

Engaging Your Class Through Social Media

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A DIVISION OF ACADEMIC AFFAIRS

Agenda

- What is social media?
- Examples of social media
 - What
 - Why
 - How
- Wrap up



What is social media?

“Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Examples include web sites for social networking and microblogging.”

- Merriam Webster Dictionary

What is social media?

“Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.”

- Wikipedia



What is social media?

- “... and we’d like to hear your best answer in 140 characters or less to ‘What is social media?’” - Mashable
 - “Information funneled to users from all angles.” - Sarah Thomson
 - “Social media is a multi-way platform where participants engage, converge and collaborate through multi social interaction” -Muhammad Jehanzaib
 - “In other words, you want us to give you ideas for something you should be doing. Lame.” - annom

Social media

Examples of social media

- Facebook
- Twitter
- Poll Everywhere
- Google Docs
- Wikis
- VoiceThread





What?



Why?



How?

What is **facebook**?

- Social Networking site
- Contains pages for individuals, institutions, bands, stores, etc.
- Can form groups of individuals for a common purpose or interest
- “Friendship” is reciprocal
- www.facebook.com

Why should you use **facebook**?

- Your students are on Facebook
- Privacy
 - Multiple accounts
 - Groups
- Encourages peer-to-peer interaction
- Free!

How to use **facebook**:

- Groups
- Instructor account
- Class page
- Status updates with announcements, deadlines, etc.
- Students post questions, answers, or even items (photos, artwork) for peer critique



Search



Liz Monsma Crowell
Edit My Profile

News Feed

Messages

Events 1

Friends 2

Success Central...

Create group

See all

News Feed

Share: Status

What's on your mind



Wynter Grif
Check out th
on my websi

http://d
changingt

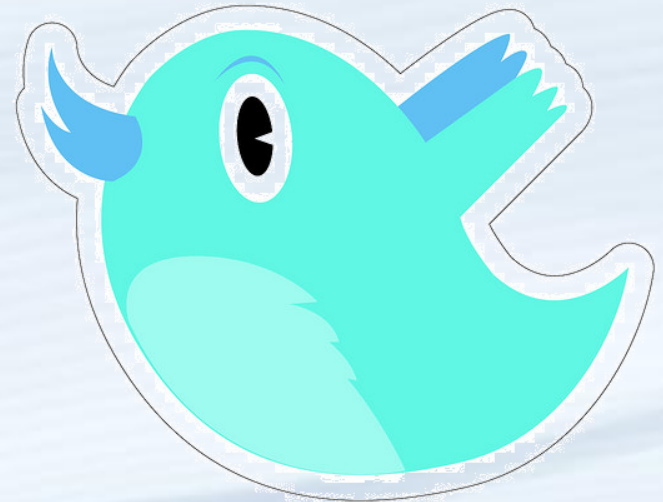
8 minute

What is #Twitter?

- Microblogging site
- Send 140 character public or direct messages
- Based on the concept of following
- Follows are not reciprocal
- Your followers receive what you tweet out, you receive the tweets of those you follow
- Can also follow topics, sorted by hash tags
- www.twitter.com

Why should you use Twitter?

- Quickly rising in popularity
- Not divulging personal information
- Ease: can tweet from phone, computer, and tweets are automatically sent to followers
- Free!



How to use Twitter:

- Use hash tags (#) categorize tweets
- Tweet out announcements, deadlines, questions, links, etc.
- Use in assignments or in class
 - Students tweet as if they were a historical personality/literary character
 - Students post comments, questions during lecture to expand on discussion

← Back to Home

Save this search

Results for #education

Tip: use operators for advanced search

Tweets Tweets with links Tweets near you People



MSTechStudent Microsoft Student

Great article @ximplosions! This is the last week to have a say in the US Imagine Cup <http://bit.ly/iXgxEB>. Who rocks your world? #ICUS

4 Apr

Retweeted by MicrosoftTechStudent



USNewsEducation U.S. News Education

Can Facebook Posts Lead to College Rejections? <http://bit.ly/iRGYaP> #education

5 hours ago

Top Tweet



USNewsEducation U.S. News Education

Low Approval Rating for NYC Schools Chief <http://bit.ly/i524M4> #education

7 hours ago

Top Tweet



pragmaticmom PragmaticMom

fy4RT @Discoveryws: This makes me excited: informal #science instruction works (visiting museums, etc) <http://bit.ly/iYy0ZB> #education

8 hours ago

Top Tweet



BigBearOP Observation Post

#Police Pepper Spray 8 Year Old in Classroom <http://bit.ly/iJn0LL> #education #policestate #youth #pigs

25 seconds ago

People results for #education



SesameWorkshop Follow



Sesame Workshop



usedgov Follow



US Dept of Education



SEC_Investor_Ed Follow



SEC Investor Ed



librarycongress Follow



Library of Congress

More people results →

Trends

United States · change

#rooney

#governmentshutdown

Epsilon

Giggs

Blastie Boys

#masters

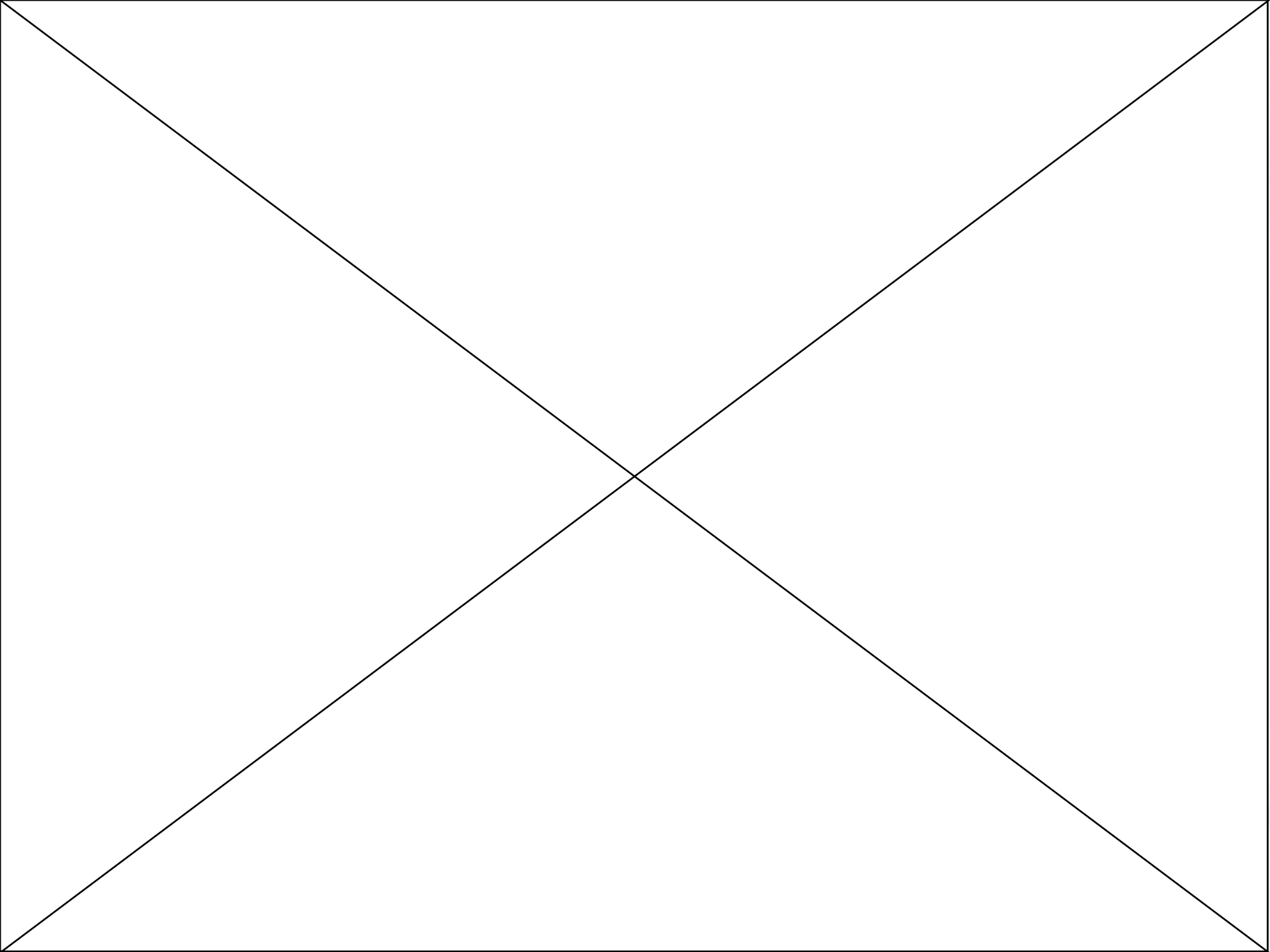
Jamal Lewis

Kloppenbug

Glenn Beck

Prosser

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What is Poll Everywhere?

- Poll that can be answered from cell phones, twitter, and the internet
- Set up as a slide, share on Facebook, Twitter, link to it
- Students answer anonymously
- Live results
- www.polleverywhere.com

Why should you use Poll Everywhere?

- Interactive
- Easy to create
- Students can text during class
- Instant information
- Anonymous
- Free!

How to use Poll Everywhere:

- Assess students over class material
 - Pretest
 - Review
- Student opinion
- Information gathering



Instant Audience Feedback

How does Poll Everywhere work?

Try voting on a multiple choice poll

Test a question to the Q&A poll

Watch the demo video

Create your first poll

Takes 30 seconds. No signup required

1 You ask a question



3 Responses are displayed live in Keynote, PowerPoint, or the web



2 Audience answers using mobile phones, twitter, or web browser



What is Poll Everywhere?

The fastest way to create stylish real-time experiences for events using mobile devices

Poll Everywhere replaces expensive proprietary audience response hardware with standard web technology. It's the easiest way to gather live responses in any venue: conferences, presentations, classrooms, radio, tv, print — anywhere. It can help you to raise money by letting people pledge via text messaging. And because it works internationally with texting, web, or Twitter, its simplicity and flexibility are earning rave reviews.

Who uses Poll Everywhere?

Presenters, ad agencies, educators, faith-based organizations, non-profits, and more

Google, McDonalds, Oracle, MIT, Notre Dame, the US Census, Saddleback Church and many others have all used Poll Everywhere. Outside of meetings and the classroom, Poll Everywhere has proven itself as a cost-effective tool for agencies in television, radio, and print campaigns. **We are spam-free. Participants will never receive unsolicited text messages.** and audience phone numbers are kept private.

How do people use it?

What are people saving?

What are Google Docs?

- Collaborative, editable documents stored on your Google account
- Word documents, spreadsheets, presentations, drawings, forms
- Private or shared (based on permissions)
- <http://docs.google.com>

Why should you use Google Docs?

- Collaborative nature
- Accessible from everywhere
- Compatible with Microsoft Office
- Edit in real time
- Synchronous or asynchronous
- Free!

How to use Google Docs:

Create your Green Screen Video on March 31, 2011!

Please complete this form to help us schedule green screen studio time for you.

Name:

Email Address:

Name(s) of course(s) for which videos will be created:

How many green screen videos would you like to shoot?

What times are you available to create your green screen video?
Select as many times as you are available.

9-10 AM
 10-11 AM
 11 AM -Noon
 1-2 PM
 2-3 PM
 3-4 PM

Powered by [Google Docs](#)
[Report Abuse](#) - [Terms of Service](#)

- Group assignments
- In class notes
- Sign up sheets
- Questionnaires
- Link in courses

Documents ▾ Images & videos ▾ More options ▾

☆ 📄 Create your Green Screen Video on March 24, 2011! Shared

☆ 📄 eLearning Facilitation Workshop Schedule Shared

☆ 📄 eLearning Facilitation Workshop Schedule Spring 2011 b Shared

☆ 📄 eLearningFacilitationWorkshop_Schedule_Spring2011b.pdf Shared

Google docs

Home Search Docs Browse template gallery

Create new Upload Documents Images & videos More options

- Home
- Starred
- All items
- Trash
- Owned by me
- My collections
 - No collections
- Collections shared with me

Sort by Title View List

- Create your Green Screen Video on March 24, 2011! Shared
- eLearning Facilitation Workshop Schedule Shared
- eLearning Facilitation Workshop Schedule Spring 2011 b Shared
- eLearningFacilitationWorkshop_Schedule_Spring2011b.pdf Shared
- Financials Shared
- Grades
- Green Screen Video on March 31, 2011! Shared
- Optional Face-to-Face Sessions Registration_Fall 2010b Shared
- Optional Face-to-Face Sessions Registration_Spring2011a Shared
- Service Learning Project - Essay.docx
- Service Learning Project - Essay.docx
- Success Central Fall 2010 Syllabus.docx
- Success Central Final Exam
- Success Central Welcome Document Shared
- Untitled document Shared

Create your Green Screen Video



Last viewed by me: Mar 21
Last modified by me: Mar 10

Description - Add
No description.

Collections - Organize
None


Sharing - Settings

Private to me + 2 more

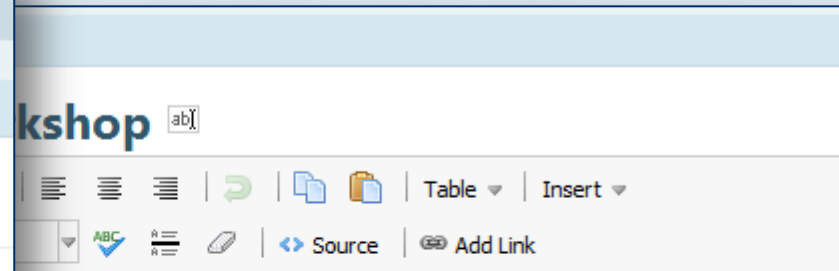
Liz Crowell	owner
Andrea Stone	can edit
Robert Wall	can edit

What are Wikis?

- Collaborative web pages
- Editable by multiple users
- Private or public
- <http://pbworks.com>



This screenshot shows the top navigation bar of a PBworks page. It includes four main menu items: 'Wiki' (with a pencil icon), 'Pages & Files' (with a folder icon), 'Users' (with a person icon), and 'Settings' (with a gear icon). Below this is a secondary bar with 'VIEW' and 'EDIT' tabs. The page title is 'eLearning Facilitation Workshop' with a star icon to its left. At the bottom of this section, it says 'last edited by Liz Crowell 2 weeks ago'.



This screenshot shows the editing toolbar of a PBworks page. It includes various icons for text formatting (bulleted list, numbered list, indent, undo, redo), document management (copy, paste, insert), and other tools like 'Table', 'Insert', 'Source', and 'Add Link'. The text 'kshop' is visible in the background.

Welcome to the eLearning Facilitation Workshop Wiki

We will use this wiki workspace to collaborate and share ideas throughout the workshop. If you below or contact me by using the Mail Tool in the course.

Why should you use Wikis?

- Collaborative and editable
- All files and pages are stored in the wiki
- Allows for comments
- Synchronous or asynchronous
- Free!

How to use Wikis:

- Assign collaborative group projects
- Encourage peer review using the comments feature
- Build an online community using personal pages

Home Profile Email

My Workspaces

A list of all the workspaces that you have created or can access. You can't leave workspaces that you have created, but you can delete workspaces you no longer need from the workspace's Settings page.

Workspace		Last Changed	Enable Notifications	
cpde.pbworks.com	4 views, last view 1 mo ago	1 day ago	<input checked="" type="checkbox"/>	Leave this workspace
cpdecalendar.pbworks.com	1 view, last view 1 wk ago	1 wk ago	<input checked="" type="checkbox"/>	
cpdeconnect.pbworks.com	30 views, last view 2 wks ago	2 wks ago	<input checked="" type="checkbox"/>	Leave this workspace
elearningfacilitationworkshop.pbworks.com	133 views, last view 6 wks ago	1 wk ago	<input checked="" type="checkbox"/>	Leave this workspace
ucolearning.pbworks.com		5 mos ago	<input checked="" type="checkbox"/>	Leave this workspace

— a space you created — a space you administer other spaces: [edit](#) [access](#) or [lower](#)

Preferences

Notify me when my workspaces change

At most every hour

This setting applies to each workspace individually; you might get two emails in a given hour about two different workspaces.

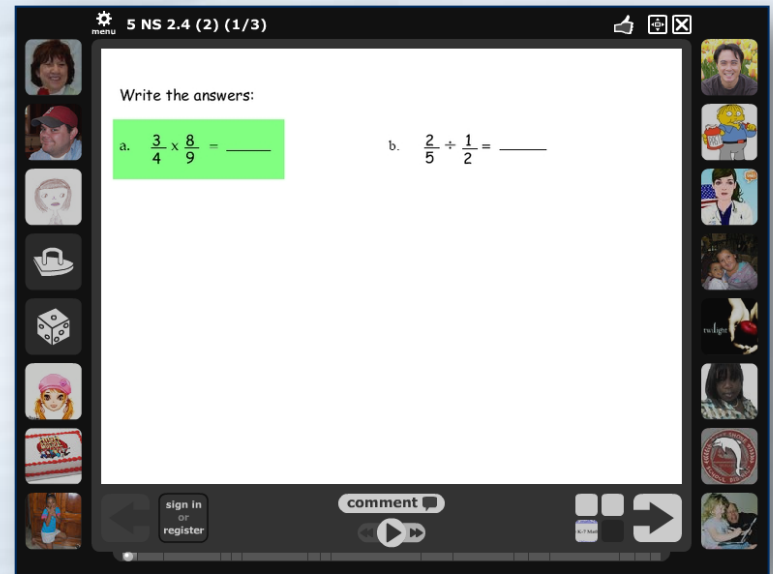
Join a workspace

Enter the name of the workspace

[Create a new workspace](#)

What is VoiceThread?

- Voice-based discussion board
- Use computer microphone, webcam, phone, or keyboard
- Post images, documents, or use the “whiteboard” feature
- <http://voicethread.com>



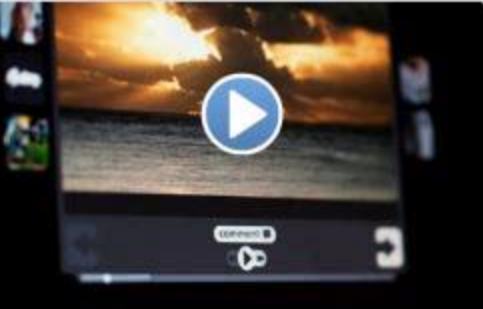
Why should you use VoiceThread?

- More interactive than just a written discussion
- Discuss documents, art
- Embed in WebCT
- Make comments, draw diagrams, etc.
- Increases interactivity
- Nothing to download
- Asynchronous
- Free!

How to use VoiceThread:

- Classes with major online components
- Post diagrams, artwork
- Have students comment and reply using their voices or writing

Leading universities, schools, museums, and businesses use VoiceThread to engage, collaborate, and connect. [Learn how.](#)



Collaboration Solutions **Business** Pro Higher Ed K-12



Redefining Accessibility

Express yourself with incredible simplicity. **M/S Commenting** will transform the way you discuss media.



Client Profile: Teaching and Learning with VoiceThread at PSU

Engaging Your Class Through Social Media

- Definition focused on collaboration, and the internet
- Examples: Facebook, Twitter, Poll Everywhere, Google Docs, Wikis, and VoiceThread.
- As instructors, we can use these media to engage our students.

<http://cpdeconnect.pbworks.com>
[ecrowell1 @uco.edu](mailto:ecrowell1@uco.edu)