

Social Change

Using Social Media to Create and Transition Your Online Brand

What is Social Media?

Social media is media produced for social interaction through the use of web-based and mobile technologies to turn communication into interactive dialogue.



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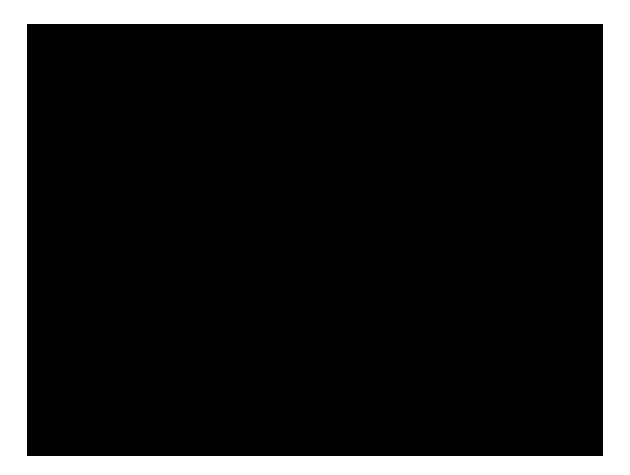
Andreas Kaplan and Michael Haenlein also define social media as "a group of Internetbased applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content."



Why Social Media?

Society is shifting digital and social media is an active and integrated part of shift....





Why Social Media and CTE?

"Because we don't have a choice on whether we **DO** social media, the question is how well we **DO** it."

- Erik Qualman



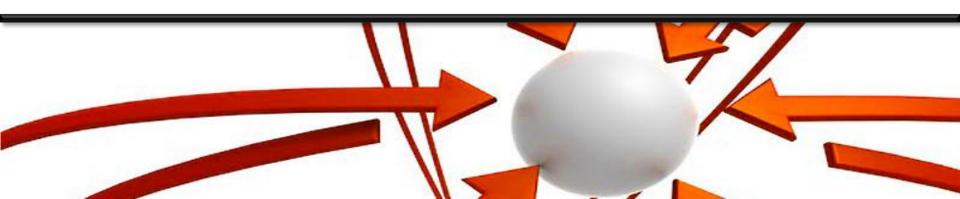
Why Social Media and CTE?

Since social media is not going anywhere it is important to learn how to integrate Career and Technology Education and social and new media technology.



For those in CTE, social media can be an asset that adheres to the goals of the NASDCTEC:

- Promote CTE among education, employment (workforce) and economic development
- Engage in the formation and dissemination of legislation and public policy that impacts education, economic, and workforce development.
- Provide, encourage and support professional development for state directors including developing the capacity for state directors to help state staff, other groups, and be able to provide effective technical assistance.
- Create a unified vision and message to support CTE.



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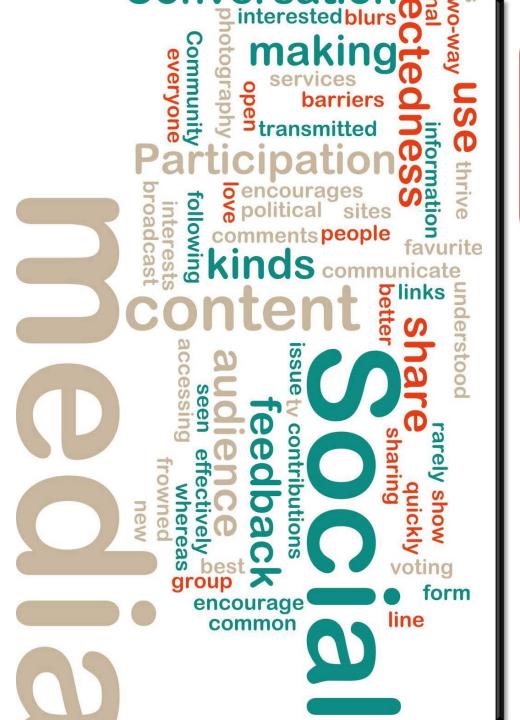
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Brainstorming Activity

What are three goals for your state and/or industry that you would like to promote?





Social Media Overview

The purpose of social media is simply communication. It is a way to connect people. From this root, it has grown globally and is actively used for advertising, in business, and to advocate. The same social media resources that major PR firms, businesses, and non-profits use to promote their initiatives can be used to promote Career and Technical Education.

LINKEDIN

LinkedIn is a professional social networking website designed to connect businesses, industries, and likeminded groups globally. It is also great for researching companies and individuals, looking for jobs or employees, and takes the guesswork out of networking.



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Past	Business Services Coordinator at Virginia Commonwealth University Administrative Assistant/Web Account Coordinator at RightMinds	From: iCIMS		
Education	Virginia Commonwealth University	Lauren's Activity	ec	
Recommendations	6 people have recommended Lauren	Lauren Rhodes has edited the Family, Career and Community Leaders of America company profile.		
Connections	112 connections	1 minute ago		
Websites	Company Website Company Website	Lauren Rhodes Keep praying for Japan! Please donate: http://lnkd.in/DC68vK		
Twitter	la_rhodes	21 hours ago + Like + Comment		
Public Profile	http://www.linkedin.com/in/laurenrhodes	Lauren Rhodes is now connected to Ed Schlosser, PMP and Dabney Robinson		





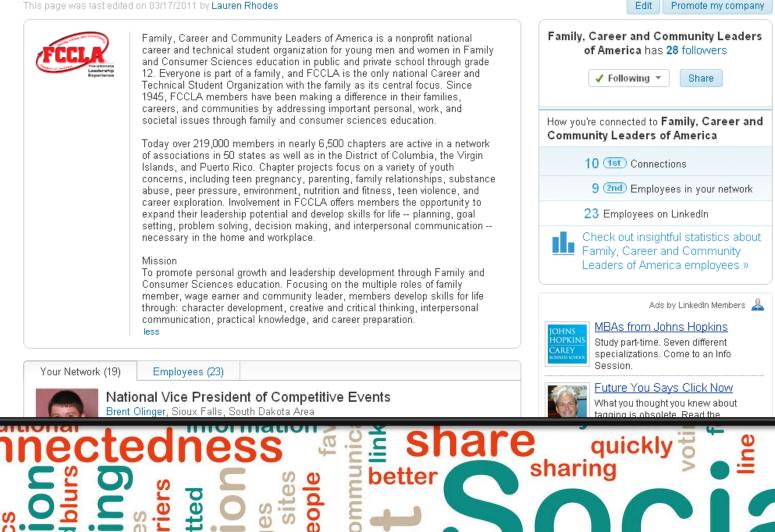
Companies > Family, Career and Community Leaders of America

Products & Services Overview Analytics

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LinkedIn is one of the most useful tools for connecting professionals. It can connect your entire professional network and cross-promote initiatives.

Tip: Ask for recommendations. This helps build your online credibility and is attractive to potential donors and sponsors.



BLOGGING

Blogs are an interactive web tool typically used to provide commentary or news on a particular subject. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic.





WEDNESDAY, MARCH 9, 2011

Being Active in FCCLA

Contributed by Jean Clarke, National Executive Council Advisers, South Dakota

Becoming active in your state and region is one of the best personal and professional development steps an adviser—whether a "newbie" or "seasoned" adviser--can take. How do you become more involved in the organization beyond your local chapter? The first step is to find a mentor. This can be either a structured or an informal contact, but there are always advisers around that you look up to and can use role models. As a beginning teacher I admired a seasoned adviser who encouraged me to volunteer for this committee, go to that meeting, apply for this award—it seemed like she had an endless supply of activities she was sure were necessary for my professional growth and development! That encouragement and advice helped me look at the bigger picture of involvement in my state and region.

The second step to foster involvement is to set personal goals. Look at the positions and opportunities available to members at the state, region and national levels. Talk to state officer advisers and your

FCCLA

Family, Career and Community Leaders of America (FCCLA), is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences education. FCCLA has over 200,000 members and over 6,500 chapters from 50 state associations, Puerto Rico, and the Virgin Islands. The organization has involved more than ten million youth since its founding in 1945. FCCLA: The Ultimate Leadership Experience is unique among youth organizations because its programs are planned and run by members. It is the only career



A blog can provide vital information to your network and free PR, quickly and efficiently.

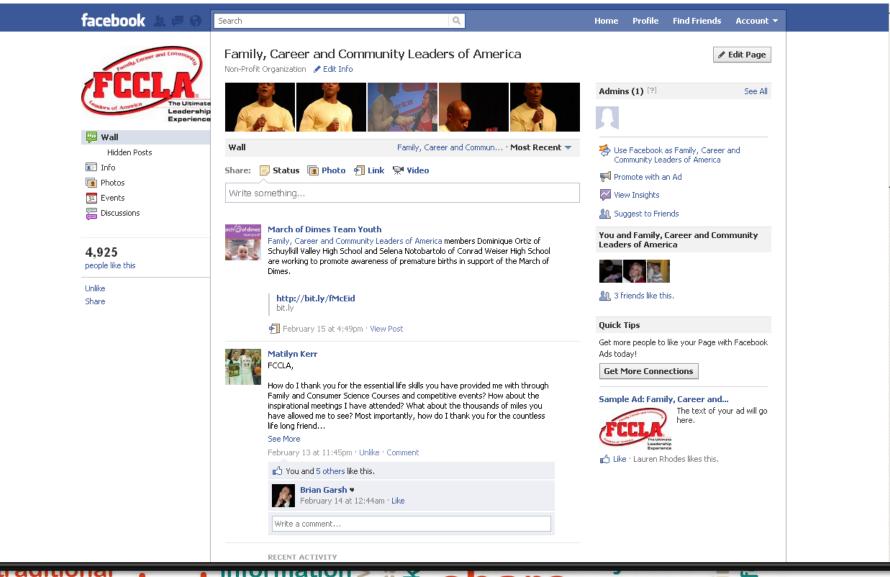
Tip: Keep it short and sweet. The average blog is three paragraphs. If you have a lot of information to distribute, use a link.





Facebook is a social networking service that connects individual users, businesses, and organizations through profile pages, business pages, and groups on a global level.







Facebook can create an instant network for educators, student leaders, parents, etc. It can provide a way to coordinate events, communicate statewide, and promote activities.

Tip: Ask for help! Have a student intern or staff member help assist with maintaining general online media.

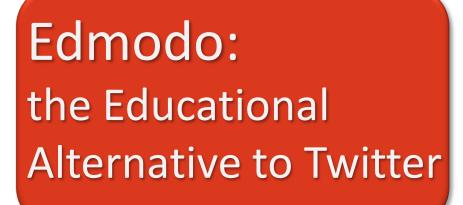


TWITTER

Twitter is a social networking and microblogging service that connects individual users, businesses, and organizations through micro-blogging real-time posts that are 140 characters of less.



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	washingtonpost The Washington Post Analysts: Gaddafi's forces likely to push rebels back to #Benghazi http://wapo.st/hByPE7 #Libya 4 minutes ago	Listed 22 ≣ Recently listed in: CTSOs, FEBRUARY, News, FCCLA, ASW2011Partners	
	NationalFCCLA National FCCLA St. Patrick's Day is coming soon! Celebrate with your FCCLA chapter by wearing GREEN & give green treats to members during the day! 5 minutes ago	 Trends Worldwide - change #E9 <mark>Promoted</mark> #novositesoberano	Who to follow Suggestions for you - view all Soogle Mobile - Follow × Google Mobile 🤝
	educationweek Education Week #edpolicy Ohio State Schools Chief to Resign: Ohio state schools chief Deborah Delisle is stepping down from her http://bit.ly/gcTtE4 7 minutes ago	#horositesoberand #thingsthatdontgotogether #questionsihate Rebecca Black Gilbert Gottfried Julius Caesar	Promoted acschantz · Follow × Andrew Schantz ● iffarkas · Follow × Jessica Farkas
FCCLA	NBC Chicago FBI says a bank robber they've dubbed the "Quick Change Bandit" struck again Saturday: http://bit.ly/dT0xxE 9 minutes ago	Adrian Peterson Smiley Culture Baby Minaj	ADept of Education Refresh suggestions Browse interests Find friends
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Edmodo provides social media tools for teachers and students, giving them the capability to share notes, links, and files in a modern way. Teachers also have the option to post any item to a public time line if they so choose, post events and due dates on a public calendar, and the ability to send alerts to students regarding events and assignments.



< edmodo

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Twitter is a great resource to get information out quickly and across networks. The more you interact, the more traffic you will receive.

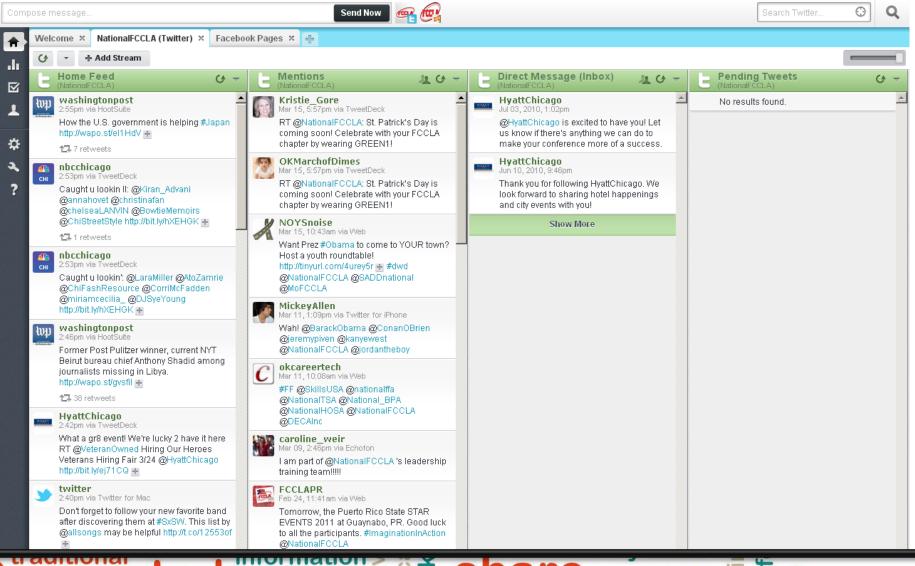
Tip: Be interactive! Use hashtags - # - #FCCLA - and @ symbols to customize messages.



Dashboard Websites

A dashboard website, such as Hootsuite, enables the user to manage all of his or her social networking sites in one location.







Anyone overwhelmed?

Dashboard sites simplify the process of updating to one simply step which save time and money!

Tip: Don't ignore discussion! It is important to know what's happening on your social networks and to respond to those who comment.





Video-sharing sites, such as YouTube and SchoolTube, present the capability to upload, publish, and share videos online.





Whether you link to a video or upload a state PSA, using videos can enhance your goals and provide vital information quickly and directly.

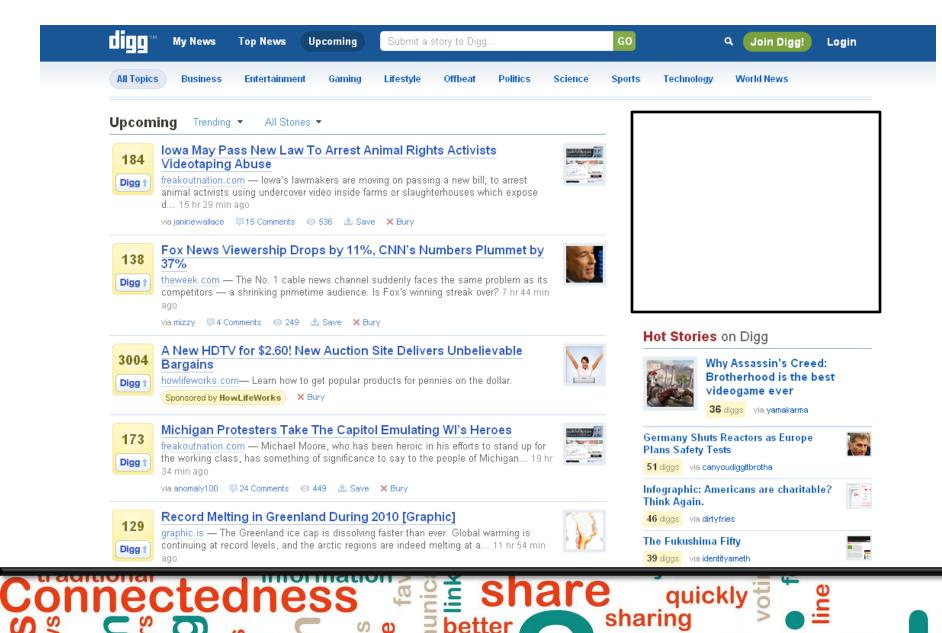
Tip: Ask for contributions! If you cannot afford a media service, ask for those in your network to contribute.





Digg and Google Reader enable the user to select specific news that they want to follow live through RSS streaming.





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Newsfeed sites enable access to specific news and information based on criteria you setup.

Tip: Share! If you come across a great news item, share it through your social sites.



A Few Online Resources for Educators

Homework Zone - www.thehomeworkzone.com - Provides teachers with a FREE, simple-to-use and easily editable classroom web site
KidBlog - www.kidblog.org - Online blogging site for students
Sophia - www.sophia.org - a free online learning community
Supercool School - www.supercoolschool.com - a customizable classroom community
teAchology - www.teach-nology.com - free lesson plan, rubric, etc. resources for

teAchology - <u>www.teach-nology.com</u> - free lesson plan, rubric, etc, resources for teachers

TutorVista - <u>www.tutorvista.com</u> – an online tutoring service





Forum

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