Instructional Videos Articles

1. **How to Ensure Accessibility for Educational Videos**
   a. Article by Wiley Education Services
   b. This article will discuss ways on providing equal access to instructional materials delivered electronically. Topics will include how to prepare and create video captions and audio description.

2. **The Effectiveness of Online Video Tutorials as Supplemental Library Instruction**
   a. Wichita State University Article
   b. Article will focus on how to create online video tutorials and how to measure their effectiveness

3. **The Ultimate Guide to Easily Make Instructional Videos**
   a. Techsmith
   b. A useful “how-to” guide on how to create great instructional videos.

Social Media Articles/Blog Posts

1. **3 ways to make advising experiences more meaningful for disengaged students**
   a. Blog post from EAB
   b. Institutions can leverage their website, student portals, apps, and social media to help students answer basic questions

2. **A&S advisors introduce social media strategy to engage students**
   a. University of Louisville article
   b. College of Arts & Letters advisors created the “Hashtags to High Fives” engagement strategy

3. **Academic Advising & Social Media**
   a. Inside Higher Ed blog post
   b. Social media is not a catch all as not every student utilizes social media

4. **Brand Strategy 101: 7 Essentials for Strong Company Branding**
   a. Blog post about brand strategy that can easily be connected to social media,
   b. Offers simple strategies that can serve as reminders with what to post, when to post and how to engage your audience

5. **Student Success: Academic Advising, Student Learning Data, and Technology**
   a. Available through Wiley Online Library
   b. Social media can help push out information, build community and is one of the ways students’ perceptions and existing knowledge is pulled from

6. **Technology and Academic Advising: Student Usage and Preferences**
   a. NACADA Journal article
   b. Offers a section in the article specific to social media and advising