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# SOCIAL MEDIA AND FACULTY DEVELOPMENT



# STUDY PURPOSE/BACKGROUND



The purpose of this study was to examine how faculty employed social media to share their experiences during an international professional development experience in Belize with their social networks.



# CONCEPTUAL FRAMEWORK



Faculty often use social media to expose students to professional practices and extend the reach of their learning environment (Gruzd, Haythornthwaite & Paulin, 2016).

Interaction with faculty via social media can increase student motivation (Mazer, Murphy & Simonds, 2007).



# CONCEPTUAL FRAMEWORK

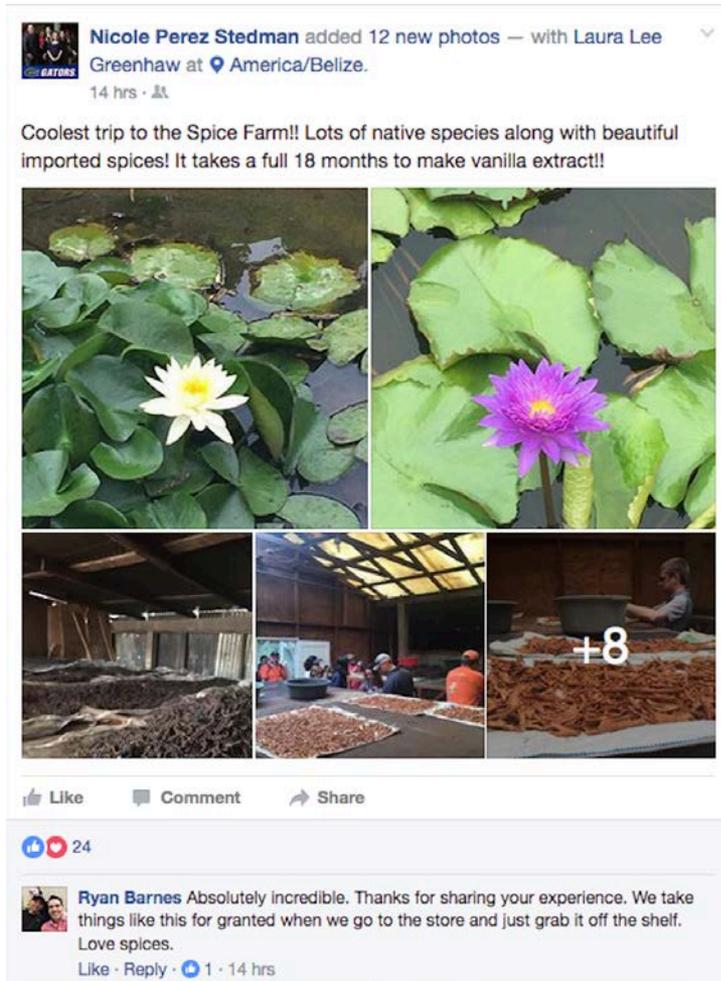


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# METHODS



Collection of social media posts  
(with IRB approval)

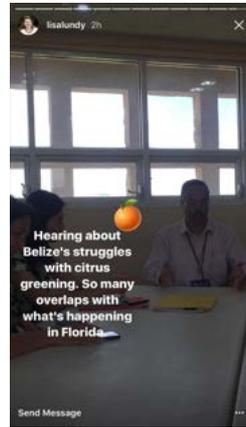
Use of program hashtag -  
#BelizeGTA

Content included 22 Facebook  
posts, 31 Instagram posts, 69  
Instagram stories and 32  
Tweets

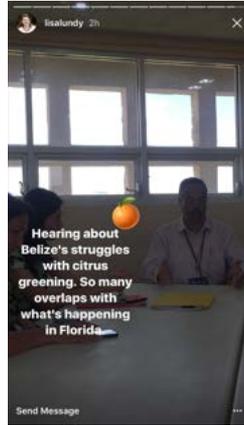
Thematic analysis



# FINDINGS/THEMES



# RECOMMENDATIONS



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