

# Using Social Media to Enhance Community in Your Classes

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Center for Distributed Learning

# Seminar Overview

- Define **social media & online community**
- Discuss **benefits & considerations**
- Demonstrate how social media **creates community within and outside of the classroom**

# What is Social Media?

- Information & communication technologies (Nam, 2012)
- Empowers students (Bryer & Seigler, 2012)
- Users connect to information, join online public communities, and collaborate to create solutions and deliverables (Lee & Kwak, 2012)

# What is Online Community?

## Community:

- People who have a **shared connection**
- Neighborhood, UCF, Political Party

## Considerations:

- People who have a **shared connection online**

# Social Media Example: Twitter

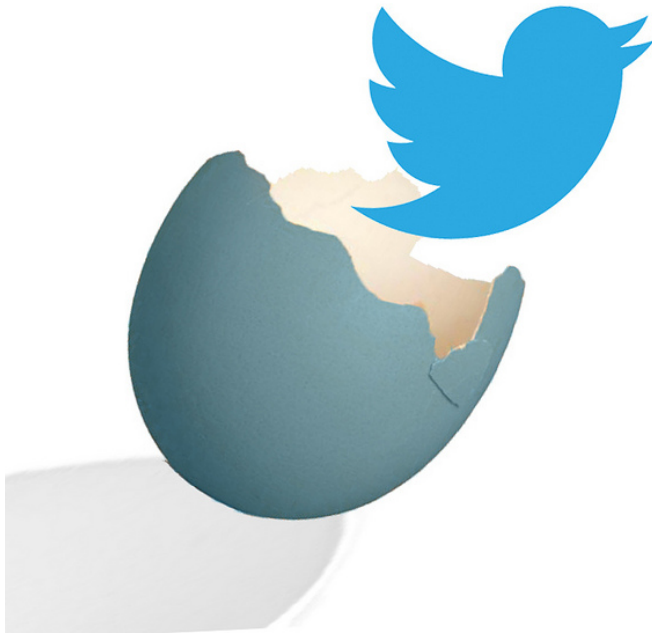


Why Twitter for your classroom?

- Students can share resources with you and classmates
- Twitter feeds = repositories of historical information
- Quick to set up, easy to use, free
- Benefits of closed access or wide audience (or both)

"Twitter icon ga" by marek.sotak (Flickr Creative Commons)

# Getting Started with Twitter



- Both you and students sign up at <https://twitter.com/signup>
- Choose username (Twitter “handle”) wisely
  - You can change it later though
  - This is your @username: [@digirhet](#) is me
- Create a bio (up to 160 characters)
- Write your first tweet!
  - Up to 140 characters
  - Can include photos, links, videos

“Emerging Media - Twitter Bird” by mkhmarketing (Flickr Creative Commons)

# Stephanie's Twitter Profile

**Stephanie Vie**  
@digrhet

Associate Professor in the Department of Writing & Rhetoric, the University of Central Florida. I research social networks, games, & plagiarism detection tech.

Orlando, Florida  
ucf.academia.edu/StephanieVie  
Joined August 2010

18 Photos and videos

TWEETS 648 FOLLOWING 539 FOLLOWERS 468 FAVORITES 256

Follow

Tweets Tweets & replies Photos & videos

Pinned Tweet

**Stephanie Vie** @digrhet · Sep 15  
Come work with me at UCF! We're searching for a TT assistant prof in the Dept. of Writing and Rhetoric. Job ad at [jobswithucf.com/postings/39558](http://jobswithucf.com/postings/39558)

Stephanie Vie @digrhet · 2h  
Checking out Twuffer to schedule tweets for

Don't miss any updates from Stephanie Vie

Full name   
Email   
Password   
Sign up for Twitter

Worldwide Trends · Change  
#7YearsOfWizardsONWaverlyPlace

# Finding Followers on Twitter

- *Followers* see all of your tweets
- When you follow someone, you're subscribing to their Twitter feed—you'll see their tweets
- Followers can send you direct messages
- Privacy settings affect followers:
  - "Only followers you approve can see your protected Tweets and your Tweets will not appear in search engines"



"Twitter in Real Life: The Follow Back" by HubSpot (Flickr Creative Commons)



# How to Follow

The screenshot displays the Twitter interface for the 'Who to follow' section. On the left, a navigation menu includes 'Tweets', 'Activity', 'Who to follow' (highlighted), 'Find friends', and 'Popular accounts'. Below this is a 'Trends' section with various topics like Joe Flacco, #BALvsTB, Taylor Swift, Bucs, #TheWalkingDead, #teacheroath, Brad Jones, Ickey Shuffle, #7YearsOfWizardsOfWaverlyPlace, and Art Garfunkel. The main content area is titled 'Who to follow' and contains a search bar with the text 'Search using a person's full name or @username' and a 'Search Twitter' button. Below the search bar are three suggested accounts, each with a profile picture, name, handle, a brief bio, and a 'Follow' button. The first account is 'Social Good Life @SocialGoodLife', the second is 'Community Literacy @CommLitJournal', and the third is 'Eric Detweiler @EricSDet'. On the right side, there is another 'Who to follow' section with a 'Refresh' and 'View all' link, showing three more suggested accounts: 'Nathan Johnson @natezilla', 'Tara McPherson @tmcphers', and 'Nate Kreuter @lawnsports'. At the bottom right, there is a 'Find people you know' section with a 'Connect other address books' link. The footer contains copyright information: '© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status'.

Click the “follow” button—it’s that easy—and click again to “unfollow”

# Retweeting

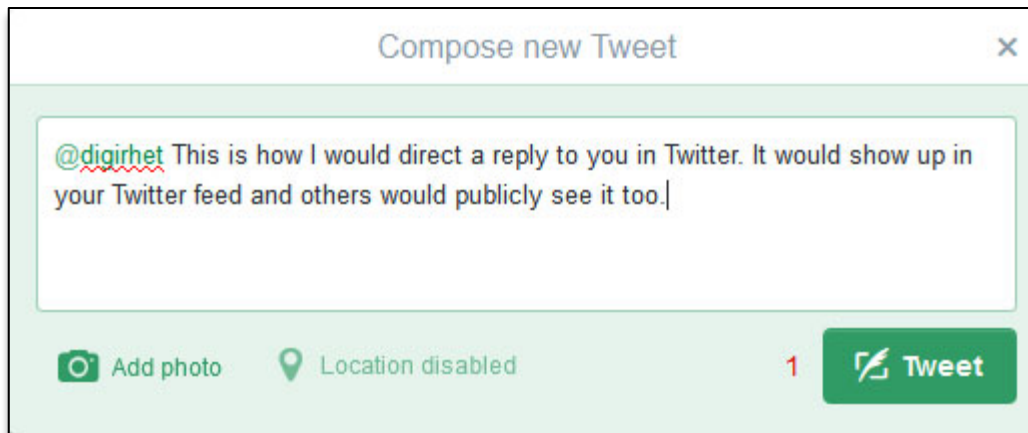
- When you find content you like that others might like too, you can *retweet*
- Retweets retain attribution



# Direct Replies in Twitter

To create community, *direct replies* to other students or individuals outside class using the @ symbol

To send a message to me, you would write @digirhet anywhere in your message



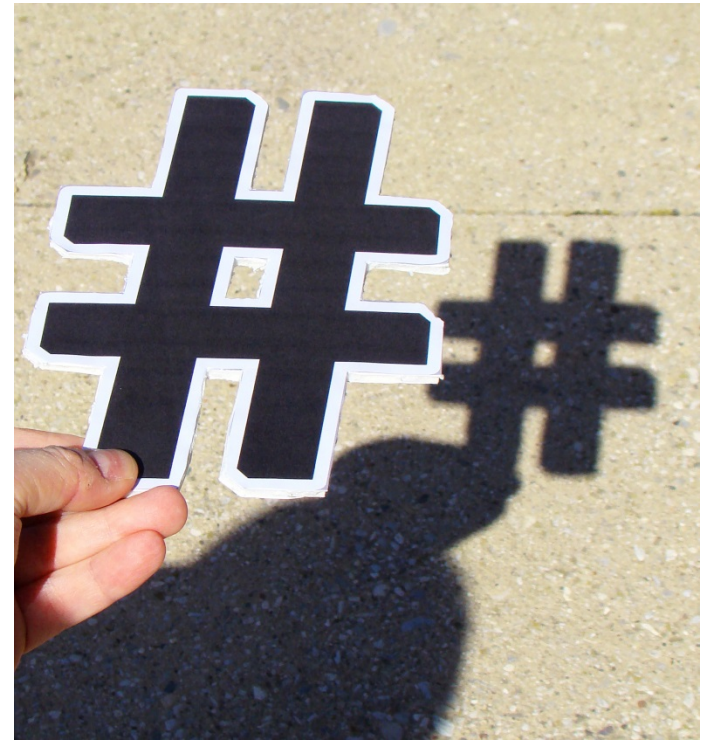
# Direct Replies Create Conversation

The screenshot shows a Twitter thread with six tweets. The participants are .Maḥa Bāḥi (@Bali\_Maha) and Chris Friend (@chris\_friend). The tweets are as follows:

- Tweet 1:** .Maḥa Bāḥi (@Bali\_Maha) - Oct 9. Text: "Tell me I am not the only one w this problem: Writing on Command [ift.tt/1sjxgTf](https://ift.tt/1sjxgTf) @Jessifer @slamteacher @chris\_friend".
- Tweet 2:** Chris Friend (@chris\_friend) - Oct 9. Text: "@Bali\_Maha @Jessifer @slamteacher Deadlines and specific requests (writing on demand) helps me greatly."
- Tweet 3:** .Maḥa Bāḥi (@Bali\_Maha) - Oct 9. Text: "@chris\_friend @Jessifer @slamteacher deadlines used to help, like i put myself a deadline to finish my thesis. Need to get that mojo back ;)".
- Tweet 4:** Chris Friend (@chris\_friend) - Oct 9. Text: "@Bali\_Maha @Jessifer @slamteacher Deadlines for me cannot be self-imposed. I see through them too easily. I call my own bluffs."
- Tweet 5:** .Maḥa Bāḥi (@Bali\_Maha) - Oct 9. Text: "@chris\_friend @Jessifer @slamteacher lol! I thought everyone finished their thesis with self-imposed deadlines! Otherwise, would keep going".
- Tweet 6:** Chris Friend (@chris\_friend) - Oct 9. Text: "@Bali\_Maha @slamteacher Nope. Finished diss because @digirhet set deadlines; @Jessifer provided confidence."

# Using Hashtags on Twitter

- A *hashtag* starts with #
  - [#SanduskyTrial](#)
  - [#YesAllWomen](#)
  - [#Ferguson](#)
- When you click on a hashtag, you'll see other tweets containing the same keyword or topic
- Case doesn't matter
- Why use them:
  - Tweets w/hashtags get 2x more engagement than tweets w/o (Lee, 2014)
  - Tweets w/1+ hashtags are 55% more likely to be retweeted (Lee, 2014)



"#shadow" by uwgb admissions (Flickr Creative Commons)

# Using a Class Hashtag

#ENC6428

#ENC5930

- Try to find something:
  - Descriptive or meaningful
  - Not too long
  - Easy to remember
  - Not too common
- Use the hashtag every time you/students tweet
- Protected (private) Tweets won't show up in the hashtag results
- Consider embedding the Twitter widget into your Webcourses site

# Stephanie's Embedded Feed

<b>Home</b>	<b>ENC6428-14Fall 0W61</b>   <p>The College of Arts and Humanities at the University of Central Florida</p> <p>#enc6428</p> <p> Lourdes Smith @LouLou033 2d See K. Schrock's ideas on types on literacy in her blog: <a href="http://t.co/erLZAYQqVa">http://t.co/erLZAYQqVa</a>, <a href="http://t.co/aizVLCzJmf">http://t.co/aizVLCzJmf</a>, and <a href="http://t.co/bbYCKaaqba">http://t.co/bbYCKaaqba</a> #enc6428</p> <p> Lourdes Smith @LouLou033 2d Digitally Demonstrating Good [Digital] Writing <a href="http://t.co/fzbb0ldk3">http://t.co/fzbb0ldk3</a> #enc6428</p> <p> Nandita @nangur1 2d @notjustjessie Good article. Lankshear and Knobel also talk about social practice of digital remixing as new literacies #enc6428</p> <p> Jessica M. @notjustjessie 2d Are remixes rhetoric? How should we judge student compositions that remix media? <a href="http://t.co/4DAP7gQaRZ">http://t.co/4DAP7gQaRZ</a> #enc6428</p> <p><a href="#">Refresh</a></p>
Announcements	
Assignments	
Discussions	
Grades	
Quizzes	
Modules	
Collaborations	
UCF Library Tools	
Syllabus	
Outcomes	
People	
Pages	
Files	
Conferences	
Settings	

# Community Within the Classroom



The screenshot shows a series of five tweets in a conversation. Heather Paquette (@HeatherPaq) starts by mentioning Lissa Pompos (@LissaPompos) and her daughter's gaming handle. Lissa Pompos asks if Heather created an account for her daughter. Heather explains it's her daughter's Minecraft account. Lissa expresses admiration for the daughter's tech skills. Heather concludes by saying she found out about the tweet in the car and is keeping an eye on it.

**Heather Paquette** @HeatherPaq · Feb 2  
@LissaPompos Wow! Although my kids don't have a digital shadow on their own name, my daughter has one on her gaming handle. #enc5930  
Expand Reply Retweet Favorite More

**Lissa Pompos** @LissaPompos · Feb 2  
@HeatherPaq Really? So, did you create an account for her because she is too young to have her own? I'm interested in how that works. :)  
Expand Reply Retweet Favorite More

**Heather Paquette** @HeatherPaq · Feb 2  
@LissaPompos No, it's her Minecraft account, she just used a cute moniker and she and her friend filmed some games (the screen) for you tube  
Expand Reply Retweet Favorite More

**Lissa Pompos** @LissaPompos · Feb 2  
@HeatherPaq That's cool! So, she's already pretty tech-savvy, it seems! :)  
Expand Reply Retweet Favorite More

**Heather Paquette** @HeatherPaq · Feb 2  
@LissaPompos yes, I just found out that whole thing yesterday when I brought up your tweet in the car, so more for me to keep an eye on :)  
Expand Reply Retweet Favorite More

- Students respond to each other using @symbol directed replies + the class hashtag = a publicly visible conversation
- Conversations can bleed over into real life



# Community Beyond the Classroom

- Direct replies (@ symbol) to our class authors
- Sometimes they respond back!



Dennis Baron @DrGrammar · Sep 13

#ENC6428 So cool to read your comments. Thx.



- Cross-institutional tweeting:



Suzanne Blum Malley @sbmalley · Apr 25

#cccwnm folks- after you Take This Lollipop [bit.ly/QJgLir](https://bit.ly/QJgLir) tweet with #loll

#cccwnm - students in #enc5930 at UCF may chime in!

# Community Beyond the Classroom



**Karen Arlington** @kjaflorida · Feb 5

I see why tracking tweets offers "big data" but does someone really read and evaluate them all? #enc5930

Expand

Reply Retweet Favorite More



**Stephanie Vie** @digirhet · Feb 6

@kjaflorida You should chat w/@billwolff who does Tweet analysis of Springsteen fans. He could tell you how much reading he does. #enc5930

Expand

Reply Favorite More



**Bill Wolff** @billwolff · Feb 8

@digirhet @kjaflorida Happy to answer any and all questions you have! #enc5930

12:08 PM - 8 Feb 2014 · Details

# Some Final Words...

- I teach small (<25) classes with a lot of writing and discussion
- I require Twitter participation as a graded assignment (10% of overall grade)
- I ask that students use unprotected accounts or else use a pseudonym
- There's a lot to do in Twitter: Start small! Add more over time

# Benefits/Considerations

## Benefits:

- Students can communicate at any time
- Students can communicate beyond the classroom
- Empowers students

## Considerations:

- Is this right for your class?
- There are many options to choose from
- These are 3<sup>rd</sup> party tools

# Wrap-Up

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- Summarize & Takeaways
- Thank you!
- Are there any questions?