

Professional Development – Social Media

Survey Data and Open Responses



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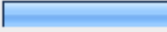
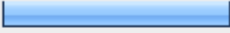



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The following data and open responses are from a Web-based survey conducted from July 10 to July 21, 2009. 50 individuals responded to the survey.

1. Which of the following social media tools does your organization currently use in connection to the professional development programs you offer to members? (<i>Please only indicate tools that are explicitly a part of your professional development initiatives. For example, if your organization uses a wiki to help facilitate committee work, but does not use it as part of its professional development offerings, do not select that item.</i>)		
	Response Percent	Response Count
We do not use any social media tools	24.0%	12
Blog	20.0%	10
Discussion forums	46.0%	23
Microblogging tools (e.g., Twitter)	28.0%	14
Photosharing sites (e.g., Flickr)	8.0%	4
Podcasts	32.0%	16
Private social networking site (only approved users can join)	32.0%	16
Publicly available social networking site (anyone can register)	46.0%	23
Slidesharing sites (i.e., Slideshare.net)	2.0%	1
Social bookmarking tools (e.g., Delicious or Diigo)	4.0%	2
Virtual worlds (e.g., Second Life)	0.0%	0
Web video sites (e.g., YouTube or Blip.tv)	18.0%	9
Wiki	2.0%	1
Other (please specify)	12.0%	6
<i>answered question</i>		50
<i>skipped question</i>		0

Other (please specify)

- ◆ Though I've checked a few - they are used very sparsely; not highly active.
- ◆ We use a lot of these tools in a variety of different ways, but not in a coherent strategy specifically tied to professional development.
- ◆ LinkedIn
- ◆ using twitter for our 'session champions' to share 'pearls' from sessions (that's the plan for the conference that starts next week)
- ◆ Our marketing dept uses social media indirectly to note upcoming professional development/educational events
- ◆ Facebook & Linked In

2. In connection to which educational venues does the use of social media indicated above occur? Please check all that apply.		
	Response Percent	Response Count
Local or regional, classroom-based seminars 	14.6%	7
Annual meeting of members 	37.5%	18
Online learning (not including Webinars or Webcasts) 	27.1%	13
Webinars or Webcasts 	37.5%	18
Teleconferences 	20.8%	10
Not applicable (We do not use any social media tools) 	25.0%	12
Other (please specify) 	12.5%	6
<i>answered question</i>		48
<i>skipped question</i>		2

Other (please specify)

- ◆ In connection with web-based educational information.
- ◆ archived versions of conference events
- ◆ annual conferences
- ◆ National Conferences and workshop promotions, networking, questions and answers, discussion of federal and state policy
- ◆ General Information and Announcements
- ◆ Technical exchange of information.

If relevant, please describe briefly how your organization uses social media for educational purposes. Open-Ended Responses:

- ◆ We are just delving into this. We have a website redesign in progress that will include a number of activities - we plan to set up an on-line educational toolkit that might include a wiki in the coming months. The site will also have one or more blogs for member segments. We recently posted a podcast based on a hot topic article from our research journal and hope to offer more educational podcasts as well.
- ◆ We don't really use social media for educational purposes at this time. We're still building community.
- ◆ Not formally -- members use them as listserves to discuss issues relevant to their work. We are just beginning a task force to explore other types of social media for our organization.
- ◆ We use blogs as a way to record program content and ideas. We use Linked In site to store documents for the group.
- ◆ We use Twitter and LinkedIn to post brief news bits; we use LinkedIn to continue conversations from educational programming in "discussions," and we use YouTube to promote industry thinking and share footage from meetings/conventions, hearings, etc.
- ◆ we're just starting to offer it as a way for participants to keep in touch and share before/after meeting
- ◆ We have online professional dev programs members take individually
- ◆ Only to the extent that we use it to share resources and news, to encourage collaboration and peer-to-peer interaction, and to promote educational opportunities at events.
- ◆ To promote upcoming events as well as provide content for our webinars.
- ◆ We use it as an ongoing supplement to continue the discussion on topics presented at live sessions and webinars.
- ◆ Networking with a variety of professional levels as a resource network for questions, promotion of national, state, and local trainings and conferences, open forum for discussion of industry policies and topics.
- ◆ It is another news outlet for promoting our educational programs. We are also starting to rev up discussion on certain sessions in advance of the meeting to create some buzz.
- ◆ Social media connected to a classroom-based seminar is used to provide updates to program registrants in advance, and is encouraged for peer networking before and after the event.
- ◆ Our products have continuing education points attached to each activity. A user must come back to the site (LMS) they downloaded their pod/vod cast from to complete a posttest. We have only 6 so far.
- ◆ Generally to publish work that we're doing and to educate about specific issues by blog.
- ◆ We don't.
- ◆ Right now only Web Conferences. However we are developing new
- ◆ We only recently started an active space on FaceBook and Linked In. We will be blogging and twittering from our annual conference
- ◆ Most of our online courses are hosted on iCoHere, and we incorporate discussions, photo postings, etc. within the course site. We are currently using wikis to move several technical publications out of print form into interactive editing formats.
- ◆ We have live webinars as well as 24/7 on line training. We also have links with twitter and linkedin to promote our organization
- ◆ To exchange technical information.
- ◆ We hope to begin using some soon - promotion of programs, etc.

- ◆ To promote the online education resources we sell to members and non-member consumers. education news and organization updates.