

Social media for professional purposes - it's NOT just about what you had for lunch!

ALL Foundation Skills (LLN and Employability Skills) Practitioners, try networking online for great professional development!



Jo Hart (CY O'Connor Institute WA) @JoHart on Twitter

This session was delivered remotely using a Blackboard Collaborate virtual room.

To view the recording visit the link below:

Recorded session:

Social media for professional purposes -
it's NOT just about what you had for lunch!

This online network startup was funded as one of the small projects under the:

The logo features the text "NATIONAL FOUNDATION SKILLS STRATEGY PROJECT" in a white, sans-serif font, enclosed within a dark blue rectangular border. The background of the logo is a light blue and white abstract pattern of overlapping geometric shapes, with a yellow accent on the right side.

**NATIONAL FOUNDATION SKILLS
STRATEGY PROJECT**

Purpose:

“to extend the reach of the network (community of practice) made up of the Foundation Skills Champions beyond the nucleus formed by that immediate circle and into the online space.”

Providing a networking “hub” with opportunities

Through a Facebook group for:

- asynchronous discussion through posts/comments;
- reflecting on learning gained through the CoP/PLN;
- resource sharing;
- posting events.

Through a Twitter #tag for:

- synchronous discussion on chosen topics to be archived for future reference;
- a place for quick sharing of links;
- “just-in-time” questions and answers.

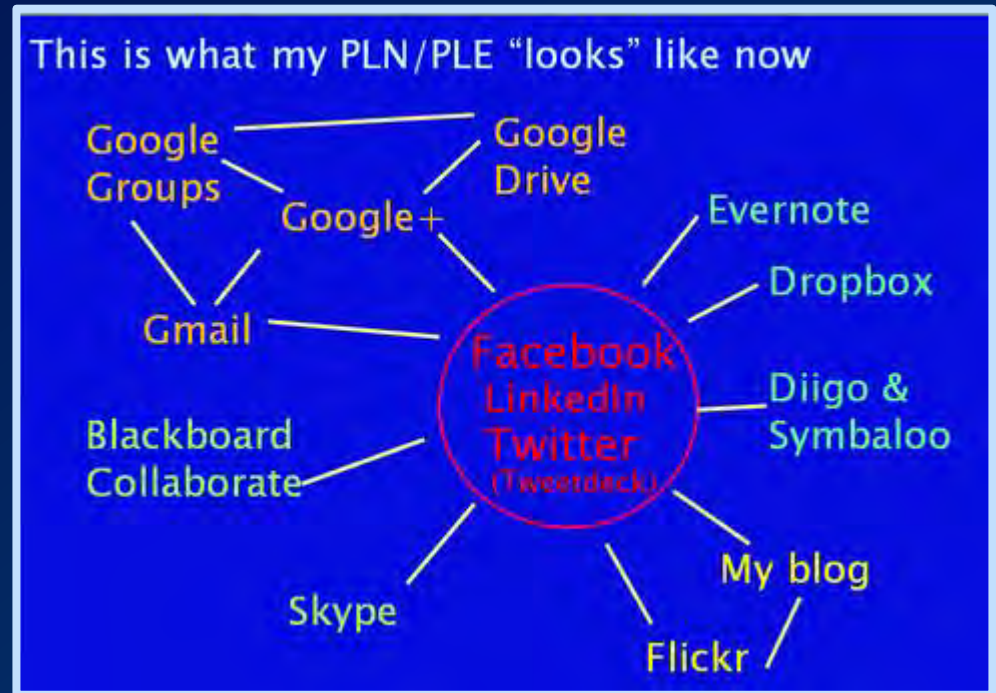
Based around the concept of a Personal/Professional Learning Network (PLN).

Our networks in the past - people

- that we met face-to-face
- communicated with by phone or letter.

Potential now for:

- online communication and social media
- -> immense expansion in potential for learning through networks.



Network of several thousands!

The aims for this session are for you to:

Find out about/get started with using social networks in a professional context particularly for LLN/foundation skills.

We will do this through exploring and/or using:

- The FSTeach Facebook group
- The #FSTeach #tag on Twitter

We hope you will achieve some or all of the following:

- Join Facebook (if you aren't already a Facebook member)
- Join the FSTeach group
- Post or comment in the FSTeach group
- Join Twitter (if you aren't already a Twitter member)
- Find out about #tags on Twitter and post using #FSTeach
- Follow other LLN/foundation skills practitioners
- Be aware of the advantages of using a Twitter client eg Tweetdeck

Whether we fully complete these depends in part on ...

... Where you are coming from on social networking especially Facebook and Twitter.

So lets find out – time for a quick poll!

Firstly Facebook

This is an online poll

You can respond by:

- Text message – Call the number given and then text the code **NB replace the +61 with 0**
- Tweet - to @Poll followed by the code
- Through the web link given – then select your answer

Poll results from session on next slide

Where are you coming from on social networking - Facebook

Do you have a Facebook account?

Not at all - I don't have an account

3

I have an account but rarely access...

3

I use it a few times a week

6

I use it every day

11

0

5

10

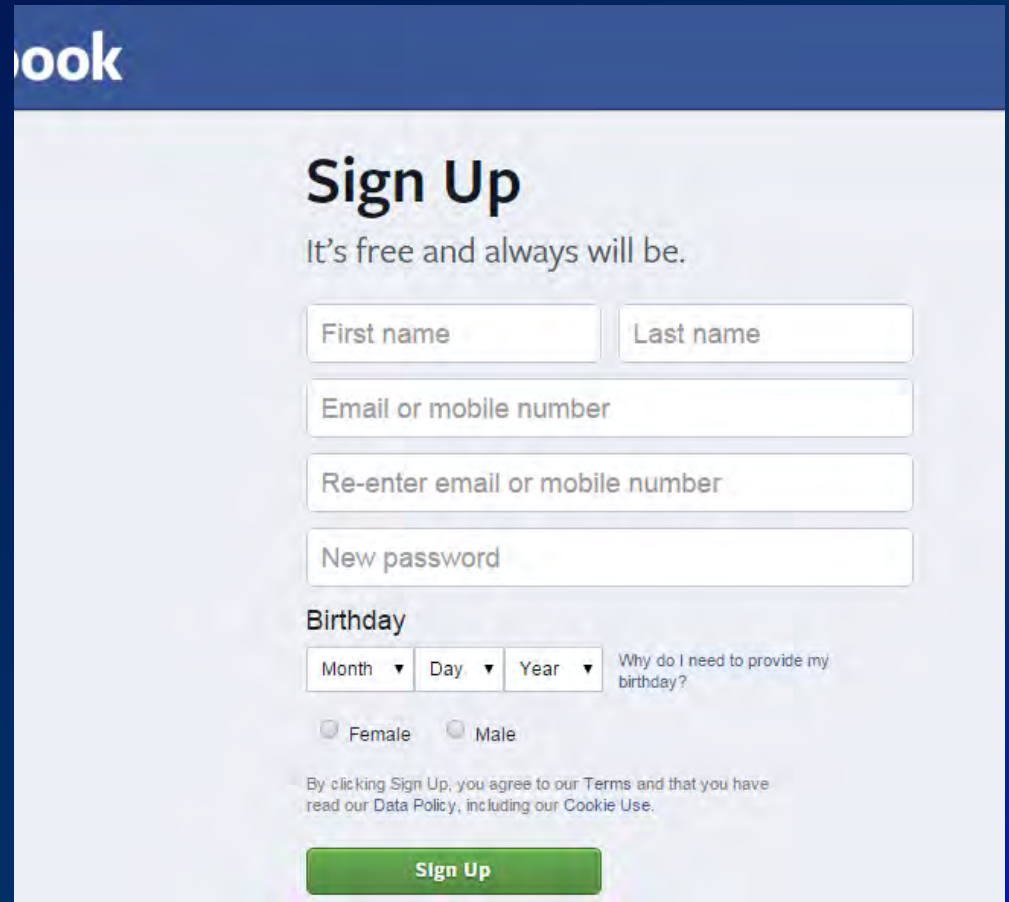
If you are already on Facebook then visit and join the [FS Teach Group](#): or type <http://bit.ly/FSTeachGroup>

If you are NOT yet on Facebook then:

Search “Facebook” through your browser.

Follow the sign up process.

Then join the group.



The image shows a screenshot of the Facebook sign-up page. At the top, the word "Facebook" is partially visible in white text on a dark blue background. Below this, the heading "Sign Up" is displayed in a large, bold, black font. Underneath the heading, the text "It's free and always will be." is written in a smaller black font. The form consists of several input fields: "First name" and "Last name" (two separate boxes), "Email or mobile number" (one wide box), "Re-enter email or mobile number" (one wide box), and "New password" (one wide box). Below these fields is the "Birthday" section, which includes three dropdown menus for "Month", "Day", and "Year", followed by a link that says "Why do I need to provide my birthday?". Underneath the birthday section are two radio buttons labeled "Female" and "Male". At the bottom of the form, there is a line of small text: "By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use." Finally, a prominent green button with the text "Sign Up" in white is located at the bottom center of the form.

AppSharing the Facebook group

Once you have joined the group

Start posting and replying to other posts!

Twitter in a professional context

Oh! Kipper I just had this amazing chat on Twitter with @Arctic in Canada - it all started when I commented on his Tweet about pancakes for lunch.

Yes Flipper so often the best convos start like that.

He shared all these great ideas about using blogs to help students with their communication skills

And now Twitter

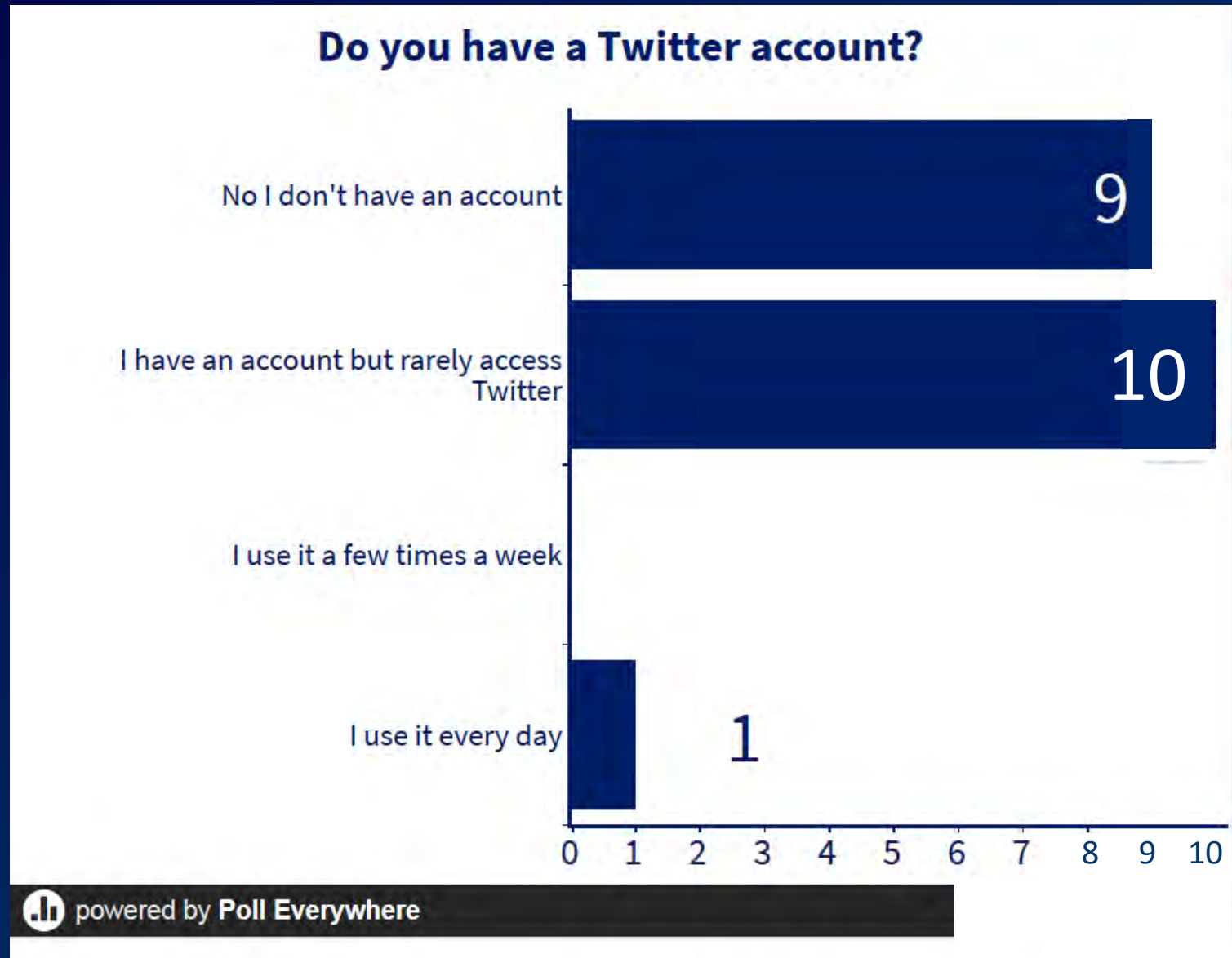
This is also an online poll

Again you can respond by:

- Text message – Call the number given and then text the code **NB replace the +61 with 0**
- Tweet - to @Poll followed by the code
- Through the web link given – then select your answer

Poll results from session on next slide

Where are you coming from on social networking - Twitter



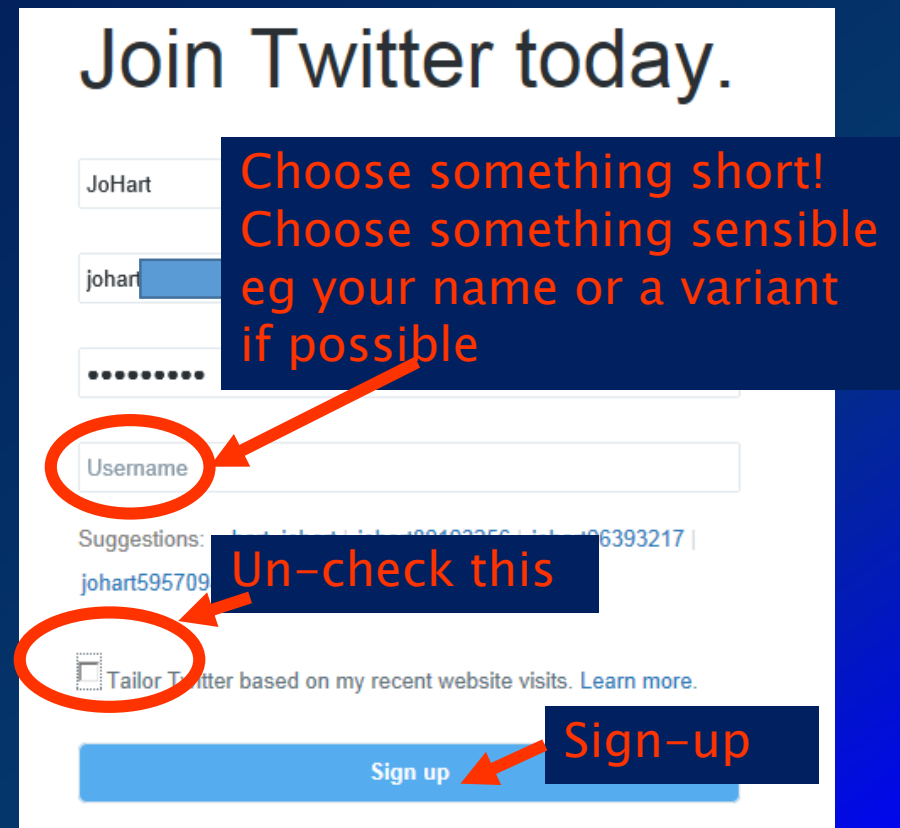
If you are already on Twitter then follow me **@JoHart** and tweet me with the #tag **#FSTeach**

If you are NOT yet on Twitter then:

Search “Twitter” through your browser.

Follow the sign up process.

Then send a tweet including **#FSTeach**.



To get the most out of Twitter

Complete your bio/profile

People will “follow you” or not depending on your bio and your tweets.

As soon as possible add an image (avatar) and complete your biography (bio).

Twitter only gives you 140 characters for your bio so make every word count!



A screenshot of a Twitter profile card for a user named JoHart. The profile picture shows a woman with long brown hair. The bio text reads: "Lecturer in VET (Lit, Num, IT) interested in all e-learning, virtual classroom lover. Often delivering entirely online. Have also run e-learning projects." Below the bio, there are three icons with text: a location pin for "Western Australia", a link icon for "johart1.edublogs.org", and a clock icon for "Joined November 2008".

JoHart
@JoHart

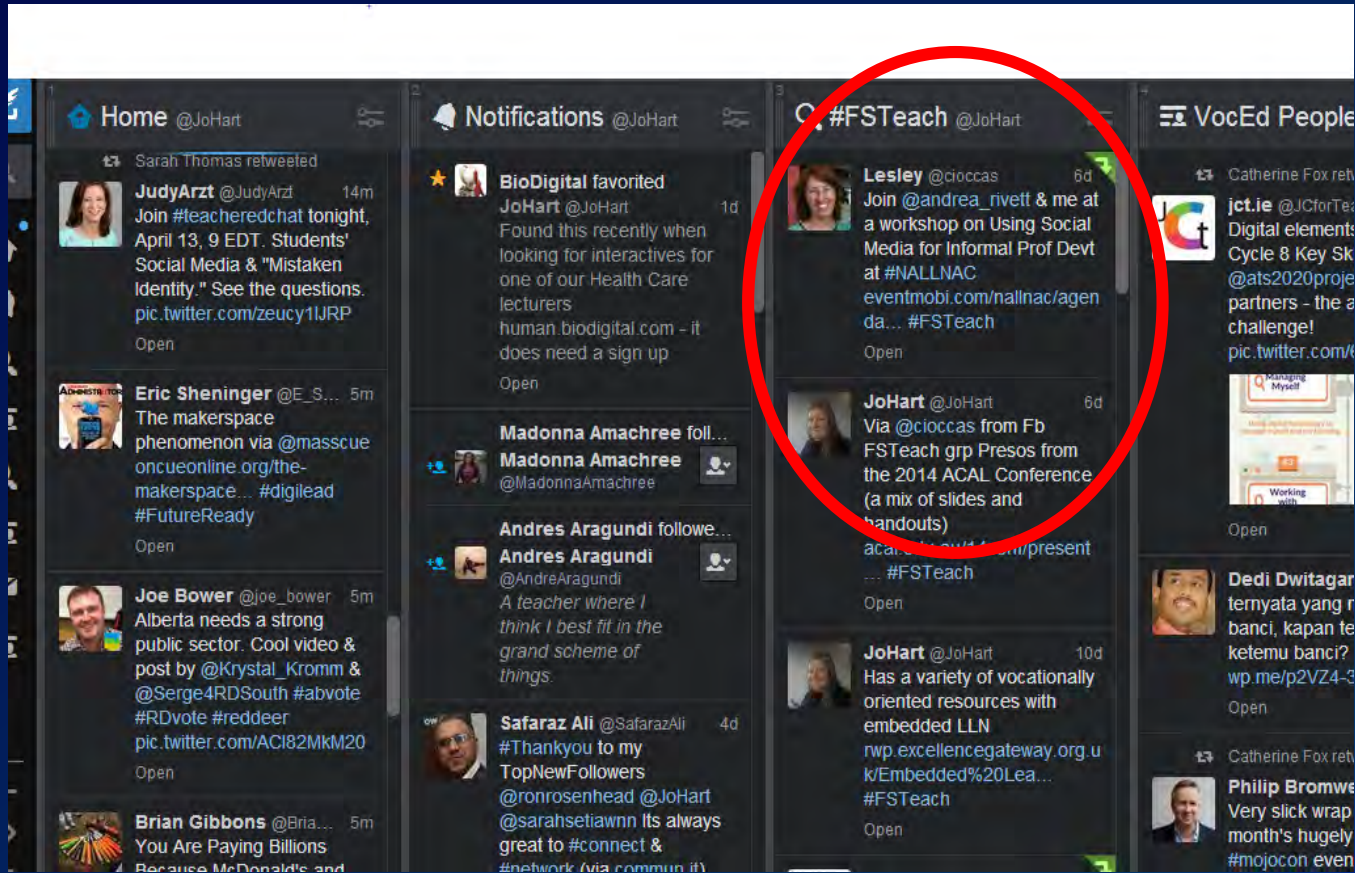
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🕒 Joined November 2008

<https://twitter.com/JoHart>

Using a Twitter client eg Tweetdeck makes it easier to manage tweets and follow #tags

Tweetdeck – Twitter dashboard for managing your Twitterstream



Allows columns for easier management.

Preview by choice

Live updating.

<https://tweetdeck.twitter.com/>

AppSharing Tweetdeck

Once you have joined Twitter

Start posting using #FSTeach

Did you achieve the aims for this session?

Have you got started with using social networks in a professional LLN/foundation skills context.

Did you explore and/or use?

- The FSTeach Facebook group
- The #FSTeach #tag on Twitter

Did you achieve some or all of the following?

- Join Facebook (if you weren't already a Facebook member)
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- Post or comment in the FSTeach group
- Join Twitter (if you weren't already a Twitter member)
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- Follow other LLN/foundation skills practitioners
- Become aware of the advantages of using a Twitter client eg Tweetdeck

If you didn't get on to one of the two - Facebook or Twitter you can find help on my blog.

Click the link or type:

<http://bit.ly/SocNetForPD>

into your browser

Jo Hart (CY O'Connor Institute, Western Australia)

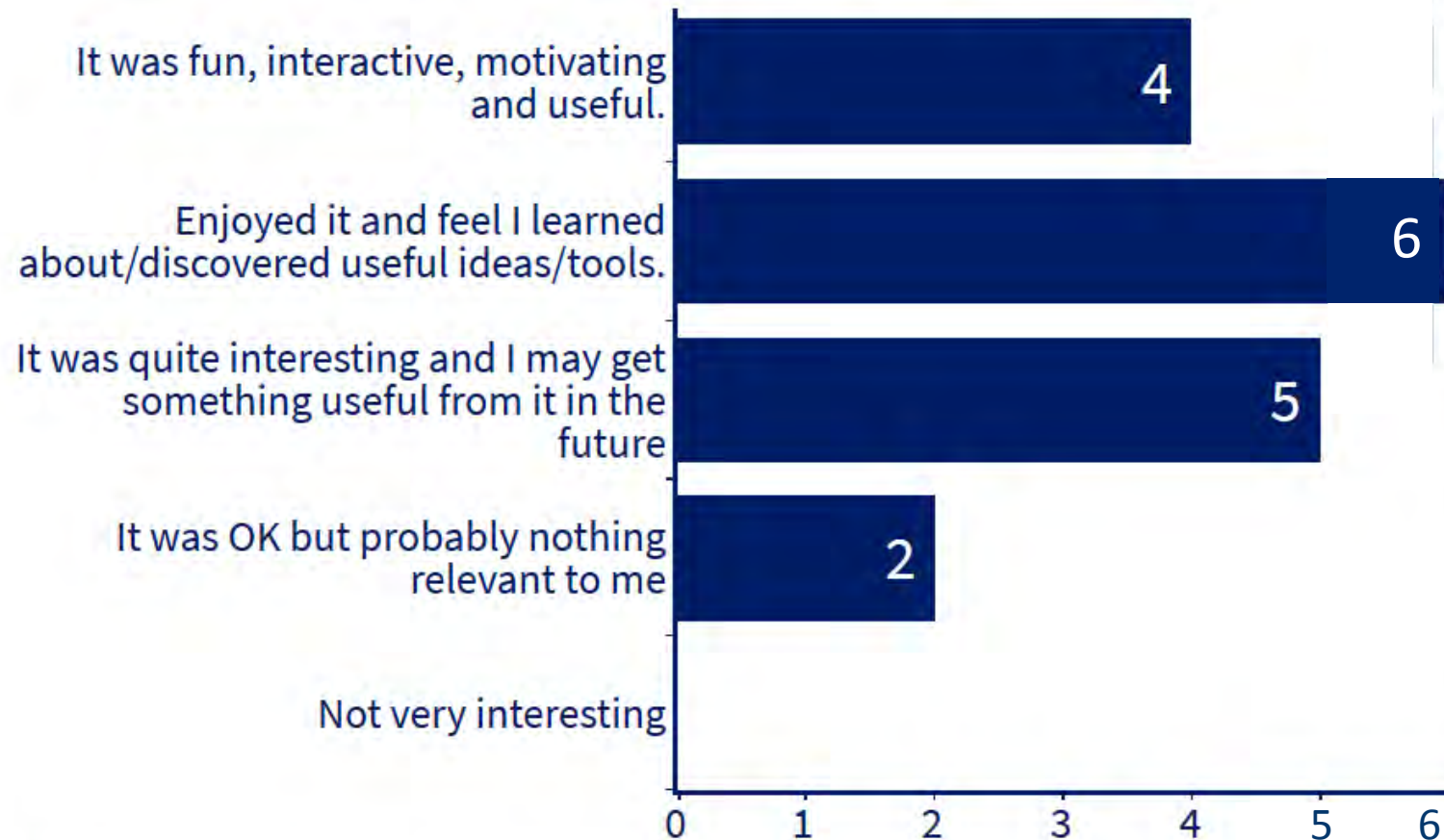
Email: Jo.hart@cyoc.wa.edu.au

Twitter: [@JoHart](https://twitter.com/JoHart)

Blog: [E-verything](#)

One more poll – what did you think of the session?

Please give me some feedback on this session - choose the response that best fits how you feel.





Any
Questions?

