

The screenshot shows a Twitter profile for 'dukecit'. Callout 1 points to the profile picture and name. Callout 2 points to the navigation bar with 'Home' selected. Callout 3 points to the bio and follower statistics. Callout 4 points to a retweeted tweet about a workshop.

1 Profile picture and Twitter username.

2 Select 'Home' to see your Twitterstream - which displays your tweets along with the tweets of those you follow.

3 When CIT posts, 207 others see the post in their own Twitterstream. CIT see posts from 19 other users.

4 The most recent post (called a 'tweet'), with past tweets appearing below.

Anatomy of a Twitter page

- 1- Profile picture and Twitter username.
- 2- Select 'Home' to see your Twitterstream - which displays your tweets along with the tweets of those you follow.
- 3- When CIT posts, 207 others see the post in their own Twitterstream. CIT see posts from 19 other users.
- 4- The most recent post (called a 'tweet'), with past tweets appearing below.

Anatomy of a 'tweet'

RT: This stands for 're-tweet' and means that we are reposting a tweet from someone else

@: include the @ symbol in front of a username to direct that user's attention to your tweet

<http://is.gd/f42lg> : Example of a shortened URL. Several services (bit.ly, is.gd, etc) help shorten long URLs so they fit within your tweets

#: These are called hashtags. Hashtagging has become the standard way to follow a discussion about a trend, event or topic. For example, if you want to tweet about how confusing the TV Show *Lost* was, you might post a tweet and add '#Lost' to it. This will allow anyone else that searches <http://search.twitter.com> for *Lost* to see your public comments. Hashtags are even more useful if you're at a conference or event. For example, the hashtag for this event is **#dukesocial**

What is Twitter?

Twitter is a free, minimal social networking site that allows users to post short (140 character or less) updates to "followers." Posts can be made via the Twitter website, by text message, by email or via many mobile devices and applications. Despite its incredible brevity, people have found many uses for Twitter:

- As a "status" updater, users post comments like "working on writing a paper right now" to let others know where they are or what they're doing
- As a "mini-blog", users post short, frequent updates with their thoughts and current concerns
- As a quick way of sending out announcements
- To keep track of several individuals (perhaps their location, current activities, or general thoughts) without directly interacting with them

Finding and sharing content

To find new people to follow, try searching Twitter to find other users with common interests. Groups use hashtags to create easy to follow conversations. The more you tweet about a certain topic (especially if you use #tags), the more likely others with similar interests will find and follow you.

Teaching ideas

Create a hashtag for the class to use for discussion and announcements. Use the class discussion as a 'backchannel' for discussing aspects of the course during class. Ask students to find and follow experts and scholars who post links to new research and information.

Facebook (<http://www.facebook.com>)

The screenshot shows the Facebook interface for Duke University. Callout 1 points to the login fields (Email and Password) and the 'Login' button. Callout 2 points to the 'Sign Up' button and the text 'Duke University is on Facebook'. Callout 3 points to the 'Like' button on the page header. Callout 4 points to a comment on a post.

Anatomy of a Facebook page

- 1- Facebook requires an account to interact with content. Users without Facebook accounts can still view pages and profiles that have been made 'public'
- 2- Users can create 'Pages' for organizations and 'Profiles' for themselves.
- 3- Facebook's 'Like' button - once clicked, info for this page will show up in your own Facebook timeline (called the 'News Feed').
- 4- Facebook users can comment on each item posted on a Page or Profile. They can also 'Like' the comment to be informed of comment updates.

Why do I see the 'Like' button everywhere?



Facebook's Like button allows individuals to share content and information with friends on Facebook. If the user clicks Like for an entity (person, business, sports team) with a Facebook page, the user is now connected to that entity and can receive updates, news, and information that are posted on the Facebook page.

What is Facebook?

Facebook is a social network that allows registered users to share status updates, photos, links, events and other content. Facebook users create a 'Profile' for themselves, and then connect with others by 'friending' them. Users can decide on how much information they share - whether their profiles are public, only visible to friends, or visible to friends of friends, etc. Registered users can also create 'Pages' which can display information, updates and photos for organizations, businesses, clubs, etc. Users can also create 'groups' for discussion and updates.

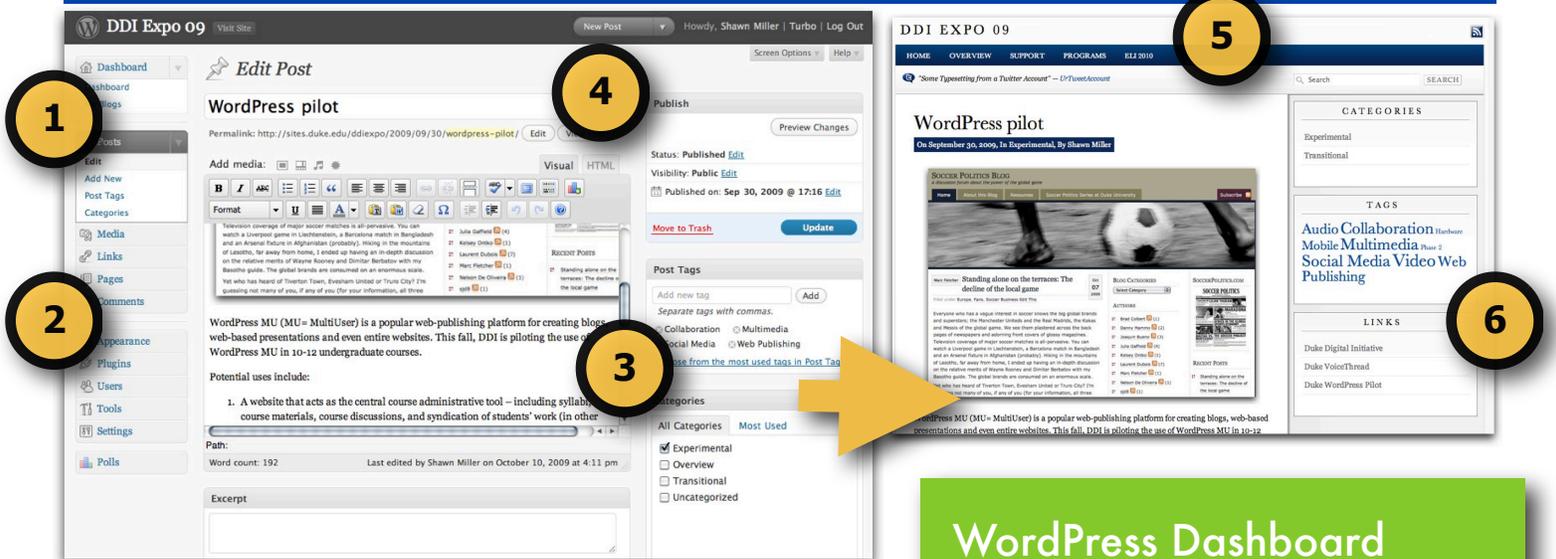
Facebook privacy

Facebook privacy continues to be an evolving issue. Users should be aware of the possibility of private profile items being made public when Facebook policies change, so its important to review your own privacy settings on a regular basis.

Teaching ideas

Departments might create a Facebook 'page' to provide updates for students on events and more. Students with Facebook accounts can 'Like' the page if the choose to have the updates appear in their own Facebook feed. Students might choose to create discussion groups using the Facebook groups option for managing messages, meet-ups and discussions. Adding a 'Like' button to content elsewhere (in YouTube, on a WordPress site, etc) allows faculty to share content with students in Facebook without actually having to set up Facebook profiles themselves.

Duke WordPress (<http://sites.duke.edu>)



What is WordPress?

WordPress is a popular web-publishing platform for creating blogs, web-based presentations and even entire websites. For Fall 2010, Duke offers WordPress sites for course-specific uses. Duke faculty can quickly create a site and include all of their students for a particular course using a simple process. Find out more by visiting <http://sites.duke.edu>

What can you do with WordPress?

- Create a website that acts as the central course administrative tool – including syllabi, course materials, course discussions, and collections of students' work
- Create sites to display individual or group-created student materials focused on a course project or task
- Use it as a blogging platform to publish writing by faculty, individual students, or guests
- Use it as a way to 'curate' audio, video and multimedia.
- Create a site to use for a presentation. Set up a site with content, images and links for additional information, contact info, etc
- Ask students to create portfolios with pages of their work and blog posts reflecting on their experiences
- Set up a site to help students collaborate in groups. For example, ask students to post their lab notes, and choose categories for easy sorting as the site grows.

WordPress and other social media tools

You can use WordPress to bring together different social media elements in one place. A single WordPress site can include links to your most recent YouTube videos, an area displaying recent photos uploaded to Flickr, and even blog posts that you've linked to using Twitter or Facebook.

WordPress Dashboard

The WordPress 'Dashboard' provides all of the editing and content creation options for developing a WordPress site

- 1- Create and edit Pages, Posts and Media.
- 2- Administrators can change the appearance, options and functions of the site. WP offers several 'themes' that allow a site admin to quickly change the look of the entire site.
- 3- Add text, images and video to a Post or Page using a simple visual editor.
- 4- WP provides several publishing options including private, public, and password protected pages and posts.

Anatomy of a WP site

- 5- WordPress administrators add content as Pages (static content - like traditional webpages) and Posts (information that can be sorted by categories and commented on by others). Adding 'Pages' to a WP site usually results in links that act as part of the site's navigation. For courses, these may be Pages called 'Syllabus' or 'Course Schedule,' etc.
- 6- A 'sidebar' can include several 'widgets.' These widgets can display a set of categories or tags, additional links, a list of users, or feeds from other sources. For example, several WP sites display recent updates from Twitter, or sets of photos from Flickr, in the sidebar.

YouTube (<http://www.youtube.com>) & Flickr (<http://www.flickr.com>)



YouTube pages

1- Users can create 'channels' to organize and present their videos. Other users can comment on videos, much like they might comment on a blog post. Users can also subscribe to channels to be informed when new videos become available.

2- Videos can be sorted into 'playlists'

3- YouTube provides several sharing options - including sending links to videos to Twitter and reposting the video into Facebook.

What is YouTube and Flickr?

YouTube is a website for sharing user-generated video. Registered users can upload video files, comment on and rate videos and interact with other users through YouTube's community tools. Users can create a video "response" to a video for ongoing dialogue and the site is used by several "vloggers" that create short blog-like videos on a periodic basis. Uploads are limited to videos that are no more than ten minutes in length, unless using an official channel (such as Duke's own YouTube channel).

Flickr is an online photo management and sharing application. Registered users can upload digital photographs and make them accessible just to themselves, to a group of family and friends, or publicly.

Teaching ideas

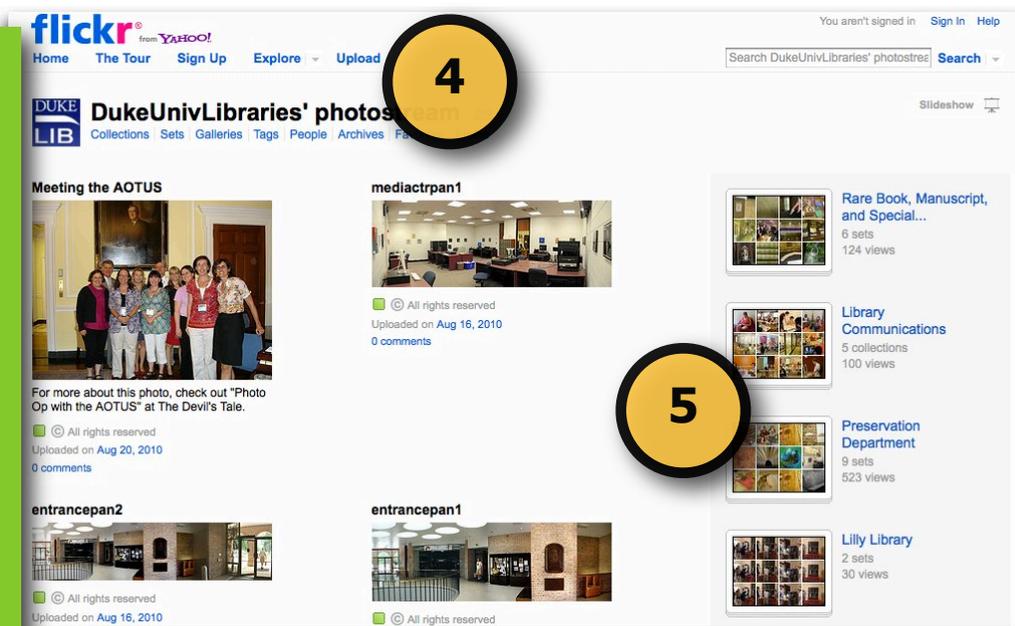
Students can easily search through both sites to find course-related content. Student users and/or groups may start YouTube channels or Flickr accounts to upload and share videos and photos gathered for course assignments. Groups can also set up private accounts to share media with a limited number of users.

Flickr pages

4 - Flickr users upload photos to their 'photostreams.' Users can also add 'tags' to photos to make them easier to sort and find later.

5 - Photos can be further sorted into collections that the user creates.

Flickr photos can be linked to, and depending on the permissions settings, can also be downloaded or displayed via link on other sites. Flickr photo sets can also be displayed as slideshows or thumbnails using other technologies like WordPress or Facebook.



More teaching ideas and resources

DUKE CIT CENTER FOR INSTRUCTIONAL TECHNOLOGY

<http://cit.duke.edu/>

Visit the Center for Instructional Technology website and blog for up-to-date ideas for using technology in your teaching. Follow the link below to read a recent blog post just for this workshop, which includes links to several useful articles and documents:

<http://cit.duke.edu/blog/2010/09/17/socialmediaworkshop/>

The Twitter hashtag for this event is: **#dukesocial**

To use the hashtag, just post a tweet and include #dukesocial. To see what others are posting, search Twitter for #dukesocial at <http://search.twitter.com/>

Social media at Duke



<http://ondemand.duke.edu/>

Duke on Demand pulls together videos from across campus, highlighting speakers, research findings, live events and more. A good place to start when looking for official Duke content.

Social Media
Connect with Duke...

<http://socialmedia.duke.edu/>

Duke's social media gateway page. Find official Twitter accounts, updates from Facebook, links to Duke YouTube channels, Flickr and more.

DukeMedicine

The Office of Marketing and Creative Services offers help in developing marketing and communications projects.

<http://branding.dukemedicine.org>

Faculty in the Department of Medicine can also contact Director of Communications, Anton Zuiker (anton.zuiker@duke.edu) to discuss their social media plans.

Issues in using social media

Tips and case studies for using social media in teaching:

<http://cit.duke.edu/services/consult/web20.html>

7 Things You Should Know about Privacy in Web 2.0 Learning Environments:

<http://www.educause.edu/Resources/7ThingsYouShouldKnowAboutPriva/213085>

Facing the Future of Social Media (from Scholarly Communications @ Duke blog):

<http://library.duke.edu/blogs/scholcomm/2010/05/18/facing-the-future-of-social-media/>

Sample release forms for recording or using student work:

<http://library.duke.edu/blogs/scholcomm/frequently-asked-questions/toolkit/>