

2-7C Meeting students in a social space: Using SnapChat to facilitate work-related learning

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Effective learning is cultivated best in a space where students are comfortable. And one of those widely acknowledged but perhaps under-used spaces is the Social Media space. It's a space that to some of us, can feel like outerspace! But this presentation is by two people who were once alien to SnapChat and are now delighted to present a case study on how it was used break down barriers to careers education and facilitate work-related learning.

The University's Alumni Volunteering Programme was established to connect alumni and students to support their career aspirations and support understanding of Graduate Attributes. The programme uses both online and physical space to facilitate mentoring and networking opportunities.

The Network SnapChat Takeover Series brought alumni – in their places of work – right to students' fingertips. Each event delivered exclusive insights, top tips and practical advice to students about life beyond graduation - all from people who were once in their shoes. After the initial success in delivering learning from local Alumni at the Beatson Cancer Charity, the next takeover in the series took place in the Capital. Alumni from across London and from organisations including Pinterest, Drax Group, the V and A Museum and Freshfields LLP delivered learning in this virtual space that was viewed over 92,000 times!

The presentation will give a brief overview of how the SnapChat takeover series worked and how it delivered high levels of student engagement. Content from the Takeover will be shown live in-session, and further resources made available following the session.