Meeting and Gathering of social media experts...

Transgressing across the globe social media has been highly utilised amongst university as a marketing and learning tool. When it comes to higher education, there are not only opportunities for digital learning, but digital marketing too. Some schools have taken the reigns on both sides, with mixed results.

Indeed, social media has been a game-changer throughout higher education in recent years, with professionals utilizing technology and social sites to interact more with the prospective student community and to improve student recruitment.
Social learning is collaborative and motivates students to work harder and perform better

The way instructors teach and students learn. In order to effectively reach their students in this networked world, teachers must learn to utilize the latest technologies in their classrooms. Twitter, Facebook and LinkedIn all have their strengths and weaknesses, and each are better used for some things than others. But how are the three being used in higher education today? The 2nd annual Social media Summit provides an overwhelming range of possibilities for teaching, learning and marketing in higher education. However, given real life challenges where limited resources and career commitments need to be balanced, we also need to remain realistic in what we can achieve.

More than ever, it is vital that higher education professionals are equipped with the latest social media technology together with practical strategies in the quest to drive and increase Africa’s rankings in the global marketplace. It is clear that in order for colleges and universities to remain competitive, attract the best candidates, and achieve the highest rankings, they will have to embrace social media and keep abreast of the latest and most creative ways to use social media for their benefit.

WHO SHOULD ATTEND?

- University management and leadership
- University professors and lecturers
- Deans and department directors
- Higher education researchers
- It directors of universities
- Education administrators
- ICT program directors/managers
- E learning specialist
- Multimedia/software developers
- Social media /technologist specialist consultants
- Curriculum designers
- Education policy makers
- Marketing departments/public relations departments within universities
- Department of education ( Provincial & Local )

HIGHLIGHTS

- Don’t miss out on our two mini interactive workshops presented by Google Africa and The University of Cape Town
  - Workshop one: Google for learning Presented by Karen Walters
    Programme lead education: Google for Education Sub-Saharan Africa
    The workshop will provide ideas on how social media tools can be used to assist learning; such as Google+ hangouts and YouTube live
  - Workshop two: Time to give a ‘tweet’ about social media in Higher Education presented by: Nicola Pallit Centre for Innovation University of Western Cape
    This workshop focuses on cultivating an awareness around how social media can be used to leverage and/or expand on traditional academic activities.
- Skype sessions presented by:
  - The Hong Kong Institute of Education
    “A case study of Hong Kong Institute of education”
  - The University of California
    How to protect the brand of your university
- Virtual Worlds, Social Media And Emerging Technologies: Exploring 21st century teaching and learning practices
- Key Case studies from leading universities exploring the latest social media tools for enhancing teacher learning
  - University of Cape Town
  - UNISA
  - University of Johannesburg
  - Cape Peninsula University.
  - Institute of Hong Kong

The use of social networks by South African Universities

More colleges and universities are investing in social media as a communications tool, according to the above survey. Social media is particularly popular as a means of keeping in touch with alumni, current students, and faculty and staff. It is increasingly being used to keep in touch with prospective students, and with the parents of both current and prospective students.

Organised and Researched by:
Professor Gitili Natuli
Commissioner
University of Kenya

Prof. Gitile Joseph Naituli has over 20 years experience in Business Management and Leadership Development gained from extensive consulting, facilitation, teaching and research. He is currently the Acting Deputy Vice-Chancellor (Finance and Administration) and serves as Associate Professor, Business Management and Leadership at Multimedia University of Kenya. He is also a visiting Professor of Service Learning at the University of Virginia, USA and sits on the Advisory Board of Environic Foundation International (EFI) USA, as well as the National Trustee Intervarsity Environmental network (IVEN). Prof. Naituli received his PhD in Business Management from Egerton University in 2004.

Social media higher education learning and student experience

09:00-10:00
SOCIAL NETWORK ANALYSIS AS METHOD TO MONITOR CO-OPERATIVE AND SELF-DIRECTED LEARNING IN OPEN DISTANCE INSTITUTE FOR HIGHER EDUCATION

Self-directed and cooperative learning are regarded as essential skills to surviving the 21st century, therefore these skills need to be fostered at Open Distance Learning institutes for Higher Education. The Sekai-based online learning platform of the University of South Africa is not sufficiently to foster these learning skills. Due to the crippling three-month long postal strike of 2014 delivery of thousands of assignments and portfolios was severely delayed, forcing management to pursue new avenues such as the integration of e-portfolios as method for alternative assessment. Due to the size of this mega Open Distance learning institute and contextual barriers a few modules, traditionally characterised by lesser student registrations, were earmarked to pioneer this initiative. Being selected to participate in this explorative venture was exiting, yet practical implementation problems soon surfaced. Different from contact institutions, questions such as:

- Who are my students? How e-literate are they?
- Will they be able to cope all by themselves? How can I support them? And how can I guide them to complete their online showcases for assessment?

Social media provides an overwhelming range of possibilities for teaching, learning and marketing in higher education. Social media learning experience in a higher education environment can be regarded as a hybrid between Web 1.0 and 2.0 therefore it lacks artificial intelligence. An informal Learn 3.0-technology was integrated to foster self-directed and cooperative learning. This research is framed within an overarching Multiphase Mixed Methods design to allow the integration of various methods to report richly on the challenges and successes faced during the integration of the e-Portfolio system on African continent. Dynamic social network analysis will be used iteratively during the course of the year to monitor the self-directed and cooperative learning of this group of 70 post-graduate students.

Speaker:

Dr Christa Van Staden
College for Education
Dep. Curriculum and Instructional Studies
UNISA

Dr Christa Van Staden is post doctoral fellow at Unisa and lecturer of the module Instructional techniques and multi media in Higher Education (post graduation) at the University of Virginia, USA and sits on the Advisory Board of Environic Foundation International (EFI) USA, as well as the National Trustee Intervarsity Environmental network (IVEN). Prof. Naituli received his PhD in Business Management from Egerton University in 2004.
Technology and Innovation

11:15-12:15
SKYPE SESSION:

- E-PORTFOLIOS IN HIGHER EDUCATION: TAPPING INTO THE SOCIAL MEDIA CULTURE

This session examines how e-portfolios are used to support students to monitor and manage their own learning trajectories in the higher education context.

Case study:

Based on a case study of The Hong Kong Institute of Education, this session will show how the e-portfolio initiative tap into the social media culture among staff and students to empower students to “learn how to learn” as they progress through their four or five years of undergraduate studies. It highlights the promising practices of supporting students to reflect upon their learning, identify learning gaps based on their self-assessment of 21st century competencies, and plan for their own learning needs. It also explains how students may use the e-portfolios as a showcase of their learning journey in the Institute and articulate the competencies that they have developed in the journey.

Speaker:

Maritha Pritchard
Department of Strategic Communication
University of Johannesburg

Maritha Pritchard is a lecturer in the Department of Strategic Communication at the University of Johannesburg, South Africa, where she teaches media studies. She holds a National Diploma in Journalism, a BTech in Public Relations Management and a MTech in Journalism (cum laude) on the topic of citizen journalism at Tshwane University of Technology (TUT). Her published research interest is social media issues and she has presented on the topic at several local and international conferences. Maritha has over 20 years’ industry experience in corporate communication where she also conducted award-winning social media campaigns for leading South African brands.

12:15-13:00
WORKSHOP PRESENTED:
GOOGLE HANGOUTS

GOOGLE FOR EDUCATION AND SOCIAL MEDIA WORKSHOP

Google apps for Education is a learning environment for teachers to use to engage collaboratively and meaningfully with learners during lessons. GAfE is free to universities. Universities would register using their domain name and begin using the apps and tools.

- The workshop will provide ideas on how social media tools can be used to assist learning; such as Google+ and hangouts or YouTube live.
- As well as the safety responsibility we should all promote among users, such as reporting inappropriate videos.

13:00-14:00
NETWORKING OVER LUNCH

14:00-15:00
WORKSHOP CONTINUES

Speaker:

Karen Walters
Programme lead education: Google for Education Sub-Saharan Africa


Author. Motivational Speaker. Passionate educational explorer. Programme Manager: Google for Education Sub-Saharan Africa

- Brett Loubser Head Wechat
- Jose Chong Representative United Nations Human Settlements Programme UN Habitat Kenya
- Scott Silverman University of California

15:00-16:00
WEB 2.0 AND SOCIAL MEDIA: ESSENTIAL TOOLS FOR CONTEMPORARY TEACHING AND LEARNING

My presentation will focus on the use of Web 2.0 tools and social media in higher education institutions, both in South Africa and around the world. I will explain what these tools are, their affordances or advantages/opportunities for teaching and learning; current use in the global and local contexts (SA), challenges, costs and recommendations.

Speaker:

Assoc Professor Ivala Eunice Coordinator:
Educational Technology Unit, Fundani CHED CPUP

Professor Eunice Ivala is the coordinator of the Educational Technology Unit, Fundani Centre for Higher Education and Development, at the Cape Peninsula University of Technology (CPUP). The Educational Technology Unit is responsible for promoting appropriate use of technologies in teaching and learning at the institution. Her Research focus is in ICT-mediated teaching and learning in developing contexts. Previously a project manager at the Media in Education Trust Africa, an educational specialist at the South African Institute for Distance Education and a lecture at the University of KwaZulu Natal.
16:00-17:00

**USING MOBILE-SUPPORTED SOCIAL NETWORKS IN ENHANCING INTERACTION IN DISTANCE EDUCATION**

The explosive growth of new information technologies in the past two decades has not only redefined how technology is used, it has revolutionised the way education is viewed. Different types of technologies have been seen as tools that deliver information faster, better and more cheaply than any other kind of tool that have been used in education before. It is this regard that this study seeks to explore the affordances of mobile technologies to support distance learners who are often separated from their teachers and peers. The aim is to investigate how mobile-supported social networks can be used to support and enhance learning in distance education. A highly interactive environment such as those presented by many social networks is uniquely situated to support distance education students because they are already familiar with it. The idea is to build on an informal learning social context that most students are familiar with to develop formal learning opportunities and support mechanisms for distance education students. This will go a long way in addressing an old age problem of removing “distance” from distance education as a way of supporting students.

**Speaker:**

Prof Mpine Makoe is the Head of the Institute for Open Distance Learning at the University of South Africa (UNISA). Mpine is also the director of African Council of Distance Education (ACDE) responsible for coordinating the continental distance education database. She holds a PhD in Educational Technology and MSc in Research Methods in Educational Technology from the Open University, UK. She also has an MA in Journalism from the University of Michigan and BA in Communication and as a diploma in journalism from Africa Literature Centre in Zambia. She worked as a journalist for The Star Newspaper before joining UNISA as a communications lecturer. She was also involved in the Institute for Gender Studies responsible for developing courses in media, gender and health promotion. She was a member and a vice chair of the Standard Generating Bodies (SGB) for Government Communicators and Communication studies respectively. She serves in a number of editorial boards of international journals.

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**End of day one conference**

**Day two**

**09:00-09:45**

**THE ROLE OF WECHAT IN HIGHER EDUCATION**

**Speaker:**

Brett Loubser

Brett Loubser has a thorough understanding of the “bits and pieces of the mobile machine”, having worked in the industry for more than 17 years. He served stints at major device manufacturers including Samsung, Nokia and HTC, working across product design and marketing, new business development, and service and product launches, among other areas. He also spent nine years at MTN managing its entire cellular product portfolio, collaborating on the launch of 3G services and serving as a Network Key Custodian for the operator. This, coupled with his experience assisting several local mobile startups, provided him with a deep understanding of the tech that powers the mobile industry. While working as a draughtsman in 1996, he realised that the future was in mobile and took a significant pay cut to follow his passion and get a foot in the industry. It’s no wonder then that the opportunity at WeChat excited him. Brett believes that instant messaging is the most exciting sector of the mobile application world, and saw the move to WeChat as an opportunity to be involved in one of the world’s most dynamic mobile platforms. As Head of WeChat Africa, Brett is responsible for all operations on the continent, with his primary focus being product marketing and growing awareness about how WeChat enables people and businesses to interact in unique and authentic ways. Outside of office hours, Brett describes himself as an ‘amateur futurist’ who keeps a close eye on scientific breakthroughs and developments and likes to speculate on the new opportunities and challenges these developments will bring about for society.

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**10:00-10:45**

**KNOWLEDGE GRAZING - HOW THE SOCIAL WEB HAS RE-ENERGISED LEARNING**

All around the world, we are seeing examples of how the way we access and acquire knowledge is changing. We are bombarded with information every hour of the day from multiple and continuous sources and making sense of this is not easy. The challenge for education is to assimilate the new learning styles and expectations engendered by this ever changing landscape into current practice in a way that not only adds to but fundamentally transforms learning and teaching to make it fit for purpose in the twenty first century information age. Using example of social media tools and case studies from around the world, this presentation examines this new learning paradigm and explores the changes which are occurring in the way our brains handle and process information. The social web has triggered real tension between the industrial models of education universally prevalent in our society and the expectations of learners that they will be able to use these cultural tools of their generation in their learning.

**Speaker:**

Jaye Hills-Richard

Managing Director

Tablet Academy Africa

Jaye is Founder and Managing Director at Tablet Academy Africa, a leading international education policy and training organisation, working with education departments and EdTech corporates across the continent on development of policy and strategy around education technology integration and school improvement. She has recently launched The Learning Consultancy@Tablet Academy which has been set up to offer the services of other leading world-class education consultancies to governments and businesses across Africa. She is currently writing her first book entitled Knowledge Grazing – How the Social Web has Re-energised Learning, and when not working she relaxes at home in Cape Town. You can read more about Jaye’s work by connecting with her on LinkedIn.

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Organised and Researched by:
Nicola Pallitt
Centre for innovation and learning
UCT

Nicola completed her PhD (Media Studies) in 2013 through the Centre for Film and Media Studies at UCT. Her research interests include understanding how people appropriate ICTs in various contexts, from children playing games in after-school settings to students using social media in Higher Education. Nicola is also involved in curriculum innovation initiatives and work in assisting university staff with integrating educational technologies in their courses.

Dr. Jacqueline Batchelor
Mobile Learning Technologies Unit
Department of Science and Technology Education
University of Johannesburg

First and foremost I am a teacher, a recognised innovative teacher within the boundaries of teaching and learning with varieties of ICT and a facilitator in innovative teacher development. I have received accolades on local, national and international forums for my innovative teaching practices. I am a mobile learning specialist who conceptualizes and executes learning events that pilot new technologies in formal teaching environments in collaboration with research institutes and research partners.

Naomi Du Plessis
Lecturer
North West University

Naomi du Plessis graduated from the University of the Free State with a Masters Degree in Higher Education, and is presently studying towards a PhD in the same field. For the past 25 years she has been working at universities and private colleges in South Africa, including UJ, Monash South Africa and North West University. She received nominations and awards for Excellence in Teaching from different universities, particularly for her innovative ways in using social media and e-learning as a foundation to teaching. Naomi is a frequent presenter at conferences on higher education and innovative ways to present curriculum to the generation Z students who are now filling seats in lecture halls in universities all over the world.

End of conference
Registration Form

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Person dealing with accounts: ___________________________
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By completing and signing this form, the signatory accepts the terms and conditions as stated on the registration form.

SUBSTITUTIONS:
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- Please note that the speakers an topics were confirmed at the time of publishing however circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics.
- As such, AMABHUBESI reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated and sent to you as soon as possible.
- Delegate substitution must be made in writing 7 days before the start of the event.

PAYMENT BY MEANS OF BANK TRANSFER
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CANCELLATION NOTICE:
By signing and returning this registration form, the authorizing signatory on behalf of the stated company is subject to the following terms and conditions:
- Charge of 50% of the registration fees, plus R700 (+ VAT) Administrative charge will be made for cancellations received in writing at least 14 working days prior to the event.
- For any cancellations received in less than 7 working days before the date of the event, the full fee will be payable and no refunds or credit notes will be given.
- If a registered delegate does not cancel and fails to attend the summit, this will be treated as cancellation and no refund or credit will be issued.

BY COMPLETING AND SIGNING THIS FORM, THE SIGNATORY ACCEPTS THE TERMS AND CONDITIONS AS STATED ON THE REGISTRATION FORM.

Registration fees above INCLUDES the following entitlements: Entrance to sessions, registration pack, daily lunch and refreshment breaks.
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PLEASE NOTE: - AMABHUBESI HAS A STRICT NO CASH REFUND POLICY

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Social Media in Higher Education

12th - 13th MAY 2015
Amabhubesi Conferencing Centre, Johannesburg, Randburg

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