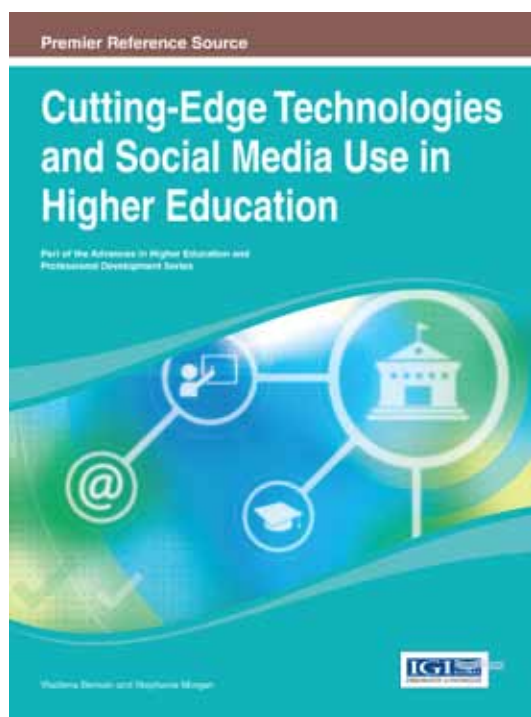


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## Cutting-Edge Technologies and Social Media Use in Higher Education



Part of the Advances in Higher Education and Professional Development Book Series

Vladlena Benson (Kingston University, UK) and  
Stephanie Morgan (Kingston University, UK)

The inclusion of social media in higher education has transformed 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.

**Cutting-Edge Technologies and Social Media Use in Higher Education** brings together research on the multi-faceted nature and overarching impact of social technologies on the main opportunities and challenges facing today's post-secondary classrooms. From issues of social capital formation to student support and recruitment, this book provides educators, administrators, employers, and leaders with the necessary insight and practical perspectives to thrive within an evolving education system.

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- Privacy
- Social Capital
- Student Engagement
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- Social Marketing
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- Employability
- Online Networks
- Reputation Management

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