

An aerial photograph of a historic city, likely Bologna, Italy, showing a dense cluster of buildings with terracotta roofs. A prominent green dome is visible in the lower-left foreground. The image is overlaid with a semi-transparent white rectangle containing text.

SOCIAL MEDIA IN THE CLASSROOM

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Training courses for education staff



HOW INTRODUCE SOCIAL MEDIA IN CLASSROOM

- Get permission: explain how you intend to use social media with your principal
- Inform parents
- Establish social media guidelines
- Choose an appropriate social media service



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 17% MALE

♀ 83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **1 MILLION** LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **NATIONAL GEOGRAPHIC**

200 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES **A PLACE TO NETWORK & CONNECT**



79% OF USERS ARE **35** OR OLDER

300 MILLION USERS

Facebook

The biggest & most utilized social media network.

It facilitates:

- Classroom Management and Organization
- Distance Learning
- Parental involvement

CLASSROOM MANAGEMENT

- Post School-related Events
- Share last minute updates
- Support the students by involving their parents by giving feedbacks.

DISTANCE AND EXPERIENTIAL LEARNING

- Get live updates from educational institutions and research centers.
- Broadcast lectures
- Facilitate discussions among students
- Create polls and get feedback from the class

In the classroom...

Facebook Group and Page

Facebook Lists

Facebook Live

Facebook Polls

lfom.coop@gmail.com

supp0rting

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Training courses for education staff



- **Create a Facebook Group (eg. English Class)**
- **Make a poll about which topic the class would like to discuss next meeting**
- **Create a Facebook Page about your school**

Twitter

An online news and social networking service where users post and interact with messages, "**tweets**," restricted to 280 characters.

“a one big group chat that is united by what we call **#hashtag**.”

RETWEET “RT” Use this whenever re-posting a tweet as a courtesy to who generated the tweet

TRENDING The most popular topics in Twitter

TWITTER: CONNECT AND NETWORK

- Username: Unique and easy to identify
- Build your network. Follow interesting people in the field.
- Curate or Generate content. Share.
- Interact by following specific trends.

WAYS TO USE TWITTER IN THE CLASSROOM

- Tweet about upcoming due dates or assignments
- Provide the class with running news feed
- Connect with the community
- Live tweet field trips
- Ask questions
- Connect classrooms
- Facilitate research
- Engage parents
- Post supplementary materials

In the Classroom...

Power of Hashtag

Live Discussion

Live Tweet from Conferences

TwitLit “The 280 character Challenge”

PRACTICAL APPLICATIONS: Live tweet this Teacher Training by using the hashtag #ICTPalermo

dealing with the character limit

- EDIT:

- Use plain language and not strictly formal language
- Address to the reader's attention

'It's time to make sure that you're ready for X' = 'Are you ready for X?' or even: 'Ready for X?'

- ABBREVIATE:

- Contractions and abbreviations are routine on Twitter
Government > gov; by the way > BTW; in my opinion > IMO

- Make sure they're recognisable in context

'acc.' by itself is confusing, but in 'acc. to a spokesperson' it's obviously according

- Develop a sense for what is and isn't appropriate

dealing with the character limit

- USE HASHTAG AND SYMBOLS:

- Instead of tweeting about some topic, location or conference and adding a hashtag at the end integrate the tag into the body of your tweet.
- Swapping & for *and* ; putting ‘~’ expresses approximately; the = (*equals sign*) is shorthand for “*is, means, amounts to*”, and so on.

- GET CREATIVE

- explore the opportunity your language can offer
- If you like it, retweet it!

INSTAGRAM

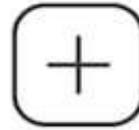
Social media application wherein you can curate photos and videos and you can directly share to Facebook, Twitter ...

In the Classroom..

- Good documentation tool for activities like fieldtrips
- Broadcast live school events

INSTAGRAM

Homepage / Search / Add Content / Likes / Profile



Home: I see posts from people I follow

Search: I search people, topic...

Add Content: I add pictures or video

Likes: I see what people like in my profile and what other people like

Profile: my page when I visit my profile

INSTAGRAM

- Profile structure:

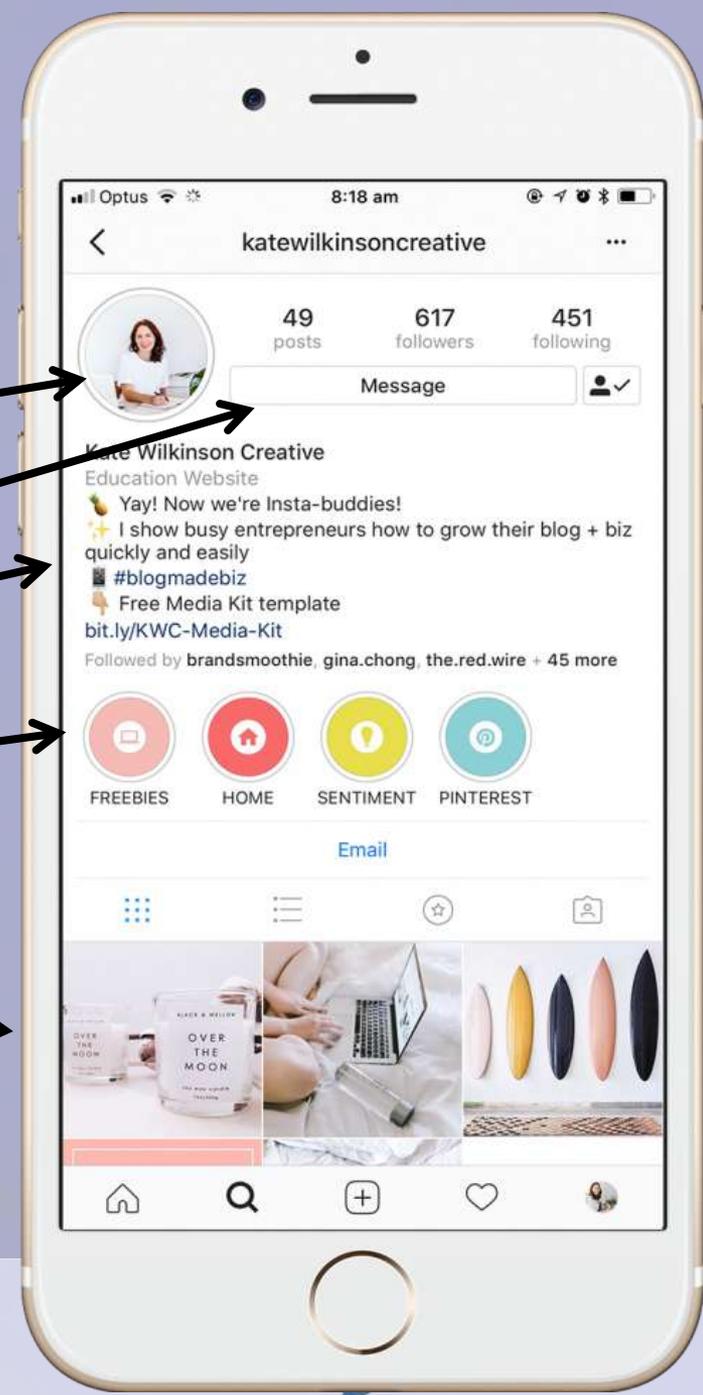
- Personal picture

- Message / Edit Profile

- Description

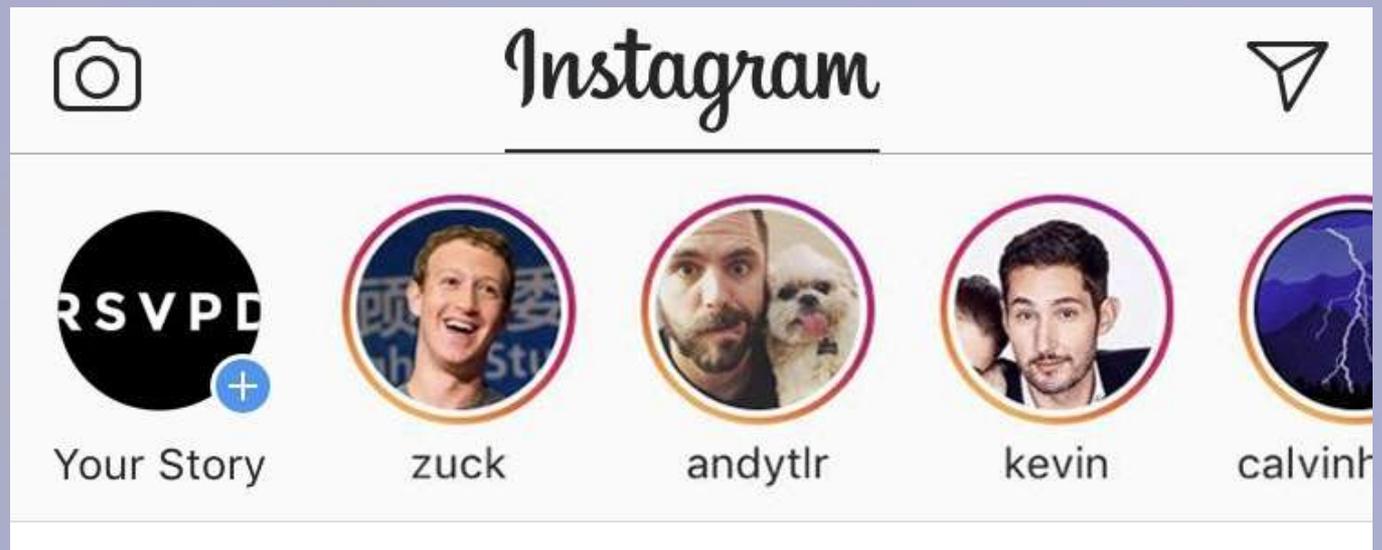
- Highlights (collection of Stories)

- Pictures



INSTAGRAM STORIES

- You can add a picture that will be shown for 24h.
- It has several features
- You can save your story in the “highlights” of your profile

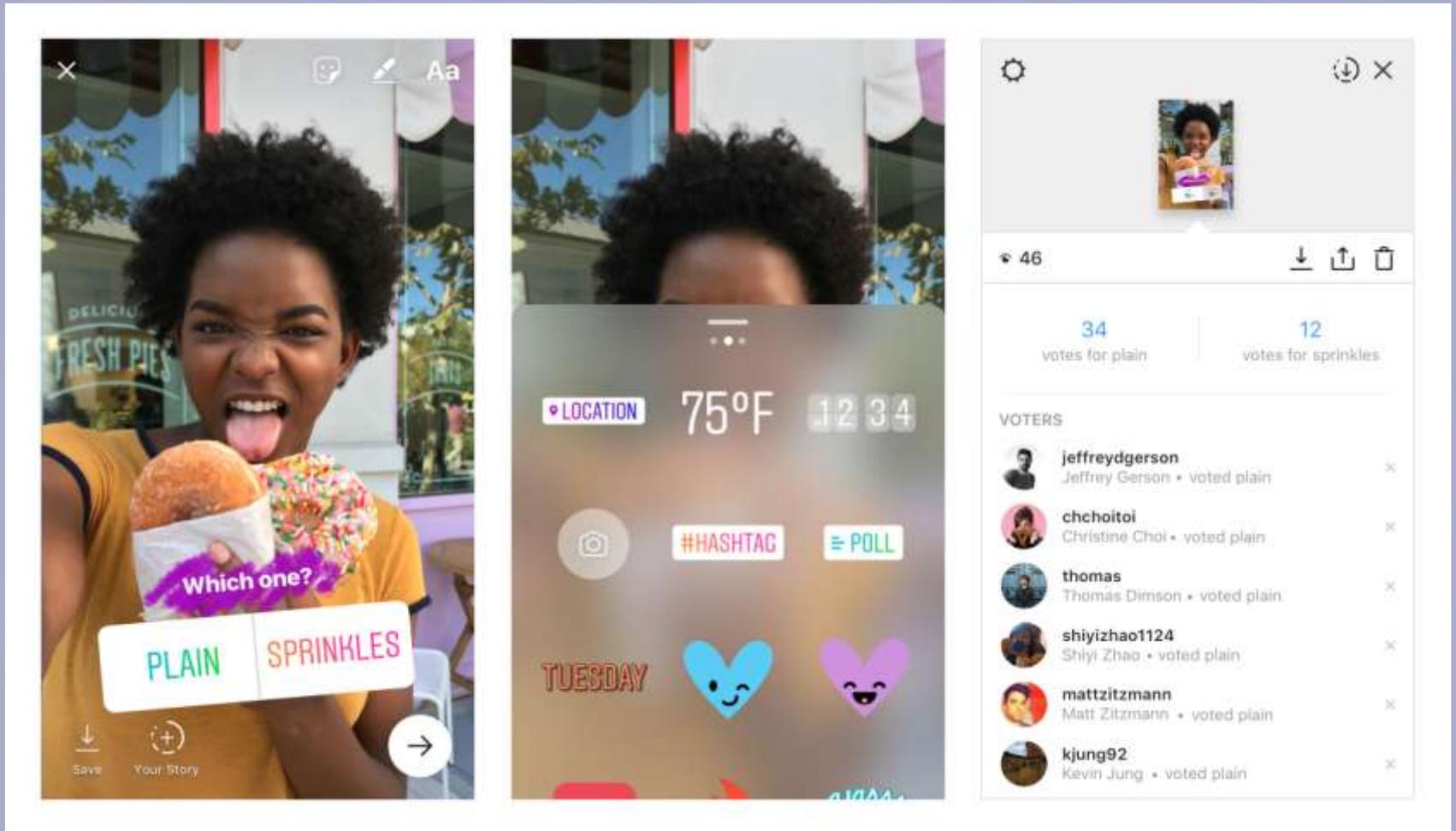


INSTAGRAM STORIES

In your stories, you can add emojis, texts, drawings, gifs and other tools and options such as hour, date, location, hashtags.... And also:

- Add a poll
- Add a slider
- Add a question box

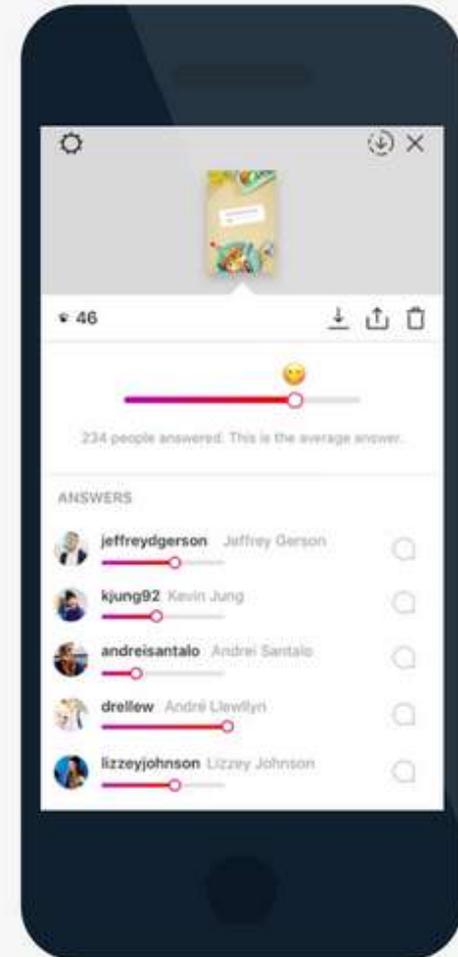
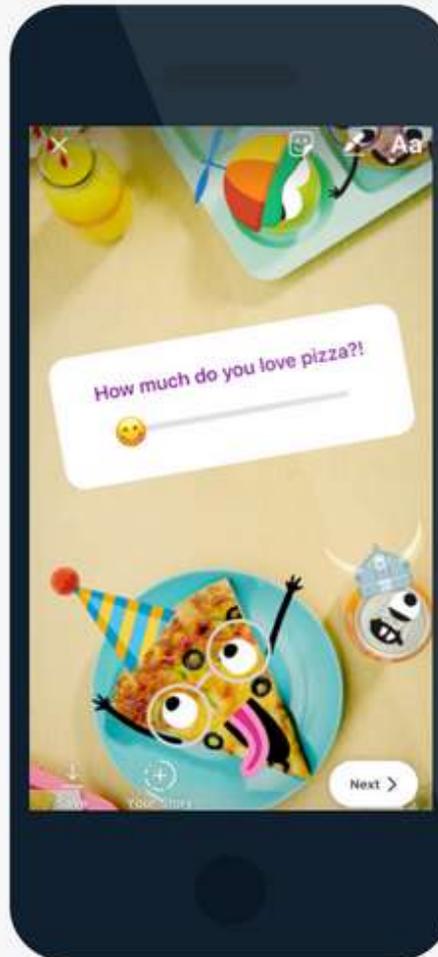
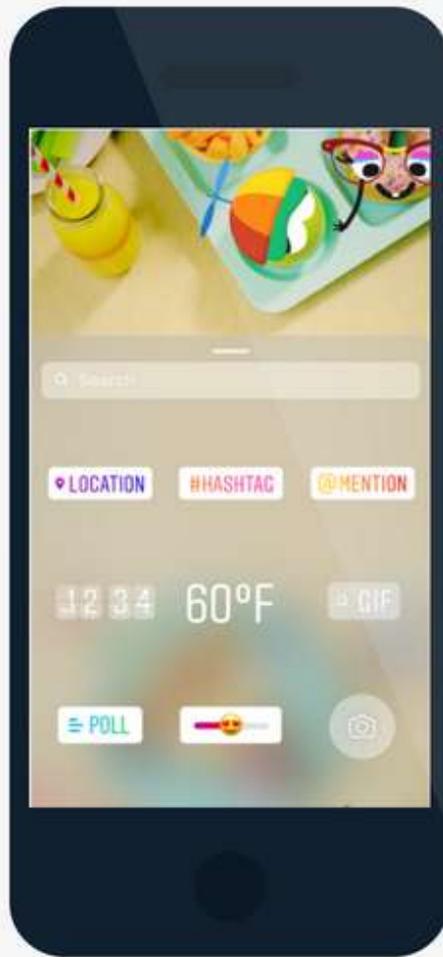
INSTAGRAM stories - Poll



INSTAGRAM stories - Poll

- 1 question, 2 options
- Results are shown in percentage
- Only you can see who voted and what voted

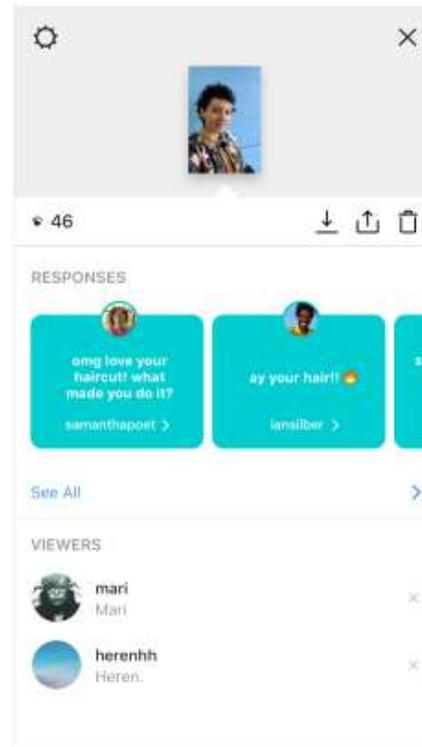
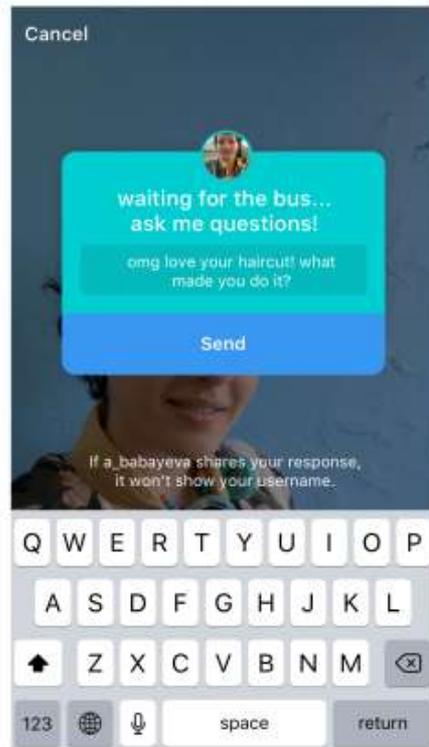
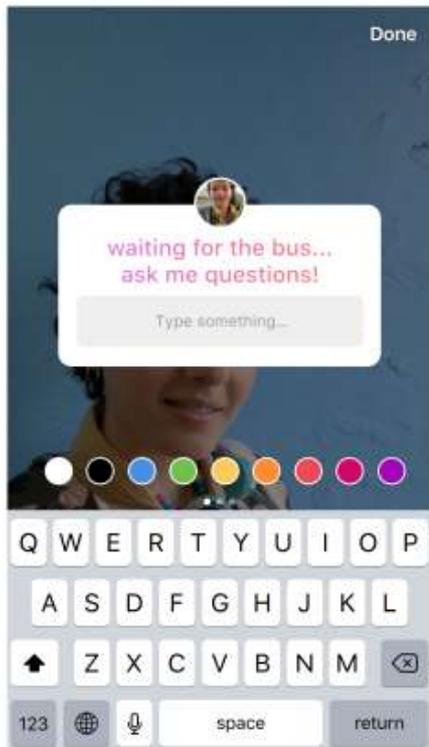
INSTAGRAM stories- Slider



INSTAGRAM stories- Slider

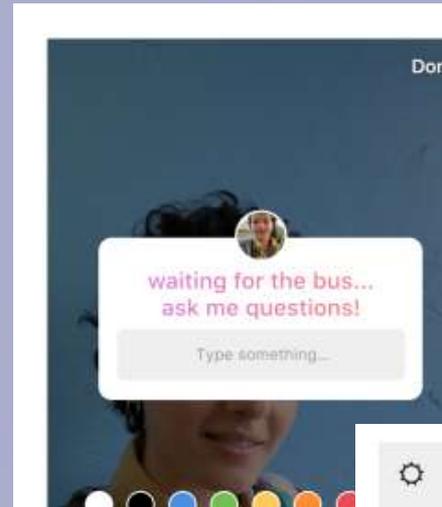
- 1 question
- The slider is an emoji of your choice
- Only you can see who voted and what voted
- Everyone can see the average voting and the own vote

INSTAGRAM stories – Question box

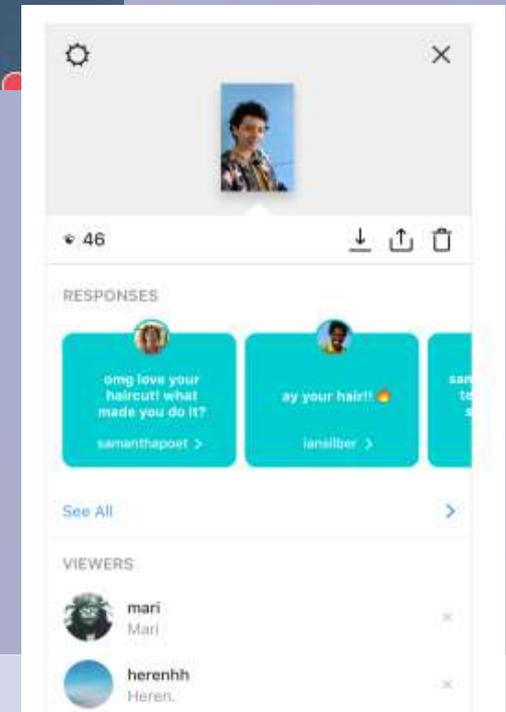


INSTAGRAM stories – Question box

- You can ask a question



- People will reply and you will see their answers



INSTAGRAM stories – Question box

- You can reply to the answers by sharing in a new story or sending privately



Activity:

- Create an account on Instagram
- Edit your profile picture and add a description
- Add one friend
- Upload and edit one photo to your gallery
- Upload one story with a poll
- Upload a story with a slider
- Upload a story with a question box

INSTAGRAM

Why schools should be using it:

- It's where your students are heading
- You can show, not tell
- You can build a community

How teachers can use Instagram:

- Create a classroom account to share interesting photos
- Showcase students' work
- Invite students to alternate "take over" your classroom Instagram account
- Share reading recommendations
- Document students progress

LINKEDIN

LinkedIn is a social media oriented social networking service that operates via websites and mobile apps.

In the Classroom..

- Highschool and adults: how to make a cv, how to apply for a job.
- Contact with other teachers
- Follow education topics