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
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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
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

Presenting Yourself Online

• Learn how to utilize the privacy settings on each social media site you have posted your profile.
  – 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](http://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 – Authenticity, Bravery & Consistency

• 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/](http://skypeanauthor.wetpaint.com/)
- Collaborate with classrooms, businesses and more in multi-disciplinary projects. [http://education.skype.com/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/](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 you 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.

http://www.edutopia.org/teachertube-videos-online-collaboration-teachers
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