

**Annual Learning and Teaching Conference
Wednesday 8 May 2013**

UNIVERSITY OF YORK

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changing the world*

**Working together: co-operation and collaboration in
learning and teaching**

Workshop session 1

**Social Media for Social Policy: working together for creative employability skills
development**

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Abstract:

This workshop will showcase a collaborative project led by the Department of Social Policy and Social Work (SPSW), with Careers and the E-learning Development Team to offer an extra-curricular activity which broadened students' employability skills.

Being able to persuade, influence and communicate ideas to an audience is an important part of many careers, in particular in socially motivated organisations which seek to facilitate change or source funding. We identified digital media creativity as a skill set, not currently catered for, that will be useful to graduates of the social sciences entering non-profit or public sector campaigning and information dissemination roles. In addition, team work and project working skills are essential and we wanted to provide an opportunity for an enjoyable, intensive group project experience within a subject-specific context. This subject context was an important part of the design, to draw upon students' academic interests and, with examples from real-world practice, validate that the transferable skills being learnt were relevant to potential employment opportunities.

In addition to students' collaborative efforts, this project could not have happened without the cooperation and enthusiasm of multiple departments. By drawing upon pre-existing workshops and combining them with new sessions, a rich learning experience for students was developed utilising the strengths of different teams across the institution.

Delegates will be able to see the high standard of achievement and positive impact of the course as a result of both staff and students working collaboratively. Students who participated on the project will explain how they have taken their experience forward into employment and further projects.