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!

Look Sushi! There's Flipper - you already know Flipper from our Facebook Group and Twitter #FSTeach chats.

Yes! Hi Flipper - great to meet you "live".

Great to see you guys. The Fb Group and #FSTeach chats are lifesavers for me! It can be very lonely teaching out here in the islands.

Terrific for us on campus too Flipper so many great ideas and links shared.

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

Cartoon built using: http://www.toondoo.com/
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:

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 let's 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

powered by Poll Everywhere
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.
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.

Source: http://www.toondoo.com/
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

Do you have a Twitter account?

- No I don't have an account: 9
- I have an account but rarely access Twitter: 10
- I use it a few times a week: 0
- I use it every day: 1

powered by Poll Everywhere
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!

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)
- Join the FSTeach group
- Post or comment in the FSTeach group
- Join Twitter (if you weren’t already a Twitter member)
- Find out about #tags on Twitter and post using #FSTeach
- 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:


into your browser

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

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Twitter: @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.

- It was fun, interactive, motivating and useful. (4)
- Enjoyed it and feel I learned about/discovered useful ideas/tools. (6)
- It was quite interesting and I may get something useful from it in the future. (5)
- It was OK but probably nothing relevant to me. (2)
- Not very interesting. (1)
Any Questions?