



## Scholarship Learning Community (SLC) 2025-2026

**Title:** Social Media Video for Public Engagement

**Facilitator:** Samantha Close, College of Communication

### **Description:**

In this learning community, we want to learn how to communicate the knowledge that scholars have to a wider public audience using social media videos. There is a vibrant ecosystem of video essayists on social media creating content that deals with academic topics, from the sciences to the humanities to the law and beyond. This suggests that there is a strong audience for this kind of knowledge-based content, but the people creating it are often not scholars. This presents an opportunity for researchers to communicate with the public, both to disseminate knowledge and to improve the reputation of the academy generally.

The purpose of this group is to introduce researchers to both the existing ecosystem of video essays in different disciplines on social media and to teach them how to create video essays on their own. We will have three different kinds of meetings: Meetings where participants bring examples of videos related to their discipline that they found and appreciated for group analysis and discussion; meetings where participants learn how to perform technical tasks like filming, editing video, and managing accounts for different platforms; and meetings where participants can show their work-in-progress and receive feedback. Group members will spend time in-between meetings either searching social media for videos and creators related to their disciplines or working on their own video essays. The outcome of this learning community will be one video essay (at least) per participant and a plan for where and how they would distribute it via social media.

Faculty from any discipline who want to communicate their knowledge to a wider, public audience but are unsure of how to do this (either in practical terms or in conceptual terms) would be interested in participating. No previous experience with video or social media is required.

### **Planned Activities for SLC Members:**

**Meetings:** Synchronous 90-minute zoom meetings every month or so throughout the academic year, at a day and time chosen based on SLC members' schedules. There will be in-person meetings as needed (working with equipment) or based on member interest. We will work asynchronously between the meetings.

**Outputs of the SLC:** Each faculty member will learn about important creators in their area of expertise as well as creating at least one video and one idea for a channel/account that could post their videos.

## **Plan for the Academic Year:**

### ***AQ 2025***

September: Initial meeting where participants introduce themselves, learn background about video essays on social media, and discuss some example videos selected by the facilitator

October: Discuss participant-selected videos and the approaches taken to communicate knowledge by the video creators

November: Discuss participant-selected videos and the approaches taken to communicate knowledge by the video creators

December: Meet early in the month to learn filming techniques so that participants can film over the winter break

### ***WQ 2026***

January: Meet early in the month for participants to learn editing techniques

February: Hear from invited video essayist guests about how to manage a social media account like this, the likely obstacles they will run into and ways to overcome them

March: Skip this month due to the quarter change-over and spring break

### ***SQ 2026***

April: Work-in-progress workshop

May: Work-in-progress workshop

June: Final video showcase