

# Social Media Basics

## Course Syllabus

### COURSE DESCRIPTION

Social media has become a prominent communication tool in the 21st century. Your students have grown up tweeting, friending, posting, and pinning, and are adept users in these new platforms. Imagine what could happen if they applied their knowledge of social media to your classroom curriculum!

In this course, you'll read about fun and educational ways to use social media alongside your instruction. From teacher tips to informational articles, you'll learn which platforms are the best fit for your classroom and for assessing student progress.

### COURSE OBJECTIVES

I can...	<a href="#">ISTE Teacher Standards</a>
Evaluate the benefits and challenges of using social media in the classroom, including its contribution to my instruction and my class's sense of community	<b>Standards:</b> 1a, 3a
Design an online presence that includes the most advantageous social media platform or platforms, appropriate privacy settings, and optimized online features	<b>Standards:</b> 2a, 3a

### CONTRIBUTORS' BIOS

**Jennifer Gibson**, MA with an emphasis in technology, curriculum expert and professional trainer for 19 years, has presented to thousands of educators on topics including educational technology, English language development, and literacy. In 2010, she won the Santa Barbara Crystal Apple Teacher of the Year and Technology Innovator of the Year awards.

**Rich Dixon**, MA-TESL, brings over 19 years of experience as a teacher, administrator, staff developer, Director of IT, and Curriculum Coordinator. Whether leading EdTech courses or launching new schools, he strives to improve the effectiveness of instruction through intentional application of educational technology.