

Social Media for Educators 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.

Each section covers a different platform of social media and includes information about ways to set up a profile, adjust privacy settings and preferences, connect with students and colleagues, and seek out ideas from teachers with new and innovative ideas.

COURSE OBJECTIVES

I can...	ISTE Teacher Standards
Evaluate the benefits and challenges to using social media in the classroom, including its contribution to my instruction and my class's sense of community	Standards: 1a, 3a
Design an online presence that includes the most advantageous social media platform or platforms, appropriate privacy settings, and optimized online features	Standards: 2a, 3a
Provide access and guidance for learners by continually assessing the performance of my social media curriculum and my knowledge of the online world, as well as the achievement of the students in my class	Standards: 1b, 2b, 2d, 3d, 5c
Communicate with students and families about and with a social media profile, and keep them connected throughout the school year	Standards: 3b, 3c
Develop or adapt technology-rich learning experiences and assessments that provide learners with ways to connect with each	Standards: 1a, 1b, 2b, 2c, 2d

other and their growing knowledge of their subject matter	
Draw upon my students' interest and knowledge of social media, engaging them in their own learning goals in a forum with which they are familiar, and encouraging reflection in their educational process	Standards: 1b, 1c, 2b, 2c
Collaborate with colleagues on social media outlets, including video chats, online boards or posts, and private groups, and exhibit technological leadership in my teaching community	Standards: 1d, 3b, 3c, 5a, 5b, 5c
Glean insight and inspiration from fellow instructors and educational resources using social media, and contribute to the conversation with ideas of my own	Standards: 1d, 3b, 3c, 5a, 5b, 5c, 5d
Demonstrate appropriate digital citizenship for my students by modeling online etiquette, discussing social media as a companion to real-life connections, and promoting positive conversations	Standards: 4a, 4b, 4c, 4d

COURSE CONTENT

Pre-Assessment

Answer a short series of questions to discover what you do and don't know about social media and to think about your goals for this course. At the end of the course, you will take a short, summative post-assessment quiz, which offers you the opportunity to measure your growth.

Section 1: Introduction

What are the benefits of using social media in the classroom? Read about the ways that social media can enhance student learning, teacher collaboration, and classroom instruction.

Section 2: Twitter

Tweet tweet! Learn about Twitter, the popular platform for expressing ideas with fewer than 140 characters. You'll read about setting up a profile and communicating to students and family members, as well as how to follow prominent educators and learning communities.

Section 3: Facebook

As one of the most well-known and widely used platforms on the Internet, Facebook, offers many opportunities for extending your classroom teaching. From creating an account to setting up events, you'll learn the best ways to make Facebook work for your school.

Section 4: Instagram

It's one of the fastest growing social media platforms, and your students are probably experts in it! Explore Instagram and learn to share posts, follow schools and colleges, and set up interesting projects for students to engage with their peers.

Section 5: Pinterest

Delve into the images, pins, boards, and millions of ideas from Pinterest. You'll set up your profile and begin pinning before you know it! Find out how Pinterest can work as a tool for inspiration, communication, and collaboration.

Section 6: LinkedIn

LinkedIn has been a vital tool in the professional world, and could be a great addition to your social media arsenal. Learn about how you can use LinkedIn as a teacher and how you can use this tool to broaden your classroom community.

Section 7: Google+

Is Google+ the social media platform that fits your classroom best? Discover Google+ and its educational benefits, including Hangouts, Circles, Events, Polls, Photos and Videos, and Communities.

Section 8: YouTube

YouTube hosts millions of videos, and somewhere in that collection is the perfect resource for your upcoming lesson. Discover how you can use YouTube in the classroom for school projects, enhancing your lessons, and sharing channels with students and families.

Section 9: Digital Citizenship and Social Media

Guide learners in their social media lives with a section on digital citizenship. Explore important topics about social media in the classroom, including concerns about bullying, online etiquette, privacy settings, and validating the veracity of online sources.

Post-Assessment

Answer a series of questions designed to give you a summative analysis of how much you learned about teaching with social media. It will also help you check to see if you met your goals for this course. In addition, please make sure that you have submitted your Assessments of Knowledge (AOKs).

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.