**Social Media Tips**

Start by asking “What is my pedagogical goal for this tool”?

Which learning outcomes will be achieved through the use of this tool?

What are the expectations of students (frequency, content and behavior)

Possible tools: Twitter, FB, LinkedIn, Google+, Storify, Picassa, Diigo, Flickr

The best tool is one that you feel comfortable using

Think about what e-mail account you will use, username and password.

Will you use same account each semester or a new one?

If using FB consider hiding the identity of “fans” or those that like the page

RSS feed widget

**Twitter:**

Create course account

User name should in some way correspond to course

Ask students to follow course

You can:

* post course updates
* reminders
* in and out of class discussions
* share and collect resources
* Q & A
* “muddiest” point (use # as way to identity what topics or ideas students may not be understanding)

Many students have the Twitter app on their smartphones. You can ask them to set up text notifications.

Monitor Tweets using <http://www.twazzup.com/>, <https://hootsuite.com/>, <http://tweetdeck.com/>, <http://visibletweets.com/>

Diigo, Delicious, Picasa, Flickr, Vimeo and YouTube best for *gathering, saving, tagging and sharing content*

Consider creating a YouTube playlist. You can even embed the link right in Blackboard

Create a **Flickr** group so students can:

* upload and share images or pictures
* learn about copyright and Creative Commons license
* practice writing skills (post a picture and have students collaboratively tell a story)

Use **YouTube** for:

* Practicing critical watching skills
* Documentation (interviews, reflections, exploration of a topic, research)
* Presentations
* Creative assignments such as advertising or expressing an idea through media rather than text

Remember to check the copyright/creative commons. Check with the library if you aren’t sure!

Teach search and evaluation skills

Be aware of **ADA** compliance

Be sure content you use is compatible across devices

Consider whether you will create a rubric for assessment/provide formative assessment or simply track number of posts

**Student support**

In what ways does course need to be redesigned to allow for use of social media in or outside of class?

Verify hashtag not already being used by someone else

How will you verify whose posting? (student may set up account with a username that does not indicate their identity). You may want to create a list of student names and identities

Make sure you are fluent in the tool before you introduce it to students

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