Social Media for Personalized Professional Development

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MiTE Conference
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Image Source: http://www.flickr.com/photos/genista/6898950/
Guidelines for Today

• Take out your device of choice.
• Play and explore. It’s okay to Google jockey!
• Help a friend next to you when needed.
• Ask a lot of questions.
Agenda

• Welcome
• Overview
• My Story
• Social Media Demystification
• Tools Exploration
• Tips & Tricks
Goals

- Become familiar with commonly used tools
- Add people to your PLN
- Develop your own digital footprint and persona
- Practice content curation
- Contemplate implications for students and staff
- Understand that the use of social media is a personal journey
It’s changed my life, allowing for connections and serendipitous experiences that would not be possible without technology. If anything, social media has enhanced the human experience for me.

- 2005 Apple Distinguished Educator
- Early personal and professional blogs
- 2006? Facebook at Lab, EdubloggerCon at ISTE
- 2007? Twitter
- 2009 Personal branding at ADE Institute
- More recently….Twitter chats!
Beth’s Blog

A Few More Tips for Nonprofit Professionals To Avoid Getting Overwhelmed

Beth Kanter
http://www.bethkanter.org/
Highly Connected Educators

- Connected to data
- Connected to resources
- Connected to each other
- National Educational Technology Plan (2010)
  - [http://goo.gl/zKfRhC](http://goo.gl/zKfRhC)
Connected Educator Month

http://www.connectededucators.org/
Table Talk Time

Are you a highly connected teacher educator? Or just connected curious?

How do teacher preparation programs prepare highly connected educators?

Chat amongst yourselves and then we will add our ideas here to this padlet:

https://padlet.com/elemenous/MiTE2017_1
Practicing Professional Generosity

• Follow thought leaders as well as emerging educators
• Give attribution and recognition to great ideas presented by your peers
• Share resources frequently and freely
Social Media Demystification
Participatory media is media where the audience can play an active role in the process of collecting, reporting, analyzing and disseminating content. Citizen journalism, citizen media and democratic media are related principles. It is similar to participatory journalism.

Participatory media includes community media, blogs, wikis, RSS, tagging and social bookmarking, music-photo-video sharing, mashups, podcasts, participatory video projects and videoblogs. All together they can be described as “e-services, which involve end-users as active participants in the value creation process”.

What is Participatory Media?
https://en.wikipedia.org/wiki/Participatory_media
What is social media?

https://www.merriam-webster.com/dictionary/social%20media

- forms of electronic communication (as web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
What is a PLN?
Will Richardson  https://youtu.be/mghGV37TeK8
So What?

• As a teacher educator, you need to take charge of your own professional development and model learning for colleagues and students.

• Traditional models of pd need to evolve. By developing a PLN, you can investigate best practices and target your needs and interests. Anytime, anywhere with mobile devices.

• Our student are networking and we need to understand the related spaces created by social media.

• Social media skills need to be taught.

• We need to start exploring how to engage students more effectively.
Social Media Tools
<table>
<thead>
<tr>
<th>Images</th>
<th>Audio</th>
<th>Video</th>
<th>Bookmarks</th>
<th>Information</th>
<th>Networking</th>
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<td>delicious</td>
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<td>iStockphoto</td>
<td>Soundcloud</td>
<td>Vimeo</td>
<td>Participate</td>
<td>Medium</td>
<td>Quora</td>
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Choose a Participate Chat™ for Twitter to get started.
You’ll be asked to authenticate with Twitter, and then you can begin chatting instantly!

Viewing times in PST

<table>
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<tr>
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<tr>
<td>9:00 AM</td>
<td>#BFC530</td>
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<tr>
<td>9:00 AM</td>
<td>#IOLchat</td>
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<td>3:00 PM</td>
<td>#LDchat</td>
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<tr>
<td>4:00 PM</td>
<td>#symchat</td>
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<tr>
<td>5:00 PM</td>
<td>#CDI_MOOCed</td>
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Click a day on the calendar for more detailed info.

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Participate
Formerly participate.com, acquired by VIF International Education
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Participate

#TeacherEdChat on Participate  https://www.participate.com/chats/teacheredchat
Participate

#MiTE2016 on Participate https://www.participate.com//chats/mite2017
Your Tools?
Table Talk Time

What are your favorite tools for connecting to others?

How do you use social media for professional development?

What’s your social media workflow?

Any tools you’ve heard about that you would like to try

Add your thoughts to this padlet: https://padlet.com/elemenous/MiTE_2
Pick one of the following and explore...
Foundational Uses

- Find and share resources via social bookmarking
- Microblog using Twitter
- Read weblogs organized by a newsreader
- Discover images and groups via image sharing
- Connect and learn from others via social networks
Social Bookmarking

• Create an account in delicious, Diigo or List.ly
• Bookmark a few favorite resources
• Follow a few users
• See the next slides for recommendations
People to Follow on Social Bookmarking Sites

**Diigo**
- Alice Barr
- Anne Mirtschin
- Clif Mims
- David Jakes
- Hank Thiele
- Google in Education Group
- iOS in Education Group
- Leadership for Mobile Learning Group

**Delicious**
- Julie Lindsay
- Linda Nitsche
- Karl Fisch
- Dean Shareski
- Bernie Dodge
- Tony Vincent
- Tim Lauer
Microblogging with Twitter

• Create an account in Twitter.
• Follow me.  @elemenous
• Take a look at the following lists and follow a few people:
  • https://twitter.com/elemenous/recommended/members
  • https://twitter.com/GETideas/cultivating-ed-leadership/members
  • https://twitter.com/elemenous/lists/education-thought-leaders/members
• Search Twitter using keywords or hashtags.
• Check out participate.com for Twitter chats.
Periscope
#safariLive

Tami Brass
Testing a 3D Printer

Digital Promise
Microcredentials Summit
Blogging

• Create a Feedly account. Subscribe to a few recommended blogs for education leaders.
  • Chris Lehmann’s Practical Theory
  • Connected Principals
  • Scott McLeod’s Dangerously Irrelevant
  • Mind/Shift
Social Networks: Facebook, LinkedIn, Google+

- Find jobs
- Promote your work
- Connect with colleagues
- Connect with experts
- Develop your professional network
- Join educator communities
- Participate in the leading edge of your profession
Social Networks

Google+
Google for Education
Edutopia
EdSurge
School Technology
Leadership Group
Connected Classroom
Workshop Group

Facebook Pages
HuffPost Edu
Appolearning
ASCD
Bill Nye the Science Guy
Design Squad
LitWorld

What might be some pages teacher educators would follow?
Facebook Live
Your LinkedIn Network

- LinkedIn suggests you only connect with people you know
- If you don’t know someone, check out their background carefully
- Google their company and name outside LinkedIn
- When asking to connect with someone, personalize your message
- Why do you want to connect with them?
- Refer to a meeting or shared work or shared interests
- Think about who you vouch for and who vouches for you; Your network becomes part of your reputation
Your LinkedIn Profile

- Make yourself interesting to your target audience
- Show what you have to offer in the summary
- Experience blocks: bio or resume?
- Do you have work products to share?
- Webinars, documents, presentations…
- Follow influencers/ Join groups with views different from yours to get the view from outside your personal “bubble” (aka echo chamber)
Your LinkedIn Profile

https://www.linkedin.com/in/jittelson
Who knew?
You can change the ability for people to know that you’ve looked at their profile in your account settings.
Sharing on LinkedIn

- Keep it professional
- Make it relevant
- Avoid spamming your network
- Adjust your settings
- People can know that you are looking at their profile!!!
LinkedIn Groups

- Join conversations you personally care about
- Connect with communities that support your professional growth
- Follow companies that interest you
- You can choose not to have your groups show up in your profile in your settings
Suggested LinkedIn Groups

• CUE
• Educause
• ISTE
• STEM Educators & Researchers
• Teaching STEM
Some LinkedIn Influencers

- Karen Cator
- Betsy Corcoran
- Bill Gates
- Tim O’Reilly
- Find recommendations here
Google Plus

- Lots of spam-follows, as with Twitter
- Number of followers less interesting than quality of followers
- What you see depends on who you follow
- Always check who follows people who add you to their circles if you don’t know them
- Check their posts to see how frequently they post and how relevant their postings are
- Use circles to filter what you see in your stream
- Consider using Google+ communities for a community of practice
Google+ Main Feed

http://plus.google.com
Google+ Communities
https://plus.google.com/communities/member
Google+ Pages and Communities to Follow and Join

- Connected Classrooms
- CUE
- Project Based Learning
- California Science Center
- Google in Education
Flickr, Pinterest, & Instagram

- Global Photojournalism - Flickr
- Field Guide: Birds of the World - Flickr
- QR Codes in the Wild - Flickr
- Atrocious Apostrophes - Flickr
- Classroom Displays - Flickr
- Brian Friedlander - Instagram
- Cult of Pedagogy - Instagram
- The Wonderment - Instagram
- The Teachers Guild - Instagram
- Edutopia - Instagram
- Unprofessional Development - Instagram
- Tim Lauer - Instagram
- explore.org - Instagram
- Cathy Hunt - Instagram
- Out of Eden Learn - Instagram
- Lisa Johnson - Pinterest
- understood.org - Pinterest
- Cult of Pedagogy - Pinterest
- Global Oneness Project - Pinterest
- Teachers with Apps - Pinterest
- EdSurge - Pinterest
- Teacher Education Program search on Pinterest
What is ONE useful/interesting/amazing thing you learned today?

What is ONE thing you will try when you return to your institution?

Post it here: https://padlet.com/elemenous/MiTE2017_3
Tips for Using Social Media

• Understand tags
• Follow thought leaders and organizations
• Leverage search capabilities
• Select and use a consistent handle
• Develop critical mass
Understanding Tags

• Tags are simply keywords determined by users
• Examples:
  • #globaled
  • #edchat
  • #edapps
• Check out Cybraryman’s list of education hashtags
Leverage Search

- Create searches in Twitter for topics of interest and see what pops up
- “Everyday Math”
- “Steve Hargadon”
- earthquake
- CoSN
- Follow people found in these searches that seem relevant to your work
Select a Handle

• Create a common username to use in various online communities
• To establish your digital footprint
• To make you recognizable across communities and forums
Develop a Critical Mass

• You won’t be able to take advantage of the information flowing through social media unless you follow a significant number of people

• Don’t try to keep up

• Utilize lists in Twitter

• Use Tweetdeck or Hootsuite
Guidelines for Not Getting Overwhelmed

• Pick ONE tool to meet a particular professional development need or interest.
• Really learn that tool and develop confidence around it.
• Utilize third party tools that enhance the functionality of your tool of choice, i.e. browser bookmarklets.
• Find an informal online mentor to help you on your PD journey.
Follow me and I’ll follow you!
Find these slides at
http://www.lucygray.org

lucy@lucygrayconsulting.com
@elemenous on Twitter
@GlobalEdCon on Twitter
http://globaleducationconference.com