

Supporting and engaging international students via Facebook, Student Blogs and Student Ambassadors.

Sharing TAFE SA International's experience of working with new technologies and programs/projects, in the effort to engage with students more effectively. TAFE South Australia's engagement with their international students community has significantly increased via the use of Facebook, student blogs and student ambassadors program.

Since January 2010, TAFE SA International has used Facebook to connect students (potential, continuing and alumni) to their new learning environment. Our Facebook has on average about 800 visits each week and we use Facebook mainly for announcements (events, news and updates of relevance to students).

The TAFE SA International website hosts a student blog section that is driven by our student ambassadors. One of their main tasks is to blog as many times as they possibly can each week and invite comments from readers. Through these blogs ambassadors have been able to identify activities that they then plan for students.

In this presentation, Was, will share more details about the activities and events that have materialised out of Facebook, student blogs and student ambassadors program- all of which have increased international students community engagements.