



Social Media in Adult Literacy

Syracuse, NY, January 10, 2012

Nell Eckersley

Introductions

- What is an example of Social Media?

Facebook, Blogs, Wikis, Twitter, Flickr....

- What was the big shift from Web 1.0 to Web 2.0?

We can all be Consumers and Creators of content

- Do you have a Facebook account?

Try out our PollEverywhere Poll...





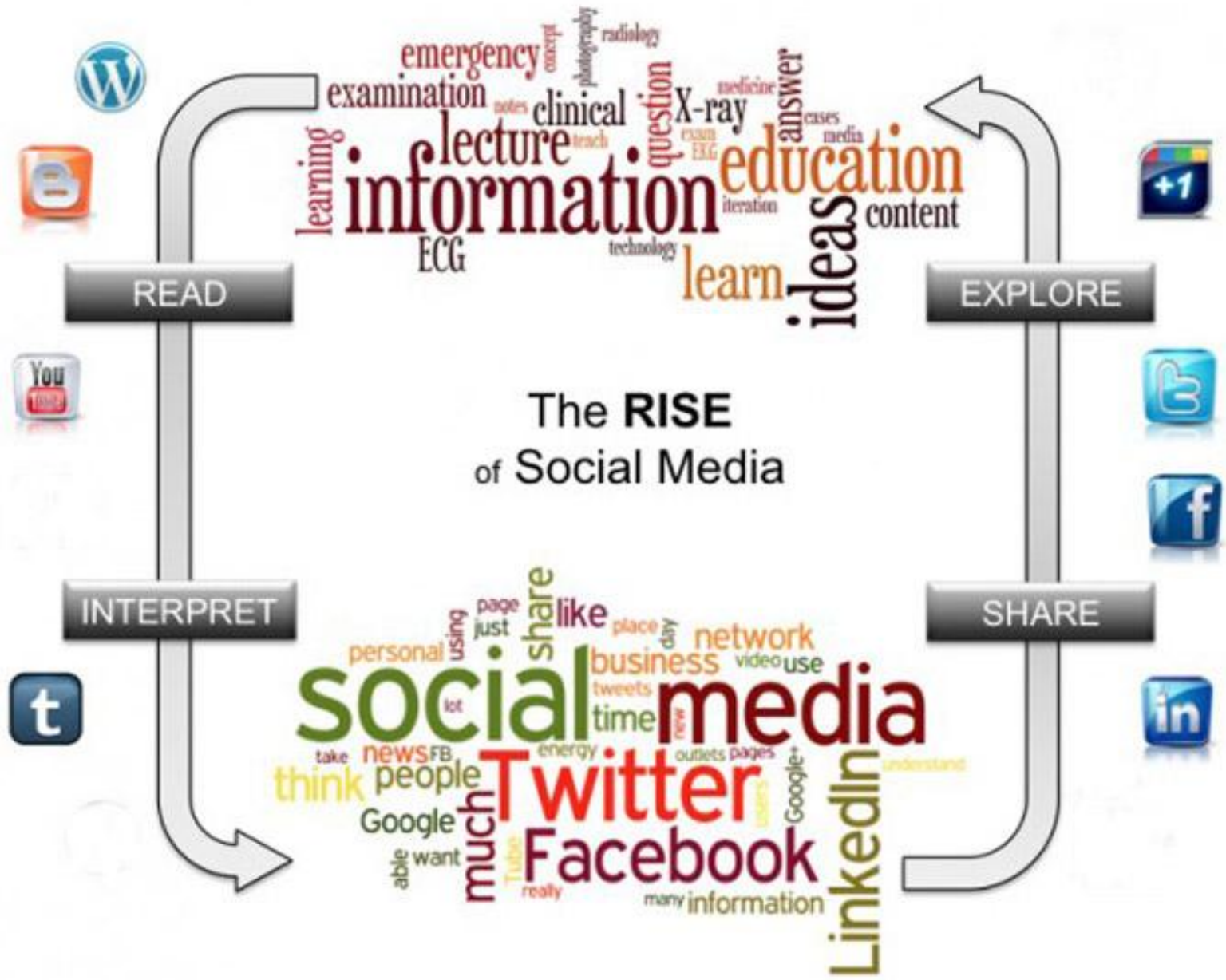
http://www.polleverywhere.com/multiple_choice_polls/MTYxNTI0MjcwNQ



Why Use Social Media in Adult Ed?

- Inexpensive and flexible
- Support Personal Learning Networks (PLN) for professional development and with learners
- Practice basic computer skills
- Student centered content
- Extend time spent on projects
- Increase student retention
- Raise public awareness of adult literacy





Agenda

- Facebook
- Wikis & Blogs
- Twitter
- Wiggio Online Community



Facebook

Facebook

- Basic overview of tools in Facebook—
 - Personal Profiles
 - Company or Class Pages
 - Public and Private Groups
 - Announce, invite, and track followers RSVP's to Events
 - Post and tag photos
 - Lead and respond to discussions



Facebook Privacy

	Everyone	Friends of friends	Friends only	Other
Your status, photos and posts			•	
Bio and favorite quotations		•		
Family and relationships				•
Photos and videos you're tagged in		•		
Religious and political views	•			
Birthday		•		
Permission to comment on your posts			•	
Places you check in to [?]			•	
Contact information				•

 [Customise settings](#)

 This is your current setting.



Case Study of Facebook

- <http://www.facebook.com/steven.ewert>

The screenshot shows the Facebook profile of Steven Ewert. At the top, the Facebook logo and navigation icons are visible. The profile picture shows a man with glasses and a stethoscope. The cover photo is a solid blue color. The profile information includes his name, 'Teacher at Fresno Adult School', and 'Lives in Fresno, California'. Below this is a 'Write Post' section with a text input field. The 'Wall' section is active, showing a list of recent activities. The first activity is a comment by Rosie Fleming on a post by Stephanie Lewis. The second activity is a comment by Spirit West Coast Festivals on a post by Spirit West Coast Festivals. The third activity is a comment by Branka Marceta on a photo by Branka Marceta. Below this is a post by Rosie Fleming with the text 'So true' and a photo of a group of people. The post has 8 likes and was made on October 8, 2011. Below this is another 'RECENT ACTIVITY' section showing that Steven and Gretchen Donahue are now friends. Below that is a post by Bridget Beal that says 'Bridget Beal likes this.' with a text input field for comments. At the bottom, there is a post by Steven Ewert that says 'Steven Ewert shared Craig Visions's photo.' with a photo of a building at night.

facebook 1 3 Search

Steven Ewert ✓ Frie

Teacher at Fresno Adult School 📍 Lives in Fresno, California

💬 Write Post 📷 Add Photo / Video

Write something...

RECENT ACTIVITY

💬 "I couldn't agree more about..." on Stephanie Lewis's status.

💬 "Left overs from the refrigerator..." on Spirit West Coast Festivals's status.

💬 "Our big orange cat loves to do..." on Branka Marceta's photo.

Wall


📄 Info


📷 Photos

📝 Notes

👤 Friends

Friends (65)

 **Flor Blanco Urias**

 **Elisa Diez Musso**

 **Tishea Tee Smith**

 **Rosie Fleming**

So true

👍 Like 💬 Comment · October 8, 2011 at 12:31am · 👤


RECENT ACTIVITY

👤 Steven and Gretchen Donahue are now friends. 👍 Like 💬 Comment ➕ Add Friend

👍 Bridget Beal likes this.

Write a comment...

 **Steven Ewert** shared Craig Visions's photo.



Our Facebook Page & Group

<http://www.facebook.com/FBinAdultEducation>

<http://www.facebook.com/group.php?gid=144361265579624>



Wikis and Blogs

Wikis and Blogs

- Store information online and make it accessible to others
- Create e-portfolios for student work
- Centralize reference materials for you, your staff, your learners, or any other groups you work with



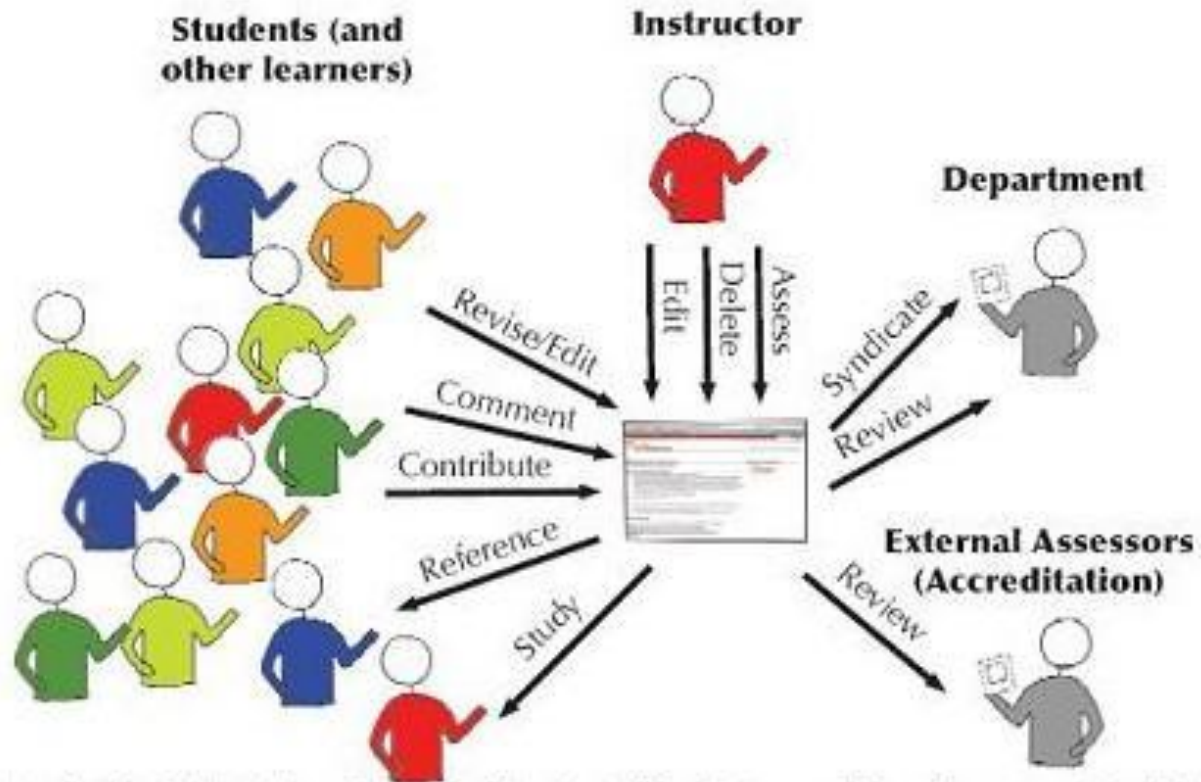
Our Wiki

<http://bit.ly/WikisandBlogsWiki>



Wikis in Education

Educational uses of Wikis



© 2006, The Center for Scholarly Technology, University of Southern California. For more information, contact Jude Higdon, higdon@usc.edu.



Wiki Tools

- [Wiki Matrix to compare wiki tools](#)
- [WikiSpaces](#)
- [PBWorks](#)
- [WetPaint](#)



Useful Wikis

- [Adult Literacy Education Wiki](#)
- [Wikis in Education](#)
- [Coast to Coast Wiki](#)
- [Wikipedia](#)
- [Wiktionary](#)
- [Examples of Educational Wikis](#)



Blogs

- Type of website supposed to be updated with new content from time to time
- Usually maintained by an individual with regular entries of content
- Entries are commonly displayed in reverse-chronological order
- Interactivity that distinguishes them from other static websites



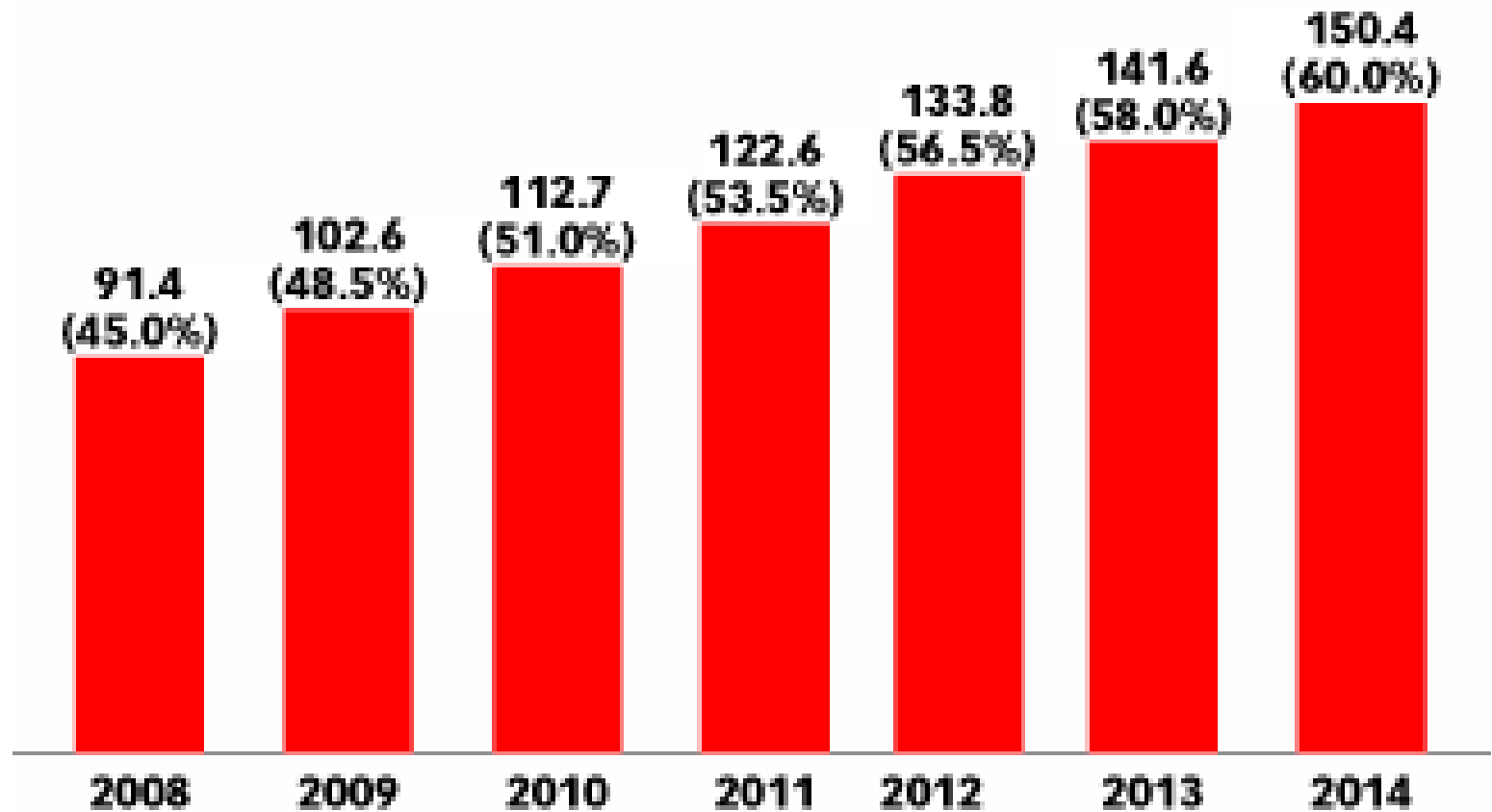
Blogs

- Templates make setting up a professional looking website very easy
- Built in analytics allow you to track the amount of people viewing your blog
- Take a project that used to culminate in a paper or poster, and make it a blog
- The blog can be the instructor's with multiple pages or each learner can have their own blog



US Blog Readers, 2008-2014

millions and % of internet users



Note: internet users who read blogs at least monthly
Source: eMarketer, Aug 2010

118542

www.eMarketer.com



Literacy Assistance Center

Our Blog

<http://bit.ly/wikisandblogsblog>



Blog Tools

- WordPress.com
- Blogger
- EduBlogs
- Tumblr
- Posterous



WORDPRESS



Useful Blogs

- [Wikispaces Blog](#)
- [Blogging About The Web 2.0 Connected Classroom](#)
- [Learning About Blogging FOR Your Students](#)
- <http://nycoalitionforadulthoodliteracy.wordpress.com/>



Twitter

Twitter.com

twitter Search Home Profile Messages Who To Follow LACNYCnell

What's happening?

Timeline @Mentions Retweets Searches Lists

LACNYCnell Literacy Assist. Ctr
Preparing for #AdultEd & Literacy Joint Conference in Norman Oklahoma 9/29-30 Gonna talk about #Twitter & other #SoMe #OKAEL11

501CONNECT 501CONNECT
Nonprofit Insight Weekly Grant Opportunities - St. Louis City Worksite Wellness Intervention Program 501connect.com/non-profit-new...
17 seconds ago

BrainTrack Braintrack
"Men see only the present; heaven sees the future." ~ Chinese #Proverb RT @deanboedeker
45 seconds ago

askdebra Debra Askanase
Whoa. Seriously good to know. RT @DanaVanNest: @askdebra Did you see this? Facebook allegedly tracks you 24/7. lifehac.kr/qFerkH
4 minutes ago

Your Tweets 1,468
: Preparing for #AdultEd & Literacy Joint Conference in ...

Following 392 Followers 557

Who to follow · refresh · view all

- Visa SmallBiz VisaSmallBiz · Follow
- kylepace Kyle B. Pace · Follow
Instructional Technology Specialist and Google...
- bbetts Ben Betts · Follow
Followed by @poochiesan24 and others.
- OAAACE O.A.A.C.E. · Follow
Followed by @ProLitWorld and others.
- VFPX VFPX · Follow
Followed by @lgpbythesea.

Trends: New York · change

- #Iwant Promoted
- #SolKnowItsReal
- #thewayiseeit



140 Characters



cookbook: Biscotti: mix 1/3c sug/3T oil/egg/t anise flavr; +c flour/t bkgpwr. Roll log to fit bkgpan; pat down. 30m@375/190C. Slice~14; brwn+6m/side.



Scholastic: Update: We're experiencing delays with online ordering. We'll keep you informed of new developments & we apologize for delays. Thank you!



philipmulder: Everywhere! RT@kathytelfer: Math is everywhere video on you tube! <http://bit.ly/9VcUo0> [#edtech](#) [#apegga](#) [ab](#)



Cookbook

Biscotti: Mix 1/3c sug/3T oil/egg/t anise flvr; +cup flour/t bkgpwdr. Roll log to fit bkgpan; pat down. 30 min@375/190C. Slice~14; brwn+6m/side.



Retweeting

- RT @Username



[philipmulder](#): Everywhere! RT@kathytelfer: Math is everywhere video on you tube! <http://bit.ly/9VcUo0> [#edtech](#) [#apegga](#) [ab](#)



HashTags

- #EdTech
- #AdultEd
- #TwEd
- #EdChat
- #TechPD
- #SoMeEd



[philipmulder](#): Everywhere! RT@kathytelfer: Math is everywhere video on you tube! <http://bit.ly/9VcUo0> [#edtech](#) [#apegga](#) [ab](#)

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

Shortening Links for your Tweets

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

The screenshot shows the BitLy website interface. At the top, the logo "bit.ly" is followed by the tagline "Shorten, share, and track your links". Navigation buttons include "Shorten", "Manage", and "Analyze". A "Sign In or Sign Up Now" link is also present. A cartoon character is visible in the top right corner. Below the navigation bar, there are tabs for "Shorten", "Tools", and "Sidebar". The main content area features a "Shorten with bit.ly" section with a text input field and a "Shorten" button. To the right, a "What's bit.ly?" section explains the service and includes a "Sign Up for Free" button. Below this, three promotional boxes are shown: "Shorten your long links" (with a long URL example), "Share bit.ly links with anyone" (with social media icons for Twitter, Facebook, and Yahoo!), and "Get real-time click data" (with a bar chart and pie chart).

It looks like you haven't shortened any links yet! Put a long link in the shorten box above, and it will show up here.

Shortening a URL

bitly search your bitly links Shorten & Share Analyze Public Timeline

http://ilearntechnology.com/?p=3260

140 Shorten With: bit.ly Shorten Share

Share settings Active

Link & Bundle History: 1 - 10

49 clicks this week

View: All Bundles

Clicks Links Info Plus

0 out of 0 Input Recording Password Info Page+

https://lacnyc.webex.com/lacnyc/jd.php?AT=pb&SP=MC&D=7002002&rKey=e83d3c6265c51aa6 bit.ly/tm4BC - Copy

bitly search your bitly links Shorten & Share Analyze Public Timeline

http://bit.ly/vJrH9I |

119 Shorten With: bit.ly Shorten Share

Shortened links	Real-time stats	Long link
bit.ly/vJrH9I	Customize Copy Info Page+	http://ilearntechnology.com/?p=3260

Bundle

Share settings Active



Customizing your shortened URL

The screenshot shows the BitLy interface. At the top, a light blue box contains the URL `http://bit.ly/vJrH9l`. Below this, the text "119 Shorten With: bit.ly" is displayed. To the right are "Shorten" and "Share" buttons. A table below shows the link details:

Shortened links	Real-time stats	Long link
bit.ly/vJrH9l	Customize Copy Info Page+	http://ilearntechnology.com/?p=3260

Below the table, a customization dialog is open. It features a text input field containing `bit.ly/wiggiotips`, a "Customize" button, and a "Cancel" button. Both the input field and the "Customize" button are circled in red.

But if you create an account on BitLy you can customize your shortened URLs



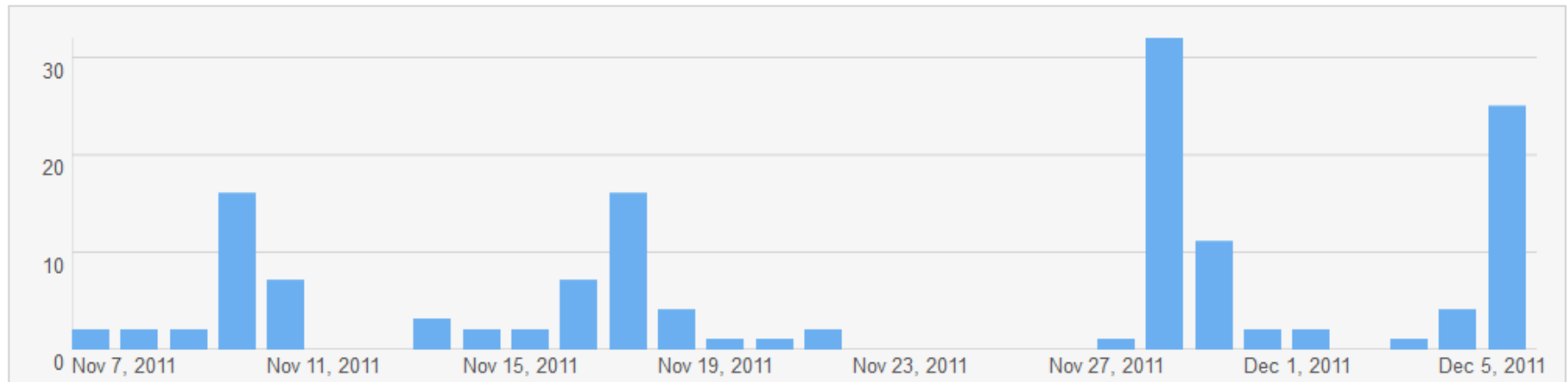
Analytics

38 out of 38 Literacy Assistance Center <http://lacnyc.org/nysprojects/NYCRAENMeetings> bit.ly/NYCRAENMeetings - Copy NYCRAENMe... + November 29 Options

With an account you can also track how many times the URL you created has been clicked.

145 Clicks on Your bitly Links since Nov 7, 2011

Clicks Past 30 Days

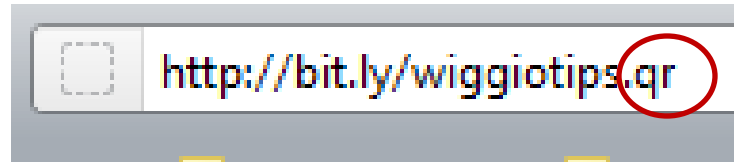


All times are in UTC-5



QR Code

And with or without an account you can make any of the shortened URLs into a QR Code by adding .qr at the end



QR Code

- “A QR Code is a matrix barcode (or two-dimensional code), readable by QR scanners, mobile phones with a camera, and smartphones...scan the image of the QR Code to display text, contact information, connect to a wireless network, or open a web page in the phone's browser.” – [Wikipedia](#)
- <http://www.livebinders.com/play/play/51894>



Finding People to Follow

- Twitter Directories like <http://WeFollow.com>
- Search hashtags and words #EdChat
- See who follows people you follow
- <http://Twibes.com>
- <http://Listorious.com>
- <http://Archivist.visitmix.com>
- <https://twitter.com/#!/LVofSyracuse>

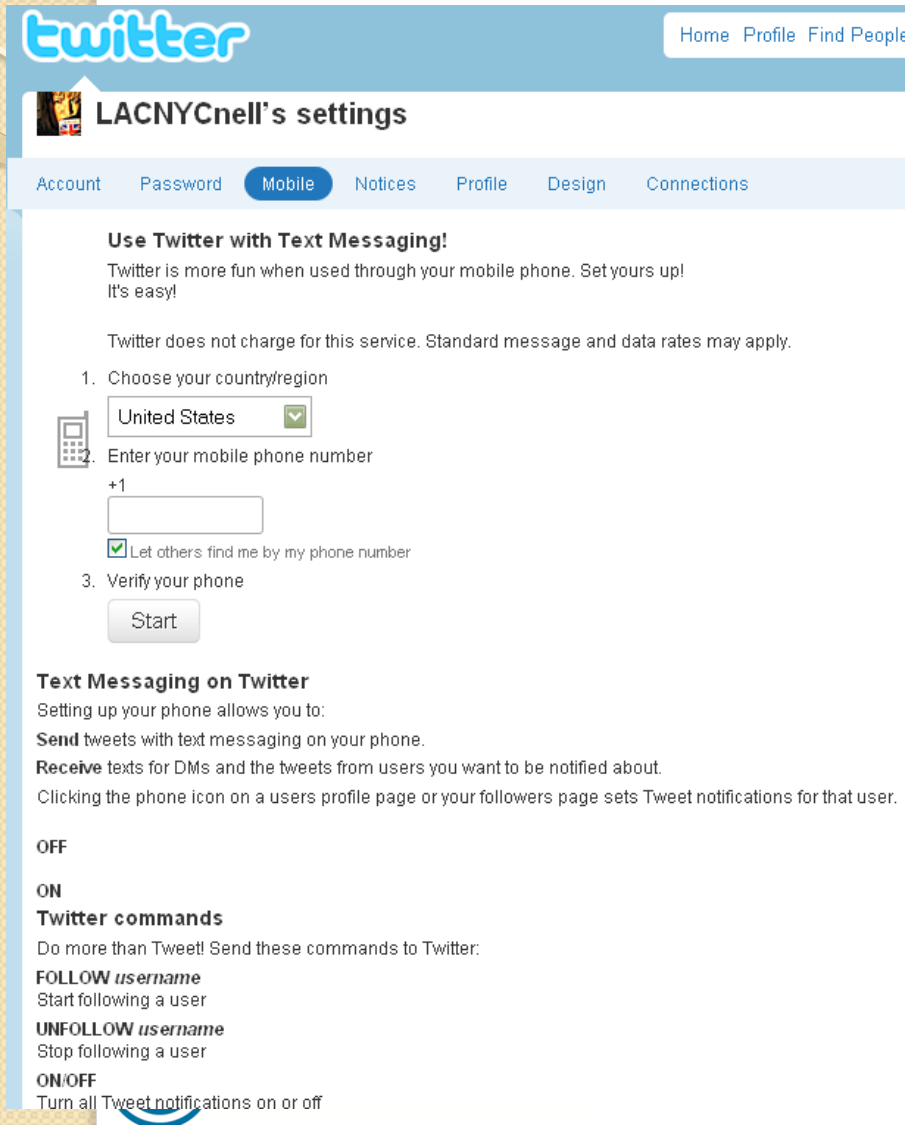


Search Twitter

- Track hashtags and tweet from <http://tweetchat.com/>
- 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



Sending and Receiving Tweets



The screenshot shows the Twitter mobile settings page for user LACNYCnell. The page is titled "LACNYCnell's settings" and has navigation tabs for Account, Password, Mobile (selected), Notices, Profile, Design, and Connections. The main heading is "Use Twitter with Text Messaging!". Below this, it says "Twitter is more fun when used through your mobile phone. Set yours up! It's easy!" and "Twitter does not charge for this service. Standard message and data rates may apply." The first step is "Choose your country/region" with a dropdown menu set to "United States". The second step is "Enter your mobile phone number" with a "+1" prefix and an empty input field. There is a checked checkbox for "Let others find me by my phone number". The third step is "Verify your phone" with a "Start" button. Below the steps, there is a section "Text Messaging on Twitter" with a toggle switch currently set to "OFF". Underneath, it says "Setting up your phone allows you to: Send tweets with text messaging on your phone. Receive texts for DMs and the tweets from users you want to be notified about. Clicking the phone icon on a users profile page or your followers page sets Tweet notifications for that user." At the bottom, there is a section "Twitter commands" with instructions on how to use commands like "FOLLOW username", "UNFOLLOW username", and "ON/OFF".

- Texts via your cell phone
- Applications
 - Tweetdeck
 - HootSuite
 - Seismic
 - Twidroyd
- HootCourse

Other Uses of Twitter

- Send out assignments & other reminders to learners
- Learners send tweets using specific vocabulary or grammar
- Learners share links to online content with one another
- Learners follow historical figures, specialists, experts
- Tweet from E-readers



Case-studies of Twitter

- <http://bit.ly/USCALPaperLi>
- #AECChat <http://bit.ly/rpXZfR>
- <http://twitter.com/#!/artwiculate> Word of the day
- <http://twitter.com/#!/publicdomain> Books one tweet at a time (Moby Dick, Alice in Wonderland)



SoMe in Adult Ed Wiggio

<http://wiggio.com>



Join a group

Enter a group name and its password to join!

Group Name

Group Password



Contact

Nell Eckersley

E-Mail: NellE@LACNYC.ORG

Twitter: @LACNYCNell



PollEverywhere

http://www.polleverywhere.com/multiple_choice_polls/MTYxNTI0MjcwNQ

Do you have a Facebook Account?

- Text to 37607
- Yes 122987
- No 122990

