



Everything You Wanted to Know about Social Media...

<http://socialmediaworkshop.blogspot.com/>

Workshop Agenda

1. Examples of social media in teaching
2. Create Twitter, Facebook, YouTube, and LinkedIn Accounts
3. Hands-On Twitter
4. Hands-On Facebook
5. Hands-On LinkedIn
6. Hands-On YouTube

Examples

1. Twitter – <http://twitter.com/it111/>
2. Facebook – <http://facebook.com/it111>
3. YouTube – <http://youtube.com/it111nsc>
4. LinkedIn – <http://linkedin.com>

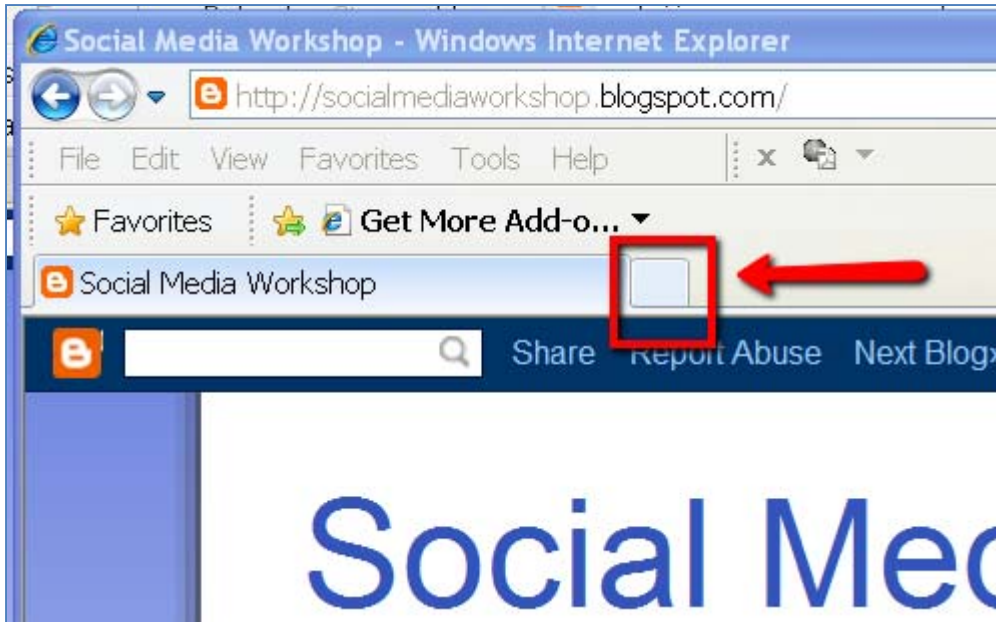
Account Information Reminders

Important! You can only create one account per email address. Also, you'll need to confirm your account via that email address before you can access the account.

Account Instructions

1. Launch Internet Explorer (browser suggested by IT Services).
2. Open the workshop web page by going to
<http://socialmediaworkshop.blogspot.com>.

- Open a new “tab” in your browser window. See Figure Below.



- Login to the email account you’ll be using today.
- Open another new “tab” again by clicking on the box as shown in the figure above.
- Type in the URL for Twitter and create your account. To confirm your account request, click back to the “tab” for your email and follow the instructions. Feel free to keep track of your account information in the space provided below.
- Repeat for Facebook, LinkedIn, and YouTube.

Twitter (<http://twitter.com>)

Username _____

Password _____

Email _____

Twitter URL: <http://twitter.com/>_____



Everything You Wanted to Know about Social Media...

Facebook (<http://facebook.com>)

Email _____

Password _____

Username _____

LinkedIn (<http://linkedin.com>)

Email _____

Password _____

YouTube (<http://youtube.com>)

Email _____

Password _____

Username _____

Hands-On Twitter

Survival Vocabulary:

Follow = to see someone's tweets as soon as they are posted.

@ = when placed before a username, a link is created to the user's Twitter profile. Helps you find people to follow.

= when placed in front of a keyword creates a "tag" within a tweet to help categorize the tweet. Helps you find tweets on topics of interest which in turn helps you find people to follow

Block = prevent someone from following you.

Suggested Tasks

1. Log back in to your Twitter account and, if you haven't done it yet, complete your profile.
2. Launch a new "tab" in your browser and type in <http://bit.ly/> to open bit.ly which is used for shortening URLs.



Everything You Wanted to Know about Social Media...

3. Click back on the Twitter tab. Create a tweet about this workshop and add the shortened URL. (I'll show you how to do this.)
4. Find someone to follow.
5. Do a search with a hash tag. Try #elearning or #socialmedia. In the right panel, you'll see others who are involved in elearning and this is one way to expand your PLN (Personal Learning Network).

Hands-On Facebook

Survival Vocabulary

Home page is what you see when you login to your Facebook account or click on the Home button.

News Feed is the middle column on your home page and it display updates from people and Pages that you follow on Facebook.

Wall is the center of your profile view and is used for adding photos, videos, events, and links.

Facebook Search (top of window) can be used to find someone so you can make a friend request.

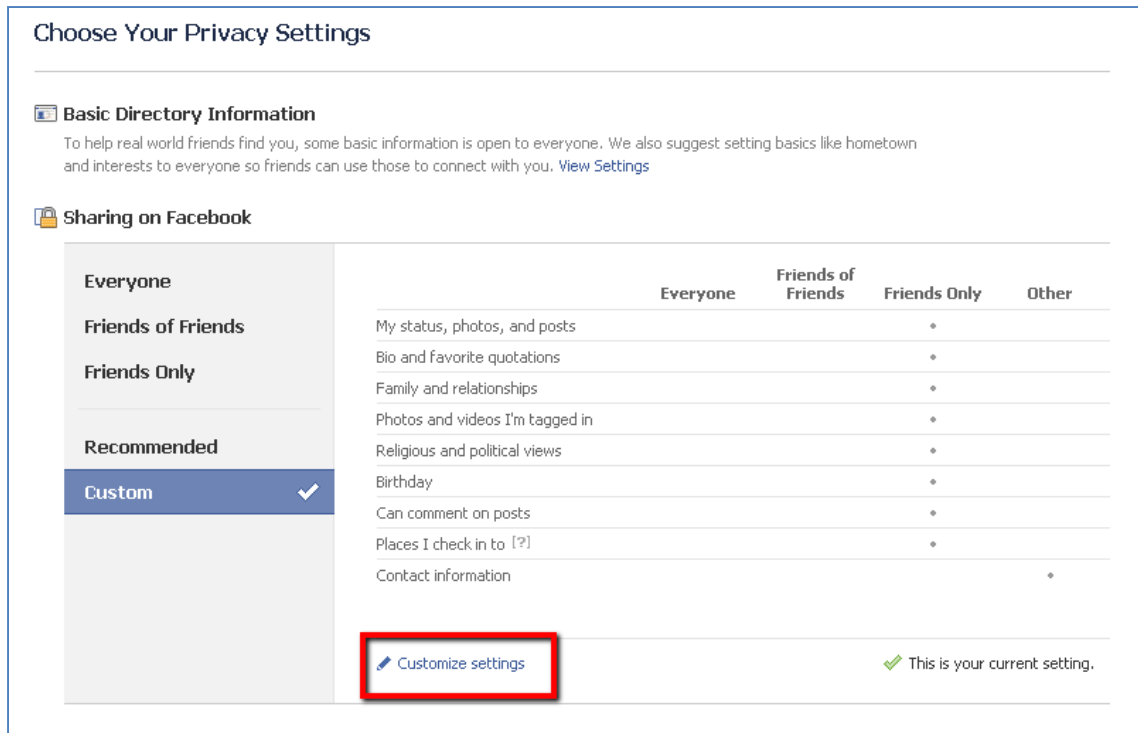
Messages can be accessed from the icon at the top of the window or from the left pane on your Home page. You can send email like message to someone you've friended on Facebook.

Remove Friend is how you "unfriend" someone. Click **Friends** on left panel, then the **Edit Friends** button located at the top right of the center panel.

Suggested Tasks

1. Log back into your Facebook account and add a few things to your Profile. The most direct path is to click the Edit My Profile link next to your profile picture or placeholder (top of left column).
2. Work on your privacy settings. Click **Account** in upper right corner then **Privacy Settings**. Each category of information can be customized and when

in doubt, be more private. See Figure Below:



3. Type a name into the Facebook Search box to find someone to send a **Friend Request** to.
4. Click on **Home** then click in the **“What’s on your mind”** box. Say something about this workshop or the meeting you just attended or the weather. Add a **link** then click the **Share** button. (I’ll show you how to do this.) Notice you can control who sees the message by clicking on the **padlock** icon.
5. Type your college’s name into the Facebook Search box and if you find a Facebook Page for it, click the **Like** button.

Hands-On LinkedIn

Survival Vocabulary

Connections are like Facebook friends. You invite people to connect with you.

Network Activity is like the News Feed in Facebook. You can post updates and see updates posted by your connections.

People You May Know helps you find others to connect with so you can expand your network.

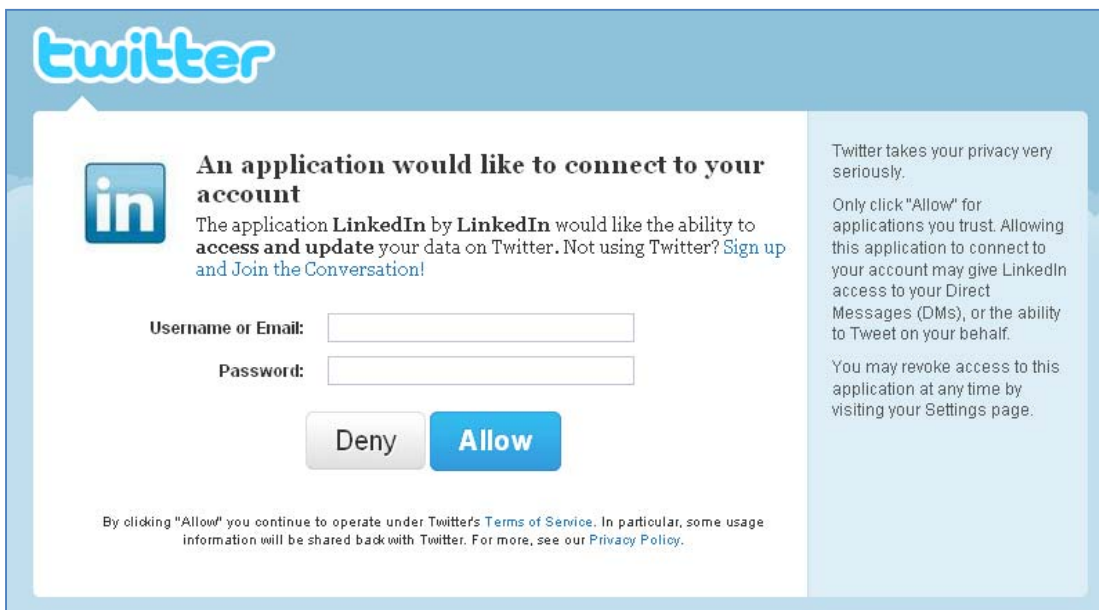


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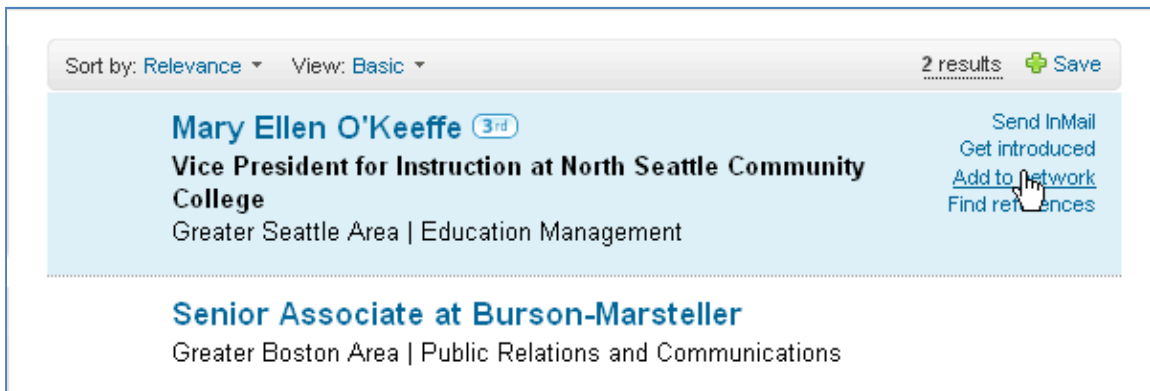
Groups are another way of finding connections. There is a directory that can be searched by keyword, industry, and language.

Suggested Tasks

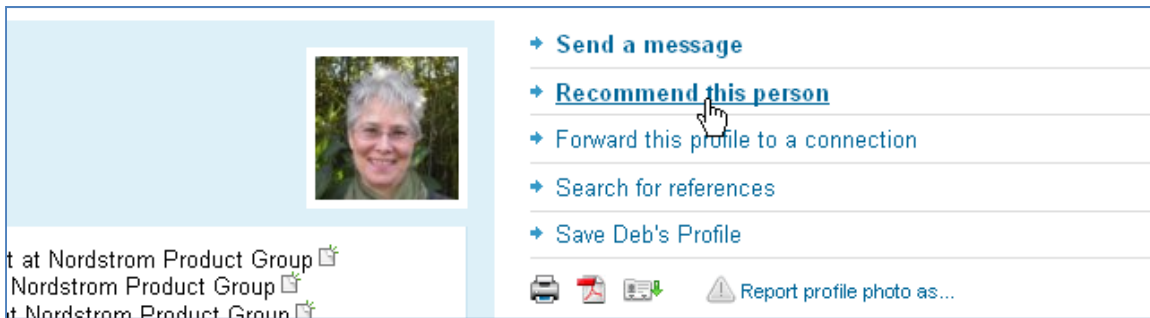
1. Log back into your LinkedIn account and work on your profile for a couple minutes. Don't forget to add your Twitter account to your profile. Don't be alarmed when you a new window opens and you are asked to allow this connection. See Figure Below. Use the default Twitter settings.



2. Use the **People** search option on the top right side of the screen. Find someone you know and add them to your network by hovering over their listing and selecting **Add to Network**. See Figure Below:



- Find a Group that you might want to join by clicking on **Groups** in the top menu then selecting the **Groups Directory**. You may have to be approved.
- Add me (or the person sitting next to you) to your network using the **People** search. Invite me to connect with you (I promise I will) and use the **Recommend this person** feature to write a short recommendation for me. See Figure Below.



- If time permits do a company search by clicking on the **Companies** button on the top menu then selecting **Find Companies**. Can you find your college or district? If yes, can you figure out how to follow it?

Hands-On YouTube

Survival Vocabulary

Channel is your own space on YouTube where your videos are collected all in one convenient place.

Favorites are videos that you've watched and want to share. They can be added to your channel.

Playlists are iTunes playlists. You can create a playlist and add videos to it. Then you can share the playlist in one of two ways. You can email the playlist to a person or group of persons. Or, YouTube gives the code so you can embed it.

Embed code is the HTML code that YouTube generates for you so you can embed a video in a web page, Angel Learning or Blackboard page, or a blog or wiki.

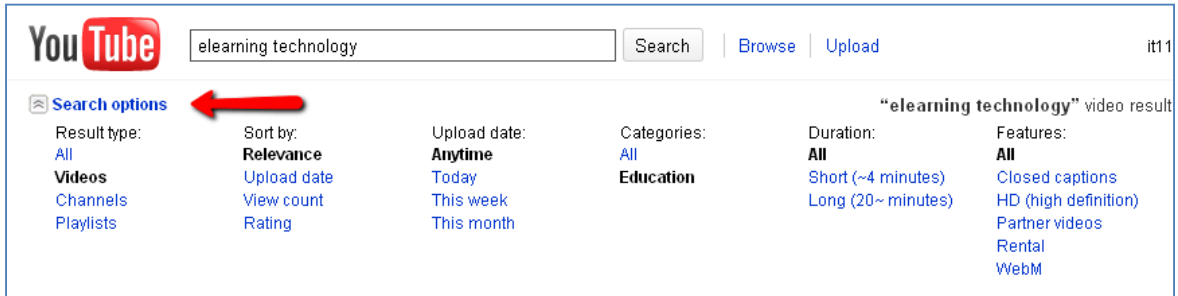
Suggested Tasks

- Login to your YouTube account.



Everything You Wanted to Know about Social Media...

2. Type the name of your college in the search box at the top of the screen and see if your college has its own channel.
3. Or, search for a topic of interest
4. If you need to refine your search, click on **Search options** link and click on the options you want to use. See the Figure below.



5. Mark a few videos as **Favorites**. See the Figure Below.



6. If time allows, create a **playlist**. You'll be able to name it and add videos to it. While watching a video click on the down arrow button shown above and select playlist. You can add it to an existing playlist or create a new one. See the Figure Below.

