Social Media in Education

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Session Description
Engage students with social media and meet students where they live - online. Explore ways to use social media to engage students and create learning opportunities. This session will include a discussion on the benefits and pitfalls of using these applications with students to achieve 21st century learning objectives of communication and collaboration. Discover how social media can be used effectively in the classroom.

Monday July 15, 2013 1:00pm - 2:00pm Galleria I

• What is Social Media?
  o Tools that allow the sharing of information and creation of communities through online networks of people.

• Social Media in the Classroom
  o Pros
    ▪ Familiar
    ▪ Improve Your Skills
    ▪ Available Resources
    ▪ Improve Research
    ▪ Improve Communication
    ▪ Relevant Learning
    ▪ Promote Digital Citizenship
    ▪ Engage Students
    ▪ Share Learning Material
    ▪ Differentiated Learning
    ▪ Ease of Access
    ▪ Assist Shy Students
  o Cons
    ▪ Gimmick Factor
    ▪ Distractions
    ▪ Cyberbullying
    ▪ Limit Face-to-Face Communication
    ▪ Schools must understand before implementing
    ▪ Continual Social Media Change
    ▪ Need to Manage and Update
    ▪ Open to Malware
    ▪ Inappropriate sharing
    ▪ Controlling use in Class
    ▪ BYOD Exposes the have and have-nots

• 4 Reasons Social Media Should be Taught in School
  o Huffington Post Article – May 2013– Kim Garst
  o Reason #1 - It is now, and will continue to be a social world. The top 5 social media sites combined have nearly 2 BILLION users.
- **Reason #2** - The privacy concerns and safety of social media do not outweigh the benefits.
- **Reason #3** - Social media is not a waste of time. Just imagine the benefits!
- **Reason #4** - Teaching social media IS preparing our children for the future.

- **People to follow on Twitter**
  - TechLearning
  - ReadWrite
  - Mashable
  - Edmodo
  - Edutopia
  - TCEA
  - ISTE
  - Vickie Davis
  - TechChickTips
  - Kathy Shrock
  - Steven Anderson - Web20Classroom
  - TXEDConference
  - ACTE
  - TEA
  - NBEA
  - Colleagues
  - Adam Bellow

- **Mashable- Social Media Cheat Sheets**

- **YouTube**
  - Blocked at your school!
  - Get your own channel and request that link be unblocked.
  - Check out YouTube EDU

- **Top 20 Social Networks 2011**
  - Twitter
  - Classroom 2.0
  - Facebook
  - Google Plus
  - Plurk
  - Educator’s PLN
  - Sophia
  - Learn Central
  - ISTE Community
  - WhoTeaches
  - Edutopia

- **Backchannel in the Classroom**
  - [Today’s Meet](http://todaysmet.com)
  - Name your room
  - Choose how long the room will stay open
- Create the room
- Provide link to students
- **Meeting Words**

- **Padlet**
- **Backchannel in the Classroom**
  - Appoint one or more students as *Google Jockeys* to surf the web and post links related to topic.
  - GT Activity
  - Students can print a transcript
  - Peer learning
  - Brainstorming
  - Discussion
  - Monitor projects
  - Check student understanding

- **Avatars**
- **Blogging = web+log**
- **Blogs in the Classroom**
- **Comment Starters for Blogs**
- **Social Mobile Apps**
  - Where to Begin (1 million apps)
  - **Podcasting**
    - iPod + Broadcasting
  - Social interaction not in real time.
  - Consumer – iTunes
  - **Steps to Create a Podcast**
- **Social Media Management Apps**
  - Hootsuite
  - Tweetdeck
  - **Edmodo**
  - Google Plus
  - Potential for Education
  - Sign in with Google account
  - **Circles** - Privacy
  - **Hangouts** – Video Chat
  - **Sparks** – Sharing Media
  - **Huddles** – Group Chat
  - Mobile App

- Create a Page
- **Facebook in the Classroom**
- [Link to article on The EduBlogger](#) – The How and Why of Using Facebook for Educators – No Need to be Friends at all.
- **Facebook Fan Page**
  - Create a Facebook fan page for students and parents.
- Link to Blog – do not have to check separately
- Post for students:
  - Assignments
  - Calendar
  - Course reminders
  - Outlines
  - Syllabus
- Public page allows parents access to course information.
- Creating a Fan Page requires you to have Facebook account.
- Becoming a “fan” of a Fan Page that does not mean that they become your Facebook friend.

- **Skype in the Classroom**
  - [http://education.skype.com/](http://education.skype.com/)

- **Social Marketing**
  - Outflow of social networking.
  - Companies on Twitter, Facebook, etc.
  - Understanding social networking = an advantage for students as they enter the workplace.
    - Examples:
      - Companies on Facebook (Like for discounts).
      - Determining customer needs and wants and building brand loyalty.
  - LinkedIn Today - Social News Product for Professionals.

- **Social News**
  - Digg
    - Most news online is social as consumers comment on stories.

- **Social Photo Sharing**
- **Social Video Sharing**
- **Google Sites**

- **Acceptable Use Policies for K-12**

- **Link to Facebook for Education Guide**
  - Seek advice from department chair and/or principal.
  - Notify parents and possibly have parents give signed permission.
  - Use sites prior to student participation in order to anticipate problems students may encounter.
  - Understand all privacy settings of each site.
  - Promote good citizenship and provide internet safety training prior to project.
  - Encourage students to follow all school rules and site rules in order to participate.
  - Establish boundaries and develop a list of rules and consequences prior to beginning the project.

- **Resource Links**
  - 12 Essential Social Media Cheatsheets
- Lesson Plans from Common Sense
- [http://cybersmartcurriculum.org/lessonsbygrade/9-12/](http://cybersmartcurriculum.org/lessonsbygrade/9-12/)
- Tips for teachers using Social Media in the Classroom

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