

The role of social media in education

Tetyana Samiliv
Advisor: Sian Christie



Sustainable Management



Senior Capstone



Results



Best Practices

Class: 2020

From: Ivano-Frankivsk, Ukraine

Major: Sustainable Management

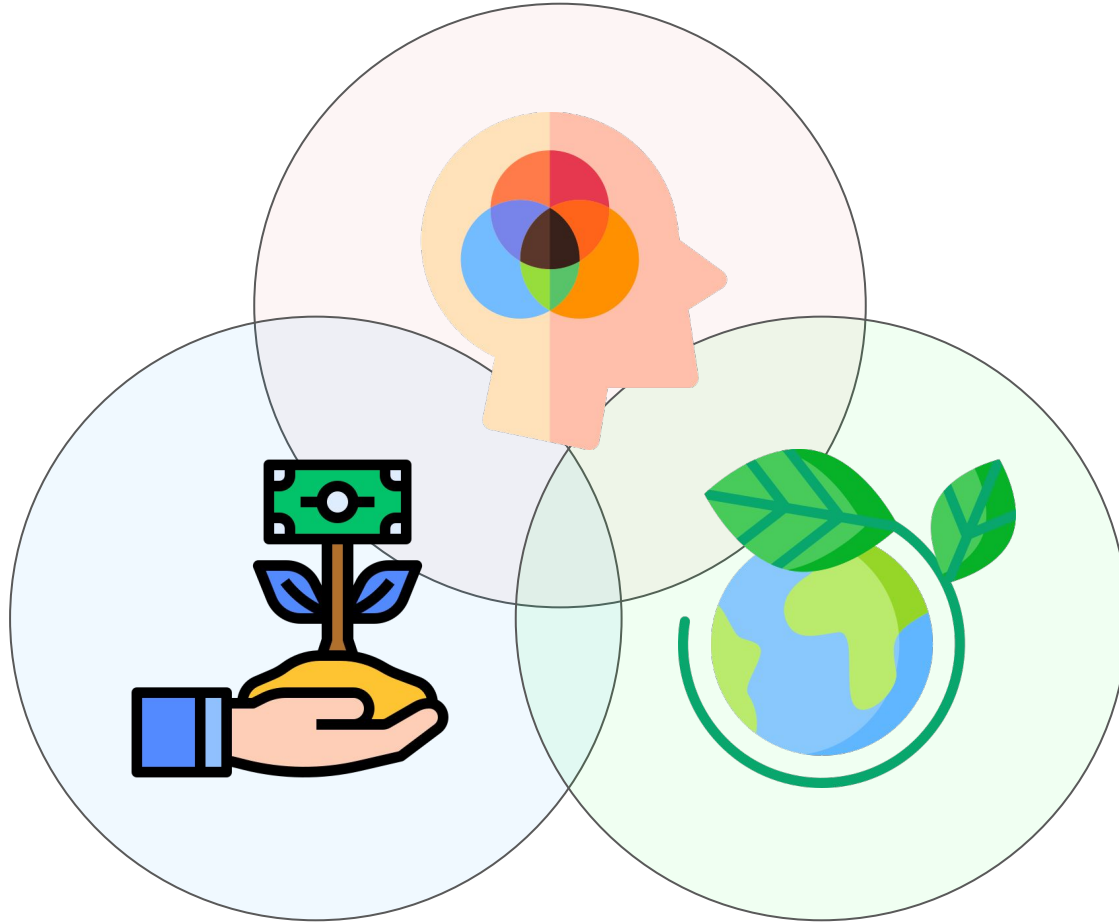
Languages: 4 fluent (and a couple more)

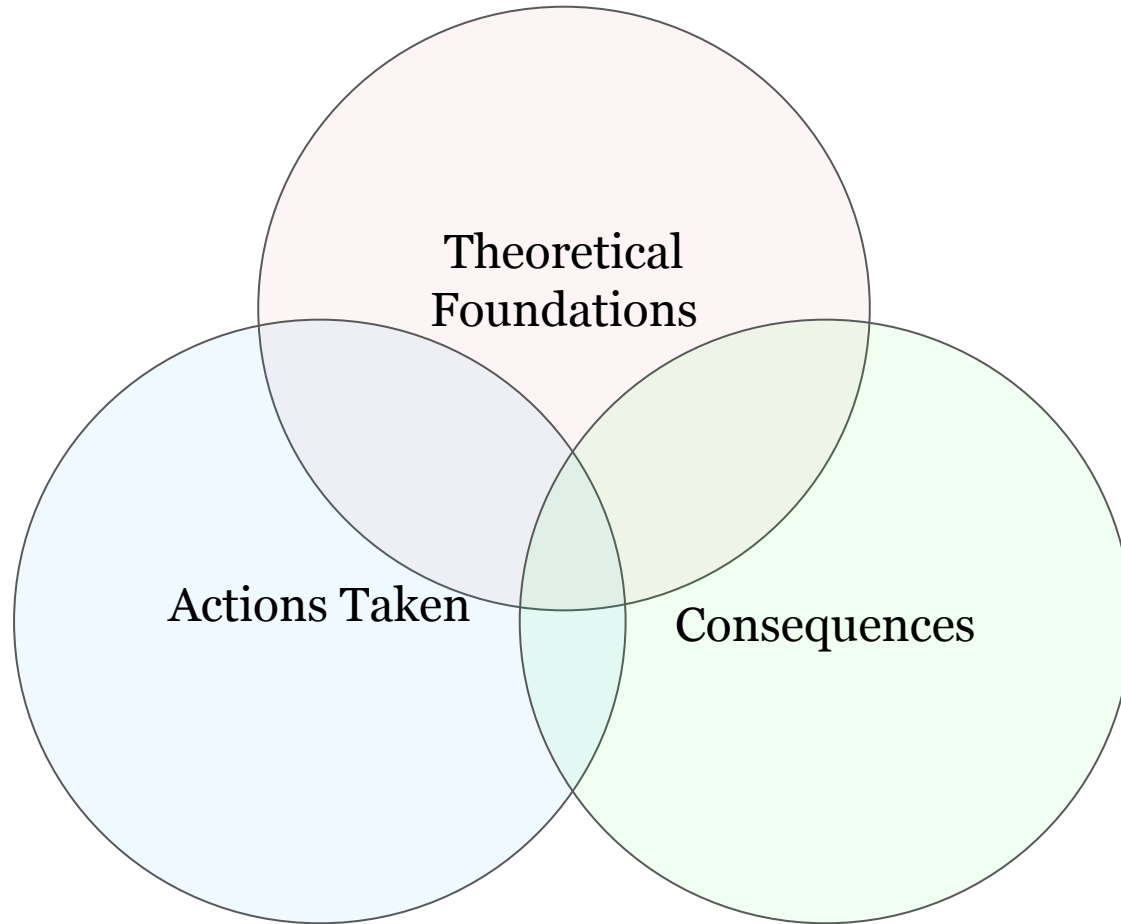
(Not so) secretly interested in: art, marketing, entrepreneurship, circular economy, and dance



So...

What is my major?





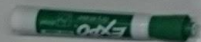
Environmental Studies

ENVST 232 ✓ *Envt Policy & Regulation*

ENVST 202 *Culture of Nature*

ENVST 235 *Sustainable Development*

ENVST 399 | *Seminar in Env. Studies*



Management

MGMT 299 *Arts Mgmt*

MGMT 250 *Marketing*

MGMT 251 ✓ *Management*

MGMT 380 *Investment*

MGMT 383 *Mgmt Policy & Strategy*

Chicago → Business & Industry



Social Studies

PSYCH 249 ✓ *Social Psychology*

PHIL 258 *Ethics, Economics & the Marketplace*







PHIL 257 *Environmental Ethics*

PSYCH 342 *Positive Psychology*

ART 104 Found. New Media



Big questions

-  How can small businesses contribute to sustainability?
-  Who is responsible for ‘saving the planet’?
-  What impact do big corporations have on the “culture of environmentalism and sustainability”?
-  How do the current zero-waste trends contribute to environmental racism?
-  Who and what is needed for an effective change?
-  How can an individual contribute in promoting education around sustainable practices?



Food Desert and Race:

a North Minneapolis Discourse

Fight for food security in the environmental justice lens



YORTH
group

Procedural Change Proposal

*Proposal to modify the process of policymaking to a more equitable model with
climate-resilient potential*

June 24, 2019 12:15 am

Клас! Я писала диплом і сама цією темою трохи зацікавилась)

June 24, 2019 9:04 am

Добре-добре)) моя студентська кар'єра на цьому збудована 😊😊😊

June 24, 2019 3:21 pm

Ти як тільки поступила, то мені здавалось, що екологія й економіка ніяк не пов'язані



Згадую зараз, як дивувалась) А тепер і до України по трошечки доходить



Так-так 😊 я рада, що все більше в більше люди бачать наскільки екологія має сенс в економіці))

Слухай, ти чула чи є у Львові екологічні організації, або ті, які з ним зв'язані?

Трохи стидно, але не чула 😊



Нічого страшного 😊

Бо завдяки тобі, у мене появилась ідея на рахунок мого проекту до захисту бакалавра 😊 і моїй наставниці сподобалось))

July 2, 2019 11:57 pm

Ого, розкажи 😊

“Building a brand as an opinion leader to educate young people about sustainability in Ukraine, because currently there is a void”

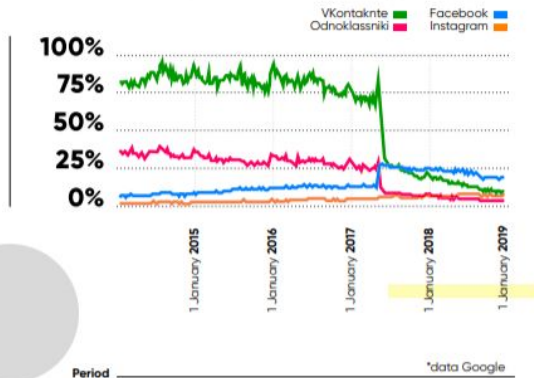


42,2 mln Citizens of Ukraine

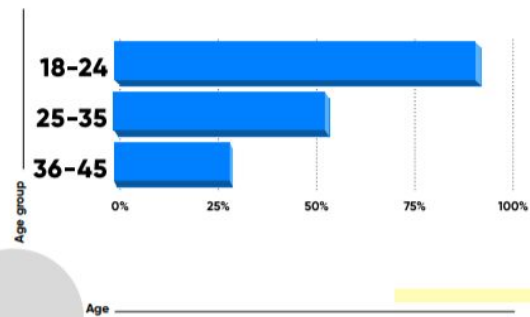
21,4 mln Internet Users

11,0 mln Instagram Users

Which social networks Ukrainians have been searching within the last 5 years



Instagram Users Share by the Age Groups



Among the age group of 18 to 24 years, 2.8 million of Ukrainians, or 91.04% of all citizens of that age, use Instagram.

In the age group of 25 to 35 years, there are 4 million Facebook users, or 54.29% of all citizens of that age. 1.8 million, or 28.91% of the age group of 36 to 45, use Instagram in Ukraine.

New Tab



How to start an instagram blo



How to start an instagram blo - Google Search



how to start an instagram blog



how to start an instagram blog **and make money**



how to start an instagram blog **from scratch**



how to start an instagram **fashion** blog



how to start an instagram **food** blog



how **do i** start an instagram blog



how **do you** start an instagram blog

Links

Chromebook



Alexandra Mitroshina

From: Moscow, Russia

Followers: 2.1

Topics: sport, self-discipline, women's rights, blog growth and development



ЕДИНЫЙ СТИЛЬ ЛЕНТЫ В INSTAGRAM



20:20



vimeo



Marina Mogilko

From: Saint Petersburg, now if San Francisco

Followers: 615K on IG, over 3M followers on YouTube

Topics: entrepreneurship, languages, travel, motherhood

MAKE YOUR DREAM COME TRUE

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Name: Tetyana Samiliv

General Info: Senior Project.

Purpose: outreach to youth on environmental topics/green living/ journey to more conscious consumer choices, etc

Channels: Instagram, YouTube





00675B



8CC63F



2386C3



FFD500



D3D1D3



808080



BLACK







t_sustainua

Message



21 posts

87 followers

80 following

Tanya Samiliv

Що таке екологія і що з нею робити?

Еколог в тренуванні 🇺🇦

🌱 Факультет: екологічно стійке управління
(Sustainable Management)

Followed by lily002_, elizobo, samanthavandersteen + 27 more

POSTS

TAGGED



t_sustainua Message

21 posts 87 followers 80 following

Tanya Samiliv

Що таке екологія і що з нею робити?

Еколог в тренуванні 🇺🇦

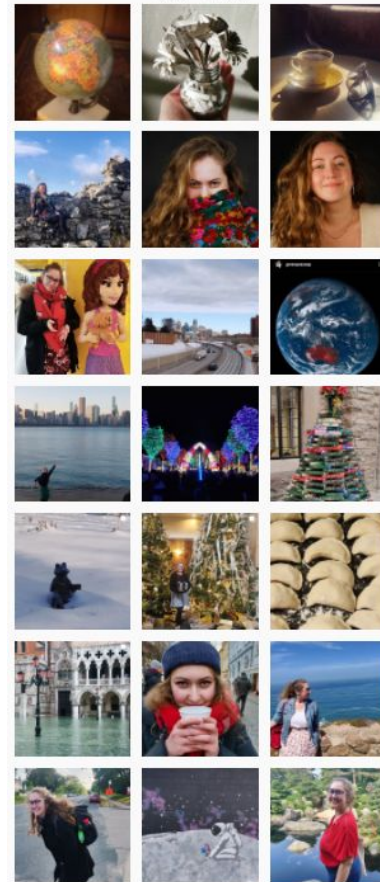
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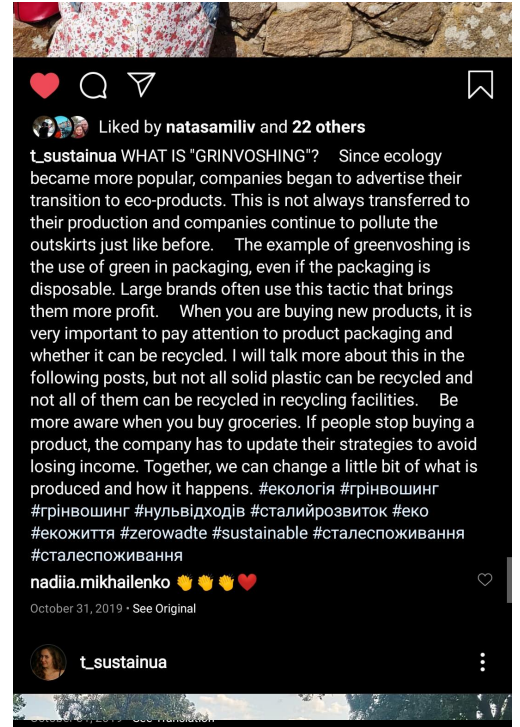
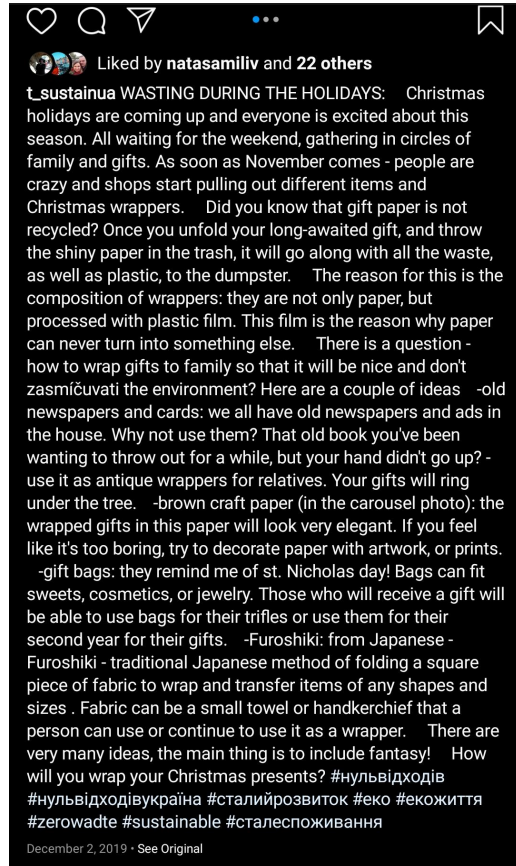
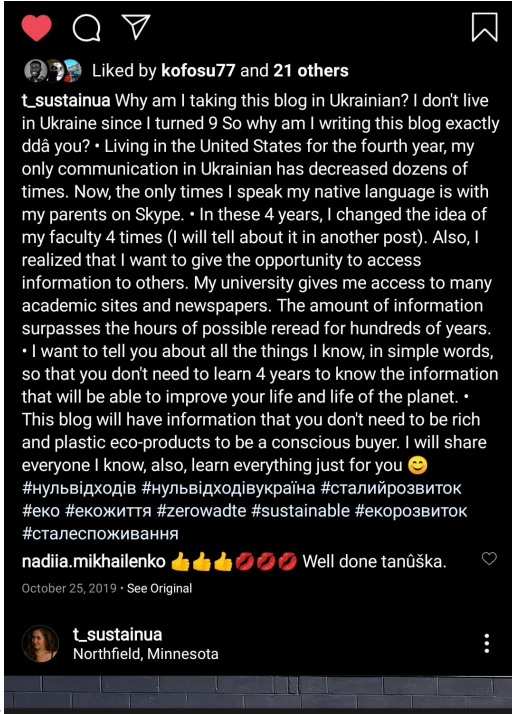




Tanya Samiliv

1 subscriber





Best practices

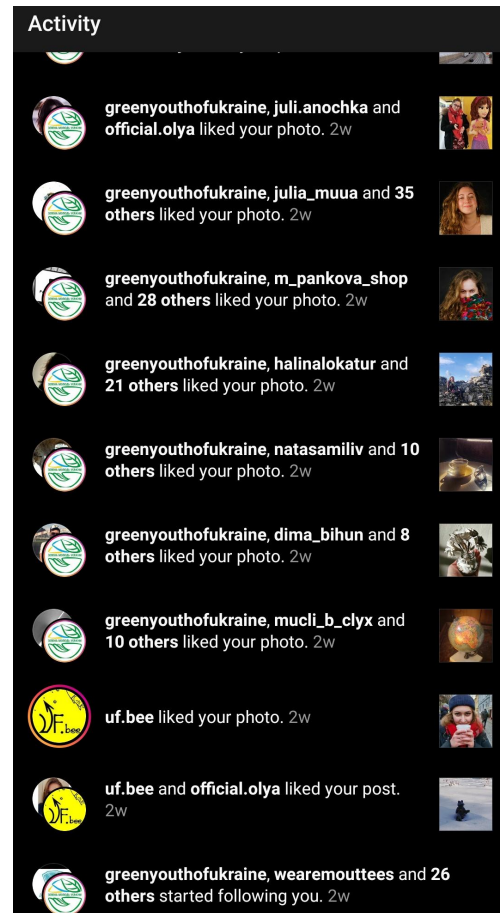


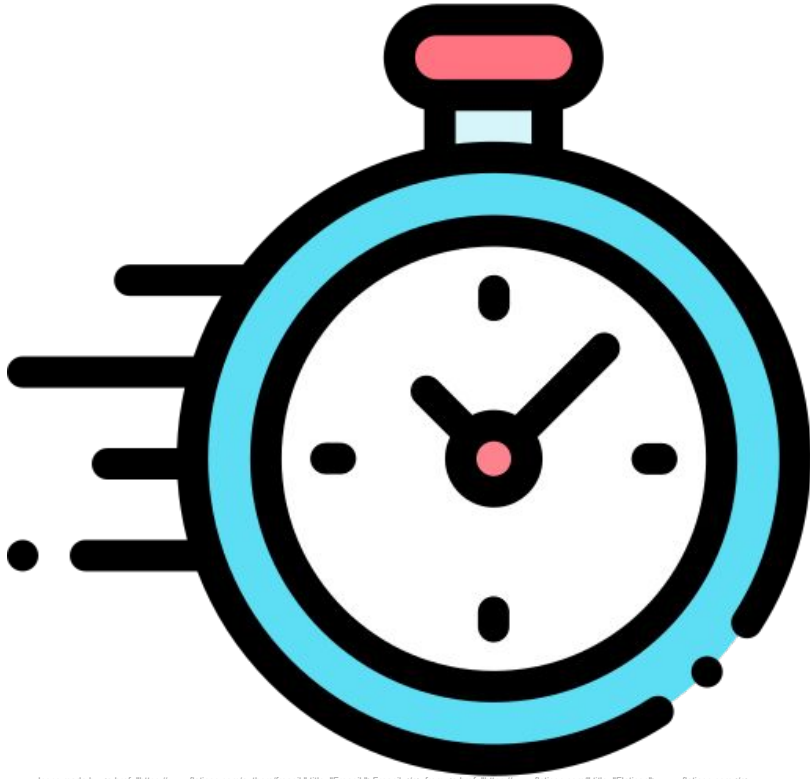
Time commitment

Content management

Interest of people

“The picture attracts, the text lets people stay”





Attention span



Time of consumption of the media
Engagement time
“The picture attracts, the text lets
people stay”

Icons made by freepik from www.flaticon.com

Challenges



Constant engagement

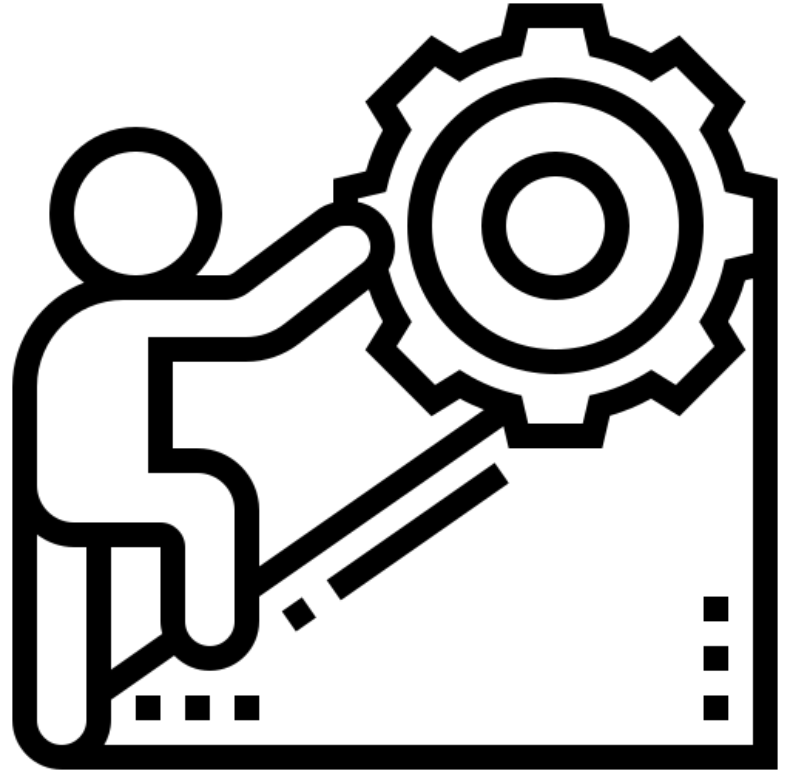
Finding the right audience

Cost and time investment

Research and translation

Cultural understanding

Starting on your personal page vs. a new one



Ethical considerations



Academic writing versus social media posts

Fake news and reliable sources

References

Personal ethics

“Hype news”

Impact



Deliverables

CIS Portfolio: Tetyana Samiliv

Instagram: t_sustainua

YouTube: Tanya Samiliv

LinkedIn: Tetyana Samiliv

Email: samili1@stolaf.edu

HOW TO START YOUR Instagram BLOG

Step-by-step



Come up with your topic

What is your expertise? Is there something you really like to do and would like to share your skills with the world? Is there something you are learning and would like to teach others?

Come up with post ideas

Write down at least 10 ideas of posts you could write on your topic. Try to draft at least one of them. You can use Telegram.com to create paragraphs and have a good structure.

Create a visual board

What colors represent you? What are some visuals you want to use for people to recognise your page? Come up with a constant visual you want for your blog. Remember, people come to Instagram to relax and learn something new.



Have pictures taken

Ask a friend to take pictures of you. A phone camera is enough to take great pictures!



Write your first post

Draft your first text and post it with a picture of you. If you are starting blogging on your personal account, you will already have some followers. If you are starting from scratch, make sure to have at least a couple posts on before starting to find your audience.

HOW TO MAKE A YOUTUBE VIDEO

A guide for beginners

1 PLAN THE TOPIC

What is it something that you could talk about for more than 10 minutes? What is something you have the most knowledge of or are very passionate about?



2 CREATE A CONTENT PLAN

Identify a time for your publications and the topics you will be talking about. Write a detailed plan of your next steps.

3 WRITE YOUR SCRIPT

Write out your detailed video plan and what you will be talking about. Include ideas for visuals and some key phrases. You won't be reading the script off the screen but it will help you to structure your video.



4 SHOOT YOUR VIDEO

Find a comfortable and silent place to shoot your video. Stop and restart as many times as you need.

5 EDIT AND POST

Edit the video and add titles, music, and other scenes as desired. Make sure to have a captivating title and post in on YouTube!



What Next?



Acknowledgements



CIS department

Sian Christie

Kiara Jorgenson

My Family

My Friends

Kofi Ofosu

Carlos Fernandez





Questions?