



Minnesota eLearning Summit

Minnesota eLearning Summit

2016

Jul 28th, 1:45 PM - 2:45 PM

Using Social Media to Increase Student Engagement

Robin O'Callaghan

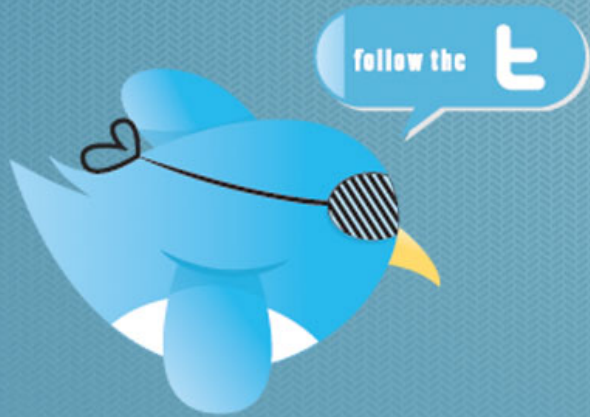
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Social Media in the Classroom

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**If you can't beat 'em, join 'em?
Meet them where they are
already at....**

Social Media.....



Listen

Learn

Social Media

Contribute

Build Community

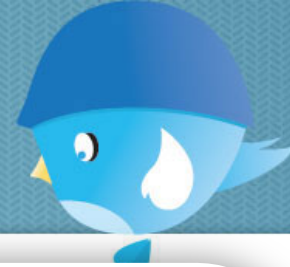
Social Media Channels



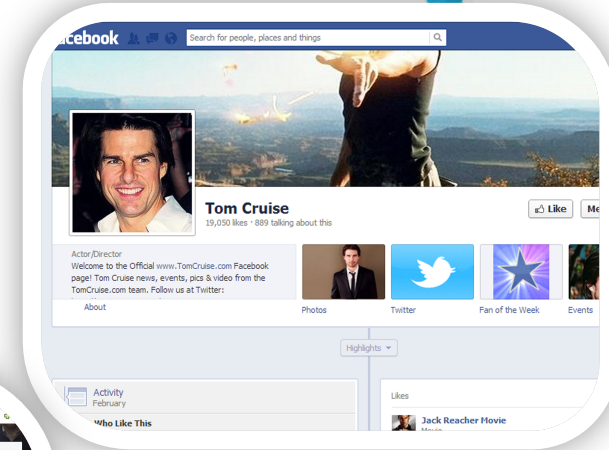
- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube
- Google Hangout
- Live Streaming
- Wordle



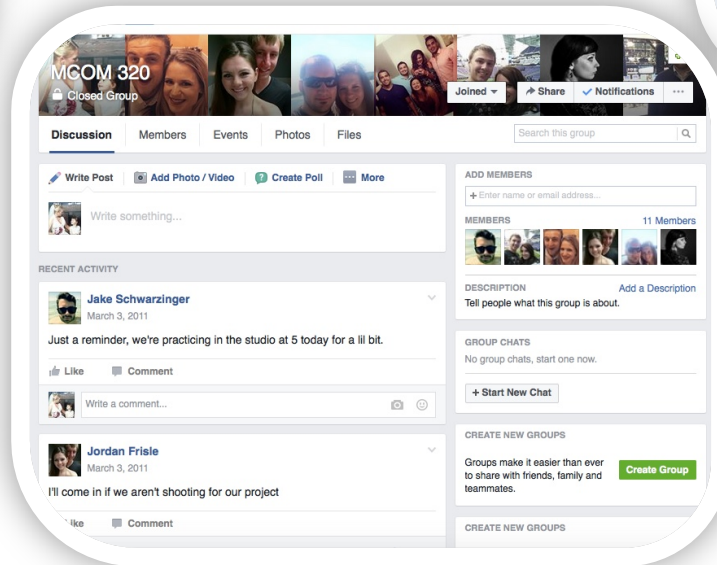
Facebook



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



Home Notifications Discover Me

Search Twitter

HP @HP
TWEETS 510 FOLLOWING 116 FOLLOWERS 220

Compose new Tweet...

Trends · Change

- #Gaza
- #Israel
- UCLA
- Ebola
- #Hammas
- #SomebodyToTris
- #CWG2014
- Lil B - No Black Person Is Ugly
- Palestinian
- Tyron Smith

Tweets

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

Vine



Expand Reply Retweet Favorite More
Promoted by HP

Lisa Dawley @lisadawley · 13s
Why choose your own adventure? Student choice makes you own your own learning #qb2014

Expand Reply Retweet Favorite More

Noah Everett @noaheverett · 1m
Wrote a simple blog app with memory caching in Go. Getting 5k requests/sec on DigitalOcean's smallest droplet. Golang rocks!

Expand Reply Retweet Favorite More

Who to follow · Refresh · View all

- Leah Linscheid** @news8leah
Follow
- edutopia** @edutopia
Follow
- CommonSenseEducators** @...
Follow

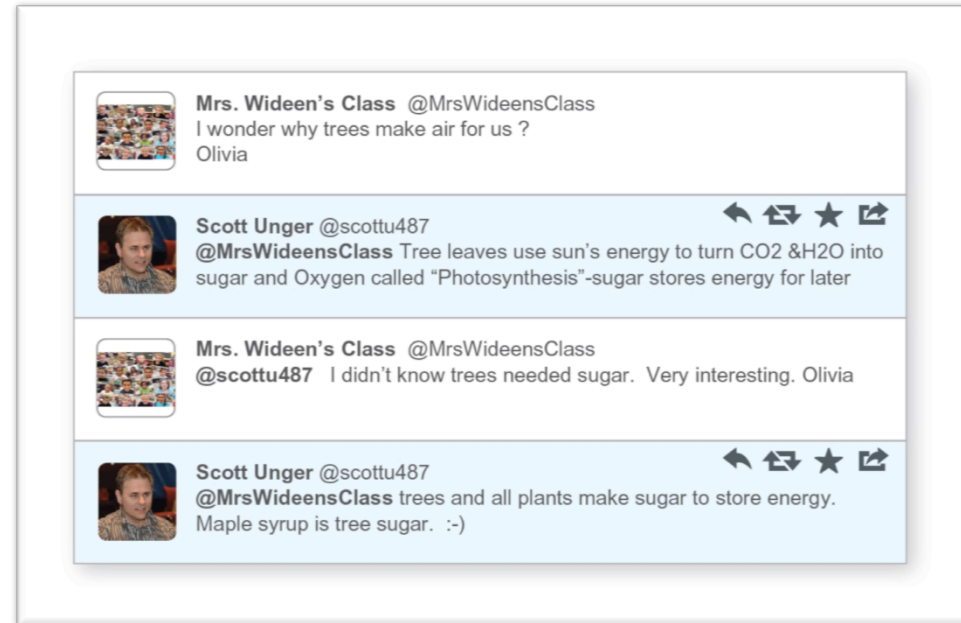
Popular accounts · Find friends

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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

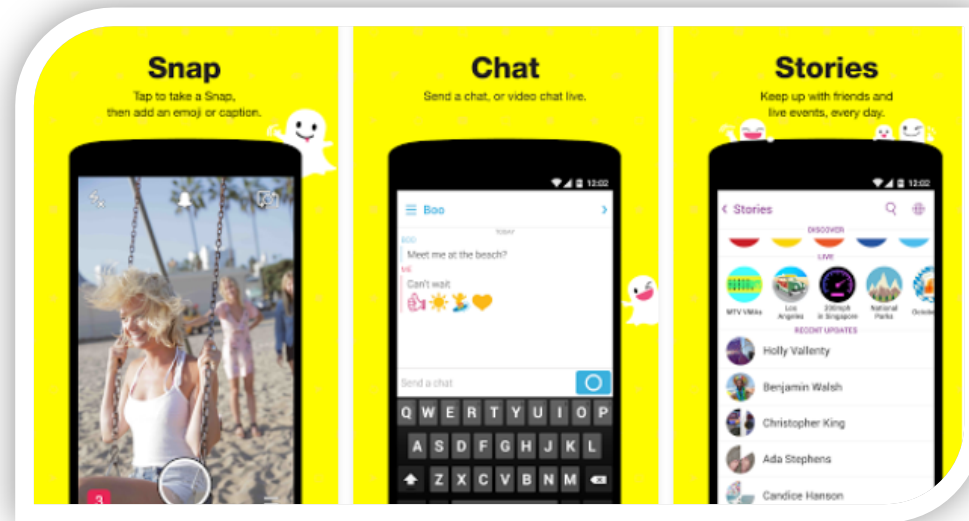


- Terms and definitions
- Current events as related to course materials
- 30-second lecture reflections
- Share reading recommendations
- Tours or field trip pictures/videos
- Showcase student work
- “shout outs” for excellent student examples
- Students can follow experts on Instagram

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

LIVE STREAMING



Set up your channel and stream live to your fans

[Get started](#)

CREATE VIDEOS





Photo slideshow

[Create](#)



Video editor

[Edit](#)

Screen-O-Matic



Download
Info

 **DOWNLOAD: Screen-O-Matic for Mac or PC** ▾

This is a free download to help you record your presentations.

SCREENCAST-O-MATIC

Got an account? [I login](#)

Welcome • [Go Pro!](#)

[Start Recording](#)

Make it Easy

[Help](#) | [Send Feedback](#)

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

New! v2.0 Beta

Advertisement

Just click [Start Recording](#) to record.

Stay up
Enter an

Click here to
download the
software.

Or you can download and install to run application on your Mac OS X 10.6 or later: [Download + Install](#)

Watch a very
quick demo



FOLLOW

Help spread the word about SOM


 [Tweet](#) 4,872

 [Like](#) 9,824

 [+](#) 3,58

Who's using Screen-O-Matic?

Training

 **WATCH: Screen-O-Matic Help Videos** ▾

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

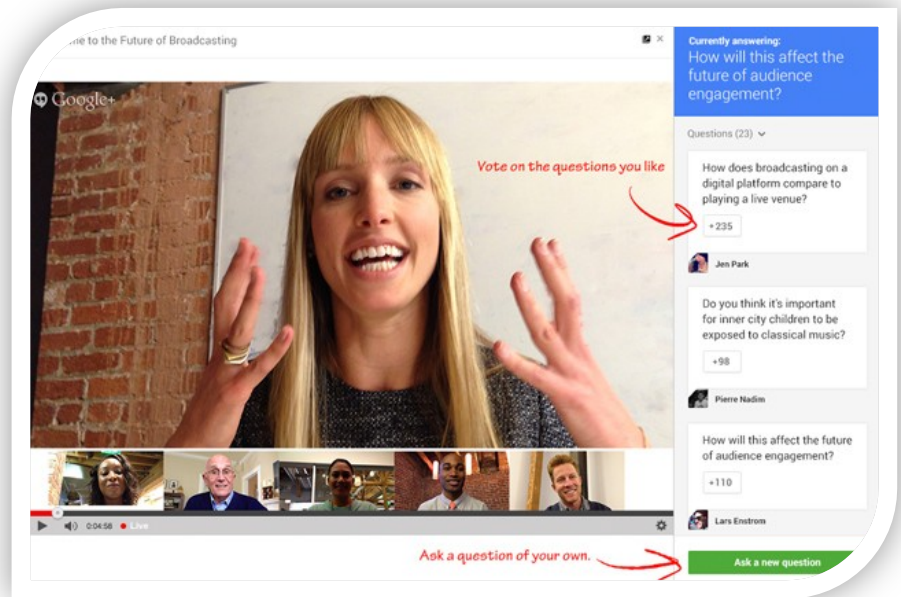
 **WATCH: How to use Screen-O-Matic YouTube Video** ▾

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 resources 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

Google Hangout



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

