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Using Social Media to Increase Student Engagement

Robin O'Callaghan
Winona State University, rocallaghan@winona.edu

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Social Media in the Classroom

Robin O’Callaghan – Winona State University
ROCcallaghan@winona.edu
If you can't beat 'em, join 'em?
Meet them where they are already at....
Social Media......

- Listen
- Learn
- Contribute
- Build Community
Social Media Channels

- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube
- Google Hangout
- Live Streaming
- Wordle
Facebook

Facebook Page

Facebook Profile

Facebook Group
Facebook in the Classroom

• Groups to collaborate between two different courses
• Groups for student projects
• Groups/Page for journaling
• Reading/Lecture Summary Posts
• Document a class trip or study abroad
• Bring in experts from the field for feedback (Alumni)
What is Twitter

• 140 characters to write a headline
• You can follow people and people can follow you.
• A Twitter hashtag, (#) used before a word or phrase, allows users to follow conversations on a given topic.
• Tweet pictures, web links, information… etc.
Twitter Interface

Tweets

Followed by Jewel Fryer.
HP @HP • Jul 29
Watch @FinalCutKing turn the HP x360 into a juice squeezer! #BendTheRules

Who to follow • Refresh • View all
Leah Linscheid @news8leigh
edutopia @edutopia
CommonSenseEducators @...

Popular accounts • Find friends

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers
Twitter Examples

- Allows for immediate and real-time assessment of the lecture or class discussion
- Develop supplemental curriculum for concepts and ideas that students don’t understand based on the lecture
- Gives students “automatic awareness” of what they are learning and understanding
Twitter in the Classroom

• Allows students to synthesize a lot of information into manageable pieces
• It promotes a learning community inside & outside the classroom
• Can spark good discussion on a specific topic
Instagram

- Pictures and 30-second videos.
- Follow and share content through this channel
- Like, comment and Tweet the posts.
- URL in Profile
Instragram in the Classroom

• Terms and definitions
• Current events as related to course materials
• 30-second lecture reflections
• Share reading recommendations
• Tours or field trip pictures/videos
• Showcase student work
• “shout outs” for excellent student examples
• Students can follow experts on Instagram
Snapchat

- Text, Images and videos (filters)
- Messaging App to create “snaps”
- 10-seconds or 24-hour story
- Followers and you can follow
- Accessible and convenient
- Analytics shows you who watched the “snap”
Snapchat in the Classroom

- **Terms & Definitions**
  - Post snaps before an exam to study
  - Top 5 important concepts
- **Snaps of “real life” examples**
  - Tour of White House
  - Conference sessions
- **Learning a new language**
  - Take pictures of items and text tool
  - Quick and easy for vocabulary
- **Prime class discussions**
  - Use the text tool to create class discussion questions
  - Reading questions
YouTube Presentations

- Student produced self-reflections after readings, recorded lectures, end of module or assignments.
- Discussion Boards with YouTube Links to watch then respond via text/video
- Presentations with slide shows or PowerPoints
- Several options for creating videos in YouTube
Screencast-o-matic

Download Info

Make it Easy

One-click screen capture recording on Windows or Mac computers with no install for FREE!

Just click Start Recording to record.

Or you can download and install to run application on your Mac OS X 10.6 or later. Download + Install

New! v2.0 Beta

Click here to download the software.

Who’s using Screencast-O-Matic?

WATCH: Screen-O-Matic Help Videos

Above is a link to video produced by Screen-O-Matic to show you how this product works.

WATCH: How to use Screen-O-Matic YouTube Video

Above is a YouTube video someone made that will give you an overview of Screen-O-Matic.
Google Hangouts

- Web-based tool by Google to create a virtual room
- Camera and chat feature
- 10 people
- Requires you to have a Google Plus (G+) account
- Google Hangout On Air-Broadcast
- Integrates with YouTube
Google Hangout in the Classroom

- Bring Subject Matter Experts right into your classroom
- Record your discussion in the hangout as a resource for your students
- Virtual office hours
- Group Presentations that can be recorded and distributed right to YouTube.
- Connecting your alumni with current students
- Connecting with a mentor
Live Streaming Apps

- Periscope, Meerkat, Blab, & Facebook Live
- Lets you broadcast live using your smartphone, tablet or computer
- Technology: Webcam, Chat and Emoji feature
- Live anywhere you have a wifi connection
Live Streaming in the Classroom

• Arrange virtual tours landmarks, museums, businesses…etc
• Live meeting with an industry expert
• Conduct a live survey
• Virtual “gallery-walk”
• Broadcast a lab demonstration
• Student join live streams
• Pre/post test summary live stream
Word Clouds

- Wordle.net
- Worditout.com
- Tagcrowd.com
- tag
- tagul.com