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Social Media and Professionalism Through Technology

Lori Weir

Middlesex Community College - Bedford

Julie Komack

Middlesex Community College - Bedford

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Professionalism Through Technology

The ABC's of presenting yourself positively in a technologically-driven world.
Make sure you are *in the know*, so you can teach your students.

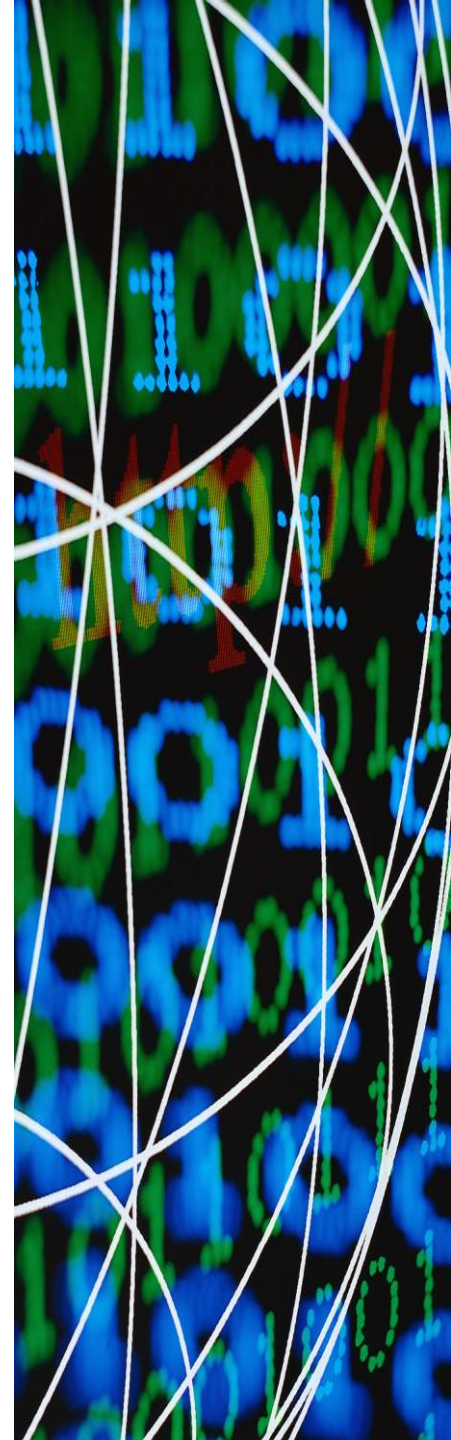


Julie Komack, Director of Career Services, MassBay Community College
Lori Weir, Business, Engineering and Technology Division, Middlesex Community College
EdTech Day 2011, Bridgewater State University
August 18th, 2011

The Digital Age

Things we do using technology:

- Buy movie tickets
- Reconnect with lost friends
- Check game scores
- Read the news
- Buy something... anything
- Get a date



Social Media

Your Online Reputation and Using Social Media as an Educational Tool



Blackboard

It's Your E-image..Keep It Clean

- Google yourself every now and then to see what comes up.

This is what the “outside” world sees and reads about you.

www.google.com

- <http://www.ratemyprofessors.com/SelectTeacher.jsp?sid=2416>





Presenting Yourself Online

- Learn how to utilize the privacy settings on each social media site you have posted your profile.
 - <http://facebook.com/help.php?page=419>
 - Remember you can pick and choose who sees your more “friend-related” information and pictures.
- Potential employers, college admission’s counselors, teachers and professors can view your profiles.
 - Keep your profiles free of profanity.
 - **Rule of thumb:** Never put anything out there (online) that you wouldn’t want your **Employer, Student, or Child** to see or read! Once it is out there ... it is out there!
- www.reputationdefenders.com

Should you jump on the Social Media Bandwagon?



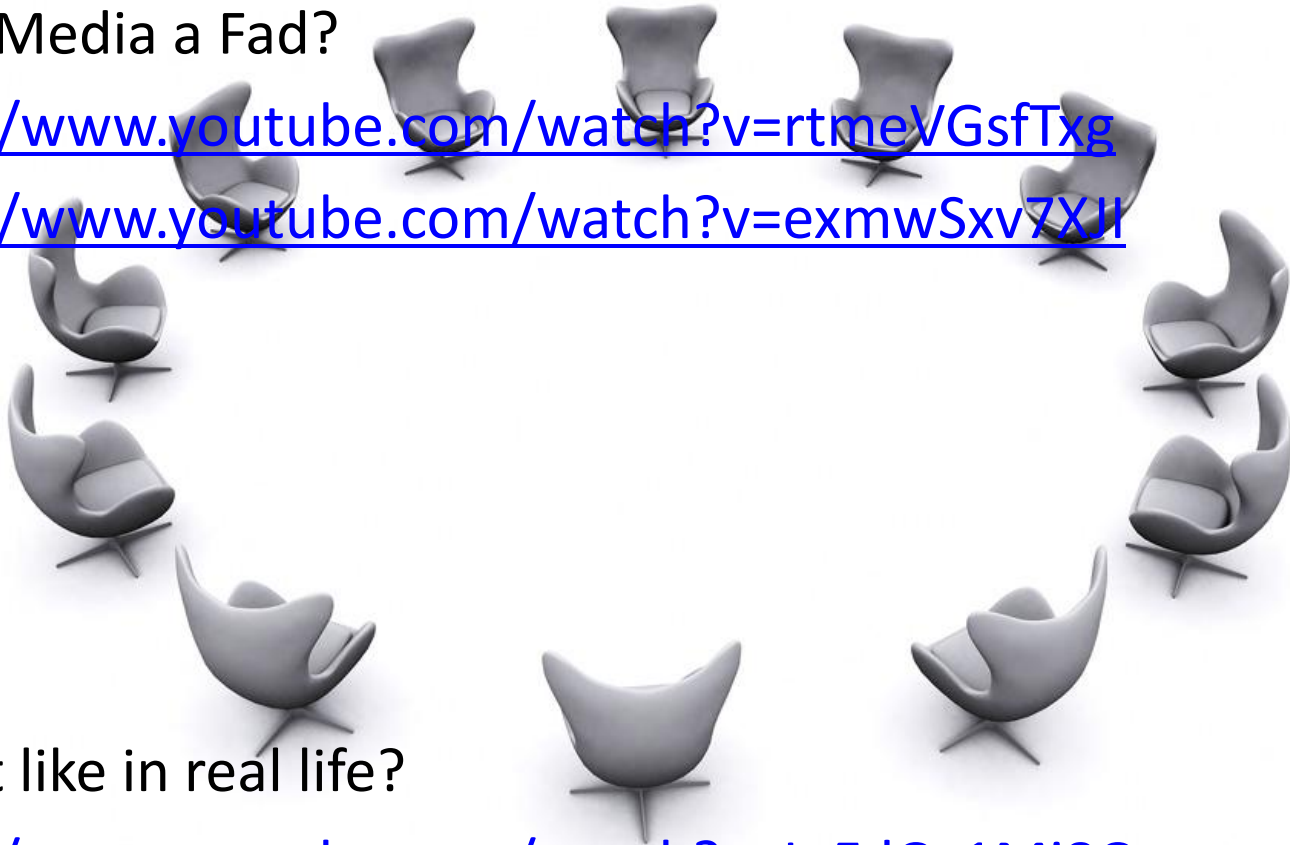
Social Media

Is Social Media a Fad?

- <http://www.youtube.com/watch?v=rtmeVGsfTxg>
- <http://www.youtube.com/watch?v=exmwSxv7XJI>


What's it like in real life?

- <http://www.youtube.com/watch?v=LrFdOz1Mj8Q>



Social Media Tips from Amber Mac

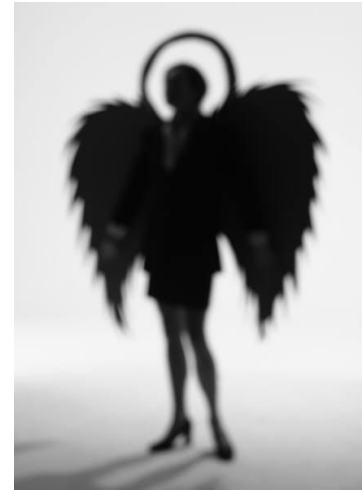
www.ambermac.com

- Social media needs to enhance & support education. Don't fight it. It's the way to make impact 
- The ABCs of social media – **A**uthenticity, **B**ravery & **C**onsistency
- To get noticed you need to do something different
Keep it fresh. Use multimedia.
- Social media tips: grow from inside out, seed the community and post to multiple sites at same time
- Crowd –sourcing (the act of outsourcing tasks, traditionally performed by an employee or [contractor](#), to a large group of people or community (a [crowd](#)), through an open call.): getting user input on a subject in real time. (ex; threadless.com)

Social Media

The Good

- Communicate
- Match a face to a name
- Discussion boards
- Share news
- Network with other educators and community members
- Promote events
- Create an online identity
- Humanize yourself in front of students
- Keep your profile as you would your office





Using Skype in the Classroom

Skype is a free application that allows you to call people from all over the world using the internet. When you call another user that has Skype you talk or chat for free

- Interview people from around the world. <http://skypeanauthor.wetpaint.com/>
- Collaborate with classrooms, businesses and more in multi-disciplinary projects. <http://education.skype.com/projects>
- Practice conversational foreign languages with native speakers.
- Invite a guest lecturer from leading educators and experts from anywhere in the world.
- Explore foreign cultures first hand with classroom to classroom video conferencing. <http://www.globalschoolnet.org/>
- Broadcast a performance or project to parents and families unable to make it to school.
- Access and share professional development opportunities with educators on the go.
- Collaborate with innovative educators to plan units, lessons, and more.

Skype Resources

Language Exchange-

<http://www.language-exchanges.org/content/mixxer-free-educational-website-language-exchanges-skype>

- Create a group for your class. Students write group posts for you to review and comment.
- Invite native speakers to join your group and create a community of language learners.
- Students can communicate with native speakers via written group posts or Skype.

Bringing the World into the Classroom, American Council on Education

- <http://www.acenet.edu/Content/NavigationMenu/ProgramsServices/cii/BringTheWorldFinal.pdf>

The Ugly



The Don'ts of Using Social Media:

Don't

- Humanize yourself too much
- Post incriminating photos
- Vent about work, especially students
 - “Does anyone know where to find a very discreet hitman? Yes, it’s been that kind of day...” while the other read “had a good day today, DIDN’T want to kill even one student . Now Friday was a different story.” Gloria Gadsen, Professor at East Stroudsburg University
- Forget to proofread



Closed or Open ?

- What is a Closed Social Media Site?
- What makes it Closed?
 - Blackboard (multi-level and modal)
- What is an Open Social Media Site?
- What makes it Open?
 - LinkedIn
 - Twitter





Benefits for using LinkedIn

- Networking
 - Connect
 - Collaborate

- Find a Job
- Get professional references (promote yourself)
- Participate in an online professional group to share and gain expert advice.
 - http://www.youtube.com/watch?v=F5CF1FEm_oA&feature=player_embedded#!

How can teachers use LinkedIn?

- Find ideas for instruction.
- Find guest speakers to come into class.
- Share best practices.
- Get expert advice from a renowned source.
- Collaborate with other professionals.





Blogging

- **What is a WebLog (BLOG)**

An online diary.

- **Why Blog?**

To discuss ideas and thoughts; to document research; to make new contacts; to interact with people who have the same interests; to share thoughts, photos and videos

- **How you can get started:**

Go to a free blogging site. (www.blogger.com and www.wordpress.com are two such sites); create your blog; decide what to write about; and start writing (posting content).

- **Safety and Security Considerations**

Consider your privacy and security as your publish your content



Teachertube

- Upload, tag, and share videos worldwide.
- Upload support files to attach educational activities, assessments, lesson plans, notes, and other file formats to your video.
- Browse hundreds of videos uploaded by community members.
- Find, join, and create video groups to connect with people who have similar interests.
- Customize the experience by subscribing to member videos, saving favorites, and creating playlists.
- Integrate TeacherTube videos on Web sites using video embeds or application programming interfaces.
- Make videos public or private; users can elect to broadcast their videos publicly or share them privately with those they invite



What is Twitter all about? For the Professional...



Quick networking:

- Your one question may draw responses from a host of people quickly. If you have a relatively good number of fellow educators in your contact base, some of them are bound to be checking their twitterfeed when you pose your query.

Knowledge sharing:

- People are eager to answer questions because they can also learn from the shared experience. It's a quick way to find a URL to a classroom activity or information about an educational event, for example.

Track conferences:

- Twitter can help you stay on top of what's going on at conferences. If you can't attend one, someone may be tweeting about a session. Or, as often happens, you are at a conference but several great sessions are happening concurrently. A tweeter buddy can fill you in. To avoid multitasking during an important presentation, you can check the conference tweeterfeeds later. (teachissuesblogspot.com)



Twitter for College Students

<http://www.collegedegrees.com/blog/2008/06/04/25-twitter-tips-for-college-students>

Twitter is generally considered a social media network, but it provides several [academic advantages](#) as well.

- **[Chat with professors and students whenever, wherever](#)**: If your professor has Twitter, you can send him or her questions whenever you want, even if office hours aren't in session. You can also participate in a conversation with your [classmates](#) so everyone is involved and constantly contributing to a class discussion, outside of class.
- **[RetweetMe](#)**: Set up alerts and reminders so that you don't forget to study, attend class, or take a final.
- **[Track a professional](#)**: If you're interested in pursuing a particular career and want to learn more about a certain leader in that field, you can "follow" a professional's tweets.
- **[Collaborate on a project](#)**: Whether it's a formal collaboration or you just want some extra feedback on a project, get your [classmates](#) and friends involved to help you out and start a shared conversation on Twitter.



Twitter in Academia



<http://academhack.outsidethetext.com/home/2008/twitter-for-academia/>

Class Chatter:

Students can share their classroom experience when something comes up outside of class that reminded them of material from class time it often got twittered. This served as a reinforcement/connection between the material and the “real world.”

Classroom Community:

- Once students started twittering they can develop a sense of each other as people beyond the classroom space,
- People may be more willing to talk, and more respectful of others



Other Cool Sites to Check Out

- <http://www.kickstarter.com/>
- <http://www.care2.com/>
- <Http://www.stumbleupon.com/>
- <http://www.metacafe.com/>
- <http://www.centre.edu/socialmedia.pdf>

We all want this for our students

