

Social Media and Online Learning

Social Media are websites and applications that allow people to create, share, or exchange information and pictures/videos in virtual communities and networks. Social media tools are always evolving. This tutorial shows how to use Instagram, Twitter, Hashtags, and Blogging to create social presence, interactive activities, and triggering events that create entry points for learning in an online course.

Instagram is a free way to share a picture or video and post it on social media like Twitter. Twitter is a free online social networking service that enables users to send and read short 140-character messages (tweets). A Hashtag (the pound sign) turns any word or group of words that directly follow it into a searchable link which can be posted on Twitter or other social media. Wordpress is a web software used to create a free blog or website. Place links to Twitter, Hashtags, and Instagram in your course.

Use these links to learn more about Twitter and Instagram.

[Twitter for Beginners](http://www.twitter.com)
www.twitter.com
<https://support.twitter.com/>

[Instagram for Beginners](http://www.instagram.com)
www.instagram.com
<https://help.instagram.com/>

Create your online social identity. Everyone should have at least two separate online social identities, a professional identity and a personal online identity.

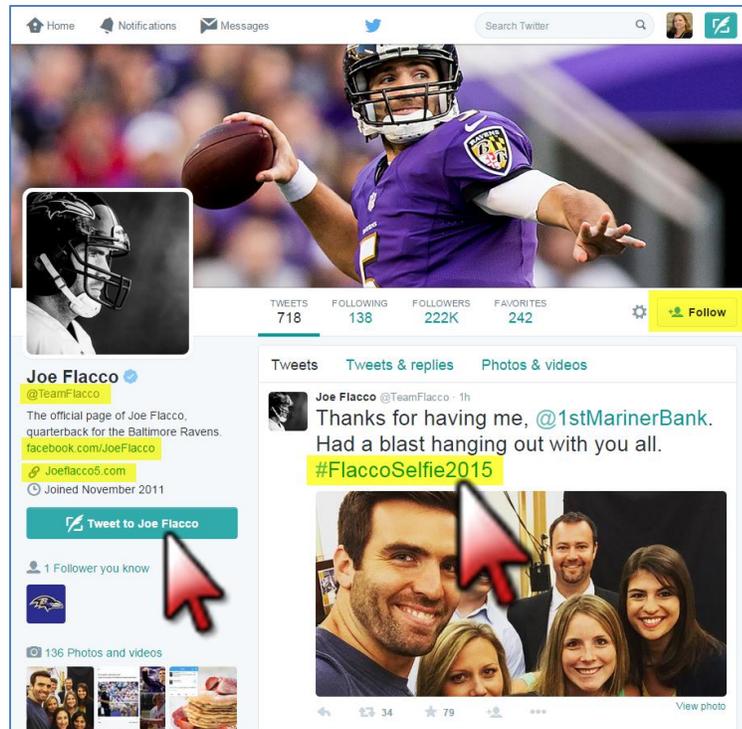
Create new Instagram and Twitter accounts to be used as your professional sites only.

(For example, your professional sites should not be cluttered with your sister's baby pictures, or details of your love life or political party, etc.)



Ask your students to create *professional* accounts. Require all of your students to *Follow* you on Twitter. Use your Twitter account to tweet in real time to all of your students who have Twitter accounts. Include a link to your course blog on your Twitter page.

Place a Twitter feed in your course site. Create a short hashtag for your course and post the hashtag in a tweet.



Ask your students to include your course hashtag in their tweets. Create a course blog that can be used for activities online.

[What is a Hashtag?](#)

(A method for organizing and searching for Tweets on Twitter)

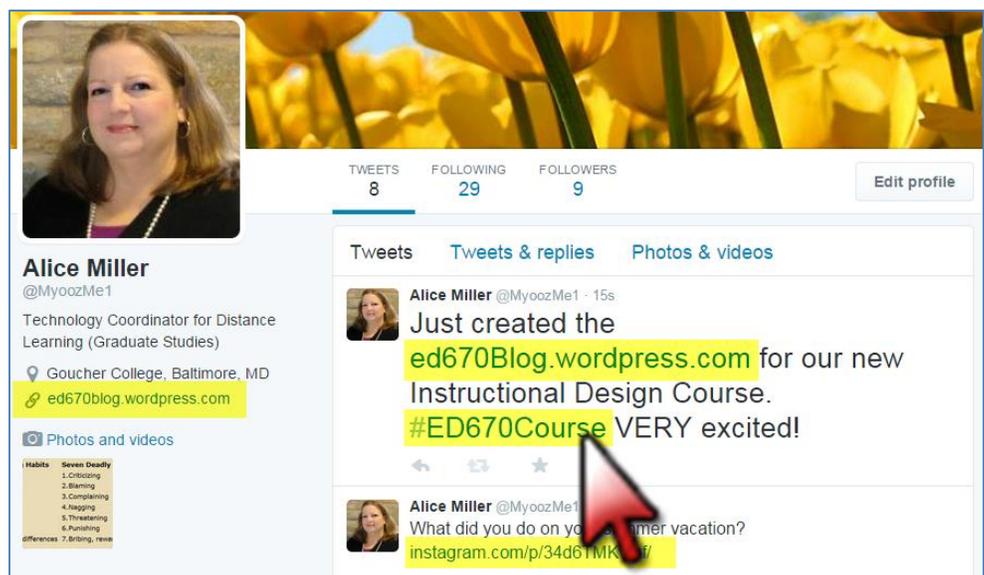
[Create a Free Blog Using Wordpress](#)

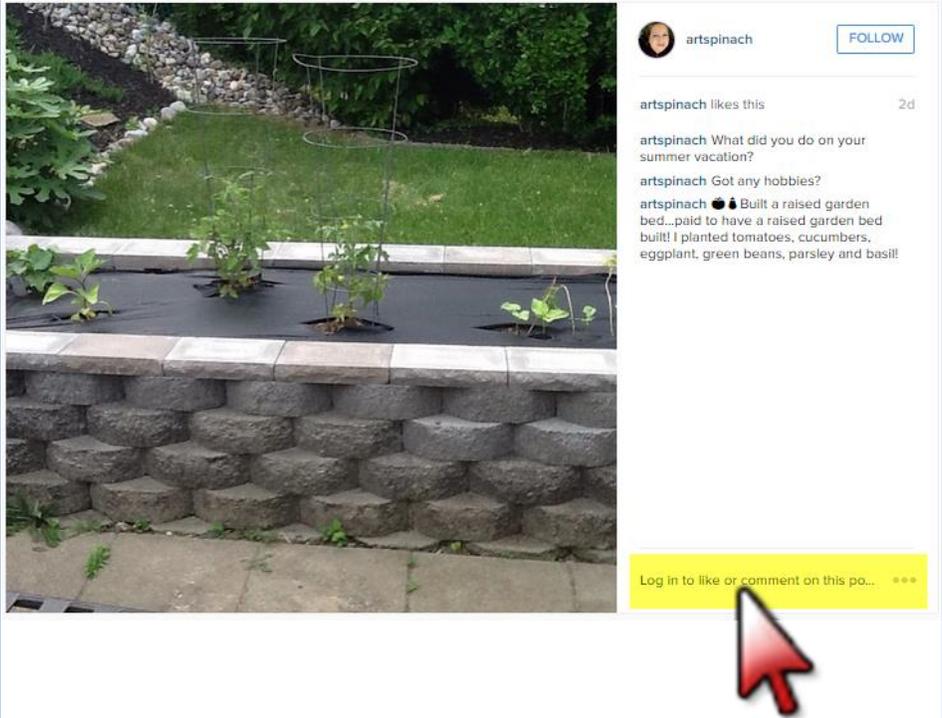
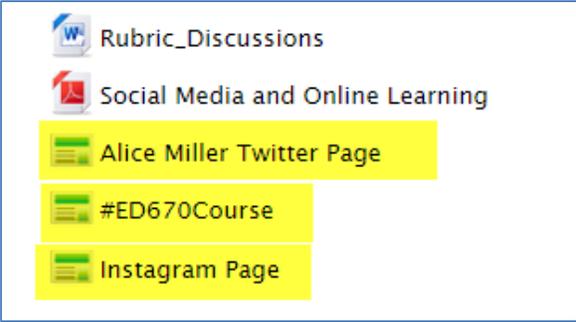
<https://wordpress.org/support/>

Create a tweet that includes your course hashtag & a link to your course blog to instantly “talk” to your students.

The blog can contain more text than the 140 characters allowed in a single tweet.

Students can also create free personal blogs and can share the links to their blogs.



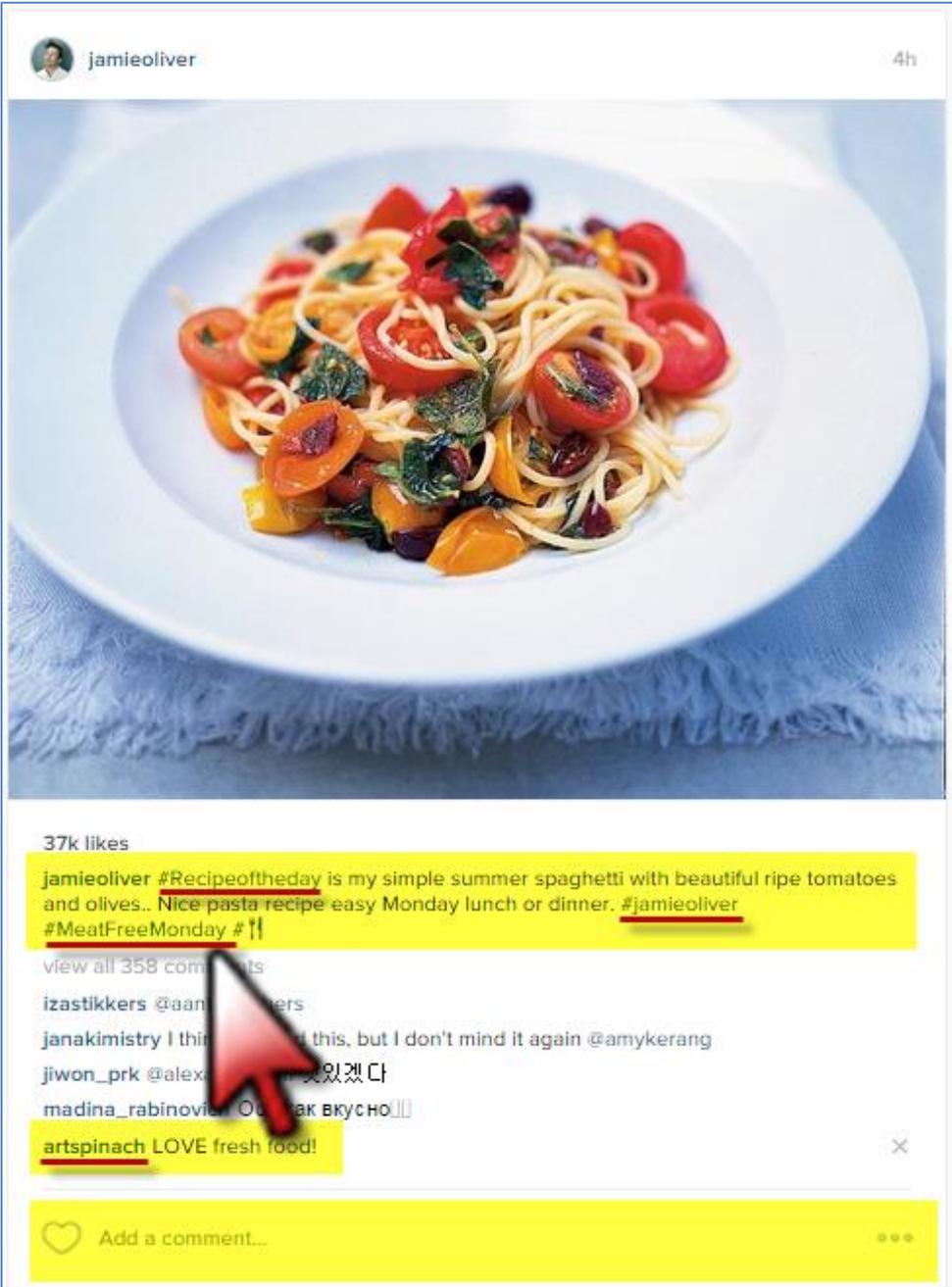
<p>Create a tweet that includes a link to a post in your Instagram account.</p>	
<p>Students can see your Instagram photo and text (up to 2200 characters) and can log in to comment. Ask students to <i>Follow</i> you on Instagram. Here is an example of a <i>Getting to Know You</i> activity. The instructor used Instagram to ask, <i>What did you do on your summer vacation?</i> To develop instructor presence, she posted a picture of her new garden that she took using her iPad. (Open iPad apps for Instagram and Twitter for easy access to accounts.)</p>	
<p>Additional Instagram Resources</p>	<p>Overgram/Quick (Place text directly on Instagram photos)</p> <p>Layout App on Instagram (Combine multiple photos in one image)</p>
<p>Create external URL links to your Twitter page, Course Hashtag, and Instagram page and place them right in your Goucher course.</p>	

In this example, the Instagram included several hashtags.

Instruct students to click on a particular hashtag when it is included (like your course hashtag).

In this example, we clicked on the hashtag [#MeatFreeMonday](#) (to see it, click on this one).

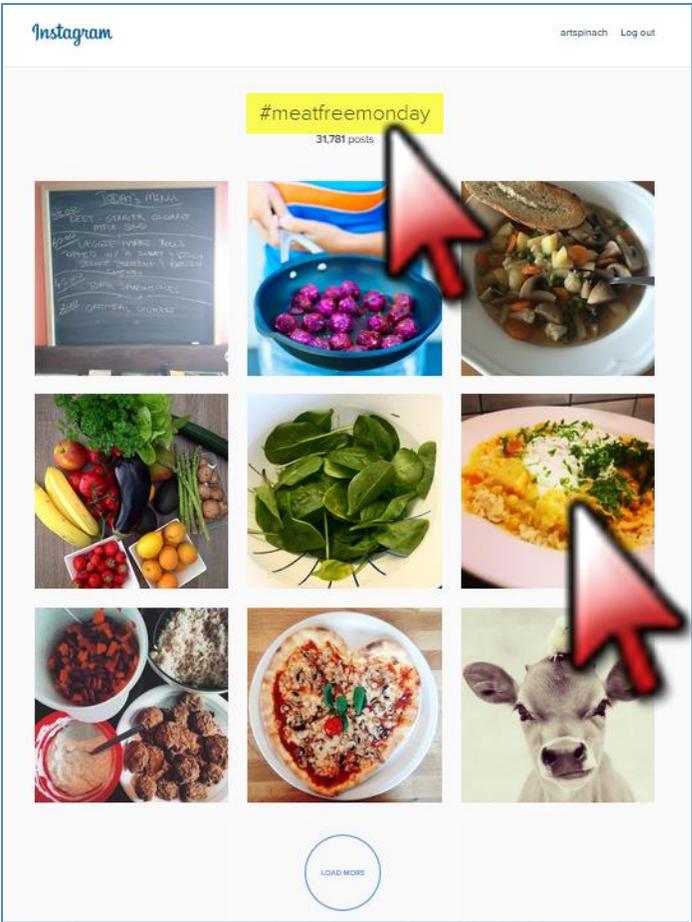
It takes you to a complete online, collaborative, group activity using Instagram.



Here you see all of the Instagram photos posted by others to the [#MeatFreeMonday](#) hashtag (which is always changing).

Click on any Instagram photo that was submitted to see details.

This is a great teaching technique to use in your course for group work and collaboration. Students can reply to any hashtag you create by uploading their photos and text up to 2200 characters. All of their photos will appear together like you see here.



Click on any one of the photos posted to see the Instagram attached with text and other links included.

Instructors can create a hashtag for a group activity project. Or have students create their own hashtags! Students can then submit a series of photos with text and personal blog links, etc. attached as needed to create powerful, individual, Instagram Hashtag projects.



Triggering events are circumstances or prompts which act as catalysts to learning. Use social media as triggering events to create entry points for learning. Select a social media event that will get the students' attention.

In this example, the 2014 Oscar *Selfie* that crashed Twitter ([Read About It Here](#)) was used in a tutorial as an entry point to discuss social presence and how to create personal videos, images and selfies for use in ePortfolios online.

Additionally, instructor presence was developed when the instructor inserted her image (and her cat's image) into the 2014 Oscar Selfie without mentioning it. This triggering event also opened a discussion about how to use [GIMP](#) (free software) to edit images for online use.



Additional Twitter Resources

www.EasyChirp.com (An ADA compliant Twitter interface for your course)

www.twtpoll.com (Create simple Polls and Surveys using Twitter)