

Examples of using Social Media in Education

Social Networking

Facebook is the number one social network in the world. More than ½ of facebook users return daily.

<http://www.facebook.com/>

1. Create a “teacher/faculty” profile.
2. Ask students to create a limited profile with controlled setting, friend you and add you to the limited profile. This way you should not see the photos, videos, and friend postings if you don’t want to see them.
3. Make a list for the class.
4. Create groups like Renee’s USC Instructional Design Group and communicate/post through that group.
5. Publish notes (like blogs) or updates and tag students if they have done well in class.
6. Post status updates (like microblogs) such as *Michael is coming up with a bonus question for the next quiz.*
7. Share videos.
8. Connect with Blackboard to manage assignments and direct students.

Microblogs

This social microblogging site is growing quickly. Media and marketing companies are using it to find the pulse of the world. Why don’t you use it to find the pulse of your class?

<http://www.twitter.com/>

1. Building classroom cohesiveness and community
2. Gather, assess, and share news and opinions
3. Facilitate other online discussions
4. Explore other sites like Twittervision
5. Use mobile devices readily

Social Bookmarking

Social bookmarking is the use of public space for storing, tagging (annotating), and sharing of bookmarks (addresses) of favorite Web pages. It's a way that members of a social group can easily share resources with one another. Social Bookmarking in Plain English is a 3.5 minute video eClip available at this site: <http://youtube.com/watch?v=x66lV7GOcNU>

<http://delicious.com/>

1. A faculty member could set up an account for each class, tag resources and make the URL available to the class. As the work is web-based, it can be modified and updated throughout the term. Likewise the students can access the resources anywhere.

2. Specific tags should be used to direct individual students to specific resources or readings.
3. You could create a collaborative account with a shared username and password that could be used by the entire class to tag or share resources.
4. Bookmark readings and tag those for the next class with something like “2do”.
5. Give students the assignment to use delicious.com

Other Social bookmarking sites:

Ma.gnolia.com <http://ma.gnolia.com/> is another social bookmarking site offering tagging and bookmark accessibility. It offers browser buttons. It also shows you what other users have said about a site while surfing the internet. It encourages social networking through user group and a private messaging feature. **(Update: This site failed February 2009 and is no longer available for use. Go to website to learn more about future plans).**

Some other popular social bookmarking sites include *FURL* <http://www.furl.com>, *Diigo* <http://www.diigo.com/buzz/hot>, and *Blinklist* <http://www.blinklist.com>

Media Sharing

A recent Pew and the American Life Project found that ½ of all teens have created media and shared the content with others on the web. So why not get involved yourself?

<http://www.flickr.com>

1. Post photos to flickr maps so that students can have a visual idea where these photos are located.
2. Have students go to flick maps and find photos of areas that they are learning about, i.e. ancient Greek history

[http://www.youtube.com/](http://www.youtube.com)

1. Invite students to subscribe to your videos
2. Invite students to make their own videos and upload them to YouTube and/or Blackboard
3. Have students respond to or annotate your class videos
4. Use www.youtube.com/edu to find videos from other educational institutions

*Presented by Renee Shaffer
University of South Carolina
UTS/Teaching and Technology Services
Web 2.0 Technologies
March 31, 2009*