

UC SANTA BARBARA & NOVA WONDERS PRESENT

TIPS FOR DESIGNING SOCIAL MEDIA SPACES FOR LEARNING & ENGAGEMENT



NOVA partnered with researchers from UC Santa Barbara to see if social media can help users learn or engage more deeply with science topics. These tips come from analysis of NOVA Wonders - a six-part series that aired on PBS in Spring 2018.

Social media impact is commonly assessed with analytics like 'engagement,' 'reach,' & 'impressions.' But our work shows we can measure informal learning on social media & adopt practices to promote different types of learning.

TO PROMOTE **TRADITIONAL SOCIAL MEDIA ENGAGEMENT:**
(LIKES, COMMENTS, SHARES, IMPRESSIONS, REACH)

RESOURCES

share videos and host facilitated livestream events for higher engagement

POST STYLE

"Teaser Questions" that introduce a topic and pose a question, rather than present full facts, bring higher engagement

TO PROMOTE **INFORMAL STEM LEARNING:**
(EXCITEMENT, UNDERSTANDING, ATTITUDE)

HIGH - FACILITATION

be more actively involved with the social media space (ask follow-up questions, acknowledging shares) to help audiences connect new information to existing knowledge & experiences, & foster curiosity

TO PROMOTE EXCITEMENT

share more information about your STEM topic & use videos as opposed to images to spur enthusiasm

TO PROMOTE UNDERSTANDING

don't give it away, instead use teasers, tune-ins, & audience asks to encourage deeper connections & applications



NOVA
@novapbs