Community Module

Week 2
Advance Organizer
Advance Organizer – Week 2

- (Arden speaking – webcam)
“a rapidly expanding group of websites and apps that facilitate connections between people around the world”

Social Media

“a rapidly expanding group of websites and apps that facilitate connections between people around the world”

The Three Elements of Social Media Success

Social Media Measurement

Community Management

Content Creation

The Three Elements of Social Media Success

déjà vu . . .

- Step 1 – mode of instruction
- Step 5 – instructional strategies
- Step 7 – formative evaluation

Social Media Measurement
Community Management
Content Creation

- Step 1 – extant materials
- Step 2 – task analysis
- Step 5 – instructional strategies
- Step 6 – developing instructional materials or learning objects
- Step 1 – needs assessment and instructional goals, learner characteristics, teacher
- Step 3 – entry behavior and characteristics
- Step 4 – learning outcomes and motivating learners

The Three Elements of Social Media Success

- what
- why
- who
- when
- where

- Social Media Measurement
- Content Creation
- Community Management
Types of Social Media

- Collaboration
- Networking
- Bookmarking
- Rating
- Video-sharing
- Social knowledge sharing
- Gaming
- Image-sharing
- Geolocation
- Virtual worlds
- Podcasts
- Live-streaming
- Micro-blogging
- Blogging

Types of Social Media

- Synchronous (same time)
- Broadcast (more public)
- vs. Asynchronous (different times)
- vs. Narrowcast (more private)
Platforms for Online Learning Communities:

- Learning Management Systems (LMSs)
- Blogs
- Wikis
- Social Network Platforms
- Microblogs
- Media sharing platforms
Different Uses of Social Media Related to Instruction

1. pedagogy
2. social presence
3. LMS alternative
4. recruiting/marketing
5. personal learning network (PLN)
Community Module

Week 2

Choosing Social Media
Video from the Onion

https://youtu.be/a4mMY2KI3GY

“Teens Migrating From Facebook To Comments Section Of Slow-Motion Deer Video”
Video from the Onion

“Teens Migrating From Facebook To Comments Section Of Slow-Motion Deer Video”

https://youtu.be/a4mM2KI3GY
Social Media Via Donuts

**Twitter**
I'm eating a #donut.
I like donuts.

**MySpace**
This donut is stale.
This is where I eat donuts.

**YouTube**
Watch my cat eat a donut!
Every photo ever taken of donuts.

**Flickr**
Here's a "vintage" photo of my donut.
My skills include donut eating.

**Pinterest**
Here's my favorite donut recipe.
Now listening to The Donuts.

**WordPress**
Here's my blog about donuts.
I gave 4 stars to "Donut Tales."

**Google+**
I'm a Googler eating a donut.
I'm a hipster eating a donut.

**DIASPORA**
#Donuts should be #free!

## Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Platform</th>
<th>% of adult internet users</th>
<th>% of entire adult population</th>
<th>this platform has especially high percentages of these groups</th>
<th>most users check</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>79</td>
<td>68</td>
<td>more than 60% usage across all major demographics</td>
<td>daily</td>
</tr>
<tr>
<td>Instagram</td>
<td>32</td>
<td>28</td>
<td>Women, Black and Hispanic users, ages 18-29</td>
<td>daily</td>
</tr>
<tr>
<td>Pinterest</td>
<td>31</td>
<td>26</td>
<td>Women, White and Hispanic users, ages 18-49, some college</td>
<td>less than weekly</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>29</td>
<td>25</td>
<td>White users, ages 18-49, college education, higher income</td>
<td>less than weekly</td>
</tr>
<tr>
<td>Twitter</td>
<td>24</td>
<td>21</td>
<td>higher education levels, Black and Hispanic users, ages 18-29</td>
<td>daily</td>
</tr>
</tbody>
</table>

Data from 2015 and 2016 surveys by the Pew Research Center:
Community Module

Week 2

More Social Media Considerations
“Ideal social density occurs when a critical mass has been reached – the number of active participants concentrated in one defined social space is high enough to provide a constant flow of activity, but low enough that the level of activity doesn’t feel inundating.”

“Or, for an offline perspective, it’s the balance between standing in an empty room and getting caught in a mosh pit – just the right amount of human interaction.”

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>This group/discussion is completely open to the public: anyone can see, anyone can participate</td>
</tr>
<tr>
<td>4</td>
<td>This group/discussion is partially closed to the public: people from outside the class community can see everything but can’t participate</td>
</tr>
<tr>
<td>3</td>
<td>This group/discussion is partially closed to the public: people from outside the class community can see selected content and can only participate in select discussions</td>
</tr>
<tr>
<td>2</td>
<td>This group/discussion is partially closed to the public: people from outside the class community can see selected content but can’t participate</td>
</tr>
<tr>
<td>1</td>
<td>This group/discussion is completely closed to the public: no one from outside the class community can see or participate</td>
</tr>
</tbody>
</table>
## Activity Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Post discussion prompts, read every post and reply to many</td>
</tr>
<tr>
<td>4</td>
<td>Post discussion prompts, read every post but don’t reply unless students are sharing misinformation or are misbehaving</td>
</tr>
<tr>
<td>3</td>
<td>Post discussion prompts, skim the discussion only to monitor students’ participation for grading</td>
</tr>
<tr>
<td>2</td>
<td>Post discussion prompts, but don’t follow the discussion</td>
</tr>
<tr>
<td>1</td>
<td>Don’t participate at all after setting it up - let the students start topics and discuss on their own</td>
</tr>
</tbody>
</table>
A Conversation.....

Social Media Dashboards

- Columns for different keyword searches, people, groups to follow
- Multiple accounts on multiple platforms
Social Media Listening

- choose platforms to listen to
- search for relevant people to follow
- search for relevant subjects to follow
  - #hashtag
- let each post/person/subject lead you to others
Social Media Listening

- listen to what’s being said
- read between the lines
- listen to what isn’t being said
- identify your community’s learning needs
Survey your Community

- Instagram
- Pinterest
- Foursquare/Swarm
- Flickr
- YouTube
- Vine
- Snapchat
- Yik-Yak
- Blogs
- Other:

What is your use of social media?
- Heard of it
- Visited in past month
- Posted in past month

How many social media sites have you visited in the past month?
- 0
- 1
- 2

Project Partners

South Central Regional Library Council
scrlc.org

Empire State Library Network
www.esln.org

School of Information Studies
ischool.syr.edu

design4learning
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