



## The benefits and challenges of using social media to enhance learning



PhD Genetics



Adjunct Professor, Biology



Instructor, Social Media



Corporate Trainer, Social Media



Social Media Consultant



# Agenda

- Using Twitter and art in a science class
- Using Twitter and video conferencing in an online marketing class
- Why use art
- Why use social media
- How to use social media safely and effectively
- Helping students present a positive image

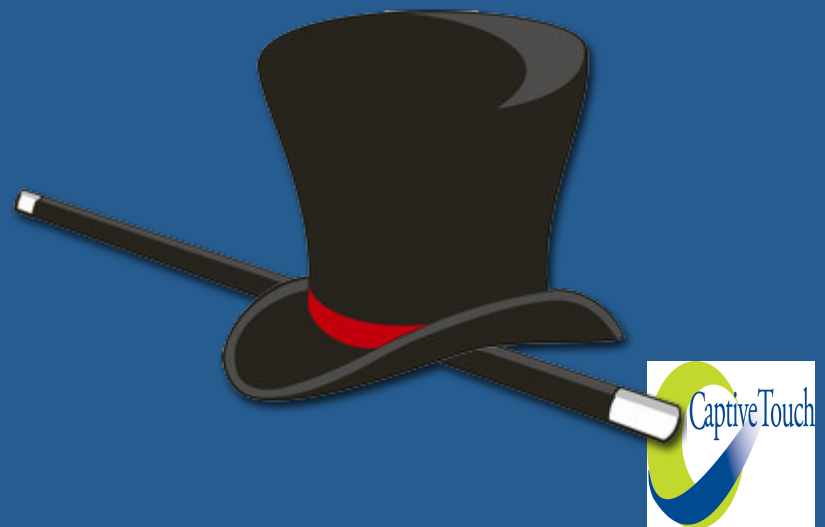
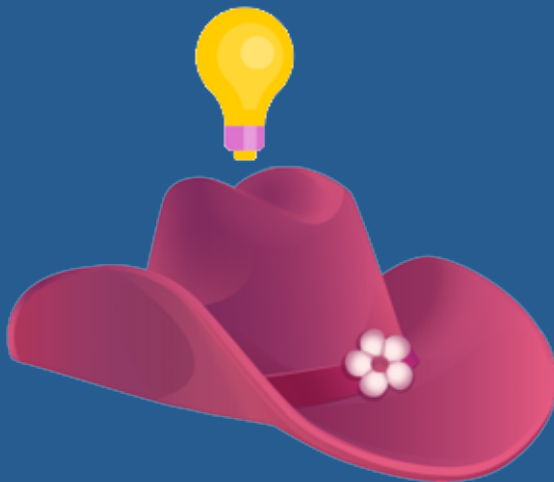


# Using Twitter and art to increase engagement in a blended science classroom



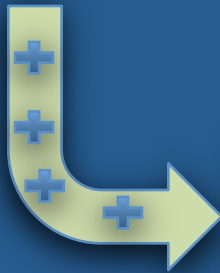


# Effective Educators wear multiple hats

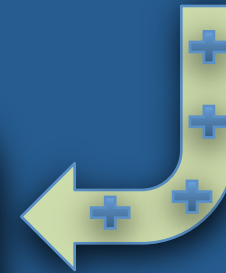


Effective educators keep their hats in balance





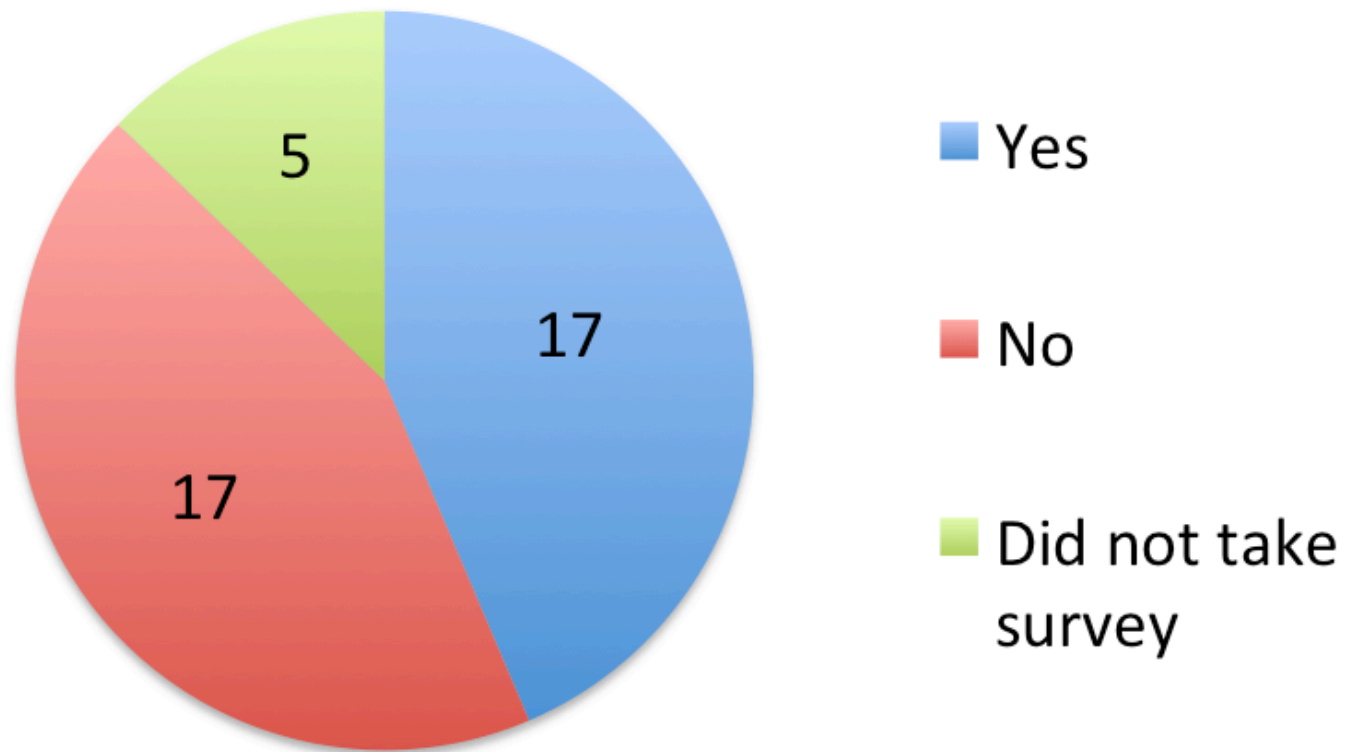
- Weekly Original drawing
- Tweet with #EverythingisAwesome @snouraini for 2 Extra credit point for accurate drawings
- Posted images used for weekly review



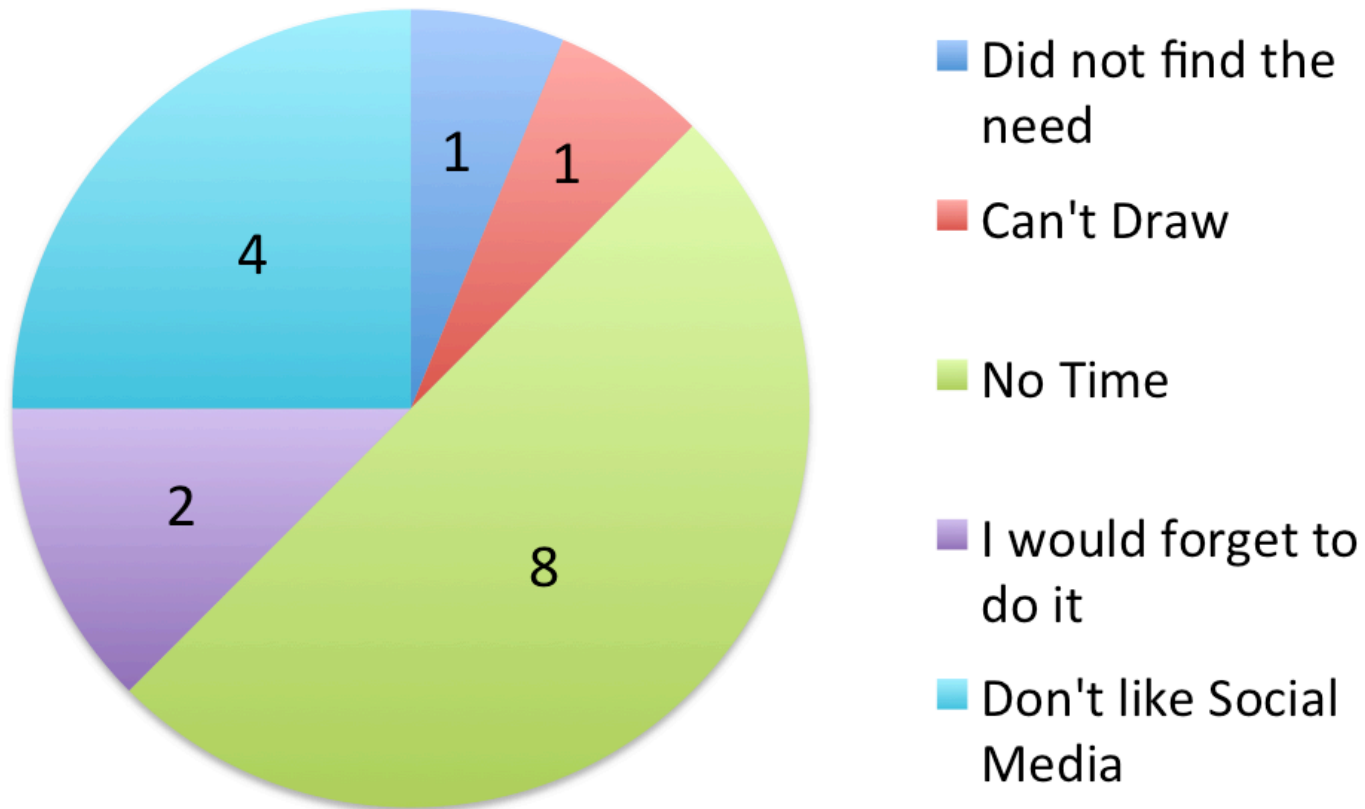
[https://youtu.be/6PJGfMb\\_Ykk](https://youtu.be/6PJGfMb_Ykk)



🌐 Did you participate in the #Everythingisawesome challenge?



## Why you did not participate in the challenge?





## Did the challenge help you learn the material better and why?

- **100% of participants said Yes**
  - **Forced them to recall the material**
  - **Some cite being visual learners**
- **100% of non-participants said it would have if they participated**
- **100% of non-participants said they learned from weekly reviews of others' drawings**



# Why Creating Original Drawing worked?



Students learn better if  
you give them wings!



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project **HAPPY**

# Adult coloring books topping bestseller lists

By Melonyce McAfee, CNN  
Updated 3:38 PM ET, Fri April 24, 2015

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## Adults turn to colouring books to fight stress

Soaring numbers of British adults have turned to colouring to combat stress after it was proven that colouring in can help,

Alison Flood  
Sunday 5 April 2015 10:44 EDT

4K 28 100 202



US world opinion sports soccer tech arts lifestyle fashion business travel environment science

home arts books art & design stage classical movies tv & radio music games

## Colouring books for adults top Amazon bestseller list

Surge in popularity of genre attributed to 'anti-stress' benefits and nostalgia

● I'm a grown-up, but I still love colouring books

**theguardian** jobs US edition Winner of the Pulitzer prize 2014 browse all sections

think with Google Advertisement



# Why Use Twitter?



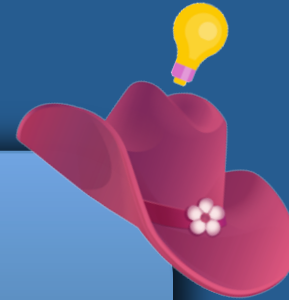
- We are social creatures
- We like to share our experiences
- You can make the world your classroom





# Using Twitter and video conferencing to increase engagement in an online marketing classroom





- Weekly Twitter updates with *#socialmediaisawesome*
- Office hours via Google Hangout
- Final presentation via Google Hangout



[Redacted] Apr 27



First @googlehangouts\_ today with @WheresThu and others. very productive use of @googledocs. #socialmediaisawesome @snouraini



[Redacted]



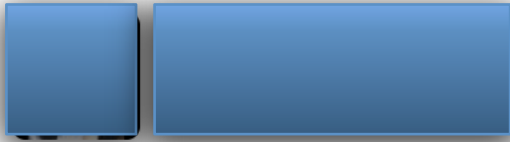
Learning so much about @CHELSEASLIGHT analyzing their social media footprint. #socialmediaisawesome @snouraini @WheresThu @Roxana\_R2015



[Redacted] Apr 26

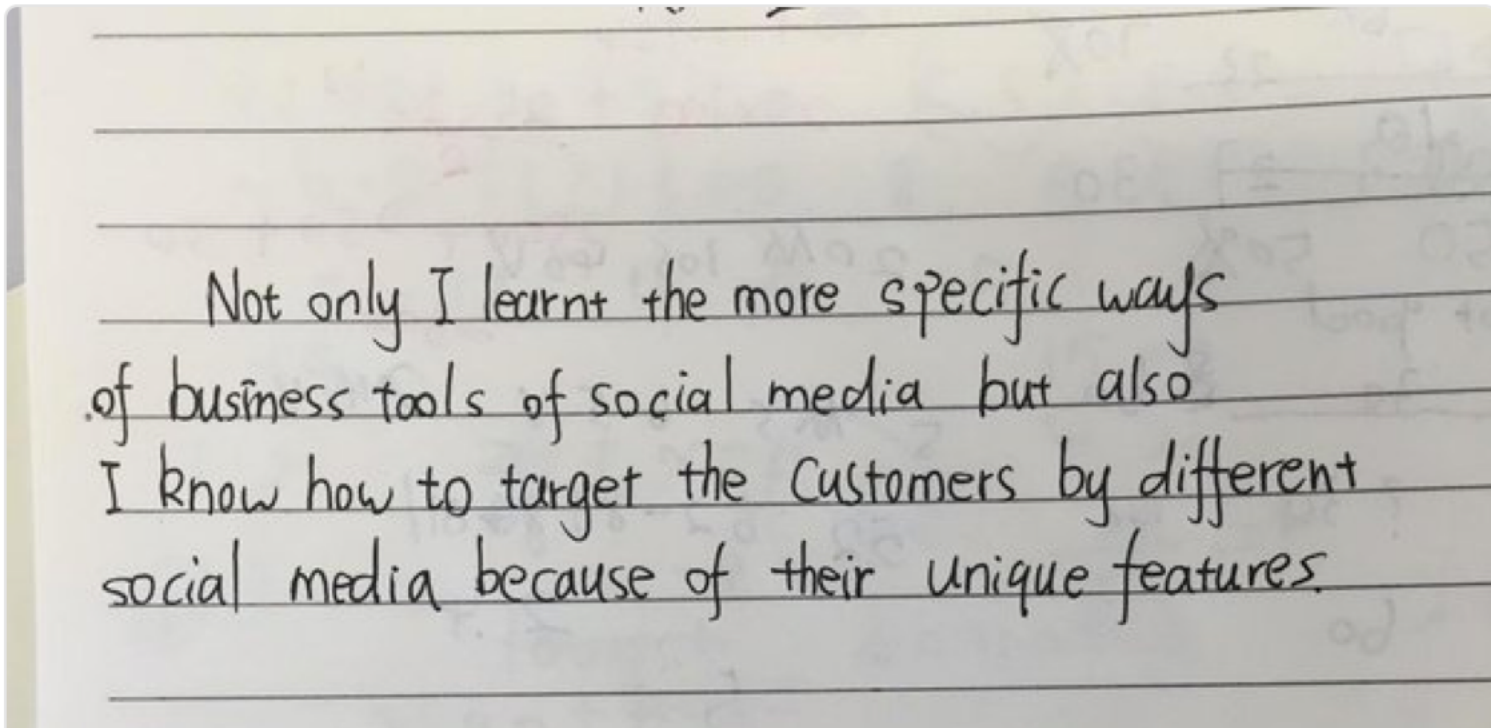
Twitter seems to have changed things (again). Change is a constant on social media, better get used to it! #socialmediaisawesome @snouraini





 Follow

The course Marketing via social media is amazing! [#socialmediaisawesome](#) [@snouraini](#)



# Student project presentation via a Google Hangout

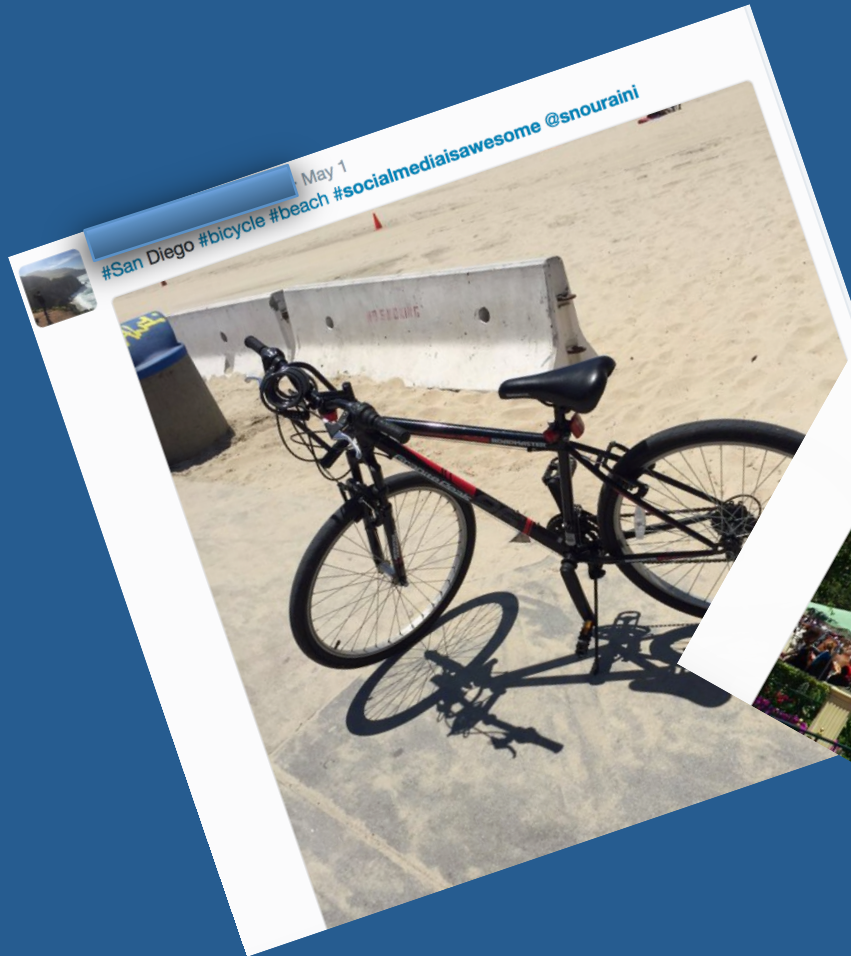
The screenshot displays a Google Hangout interface. At the top, a browser window shows the URL [https://docs.google.com/presentation/d/1ExkyLM2yaufG5sFCpQt-ytts\\_hnGc9t5lc0RwGdtvVc/edit#slide=id.p4](https://docs.google.com/presentation/d/1ExkyLM2yaufG5sFCpQt-ytts_hnGc9t5lc0RwGdtvVc/edit#slide=id.p4). The presentation slide is titled "GetTogether Adult Day Health Care Social Media Marketing Plan" and features the subtitle "Improve the health and social life of your loved ones". The slide has a green and white geometric background. Below the slide, a taskbar shows the Windows operating system with icons for Chrome, Word, and other applications. The system clock indicates 8:08 PM on 6/1/2015. At the bottom of the Hangout window, a video gallery shows a participant named Andrew and a logo for "Adaptive Touch".

# Tips and tricks for using social media safely and effectively





# Checking for Understanding



# Checking for Understanding



**Captive Touch**

@captivetouch



Following

Q3-How can information obtained from  
#Facebook Audience Insights help you reach your  
target audience online?  
#mysocialmediaclass

James Helmer Feb 18  
@captivetouch A3 - #mysocialmediaclass



## CHALLENGE

Through Facebook Audience Insights you can learn who your target audience

such as:

(marital status)

(interests and groups do they like)

(which device etc.).

market your product online (and offline) because it

lets you know your target audience, what channels to use, what

time you should place them and when.

Facebook Audience Insights tells you where your target audience lives or

works so it can help you market your product in particular



In reply to Captive Touch

Diego Paulino Feb 18

@captivetouch A3 #mysocialmediaclass FB Audience Insights help us  
to develop and measure our marketing process.



# Find Student Submission

Home Notifications Messages

#everythingisawesome @snouraini

Top Live Accounts Photos Videos More options

What I learned in bio107 #everythingisawesome @snouraini

View photo

Fun field trip at San Diego Zoo Bio 107 #everythingisawesome @snouraini



# Like Student Submission Assignment check in, Save





# Don't let them hijack your hashtag



[Redacted] · 22 Apr 2015

March 2015 Settlements in Vac Court: 117 Vaccine Injuries & Deaths [shar.es/1prvtJ](#) via [@sharethis](#) [#socialmediaisawesome](#) [@snouraini](#)



[Redacted] · 22 Apr 2015

Merck has explaining to do over vaccine claims [@LSolomonTweets](#) [huff.to/1rwwlh1](#) via [@HuffPostCanada](#) [#socialmediaisawesome](#) [@snouraini](#)



# FERPA and Senate Bill 1349

- Family Educational Rights and Privacy Act
  - ✓ Student academic information
  - ✓ Student directory information
  
- Senate Bill 1349
  - ✓ Student Username and Password

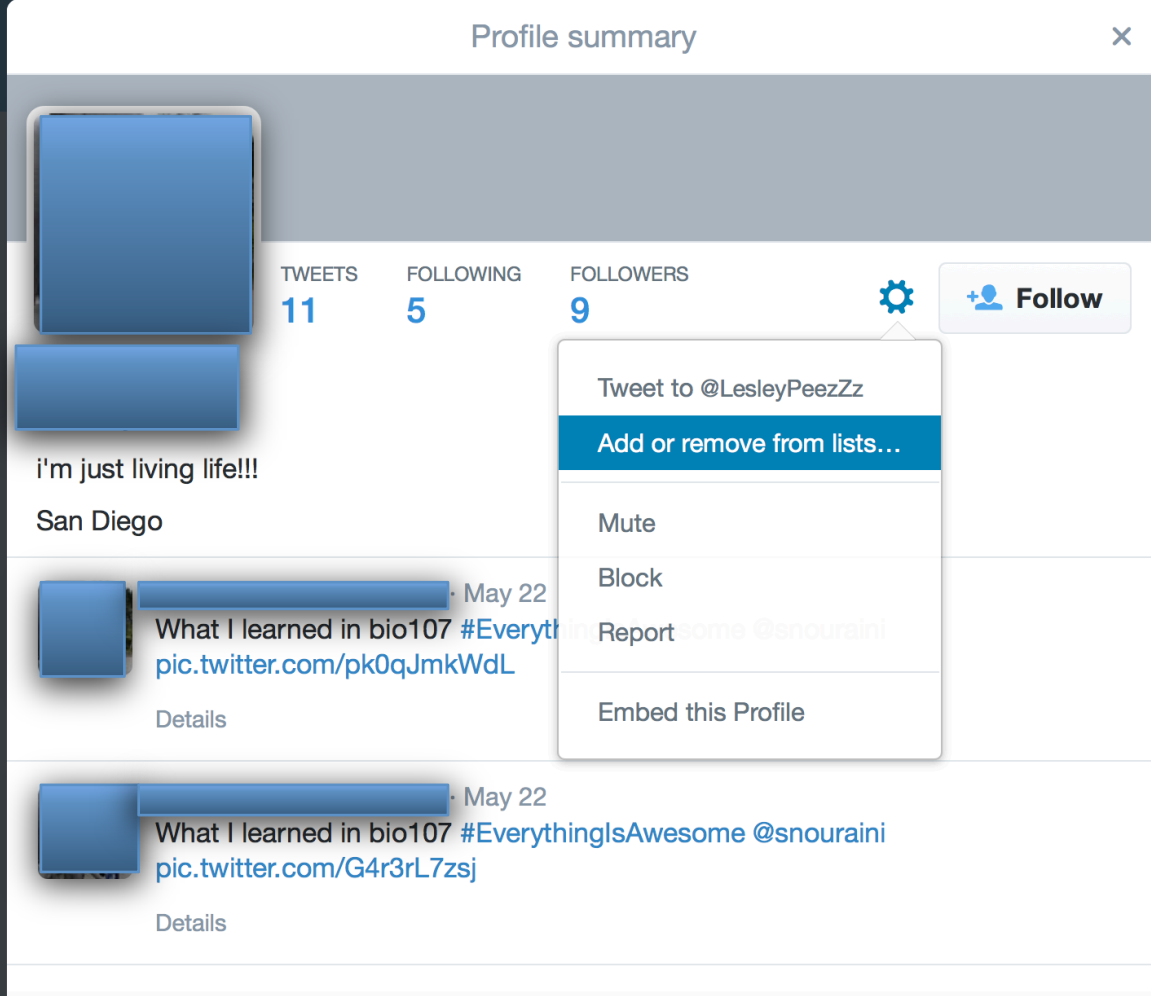




- Don't discuss student grades and other academic information on Twitter
- Don't ask students for their usernames or passwords
  - ✓ Keep track of Twitter postings via a hashtag
  - ✓ Use Twitter Search to find student submissions
  - ✓ Assign Student profiles to a private Twitter list
  - ✓ Use the Twitter Like feature for record keeping






# Assign students to Private List







The screenshot shows a Twitter profile summary for a user named LesleyPeezZz. The profile has 11 tweets, 5 following, and 9 followers. A context menu is open over the gear icon, showing options: Tweet to @LesleyPeezZz, Add or remove from lists... (highlighted), Mute, Block, Report someone @snouraini, and Embed this Profile. The profile bio reads "i'm just living life!!! San Diego". Two tweets are visible, both dated May 22, with the text "What I learned in bio107 #EverythingIsAwesome @snouraini".

Profile summary ×

TWEETS 11 FOLLOWING 5 FOLLOWERS 9  

  
i'm just living life!!!  
San Diego

  · May 22  
What I learned in bio107 #EverythingIsAwesome @snouraini  
<pic.twitter.com/pk0qJmkWdL>  
Details

  · May 22  
What I learned in bio107 #EverythingIsAwesome @snouraini  
<pic.twitter.com/G4r3rL7zsj>  
Details

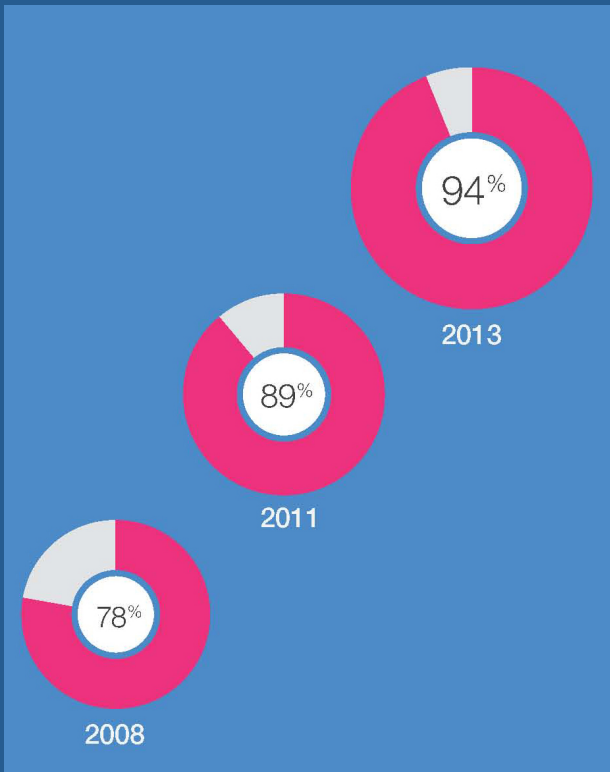
- Tweet to @LesleyPeezZz
- Add or remove from lists...**
- Mute
- Block
- Report someone @snouraini
- Embed this Profile

# Helping students present a positive image

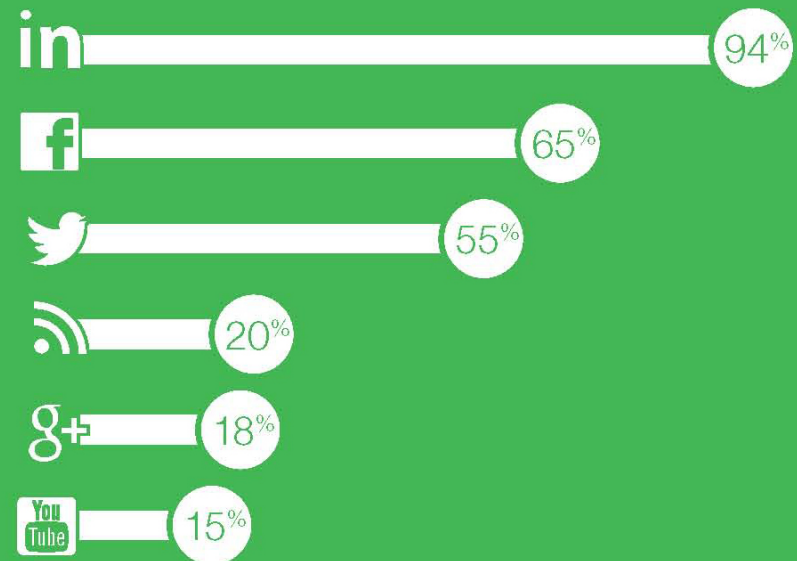


# Social Media is the New Resume

Survey of 1600 recruiting and human resources professionals in June 2013.



## Top social networks for recruiting, 2013



Source: Jobvite.com



# Q- How would you react to these possible items Discovered by reviewing a candidate's social Network profile?

	Positive	Neutral	Negative
Referencing to doing illegal drugs	1%	7%	83%
Posts/Tweets of sexual nature	1%	16%	71%
Profanity in posts/tweets	4%	20%	65%
Spelling/grammar errors in posts/tweets	3%	29%	61%
References to guns	1%	31%	51%
Pictures of consumption of alcohol	1%	39%	47%
Volunteering/donations to charity	65%	26%	1%
Political posts/tweets	2%	65%	18%
Overly religious posts/tweets	2%	55%	28%

Source: Jobvite.com



Let the world be your classroom



**THANK YOU!**

**Follow Me!**  
**@snouraini**

