Design for Learning
21st Century Online Teaching and Learning
Skills for Library Workers
design4learning.info

In Partnership With

Design for Learning 4 - Community

Guide to Social Media

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Guide prepared by Arden Kirkland, April 2016

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Introduction

This guide provides a collection of links and cheat sheets to introduce a variety of social media platforms, grouped by platform type.

As you explore the different platforms covered in this guide, remember to consider some of the different uses of social media related to instruction:

1. pedagogy - for a class assignment
2. social presence - to support social interaction within a class community
3. LMS alternative – multiple free tools instead of a single paid learning management system
4. recruiting/marketing - reaching out to find participants, showing off achievements of participants
5. personal learning network (PLN) - reaching out to a wider network beyond the class community to learn more related to the class subject

Also, remember which platforms are the top 5 used by American adults, as shown in the research from the Pew Research Center, as of 2016*:

1. Facebook
2. Instagram
3. Pinterest
4. LinkedIn
5. Twitter

*data from 2015 and 2016 surveys by the Pew Research Center:


Social Media for this Class

Let's find each other in some of these different platforms and interact there! We don't have to follow/friend each other (you may not want to share your more personal info, and I certainly don't) but we can use lists, groups, hashtags, etc. to communicate instead.
D4L

Here's where you can find D4L in various social media platforms:

- Facebook
  - page - Design for Learning: Online Teaching & Learning Skills for Library Workers
  - group - Design for Learning 21st Century Online Learning for Library Workers
- Twitter - @d4l_learners
  - list of D4L members - https://twitter.com/d4l_learners/lists/d4l (mention @d4l_learners in a tweet to get added to the list)
- YouTube - Design for Learning channel
- GooglePlus - Design for Learning
- GooglePlus Community - Design for Learning
- LinkedIn - Design for Learning group
- Google Group - Design for Learning group
- Pinterest - d4l_learners
- Instagram - d4l_learners
- Slideshare - DesignForLearning
- Zotero - d4l
- Wordpress - d4l.syr.edu (yes, that's all running on a Wordpress site - most are "pages" but some are more traditional blog "posts" to which you can comment, reply, etc.)

Hashtag

Throughout this module, in any platform, please use this hashtag or keyword: #d4lsocial

That will make it easier for us all to find posts any of us make related to the work we're doing in this module.
General Readings

showing how different social media platforms would represent a donut


Some general readings / resources about social media:

- McCarthy, J. (n.d.). Differentiation with Social Media Tools. Retrieved May 7, 2016, from https://docs.google.com/spreadsheets/d/1ihsTwYr1kFx9Jb08Z2w5i1MWoxYkRXzTP4Gcbodp6l/edit?usp=drive_web&usp=embed_facebook
  - this Google doc provides a great overview of many different social media platforms in terms of how they can be used to provide differentiated instruction
  - this book (shared in its entirety online as a PDF) has many different chapters with case studies of the use of different platforms in the classroom
Networking/Forums

This section includes Facebook, LinkedIn, Google Plus, Google and Yahoo Groups, Ning, Spruz, and even Wordpress as examples of resources that can be used for social networking in online instruction.

Facebook

![A screenshot of the Facebook group page for Design for Learning](https://example.com/facebook_group_page.png)

**Basics**

  - on the left, click on "Get Started with Facebook" and work through the menu items there as needed to sign up and learn your way around
  - this is a little out of date, so use it to understand basic ideas, but use the guide from Facebook above for the most up to date ways to navigate and make changes

**Beyond**

Vocab and Tips

- **timeline** - the page for you or your group, on which all your posts are shared in reverse chronological order. This page also shows your avatar, cover photo, and any other basic info you've shared in your profile
- **friends** - you follow them, they follow you
- **news feed** - aka Home - all the posts from your friends and groups. By default, these will be in an order Facebook chooses, putting "top stories" (popular posts) first. You can also choose to show "Most Recent" shared in reverse chronological order.
- **status update** - a post
- **like** - you can click on the like button under any post to show your support
- **tag** - when you mention another Facebook user or group, they'll get notified that you tagged them, and other users will be able to link to them
- **comment** - you can add a comment under a friend's post, reply to others, etc.
- **notification** - you can choose how/if you want to be notified if you're tagged, if friends/groups post new content, etc.
LinkedIn

![A screenshot of the LinkedIn discussion group for the American Library Association](https://www.linkedin.com/)

**a screenshot of the LinkedIn discussion group for the American Library Association**

**Basics**

**Beyond**

**Thoughts**
- most useful for forum discussions (in "groups"), with an attractive interface and good email notifications
- very professional in orientation, so perhaps better for professional development than for most other instructional settings
- encourage students to be more formal here, as participation here can be related to job searches, etc.
- Users in certain competitive professions may get a lot of notices from recruiters, so beware!
Vocab and Tips

- **profile** - information about you, including a digital version of your resume, bio, avatar, education, skills and endorsements, and even recommendations. Make sure this is complete and looks/sounds great!
- **invitation** - when someone you know invites you to add them as a connection, or you invite them
- **1st degree connections** - you follow them, they follow you
- **2nd degree connections** - people who are connected to your 1st degree connections
- **3rd degree connections** - people who are connected to your 2nd degree connections
- **network** - all your 1st, 2nd, and 3rd degree connections, and fellow members of LinkedIn groups
- **update** - changes to your profile, new connections, a post you write, etc. May show up in your connections' feeds depending on your settings
- **home** - updates from your connections are displayed on your home page
- **groups** - can carry on forum discussions, with replies and notifications. Can be open or closed.
Google Plus

a screenshot of the Google Plus page for Design for Learning

Basics

- work through the items in this menu to learn different terms and how to navigate
- this explains some important concepts, but may be outdated, so use the guide from Google itself above for the more technical details

Beyond


Thoughts

- the option to create and moderate a new community in Google Plus could be a useful platform for an instructional forum, especially for quick and easy access to Google Hangouts (real time audio/video meetings), or if you are using other Google products and want to stay focused there.
Vocab and Tips

- **stream** - posts from people you follow follow - subscribe to someone's posts follower - someone who follows your posts
- **circles** - how you organize the people you follow, for example a circle for each class you teach
- **communities** - groups that share content and conversations
- **hangouts** - audio/video conversations with up to 10 other users
- **hashtag** - a keyword preceded by the pound sign (#) so that you can search for other posts with the same keyword mention - type "+" or "@" before a person's username in your post and they may receive a notification (depending on their settings)
- **+1** - click on the +1 button under a post to show your support
**Other Networking/Forums**

**Google Groups**

**Basics**

**Beyond**

**Thoughts**
- good basic forums with many options for open/closed, email/web-based interface, etc.

**Yahoo Groups**

**Basics**

**Thoughts**
- another good basic forum with many options for open/closed, email/web-based interface, etc.

**Ning**

**Basics**
- Introduction to Ning (Quickstart Guide by Lori Bell) at [http://d4lmoodle.syr.edu/pluginfile.php/1128/mod_folder/content/0/IntroductionToNing1.pdf](http://d4lmoodle.syr.edu/pluginfile.php/1128/mod_folder/content/0/IntroductionToNing1.pdf)

**Thoughts**
- this platform provides more than just forums, with additional options for sub-groups, chats, document management, and more. This used to have a free option, but now the minimum basic plan is $25 a month.
Spruz

Basics


Thoughts

- this platform also provides more than just forums, with additional options for sub-groups, chats, document management, wikis and more. This does have a minimal free plan, and paid plans with more storage and options.

Wordpress

Thoughts

- see the entry about Wordpress under Blogging for more details
- in addition, several plugins are available for Wordpress to allow for forum discussions and social networking
- bbPress - https://bbpress.org/about/
- BuddyPress - https://buddypress.org/about/
- Commons in a Box - http://commonsinabox.org/
Blogging

This section includes Wordpress and Blogger as examples of resources that can be used for blogging as a part of online instruction.

Wordpress

![A screenshot of Huzzah! a classroom blog - http://huzzah.edublogs.org/about/](image)

Basics


Beyond


Thoughts

- there's a whole range of what you can do with Wordpress
- from a simple free site for your students to write blog posts using Wordpress.com
- to a more customized self-hosted site with software downloaded from Wordpress.org
• to a full fledged learning management system, either with your own custom set up or with a subscription to tools like WP Courseware (https://flyplugins.com/wp-courseware/)

Vocab and Tips
• **Wordpress.com** - provides fully hosted sites, including smaller free sites and larger paid sites
• **Wordpress.org** - provides open source software that you can download and customize for free for a self-hosted site dashboard - the administrative interface, or backend, of a Wordpress site, where you make changes and affect what visitors see on the front end
• **codex** - the official documentation, where you can find guidance
• **widget** - a component added to a page as a block for added functionality, such as a Twitter widget displaying the most recent twitter posts of a specific user or hashtag, or a calendar widget displaying upcoming events
• **feed** - a listing of posts, most commonly this is by date in reverse chronological order, but can also be organized by category, tag, or other search result, etc.
• **plugin** - modules that can be added to a site for specific features
• **theme** - a template that defines how your site looks, completely separate from the actual content from the site (and can be quickly changed)
• **shortcode** - a shortcut to a snippet of code, used to take advantage of specific features. Can be added to any page or post as [shortcode_name] (enclosing the shortcode name in square brackets)
• **Gravatar** - an image to represent you, tied centrally to your email address so that it can be called up automatically by numerous different platforms across the web, for consistency
• **permalink** - a permanent link to content; can be changed in Wordpress to be more human-readable instead of using alphanumeric codes
• **post** - a piece of content added to a blog format, typically listed in reverse chronological order
• **page** - a piece of content intended to be more static, to provide information that is placed more permanently and is easier to navigate to
• **category** - used to organize posts by subjects; can be used for navigation, can be hierarchical
• **tag** - keywords assigned to posts to help organize them; not hierarchical
• **excerpt** - a snippet of a post; feeds may be set to display only an excerpt or the whole post
Blogger

a screenshot of the Google for Education blog, which is itself a blogspot (Blogger) blog
- [http://googleforeducation.blogspot.com/](http://googleforeducation.blogspot.com/)

Basics
- Welcome to the Blogger Help Center. (n.d.). Retrieved April 23, 2016, from [https://support.google.com/blogger#topic=3339243](https://support.google.com/blogger#topic=3339243)

Beyond

Thoughts
- Good for a basic free blog. Blogger is a Google product, so if you want to stay in the Google-sphere it could be for you. However, it doesn't have as many options for customizing appearance, functionality, etc. as Wordpress does.

Vocab and Tips
- **dashboard** - the administrative interface, or backend, for editing your blog (vs the frontend, what visitors see)
- **post** - a piece of content added to a blog format, typically listed in reverse chronological order
• **page** - a piece of content intended to be more static, to provide information that is placed more permanently and is easier to navigate to
• **label** - keywords assigned to posts to help organize them
• **template** - different templates are available to choose from to customize the appearance of your site

**Micro-blogging**

This section includes Twitter and Tumblr as examples of applications for micro-blogging for online instruction.

A "micro-blog" is a short form blog, with brief, frequent posts, often with multimedia links, instead of longer form writing.

**Twitter**

![Anatomy of a Tweet by David Truss](http://pairadimes.davidtruss.com/twitter-edu/)

**Basics**

- Signing up with Twitter. (n.d.). Retrieved April 17, 2016, from [https://support.twitter.com/articles/100990](https://support.twitter.com/articles/100990)

**Beyond**

Vocab and Tips

- **Username** (aka your Twitter Handle, @yourUsername) - Choose a short username so that when people mention or retweet you, your username doesn’t take up so many characters. You can change your username later, but try to choose carefully to start and stick with it.

- **Avatar** - this is the image that you upload to represent you - choose one that looks good even when very small, for mobile devices. It can be good to use your real face so people will recognize you when they meet you in person.

- **Tweet** - a post, limited to 140 characters, but when you post a new tweet it’s good to limit it to 120 characters so that it’s easier for people to retweet and have a few characters to make a comment.

- **Retweeting** - reposting a tweet that someone else has shared, either by clicking a retweet button or by copying the tweet and preceding it with "RT" and the original poster's username.

- **Hashtags** - keywords preceded by the pound sign (#) to tag a tweet so related groups of tweets can be found together.

- **Timeline** - a list of all your tweets, with the most recent at the top.

- **Feed** - a list of tweets from everyone you follow, with the most recent at the top.

- **Following** - subscribing to someone's tweets, so they show up in your main feed.

- **Lists** - groups of users whose tweets you want to view together, perhaps related to a particular subject; you don't have to follow them.

- **Replies** - clicking on the reply button will make a new tweet that starts with the original poster's username (so they may get a notification) and given other hidden metadata by Twitter to identify it as part of a conversation. Mentions - anytime someone includes your username in a tweet.

- **Conversations** - a series of tweets back and forth between 2 or more users, may unfold over days/weeks/months. Direct messages (DM) - a private message between 2 people who follow each other, not shown on their timelines.

- **Shortlink** - when you add a link to a tweet, most tools give you the option to click a button to shorten the link so it doesn’t take up so many characters (using link shortening services that create shortcuts). Sometimes you may want to preserve the full link though, for example to promote the name of the website.

- **Chats** - scheduled conversations among groups, often weekly/monthly/etc.

- **MT** - modified tweet - when you retweet someone but add your own comment or shorten/edit it.
• **HT / via** - give credit to the person who directed you to a link, quote, etc. by saying “via” or “HT” (short for hat tip) and their @username

• **Notifications** - you can set whether you want to receive email, etc. when you are mentioned, retweeted, etc. Favorites - tweets that you mark with a star so you can easily find them again later, and so that others can see you liked that tweet

• **#ff - follow Friday** - on Fridays, use the hashtag #ff followed by a list of usernames of people you recommend other people follow

• **ICYMI** - short for “in case you missed it” for when you retweet your own tweets, especially to share at different times of the day when different people are paying attention

**Tumblr**

![A screenshot of the "This Day in History" tumblr blog from PBS](http://pbsthisdinhistory.tumblr.com/)

**Basics**

• Erickson, C. (2012, June 3). The Beginner’s Guide to Tumblr. Retrieved April 24, 2016, from [http://mashable.com/2012/06/03/the-beginners-guide-to-tumblr/#NR0a5rv3xEqC](http://mashable.com/2012/06/03/the-beginners-guide-to-tumblr/#NR0a5rv3xEqC)

**Beyond**


• Tumblr in the classroom? (2013, January 8). HASTAC. Retrieved from [https://www.hastac.org/blogs/annemarieangelo/2013/01/08/tumblr-classroom](https://www.hastac.org/blogs/annemarieangelo/2013/01/08/tumblr-classroom)

Thoughts
• there's an information literacy lesson here: tumblr makes it so easy to "reblog" content that it's easy to add content without any attribution, and a visitor to a tumblr blog may think the content is your own. Point out sites that show good examples of attribution or at least linking back to the original content, such as http://pbsthisdayinhistory.tumblr.com/ (screenshot above)

Vocab and Tips
• **tumbling** - interacting with tumblr
• **reblog** - reposting content from another site to your tumblr blog
• **ask** - a question submitted to a user on tumblr
• **hashtags** - keywords preceded by the pound sign (#) to tag a post so related groups of posts can be found together
Image Sharing

This section includes Instagram, Pinterest, Flickr, and Slideshare as examples of resources that can be used for image sharing in online instruction. Of course, many other social media platforms, such as Facebook and GooglePlus, include image sharing as a part of their suite of features.

Instagram

*a screenshot of an Instagram page for which an elementary school teacher has photographed a stack of books to get kids talking about their reading list*

Basics

Beyond


Thoughts

- great for visual learners and visual subjects
- forum discussions can happen here even if the discussion isn't primarily visual - as long as the instructor provides a visual prompt just to help get the conversation started
- use a dedicated account and keep it private - only let community members follow that account

Vocab and Tips

- **profile** - your bio, avatar, and instagram posts
- **camera** - the mode in which you take or upload a photo effect/filter - a tool that changes the appearance of your image caption - text added to accompany an image
- **like** - click on the like button to show your support
- **comment** - text someone else adds to comment on your image
- **hashtag** - a keyword preceded by the pound sign (#) placed in the caption or comment of an image
- **home** - images posted by you and your friends
- **library** - you can upload photos from your device's library, but you can't upload photos from a desktop computer
### Pinterest

#### Basics

#### Beyond

#### Thoughts
- Great for visual learners, visual subjects. Also great for teaching information literacy: Pinterest automatically links to the original source, but what if the site you’re looking at isn’t the original source of a particular image/idea/product? Great to show people how to check if they’ve found the original source or if they need to track backwards from it.

#### Vocab (all quotes are from Pinterest's guide, linked above)
- **pin** - “Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from”
- **board** - each individual screen where you can see a group of pins. Different boards can have different titles/themes. pinning - the act of saving an image/website to one of your boards, using a browser button or manually entering a link repinning - if you see a pin...
Design for Learning - Community - Guide to Social Media

someone else has shared and you want to save it to one of your own boards, you can re-pin it
• **group board** - you can invite collaborators to a group board, so all your pins show up together
• **secret board** - hidden from the public
• **browser button** - can be added to your favorite browsers to make pinning easy
• **following** - you can choose to follow different boards and automatically see their updates
• **home feed** - pins from boards you follow will show up in your home feed
• **followers** - people who follow your boards

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**Slideshare**

![a screenshot of a Slideshare presentation about MOOCs, Information Literacy and the role of the librarian](https://www.slideshare.net/sheilawebber/moocs-infolt-librarians-2015)

---

**Basics**


---

**Beyond**

Thoughts

- an additional way to share your presentations / slideshows. You may want to record a presentation with voice over to YouTube, but also share the slides themselves via Slideshare, and allow people to download them from there.

Vocab and Tips

- **presentation** - file has a higher width than height (like the 4:3 or 16:9 aspect ratio of a presentation slide)
- **document** - file has a higher height than width (like a standard A4/8 ½ x 11 document)
- **infographic** - file has a height that’s more than twice the width
- **clipping** - a feature which the creator of a slideshow can enable to allow visitors to save individual slides
- **clipboard** - a saved collection of clips
Other Image Sharing

Flickr

Basics

Beyond

Thoughts
• with commenting and tagging features, this can be a tool both for sharing visual media and for hosting a conversation starting with a visual prompt

Image sharing within other platforms

Thoughts
• the major social networking platforms, like Facebook and Google Plus, all have photo sharing as an integrated part of their suite of tools. Most blogging platforms and forums also have the functionality to attach images or other multimedia files.
• However, you may find that a tool that is focused on image sharing is a better place to manage images only, and then use other tools to share them on other platforms
• this may especially be true in terms of storage - photos can take up a lot of storage space, so you may want to take advantage of the free cloud storage in one or more different platforms, and link to it from another
Video/Audio Sharing

This section includes YouTube, Google Hangouts, Skype, and others as examples of resources that can be used for video/audio in online instruction, including recordings, livestreaming, and chatting tools.

YouTube

Anatomy of the YouTube Player in Moodle

Basics

Beyond

Vocab and Tips
- **channel** - the page for an account where all videos and playlists are collected and shared with the public
- **subscribe** - users can follow other accounts by subscribing
- **playlist** - a collection of videos saved by a user, can include ones they've created or ones by others
• **video manager** - the administrative interface for managing and editing videos like you can click on the like button under any video to show your support share - videos can be shared as links, embedded content, or in email, etc.

• **embed** - YouTube provides a code snippet to embed a YouTube video player into an html page as an iframe

• **comment** - video owners can choose whether or not to enable comments,
Google Hangouts

Basics

Beyond
- You may also want to try an UnHangout, using a new tool from MIT Labs. This lets you start a larger group in a Google Hangout on Air, and then setup smaller breakout sessions for your students to move into (using Google Hangouts)
  o read more at https://unhangout.media.mit.edu/about/
  o the administrator's guide is at https://drive.google.com/file/d/0B9mSKns4oTmYVC1Jd3hnSFVRYXc/view
Thoughts

- eye contact for group or one on one meetings screensharing
  - work through a presentation
  - view a student's screen to help troubleshoot something they're having trouble with
- a Google Hangout on Air can have livesreaming while it's happening, and then can be recorded as a YouTube video for later
- can include as many as 10 active participants, plus others can view while livestreaming
- UnHangouts (see above) can facilitate breakout sessions so you can encourage interaction with smaller groups, give them specific collaborative tasks, try some alternative discussion techniques

Vocab and Tips

- **chat** - in addition to the video/audio hangout, participants can type notes or links which appear in a sidebar
- **mute** - click a button to mute your own microphone while others are speaking
- **screensharing** - one participant at a time can share their screen so that it is broadcast to the other participants
- **drive app** - a feature that allows for direct sharing of resources in Google Drive, including presentations
- **lower third** - an available add-on feature that adds an area at the bottom of the screen in which you can display your name/title/etc. under your face
Skype


Basics

  - both of these are guides for Mac, but you can choose a number of other devices Skype supports in the drop down menu on the top left next to where it says Help

Beyond


Thoughts

- for most audio/video chat tools it's good to have a pair of headphones/earbuds handy. In my experience a microphone headset isn't necessary, but the headphones can eliminate any echo that can occur if there's a lag between when you say something and when the person hears it on the other end.

Vocab and Tips

- **status** - indicates to your contacts whether you are online, offline, away, don't want to be disturbed, etc.
- **conversation** - audio, video, or instant message communication with another user
• **conversation summary** - a summary of the contacts you're communicating with, with buttons to communicate in different ways (audio call, video call, etc.)

• **conversation window** - displays an instant message conversation box - the box where you can type your instant messages - a text message to another user

• **chat window** - can be toggled open or closed to display chat messages during a call

• **mute** - a button you can click to mute your own voice while others are talking. It's polite to use this if you have other ambient sounds around you during a call.

• **screensharing** - one participant at a time can share their screen so that it is broadcast to the other participants

---

**Other Video/Audio Sharing**

**Vimeo**

**Basics**

• [https://vimeo.com/](https://vimeo.com/)

**Periscope**

**Basics**


**Beyond**

Other Type of Platforms

**Collaboration**

**Google Drive / Google Docs**

**Basics**

**Beyond**

**Social Knowledge**

**Wikipedia**

**Basics**

**Beyond**

**Bookmarking/Annotating**

**Zotero**

**Basics**

**Beyond**
- groups [Zotero Documentation]. (n.d.). Retrieved May 1, 2016, from [https://www.zotero.org/support/groups](https://www.zotero.org/support/groups)
Thoughts
- Zotero actually goes far beyond just bookmarking to also constructing proper citations in many different formats, by collecting metadata from websites about the resource. The main social aspect here is that Zotero also includes support both for publicly sharing the resources you've collected individually and organized in different groupings, and for group libraries, in which groups of people all can contribute to a shared "library."

Pocket

Basics

Diigo

Basics

Beyond

Hypothes.is

Basics
- https://hypothes.is/

Beyond

Virtual Worlds

Second Life

Basics

Beyond
• see Mary Carol Lindbloom and Lori Bell's presentations in the Community Module to find out more about Second Life and librarians, including a bibliography of helpful resources

Archiving Social Media

Storify

Basics

Beyond

Thoughts
• can be very useful for bringing together content from different people and platforms around a single subject
• some options only available with paid accounts, not as much for free