

Using Social Media Technologies in the CTE Classroom



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About Your Presenter...

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About

Career and Technical Education (CTE) instruction aims at developing foundational skills, core workplace competencies, and specific skill competencies in various occupational areas. Internships, practicums, cooperative education, school-based enterprises, dual enrollment programs, and apprenticeships are a few venues that deliver career and technical

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WHAT WE WILL COVER

- ✓ Professional Development workshop you can deliver at your school
- ✓ Purpose of workshop
 - Identify the various forms of Social Media Technologies
 - Explain the ways of using Social Media Technologies in the classroom
 - Apply the concepts learned in this session to your classroom



INTRODUCTION:

Using Social Media Technologies in the CTE Classroom

- **Social Media Technologies**

- allows people to connect, share, and collaborate
- transcends geographical and time zone challenges
- has become increasingly common in personal, business and educational settings

- **Using Social Media Technologies in the Classroom**

- can support pedagogical approaches including:
 - active learning
 - social learning
 - fostering interaction and collaboration



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FACILITATOR'S GUIDE

Using Social Media Technologies in the CTE Classroom

Facilitator Guide



Facilitator Notes:

The back of each page is reserved for the facilitator's guide, and will be blank in the participant guide.

Explanation of Symbols throughout the Manual:

	Information to be captured on a flipchart and presented in the workshop
	Demonstrate internet site or application on the instructor's computer
	Play video
	Exercise or activity
	Display slide
	Time estimated to complete the section
	Handouts to pass out to participants
	Bridge (or transition) from one topic to another
	Important reminder

To Do List Before Class:

Read facilitator notes.
Prepare flip charts before class.
Gather all handouts, etc.

PARTICIPANT'S GUIDE

Using Social Media Technologies in the CTE Classroom

Participant Packet



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Agenda

9:00am



Introduction, Purpose, Agenda, Code of Conduct, Expectations, and Roles and Responsibilities

9:30am



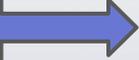
What is Social Media?

10:15am



Why use Social Media Technologies in the Classroom?

10:30am



Identity and Privacy Concerns in Using Social Media Technologies in the Classroom.

10:45am



How to Use Social Media Technologies in the Classroom.

11:15am



Group Activities

12:15pm



Summary



Expectations

Participants' Expectations

- What are your expectations from this workshop?

Managing Your Professional Development

- Your professional development is
 - Guided by your facilitator.
 - Cultivated through dialogue and interaction between you and your colleagues.
 - Accomplished through individual and collaborative exploration and discovery.

❖ **You are responsible for your professional development.**



Roles and Responsibilities

What is the role of the facilitator?

- Foster an environment that is conducive to learning.
- Guide focused discussions on relevant topics.
- Keep the course moving and on track.

What is your role as a participant/learner?

- Be open, willing and motivated to learn.
- Ask questions.
- Stay focused on relevant topics.



Web 2.0

Web 2.0 is sometimes referred to as the “read/write Web.”

- Provides online users with interactive services, where they have control of their own data and information.
- Examples of Web 2.0 include:
 - Wikis
 - Blogs
 - Social file sharing tools
 - Social networking
- Its evolution is on innovation, creation and collaboration
 - Encourages a more active, participatory role for users
- Many companies have adopted Web 2.0 apps to foster internal knowledge development and sharing.
- Large numbers of students and teachers are using Web 2.0 as a medium of communication.



Wikis

What I Know Is (Wiki)

- Refers to collaborative websites that allow users to interact by adding, removing, or editing its content.
- The most well-known wiki implementation is Wikipedia
 - <http://www.wikipedia.org>
 - Allows users to modify the encyclopedia entries by creating a reviewer and editing structure.
 - In one study, researchers found that 30% of Internet users visit Wikipedia to search for terms and meanings.
- Wikis are useful in educational settings
 - Support individualized learning
 - Allow for more socially defined search structures
 - Promote collaboration through group editing and peer review



Blogging

Weblogs or Blog

- Online user journal entries or “logs”
 - In the form of text, images and links to web content
- Have variety of formats
 - May include user expressing opinion about a topic, or
 - documenting activities
- Are interactive, allowing for comment by readers
- Educational applications include:
 - Researching, tracking, interpreting, and evaluating blogs for:
 - Political commentary
 - Cultural events
 - Business
 - Examining changes over time



Blogging (*cont.*)

- Several platforms for hosting a blog
 - **Blogger** – <http://www.blogger.com>
 - **Tumblr** – <http://www.tumblr.com>
 - **Typepad** – <http://www.typepad.com>
 - **Wordpress** – <http://www.wordpress.com>
 - **Xanga** – <http://www.xanga.com>



Social File Sharing

Social file sharing tools are a new way of sharing information about a specific topic with students, teachers, classmates, and others.

- Teachers or students can create shared folders
 - Then, share files for purposes of collaboration
 - Online file sharing allows for access to the documents from any web browser and any computer, whether PC or Mac, iPhone or smart phone
- Groups within the sharing environment can retrieve and edit documents.
- Documents are in one location.
- Latest, up-to-date version is always available.
- Some teachers use file sharing to allow students to work on cooperative learning assignments when and where it's convenient.



Social File Sharing (*cont.*)

- A few examples of social file sharing tools are:
 - **DropBox** – <http://www.dropbox.com>
 - **Google Documents** – <http://docs.google.com>
 - **Keep and Share** – <http://www.keepandshare.com>
 - **Moodle** – <http://moodle.org/>
 - **Wikis** – <http://www.wikispaces.com> (an example)



Social Collaboration

Social collaboration is the process where multiple people:

- Share information
- Meet
- Discuss
- Analyze
- Work in one centralized location
- Often done in real-time
- A few examples of social file sharing tools are:
 - **Google+** – <http://plus.google.com>
 - **OoVoo** – <http://www.oovoo.com>
 - **Skype** – <http://www.skype.com>
 - **Twiddla** – <http://www.twiddla.com>
 - **Diigo** – <http://www.diigo.com>



Social Creativity Sharing

Social creativity sharing is using platforms in Web 2.0 to leverage creativity sharing of:

- **Video sharing:**
 - YouTube – <http://www.youtube.com>
 - Metacafe – <http://www.metacafe.com>
- **Photo Sharing:**
 - Flickr – <http://www.flickr.com>
 - Photobucket – <http://photobucket.com>
 - Snapfish – <http://www.snapfish.com>
- **Publishing**
 - Scribd – <http://www.scribd.com>
 - Pixton – <http://www.pixton.com>
 - Writeboard – <http://writeboard.com>

See Rachel Baxter's
Technology Tool Shed:
[http://technologytoolshe
d.blogspot.com/](http://technologytoolshe
d.blogspot.com/)



Social Networks

Social Networking is the creation of a virtual identity by users to:

- Connect
- Network
- Interact
- **Creating and building relationships is critical**
 - To personal success
 - To professional success
- **Online social networks allow users from across the world to transcend geographical and time zone challenges.**



Social Networks (*cont.*)

- A few examples of social file sharing tools are:
 - **Facebook** – <http://www.facebook.com>
 - **Twitter** – <http://www.twitter.com>
 - **Google+** – <http://plus.google.com>
 - **LinkedIn** – <http://www.linkedin.com>
 - **Ning** – <http://www.ning.com>
 - **Second Life** – <http://www.secondlife.com>
 - **Polldaddy** – <http://www.polldaddy.com>



Why Use Social Media Technologies in the Classroom?

These Web 2.0 social media technologies can support pedagogical approaches:

- Active learning
- Social learning
- Student publishing
- Collaborative learning
 - Helps students retain information better than students who work individually
- Support and enhance in-class teaching and learning
- Potential for improved student-teacher relationships
- Potential for positive classroom experience
 - Can lead to positive learning environment
- Engage and encourage students



Identity and Privacy Concerns in Using Social Media Technologies in the Classroom.

Although Social media technologies have a potential to “significantly impact education,” the rules and expectations in usual social media have not been clearly defined.

- To effectively use social media, teachers need to understand how to interact with the students –
 - To foster positive perceptions
 - of the teacher and the classroom environment
 - While being careful not to engage in behaviors that may harm those perceptions
- Teachers share information about themselves, through the telling of personal stories or conveying personal beliefs, in the classroom
 - To establish rapport
 - Foster student learning



Identity and Privacy Concerns in Using Social Media Technologies in the Classroom.

- With advances in technology, teachers must now decide how and whether or not they will enter the virtual world.
- If they do, they must then determine how much of their personal information they will disclose.
- Consider these ideas when deciding whether or not to enter the virtual world of social media and social networking:
 - Does your school district have a policy regarding teacher use of social media in the classroom? If so, be sure to comply.
 - Teachers should use professionalism – decide appropriateness of content being shared with students.
 - Teachers should respect students' privacy.
 - Teachers should proceed with caution in order to create a positive learning environment.



How to Use Social Media Technologies in the Classroom.

There are a myriad of ways to use social media technologies in the classroom. Consider the following as you embark on your journey to leverage Web 2.0 technologies in your classroom:

- Survey your students to find out how they are using social media technologies
 - Ask which ones they would be interested in integrating into the classroom.
- Clearly communicate boundaries
 - Comply with your District's policies and requirements, if any.
 - Educate students about importance of privacy concerns.
 - Consider appropriate ways to express yourself in your profile, posts, and tweets.
- Use Groups and Communities within social networking website



How to Use Social Media Technologies in the Classroom.

- Think of ways to incorporate levels of social media technologies in the classroom
 - Not all will integrate with all aspects of course content or assignments
- Avoid using too many social media technologies
- Consider using social media technologies to engage the shy or introverted learners



Examples of Ideas for How to Use Social Media Technologies in the Classroom

Examples of Ideas for Using Social Media Technologies in the Classroom

The following are a few examples of how teachers are using social media technologies in the classroom:

- **Blogging** -
 - Have students create a blog to summarize concepts, articles, or notable resources used in the classroom, or create a daily journal blog to reflect or respond to questions about a book the class is reading; encourage students to read and respond to each other's blogs;
- **Social File Sharing** -
 - Create a shared folder using one of the social file sharing tools, like Google Documents or Dropbox, and share document templates with students;
 - When assigning group work, require students to use one of the file sharing tools to work collaboratively, and teachers can see which students contributed what, to determine project contribution grades;
 - Use social file sharing to create a forum for parents to view and check student's work;
 - Teachers can encourage peer-review by assigning students to edit or comment on each other's documents through social file sharing tools;
- **Social Collaboration** -
 - Use one of the social collaboration tools to hold parent-teacher conferences;
 - Use Skype to setup author visits that allow students to interact with the author of a book currently being read in the class;
 - Encourage group participation and collaboration outside the classroom by having students use Google+ Hangout and Google Documents for a group project;
- **Social Networking** -
 - Post homework assignments through private class groups on Facebook, which can provide an opportunity for students to post questions and the teacher to clarify or provide examples;
 - Send messages, updates, and reminders through Facebook and Twitter about upcoming deadlines for assignments or tests;
 - Brainstorm with your students. Post a discussion topic on Facebook or your class Blog and encourage students to post their thoughts and ideas in response;
 - Poll the class using the Poll app on Facebook or PollDaddy (<http://www.polladdy.com>) for Twitter; and
 - Create a news feed through Facebook or Twitter, where students provide status updates about ongoing current event topics.

- Blogging
- Social File Sharing
- Social Collaboration
- Social Networking



•BLOGGING

Have students create a blog to:

- Summarize concepts, articles, or notable resources used in the classroom.
- Create a daily journal blog to reflect or respond to questions about a book the class is reading.
- Encourage students to read and respond to each other's blogs.
- Express an “opinion” about a topic.
- Include text, images, links to web content.



•SOCIAL FILE SHARING

- Create a shared folder for documents and templates to be shared in one location with Google Documents and Dropbox.
- Require students to use one of the file sharing tools to work collaboratively on projects, and teachers can see which students contributed what, to determine project contribution grades.
- Create a forum for parents to view and check student's work.
- Encourage peer-review by assigning students to edit or comment on each other's documents.
- Use wikispaces for student portfolios, project based learning, student assignments, homework, group work, classroom goals, exchange ideas on a collaborative project.



•SOCIAL COLLABORATION

- Hold parent-teacher conferences.
- Use Skype to setup author visits that allow students to interact with the author of a book currently being read in the class.
- Extend the learning beyond the classroom by tapping into SMEs.
- Encourage group participation and collaboration outside the classroom by having students use Google+ Hangout and Google Documents for a group project.



•SOCIAL NETWORKING

- Post homework assignments through private class groups on Facebook, which can provide an opportunity for students to post questions and the teacher to clarify or provide examples.
- Post deadlines for assignments and tests.
- Send messages, updates, and reminders through Facebook and Twitter about upcoming deadlines for assignments or tests.
- Post a discussion topic on Facebook or your class Blog and encourage students to post their thoughts and ideas in response.
- Poll the class using Facebook, Polldaddy, Blogger.
- Create a news feed through Facebook or Twitter, where students provide status updates about ongoing current events.



Group Activity #1: Twitter

- Go to <http://www.Twitter.com>
- Sign in or create a Twitter account
- Compose a New Tweet and include in it the hashtag #socialmediaCTE
 - Here is an example of a Tweet with a hashtag included:
“At PD workshop on using social media in classroom – cool stuff #socialmediaCTE”
- In the Search box at the top, search for #socialmediaCTE



- When everyone searches for that hashtag, all of your tweets are listed in the results window, allowing you to read everyone’s tweet on that subject.
 - You would utilize the same steps to use Twitter in your classroom to create a “backchannel” discussion
 - You can show the Twitter feed using the overhead projector, and pick a few Tweets to use to springboard further classroom discussion
 - This allows shy or introverted students the opportunity to participate in class discussions in a more comfortable way



Group Activity #2: Blogger

- Go to <http://www.Blogger.com>.
- Sign in or create a Google account.
- Click the “Create Your Blog Now” link.
- Give your Blog a title and URL (and check its availability at blogspot.com)
- Choose a Starter Template.
- And start blogging!
 - Create a new post for your Blog
 - Publish the post
 - Share your Blog name with your fellow participants
- Search for the Blog of one of your fellow participants, read their Blog post, and Post a Comment.
- You can go through this same process with your students!



• Kathy's Blogs

Why Use Social Media Technologies in the CTE Classroom?

<http://www.kathybelcher68.blogspot.com/>

Modeling Effective Leadership – Building Tomorrow's Leaders

<http://www.kathybelcher69.blogspot.com/>

Electronic Portfolio

<http://www.kathybelcher70.blogspot.com/>

What does Green Mean for CTE Educators and Students?

<http://kathybelcher71.blogspot.com/>

Critical 21st Century Skills Needed to Pursue Careers in STEM

<http://www.kathybelcher99.blogspot.com/>

The Report Card and The Nation's Report Card

http://www.kathybelcher1.blogspot.com



Group Activity #3: Google+

- Go to <http://plus.google.com>.
- Create a Public Profile.
- Add your fellow participants to your **circles** by searching for their names or include their email addresses.
- Add them to a new **circle for Social Media PD Workshop** (or a name of your choice).
- You can provide as much or as little information as you'd like to get started.
- Then you'll be taken to your Stream.
- In the **“Share What's New”** box, post a comment about your experience today in the Social Media workshop.
- Once you've updated your Stream, you should see your post as well as the posts of your fellow participants.
- You can go through this same process with your students!



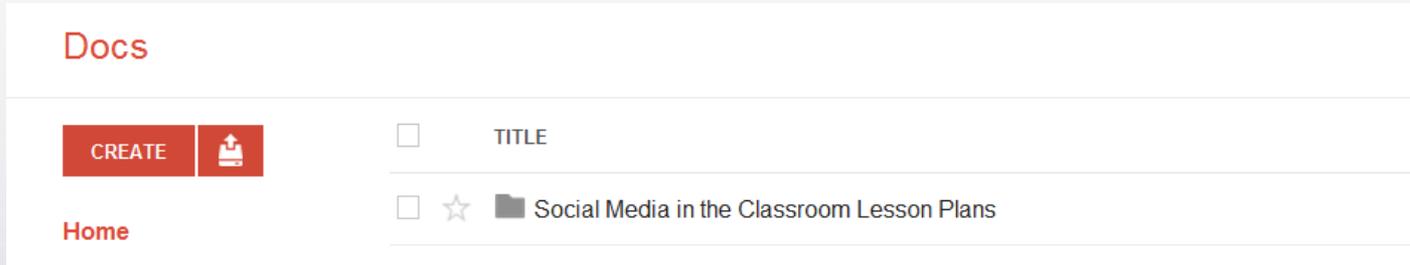
Group Activity #4: Collaboration

- **Identify** one or two forms of Social Media Technologies you are interested in using in your classroom.
- **Collaborate** to share how you could use your one or two forms of Social Media Technologies in the classroom.
- **Apply the concepts** you develop and create a short lesson plan to use in your classrooms.



Group Activity #5: Social File Sharing

- Go to <http://documents.google.com>.
- Create a new Collection entitled **“Social Media in the Classroom Lesson Plans”**



- Once it's created, then choose the dropdown menu and “share” the folder with your fellow participants.
- Now, you can click the upload icon, and choose “File” to share your lesson plans.
- You can use this same process in your classrooms if you have documents or assignments you want to share with your students, or have them share among themselves.



Summary

- ✓ Professional Development workshop you can deliver at your school

- ✓ Purpose of workshop and this presentation
 - Identify the various forms of Social Media Technologies
 - Explain the ways of using Social Media Technologies in the classroom
 - Apply the concepts learned in this session to your classroom

- ✓ Extension
 - Create your new Community and continue the dialogue.



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