

Social media enabled digital journey through a University of Lincoln 4.0 challenge-based project

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Abstract

In this flipped presentation, we highlight the potential benefits, the progress and challenges of setting up social media strategy for UoL4.0 Challenge-Based Project, a project started in LIBS in 2017 and funded by European Regional Development Fund (ERDF) in a successful international collective bid for COM³ (Building COMpetences for COMpet-itive COMpanies) from 2018 to 2021.

Students who are involved in the UoL4.0 project are aware of different platforms of social media. However, using social media to develop content, drive engagement, record ongoing learning and to enhance their employability profile are areas that have not been part of the academic or project management training involved. This flipped presentation uses the project's social media journey so far as an anchoring point to extend discussions on what strategies, actions and measurable parameters that can be put in place to optimise students' experience and achievement on challenge-based learning, project engagement and employability engagement.

Video Links: Pre-video <https://www.youtube.com/watch?v=FShNtv1sLIQ>

Live discussion <https://www.youtube.com/watch?v=zI0DwcSI7ss>