Integrating Social Media into Adult Education

Nell Eckersley
Introductions

• Nell Eckersley
  o *Literacy Assistance Center, NYC*
  o *Subject Matter Expert, LINCS Community Technology & Learning Group*
Welcome!

Welcome to the LINCS Community, an interactive online social learning space for adult educators. Get involved by joining groups of interest to participate in conversations; find the information you need in the community’s high-quality resources; and become inspired by the knowledge you gain from fellow members and professional development activities.

Featured Groups

Get involved in the conversation! Click on a topic of interest below to join the group or learn more about it.

Health Literacy

For adult education and literacy practitioners, healthcare providers, educators, researchers, policymakers, and others to discuss health literacy

Resource Collection

See below for recently added resources:

Federal Student Aid for Adult Students

Filed under: Financial Literacy
Agenda

• Why use Social Media?
• How to integrate Social into your teaching and learning
• Wiggio
• Blogs
• Twitter
• Facebook

#AdultEd
Using Social Media in Context

How do you include technology in your practice?

• Find a tool and figure out how to use it with your students/staff
• Think about what you already do with your students/staff and then how technology could deepen or expand on the lesson (POST)
• Create a Personal Learning Network (PLN) for yourself and staff to keep informed about what’s new

#AdultEd
POST Method

- **P** is People. Know the capabilities of your audience. Know what scaffolding they’ll need.
Our “People”

- Students
- Staff
- Self
POST Method

O is objectives. Pick one. Decide on your objective before you decide on a technology. Then figure out how you will measure it.
Instructional “Objectives”

• Presenting Information
• Enhancing communication between student and teacher
• Enhancing communication between students in collaborative or cooperative learning groups
• Supporting student creation and/or student use of technology for learning
• Using productivity tools for classroom management
POST Method

- **S** is Strategy. Figure out what will be different after you're done. Imagine you succeed. How will things be different afterwards? Imagine the endpoint and you'll know where to begin.
“Strategies” for Implementing Emerging Technologies

- Collaborative Writing
- Multimodal Communication
- Online Networking
- Mobile Learning
- Productivity
POST Method

- **T** is Technology. A community. A wiki. A blog or a hundred blogs. Once you know your people, objectives, and strategy, then you can decide with confidence.
Examples of “Technology”

• Blogs
• YouTube
• Wiggio
• GoogleVoice
• Delicious
Integrating Social Media into Adult Ed

Blooms Taxonomy

• Creating
• Evaluating
• Analyzing
• Applying
• Understanding
• Remembering
Blooms Digital Taxonomy Pyramid

http://www.usi.edu/distance/bdt.htm
5 Moments of Learning

- Dr. Conrad Gottfredson’s Five Moments of Learning Needs:
  - When Learning for the First Time
  - When Wanting to Learn More
  - When Trying to Remember
  - When Things Change
  - When Something Goes Wrong

Why Include Social Media?

• 21st Century Employment Skills
• Decrease the digital divide
• It’s Free!
• More young people entering adult education classes
• Support the diverse needs of adult learners including family digital literacy
Why Social Media?

http://www.youtube.com/watch?v=hyZRS0BnpAI&feature=youtu.be

#AdultEd
What Do You Know?
Wiggio
What is Wiggio?

• Our very own social network
Why Use Wiggio?

• Private online platform
• Easy to set up
• Can share files, comments, event info, create and share polls…. 
• Accessible at school and at home
• Subgroups possible
How to Join Our Wiggio

- Go to http://www.wiggio.com
- Sign up or sign in
- Group Name: SoMe Tools in Adult Ed
- Password: discovery
# Technology Integration Action Plan

## Technology Integration Action Plan

<table>
<thead>
<tr>
<th>Where Am I Now?</th>
<th>Where Do I Want To Be?</th>
</tr>
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<tbody>
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</table>

Choose an area (either most challenging or greatest strength) to work on.

<table>
<thead>
<tr>
<th>People Who needs to be involved?</th>
<th>Objectives What instructional purpose will be enhanced?</th>
<th>Strategy Which emerging technology area is the focus?</th>
<th>Technology What tool will be used?</th>
<th>Formative Evaluation What data-for-decision making will be used to measure success?</th>
<th>Results What will I have to show in my portfolio or report?</th>
<th>Timeline What are my due dates for milestones?</th>
</tr>
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</table>

**Discussion on Integration Process**

<table>
<thead>
<tr>
<th>Reflections on Results</th>
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</tbody>
</table>
Look for this reading on our Wiggio

Blogs
What is a Blog?

• Coming from term “Weblog”
• Originally a tool for online journaling
• Now a robust tool to create websites
• Various blogging tools

Consider

○ Skills and roles of participants
○ Type of content want to create
○ Level of access to hardware and internet
Why Use Blogs?

• Collection of single posts containing text, photos, videos, and links. Most often in reverse chronological order.
• General public or specific audience (by invitation or accepted upon request)
• Various levels of users from reader to admin
• Self-reflection, chronological updates
Blog platforms

- Tumblr
- Wordpress
- Blogger
- Posterous
Using Blogs with Students

- http://galwayvoice.wordpress.com/2012/05/30/letters-to-america-2/
- http://level6esl.blogspot.com/
tumblr

- https://www.tumblr.com/login
Create Your Account
Captcha

I'm human!
Verify Your Email Address

One quick thing:

We need you to verify your email address by clicking the link we sent.

Send it again
Check Your Email

Tumblr verification email

FROM: Tumblr  
TO: nelightful@yahoo.com

Welcome to Tumblr! Please verify your email by clicking on the following link:

http://www.tumblr.com/verify/pbx8j6m

Love,
TumblrBot

This message was intended for nelightful@yahoo.com.
To change your email settings, use http://www.tumblr.com/preferences.
Tumblr's offices are located at 35 East 21st Street, 9th Floor. New York, NY. 10010.
You’re Great.

Thank you!

You're great.

Go to Tumblr

#AdultEd
Welcome to Tumblr!
Here are four important things to get you started.

1. Post a picture of yourself
2. Pick a theme and title for your blog
3. Follow at least 5 people
4. Change your avatar
Upload a Photo
Pick a Theme & Title

Untitled

“It does not matter how slow you go so long as you do not stop.”

— Wisdom of Confucius

Posted 3 years ago
Tagged: wisdom.
Follow 5 People

- Casey Donahue
  I write and direct movies. Some of them short, some of them long, all of them definitely time based with a start and end point.
  New York, NY

- New York Film Academy
  Industry news and commentary from the most hands-on film/acting school in the world. Want to know how to cast your film, Ryan Gosling’s latest project, and more?
  New York

- Vimeo
  A respectful community of creative people who are passionate about sharing the videos they make.
  New York

#AdultEd
Change Your Avatar

URL
http://nelightful.tumblr.com

- Use a custom domain name

Replies
- Allow replies from people you follow.
- Allow replies from people following you for more than two weeks.

Ask
- Let people ask questions
Help Center

Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos, from your browser, phone, desktop, email, or wherever you happen to be. You can customize everything, from colors, to your theme’s HTML. And we’re here to help!

How can we help?

How do I add comments to my blog?
We don’t support native comments on Tumblr, but many of our featured themes let you easily install Disqus comments via the Customize page.

How do I change my portrait photo?
You can associate a portrait photo with your primary and each of your secondary blogs under their settings page. From your Dashboard’s top navigation bar, select the blog where you want the portrait photo changed. Then, click its Settings on the right side of the screen. Square images that are 128 x 128 pixels or larger work best.
Preferences

Email address: nelightful@yahoo.com

Password:
- Current password
- New password
- Confirm new password

Edit posts using:
- rich text editor
- plain text/HTML
- Markdown

Dashboard:
- Show full size photos
- Show notifications
- Share posts I like

This is the email address you use to log in to Tumblr. Please make sure this is a valid address where we can reach you. We promise not to spam, sell, or abuse it.
• http://nelightful.tumblr.com/
• http://www.tumblr.com/blog/nelightful
Tumblr Examples

• http://teachersworldwide.tumblr.com/
• http://techedblog.tumblr.com/
• http://novicephoenix.tumblr.com/
Wordpress

http://wordpress.com/
Get Your Account

- Will need to be able to access the email address you use for this account
- You will need a “domain” name for your account. What do you want URL to be?
Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

Username

(Must be at least 4 characters, letters and numbers only)

Password

Confirm

Use upper and lower case characters, numbers and symbols like 'f$^&$M' in your password.

Email Address

(We send important administration notices to this address so triple-check it)

Legal flotsam

☐ I have read and agree to the fascinating terms of service.

Gimme a blog! (Like username.wordpress.com)

Just a username, please.

Next →

#AdultEd
Naming your blog

Blog Domain
.Your address will be domain.wordpress.com. It must be at least 4 characters, letters and numbers only. It cannot be changed so choose carefully.

Blog Title
The blog title can be changed at any time.

Language
What language will you be primarily blogging in?

Privacy
I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.

Signup →
Check Your Email to Complete Registration

An email has been sent to nelle@iacnyc.org to activate your account. Check your inbox and click the link in the message. It should arrive within 30 minutes. If you do not activate your account within two days, you will have to sign up again.

Update Your Profile!
If you haven’t got your activation email why not update your profile while you wait?

First Name: 

Last Name: 

About Yourself: 

Save Profile →

Still waiting for your email? If you haven’t received your activation email yet there are a number of things you can do:

#AdultEd
Activate your account

Howdy,

Thank you for signing up with WordPress.com. You are one step away from blogging at rollerderby.wordpress.com. Please click this link to activate your blog:

http://wordpress.com/activate/850964857ebf36bf

--The WordPress.com Team

(If clicking the link in this message does not work, copy and paste it into the address bar of your browser.)
Log in to your new account
Twitter
What is Twitter?

- Microblogging; 140 characters maximum
- http://twitter.com/
- Hashtag #AdultEd
- Unlike most social media, just because I “follow” you, you don’t have to “follow” me
Why Use Twitter

- Meta-Cognition
- Accessible from many places
- “Snackable” education
- Follow people you can learn from
What Can You Say in 140 Characters?

Maureen Evans @cookbook
Rhubarb Upside Down Cupcakes: Beat 1/2c sug/mltldbutter/2egg/c yogurt, +2c flr/2t bkgpdr/t salt. Buttr12cup; +T sug/2T rhubarb, batter e. 25m@350°F.

Debra Hargrove @flatechgirl
RT @FloridaLiteracy: This is the President's Budget for Adult Education! #adulted ow.ly/d/vga #careerpathways

Larry Ferlazzo @Larryferlazzo
Just updated "The Best Sites To Learn “Feelings” Words" bit.ly/dClcE4M
Rhubarb Upside Down Cupcakes: Beat 1/2c sug & mltd buttr / 2 egg / c yogurt, + 2c flr / 2t bkgpdr / t salt. Buttr 12 cup; + T sug / 2T rhubarb, batter e. 25 m @ 350°F.
Retweeting

- RT @Username

Debra Hargrove @fletechgirl

RT @FloridaLiteracy: This is the President's Budget for Adult Education! #adulted ow.ly/d/vga #careerpathways
HashTags

• #DigLit
• #AdultEd
• #GED2014
• # GED

Debra Hargrove @flatechgirl
RT @FloridaLiteracy: This is the President's Budget for Adult Education! #adulted ow.ly/d/vga #careerpathways
Hashtags vs Mentions

• Hashtags have # in front of them (no spaces allowed)
• Hashtags are like signposts to content

• Mentions start with @ followed by a person or organization’s twitter name (no spaces allowed)
• Mentions help connect people who tweet (tweeple?)
• Mentions are like signposts to other people who tweet
Hashtags are Ephemeral

- Hashtags lose their value if they are not used often.
- If using a hashtag for a short term event it’s a good idea to archive the content so it can be found later.
- Two tools
  - http://www.tweetarchivivist.com
  - http://paper.li/LACNYCnell/1320940472
Anatomy of a Good Tweet

educationweek Education Week
Where do #GOP presidential candidates stand on #edpolicy? We take a look at each of the major players: bit.ly/zbuOMq #edpolitics

3 hours ago
Shortened URLs

- http://ipadeducators.ning.com/profiles/blogs/preparing-your-school-for-an (73 characters)
- Bit.ly/3FjhpX (13 characters)
Shortening Links for Your Tweets

You can use BitLy to shorten URL’s without creating an account.

https://bitly.com/
Customizing Your Shortened URL


#AdultEd
Analytics

State seeks own equivalency test - Times Union

With an account you can also track how many times the URL you created has been clicked.
And with or without an account you can make any of the shortened URLs into a QR Code by adding `.qr` at the end.
Search Twitter

• Search on http://Twitter.com for people, keywords or hashtags
• Search on http://Search.Twitter.com for keywords or hashtags even if you don’t have a Twitter account
• Track hashtags and tweet from http://tweetchat.com/
Finding People to Follow

- In Twitter.com search hashtags and words #AdultEd
- See who experts follow
- Look for Twitter links on websites you like
Sending and Receiving Tweets

- Twitter.com
- Texts via your cell phone
- Applications on computers & smart phones
  - Tweetdeck
  - HootSuite
  - Seesmic
<table>
<thead>
<tr>
<th>All Friends</th>
<th>Mentions</th>
<th>Search: #coabe12</th>
</tr>
</thead>
<tbody>
<tr>
<td>People, please! Martina should be leading, not following! And wearing a tux, not fishnet! #DWTS</td>
<td>Thx for last week’s MTs &amp; RTs! @BledConference @SRLDP1 @terloraine @GEDTesting @TABETest @iPathways @RMVOC @neiliful @barybakin</td>
<td>RT @jataylor10: Official COABE/VAACE Conference Hashtag is #COABE12. Please pass it on. Starting archive: <a href="http://t.co/ncIzkCjZ">http://t.co/ncIzkCjZ</a> @COABENews</td>
</tr>
<tr>
<td>mthacher, [+ Mon 26 Mar 23:49 via Twitter for iPad</td>
<td>NCLAdvocacy, [+ Fri 16 Mar 12:52 via TweetDeck</td>
<td>RT @jataylor10: Official COABE/VAACE Conference Hashtag is #COABE12. Please pass it on. Starting archive: <a href="http://t.co/ncIzkCjZ">http://t.co/ncIzkCjZ</a> @COABENews</td>
</tr>
<tr>
<td>@brooklynvegan was at both shows &amp; I agree - tonight was a little more special</td>
<td>NCLAdvocacy, [+ Mon 26 Mar 23:13 via Twitter for Wii</td>
<td>RT @AEChat: Thanks for all the recent follows! We are working to get #AEChat up and running before #COABE12. We need your input - watch for polls.</td>
</tr>
<tr>
<td>bananarams, (RT by brooklynvegan), [+ Mon 26 Mar 23:36</td>
<td>broxmanbypuq6, [+ Sun 04 Mar 21:06 via web in reply to @neiliful</td>
<td>MichelleMCarson, [+ Mon 26 Mar 16:45 via web</td>
</tr>
<tr>
<td>The Music Hall show was good, but that Bowery show was truly great. Almost the same hour set, but Fiona Apple was in top form tonight.</td>
<td>@neiliful <a href="http://t.co/FRUgXHul7">http://t.co/FRUgXHul7</a></td>
<td>RT @NCLAdvocacy: RT @jataylor10: Official COABE/VAACE Conference Hashtag is #COABE12. Pass it on. Starting archive: <a href="http://t.co/qOpCjKx6">http://t.co/qOpCjKx6</a> @COABENews</td>
</tr>
<tr>
<td>brooklynvegan, [+ Mon 26 Mar 23:13 via TweetDeck</td>
<td>@neiliful what are you talking about?</td>
<td></td>
</tr>
<tr>
<td>EWR Departure flight delays due to VOL:Multi-taxi, averaging 16 minutes to 30 minutes, Increasing. #ewr #travel #flight (235)</td>
<td>jryons, [+ Fri 02 Mar 20:44 via txt</td>
<td>AdultEdMadison, [+ Mon 26 Mar 13:18 via TweetDeck</td>
</tr>
</tbody>
</table>
Before You Join Twitter

• Come up with possible Twitter names
  o Have options incase your first choice is taken
  o Shorter is better
• Develop a list of five people/places to follow
• Have a picture to upload as your avatar
Once you Join

• Follow at least five people
  o @theLACNYC, @LACNYCNeil, @NCLAdvocacy for example
  o Search for people using #AdultEd
  o Search for your favorite hobby, writer, singer, actor, comic, political figure, tv show, magazine, organization

• Retweet one tweet and create one of your own tweets. Remember to use hashtags
What to Do in the Next Few Weeks

• Spend 15 minutes on Twitter every morning (or some other time)
  o reading Tweets
  o retweeting
  o following new people

• Try TweetDeck or receiving tweets as sms text messages on your cellphone
Examples

Comedy
- https://twitter.com/PlioceneBloke
- https://twitter.com/DothTheDoth
- https://twitter.com/FakeMTA

Useful Tips
- https://twitter.com/nycgov
- https://twitter.com/MTAInsider
- https://twitter.com/NY1noticias
What is Facebook?

• Originally a form of online yearbook
• Now a social media platform for sharing information
Why Use Facebook?

- Public or Private platform
- Share information about your program, about your students, about yourself
- [http://www.facebook.com/education](http://www.facebook.com/education)
- Teach people how to use it for Good
Facebook

Tools
• Pages
• Groups
• Events
• Causes
• Notes
• Photos
• “Like”
• Many other Apps

Security and Privacy
• Don’t do on facebook what you wouldn’t do in “real life”
• Unfriend as you need
• Set up groups to control who sees what
• Review privacy settings frequently
Facebook Profile

• http://www.facebook.com
#Facebook Group

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Type</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook in Adult Education</td>
<td>Open</td>
<td>2 members</td>
</tr>
<tr>
<td>Education...Means Future</td>
<td>Open</td>
<td>2,983</td>
</tr>
<tr>
<td>EDUCATION, ENTERTAINMENT, JOKES, POLITICS AND ALL THE LATEST NEWS</td>
<td>Open</td>
<td>2,765</td>
</tr>
<tr>
<td>Education</td>
<td>Closed</td>
<td>16,365</td>
</tr>
<tr>
<td>Education Opportunities for Belarusians</td>
<td>Closed</td>
<td>3,597</td>
</tr>
<tr>
<td>Education Point (Creator Jayy Prince)</td>
<td>Open</td>
<td></td>
</tr>
</tbody>
</table>
Facebook

- **Groups**
  - Classes
  - Small group projects

- **Pages**
  - Organization
  - Agency

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**Table: Facebook Features**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Facebook Groups</th>
<th>Facebook Pages</th>
<th>LinkedIn Groups</th>
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</thead>
<tbody>
<tr>
<td>Audience</td>
<td>For small groups wishing to collaborate and discuss any topic or issue.</td>
<td>A social marketing presence for an organization, business, brand, product, public figure, or cause.</td>
<td>Professionals seeking to network and discuss any topic or issue.</td>
</tr>
<tr>
<td>Visibility</td>
<td>Open: Anyone can see the group, who's in it, and what members post. Closed: Anyone can see the group and who's in it. Only members see posts. Secret: Only members see the group, who's in it, and what members post.</td>
<td>Visible to everyone; only &quot;Likers&quot; can post on Page's Wall.</td>
<td>Contributions can be member-only or open to all LinkedIn members.</td>
</tr>
<tr>
<td>Roles</td>
<td>Admins and members</td>
<td>Admins and Likers/Fans</td>
<td>Managers, moderators, and members</td>
</tr>
<tr>
<td>Admission</td>
<td>Auto-configurable: Default: Members can add Friends. Non-member can request to join an open or closed group and be confirmed by a group.</td>
<td>Any Facebook user can &quot;like&quot; any Page.</td>
<td>Admin configurable: Auto-Join or Request to Join (moderator must approve). Pre-approval list is possible if people are invited in and outside.</td>
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</tbody>
</table>

[Link to Google Spreadsheet](https://docs.google.com/spreadsheet/ccc?key=0AqvGpEsx6NZUdE9namRoa08xYml1dWByVkJ2UVE#gid=0)
Groups and Pages

• http://basicblogtips.com/facebook-groups-or-pages.html
• http://forumone.com/blogs/post/table-facebook-pages-vs-facebook-groups-vs-linkedin-groups
• http://www.facebook.com/blog/blog.php?post=324706977130
Media Literacy & Digital Citizenship

- Center for Media Literacy
- 5 Criteria for Evaluating Web Pages
- Connecting the Digital Dots: Literacy of the 21st Century
- Center for Digital Literacy
- Digital Citizenship: Using Technology Appropriately
- Flickr Creative Commons
Questions?
Next Steps

Homework

• Introduce yourself on the Wiggio
• Share your blog link on the Wiggio
• Share your twitter handle on the Wiggio
• If you haven’t already, read *Emerging Technologies in Adult Literacy and Language Education*
Contact Information


Email: nelle@lacnyc.org

Twitter: http://twitter.com/LACNYCnells

Facebook: http://www.facebook.com/nell.eckersley

Blog: http://nelightful.wordpress.com/

Delicious: http://www.delicious.com/nelleckersley