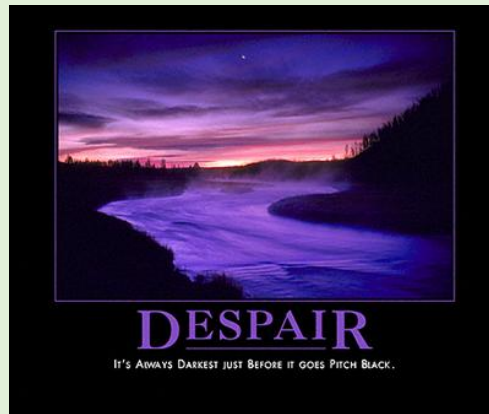
*Providing highly-valued education and training products and services to the Australian meat industry*

# Preparing for this presentation

- It all started with Christopher Pappas' article on *"The use of social media in on-line training: benefits and drawbacks"*
- His 5 ***advantages*** for organisations using on-line training for employees:
  1. Improves online collaboration
  2. Employees have access to round-the-clock support
  3. Keeps employees up to date
  4. Facilitate ongoing on-line training feedback
  5. Increases employee motivation and engagement

# His four *disadvantages* of using social media in online training....

1. Social media becomes a distraction
2. On-line learning communities require time and resources
3. Exposure to excessive information may contribute to cognitive overload
4. Online behavior may compromise brand image



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# Exploring the benefits of social media in VET programs

- **NCVER webinar recording** Thursday 22 February 2018, 1:30-2:30pm ACDT

## Presented by

- research author Professor Victor Callan (Queensland University Business School)
- VET teacher Ian Malcolm (Chisholm Institute)
- Director Paul King (Intro2outro Video Productions) and NCVER
- host Dr Genevieve Knight (Acting National Manager, Research)
- Full report: on VOCEDplus website:  
<http://www.voced.edu.au>

# Victor Callan

## Research addressed 5 questions

1. What are the policies used by VET institutions?
2. What forms are being used?
3. Opinions of employers?
4. Perceived impact of use?
5. Attitudes of VET teachers

# What do the findings mean for VET practice?



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# Paul King – how did he use social media?

- **Facebook** groups for each teaching group
- **YouTube** – created how to videos;
- Twitter, LinkedIn etc for discussions
- Tips:
  - Get on before the students do
  - Create posting response chart to deal with negative posts
  - Be friendly, conversational and show personality
  - Don't stress if the users go off-topic



# Ian Malcolm

- Needed honest feedback – puts work onto YouTube and now gets feedback from all over the world
- Records in garage and 17,000 people watch
- Found could tailor work for those who needed extra help
- Students in the workplace – get students to record and time-lapse themselves doing the task

# What did the webinar participants ask?

- **How did it work administratively?**
- **How do you keep a balance between SM and in-house LMS?**
- **How was it used for students with special needs?**
- **How difficult is it to create film?**

- **Time requirements?**
- **Storing videos?**
- **TP asking for video - is social media an option?**
- **Workplace recordings – are students reluctant?**
- **Facebook sites – any value if they don't hold educational content? -**
- **Inappropriate behavior on Facebook pages – how to control?**
- **Increase in plagiarism?**
- **Generic – needed in all courses?**
- **Large file sizes with limited internet access**

# Ian Malcolm

- <https://www.youtube.com/watch?v=reuh7MqOVX>  
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# Over to you....

- What social media do you use with your students?
- What are the benefits?
- What are some of the issues you have encountered?
- After hearing today's presentation, what are you going to try?