

Communication Connections

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Social networking is becoming more and more a part of everyday life, including at Tulane University, where several initiatives that use these technologies have been launched to bring the campus community closer together and more connected to the academic world.



Mobile devices, from cell phones to iPads, provide instant links to social media sites such as Twitter and Facebook. (Photo by Paula Burch-Celentano)

For example, Twitter and Facebook will be a focus of the Innovative Learning Center's annual [Tech Day](#) on Friday (Sept. 24) at the Lavin-Bernick Center on the uptown campus.

All of the seminars and training sessions will be covered by [Innovative Learning Center](#) staff and blogged live via Twitter with the hashtag #TUTechDay, says Mike Griffith, instructional technology specialist in the ILC.

"These micro-blogging services have given the ILC the opportunity to bring its academic training to the world at large," Griffith says.

[Technology Services](#) also uses social media to keep the campus informed with real-time status updates about significant computing outages and service updates through the department's Twitter and Facebook accounts (Twitter: TulaneTech; Facebook: Tulane-Technology).

"Readers who follow technology services have opportunities to get help, keep informed, attend special events and even win contests all through this connection," Griffith says.

The new media offerings also are expanding to academic development of both faculty and staff. This fall, the ILC staff along with several Tulane faculty members are participating in a new media seminar with peers from a dozen campuses around the nation. All of the online discourse among participants is through social networking, which anyone can follow by searching Twitter for the hashtag #NMFS.

Susann Lusnia, associate professor of classical studies, is taking part in the seminar. "I'm interested in learning about new media and social networking, both of which have a growing presence and importance in academic communities around the world. Our first meeting was fantastic, filled with great conversation."

Anyone following the Twitter feed from Friday's Tech Day events will have the opportunity to win a Dell netbook.