Personalizing Feedback in a Virtual Environment

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The Paper Chase
LOVE  LOVE
LOVE

meh.

HATE
HATE
HATE

I'M GONNA NEED MORE SPECIFIC FEEDBACK ON MY FORMATIVE ASSESSMENTS.

BAD DOG

frosh: of-ice-hours

('ä-fes 'au -erz) n. The block of time set aside for students by professors or graduate student instructors to ask questions or get assistance on class material. Var. help, support.
Annoyed

Frustrated

Alone
often without a plan and metrics to measure its effectiveness. All modes of communication need to enhance the organization's image and brand, regardless if the purpose of their use is to acquire donations, or to provide information about programs or events, or even to offer a brief description of what the organization does. This includes online communication.

Like other communication mediums, nonprofits need to know how to best integrate social media into their organizations. However, social media are more than tools that exist in a silo; these platforms also impact the systems within the organization. Indeed, it can be argued that advances in technology have helped some nonprofits become more open to their stakeholders. As noted by Saxton (2005), this openness impacts the processes within an organization, including its governance, by allowing more people to have a voice in organizational changes. Social media are avenues for informational inputs into the organization. These inputs are then processed and systems are adjusted as needed in order to adapt to the external environment. Organizational leaders and managers need to understand how these interactions can be synchronized to be able to optimize the use of these tools for mission achievement.

Museums have become adept at using new technologies to enhance a visitor's experience (Charitos, Blake, Scaran, and Lones, 2012). McTawish (2013) goes beyond the individual visitor by writing about the relationship between the museum as an institution, and the wider world, to create a public value. She opens her book by stating “[t]he modern museum does not exist. It is a mythical entity that has never been achieved. The museum cannot be situated in a single location or explained with reference to a linear, historical narrative, but it remains a public idea” (3). The idea of a museum and the relationships formed are not place bound; they extend beyond the walls of the institution.

The purpose of this chapter is to learn from a nonprofit museum that was an early adopter of social media platforms. The reader will see how it faced challenges in the utilization of social media, and how it continues to learn from its practices. Also discussed is how the museum adapts its internal processes to strategically use social media, including adjusting the organization’s social media policies.
Thank you!