

Eve
Smith



Photo credit: Eve

Social Media as a Tool for Community Engagement: Connecting Your Classroom Locally and Globally

American English Webinar

Community



Photo credit: Eve

Goals

- The presenter will outline a project-based approach to engage students with their community while teaching language, grammar and vocabulary.
- The presenter will connect community service and social media with developing the 21st Century skills of _____(fill in the blank)

21st Century Skills

The presenter will connect community service and social media with developing the 21st Century skills of

- flexibility, leadership, creative and critical thinking, entrepreneurship, cross-cultural understanding, and learning with technology

What to Expect

1. Background

2. Project

3. Summary



Background

Photo credit: Eve

True or False?

Human communities depend upon a variety of talents, not just one type of ability or idea about ability.

True

Human communities depend upon a variety of talents, not just one type of ability or idea about ability.

Intelligence

- Definition: The ability to acquire and apply knowledge and skills.
- Intelligence needs to be interactive and diverse.
- Creativity builds interactive and diverse thinking.

“How do we prepare students for a world when we are unsure of what it will be like?”

-John Hunter, TESOL International 2013, Plenary

POLL

- Dance
- Paint
- Draw
- Write
- Take photos
- Do ceramics
- Cook
- Decorate

Photo and painting credit: Eve



New Learning

- Social media is the new means of production.
- Education needs to feed the spirit.
- The world needs all of the different kinds of minds to work together.

Don Topscott, Sir Ken Robinson, Temple Grandin

Social Media

- Definition: Virtual tools that help people to share stories, photos, videos, etc. in an on-line environment.



Let's go to the Polls!

Which social media platform
have you used?

- Facebook
- Instagram
- Pinterest
- Blogging
 - (Blogspot, Wordpress, etc.)
- Twitter
- Flickr
- Tumblr
- Edmodo



Notes for the next slides

- Computer - You can use this program on a computer.
- App - You can use this program on a mobile device.
- Computer and App - You can use this program on a computer and a mobile device.

Hands up if you use - Facebook

Computer and App

WOMENINWANDERLUST.COM

F
Feronia's Frolic
Society/Culture Website

Contact Us Share

Timeline About Photos Videos More

1,965 likes 0 this week

485 post reach this week

Promote Your Page
Connect with more of the people who matter to you
Promote Page

ABOUT

Inspiring women to go somewhere.
<http://womeninwanderlust.co...> Promote Website

19 Scheduled Posts
Next post scheduled for tomorrow at 10:00am. See posts.

F Write something...

F **Feronia's Frolic**
Published by Eve Smith [?] · 8 hrs · Edited [?] · [?]

Winter is coming, and it's going to look like this! Or not, if we live in the tropics. 😊 But, we love icebergs for their grace and beauty, and August is a great time to head to Alaska to check them out. Read about Alice's experience and fall in love, a little bit, with Alaska.
<http://womeninwanderlust.com/cruising-glacier-bay-alice/>

Promote

THIS WEEK

485
Post Reach

26
Post Engagement

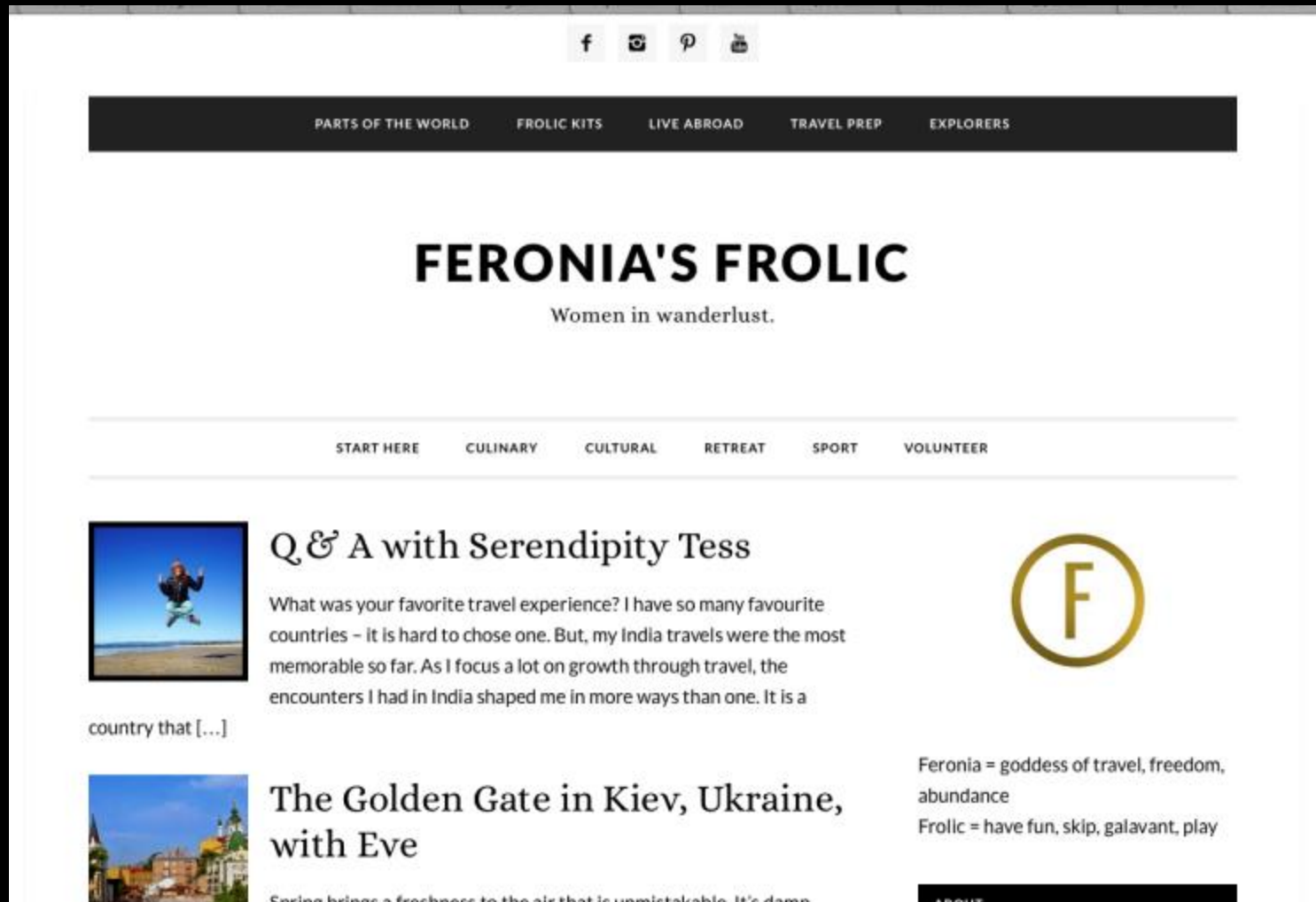
0
Contact Us

Recent

2015
2014
2013

<https://www.facebook.com/feroniafrolic?ref=hl>

Hands up if you use - Blogging Computer



<http://womeninwanderlust.com>

Hands up if you use - Instagram

- If you use mobile device, tell a story through photos using the Instagram **app**.





365
posts

290
followers

1059
following

Edit Profile

Feronia's Frolic

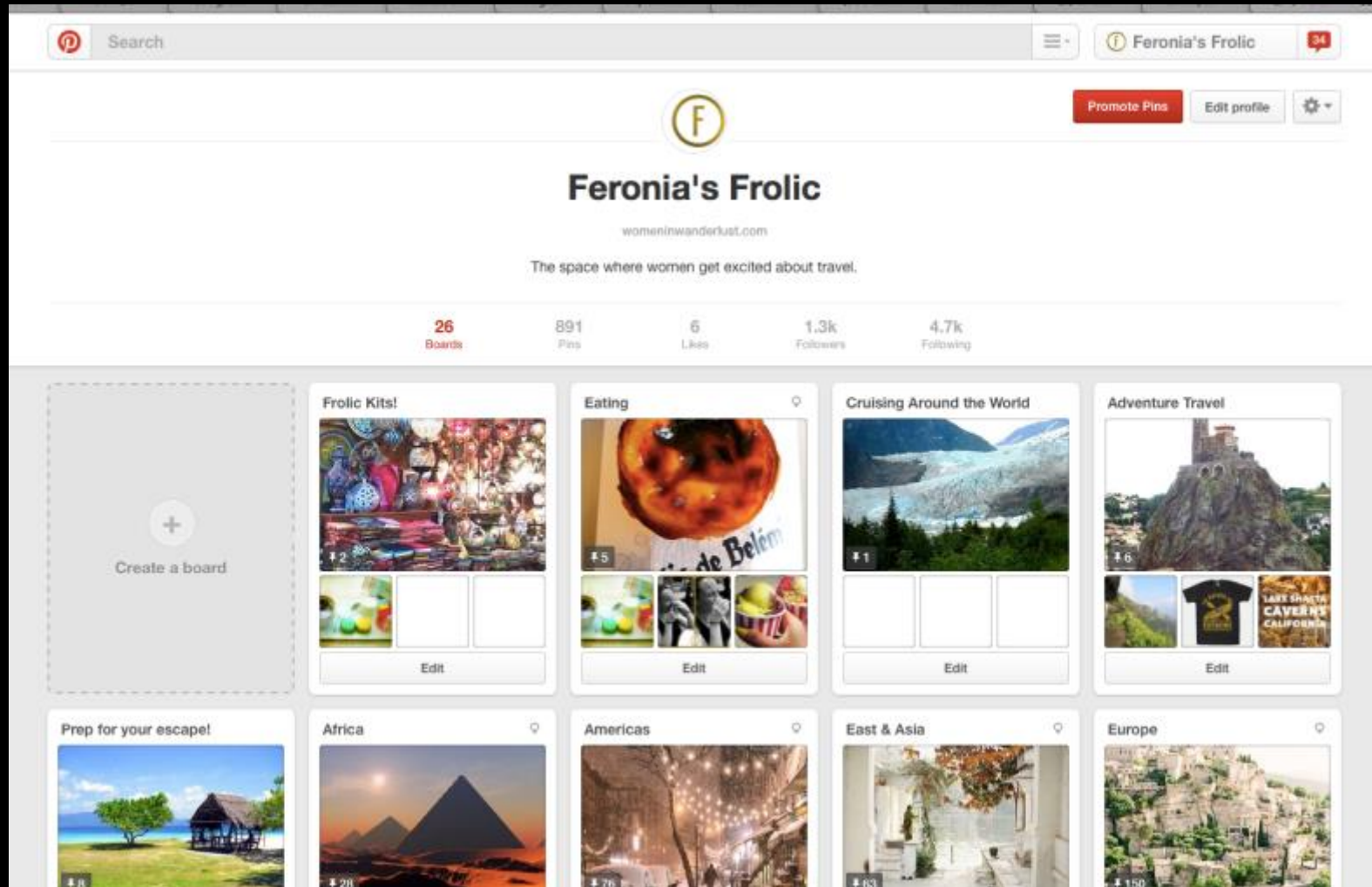
WOMEN GOING PLACES.

womeninwanderlust.com



Hands up if you use - Pinterest

Computer and App





- Hands up if you use two or more of the social media mentioned.

Social Media Campaigns

- A form of marketing that convinces people to buy or like products or ideas through social media.
 - Ex. Be a Rooney – Facebook Campaign

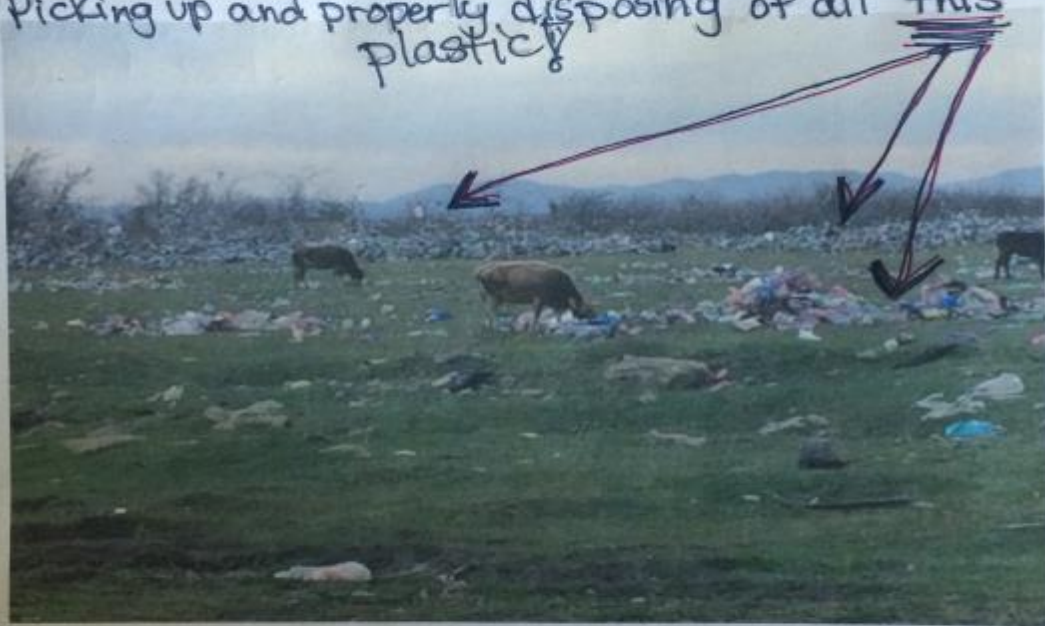


COWS EAT GRASS, NOT PLASTIC!

We are the secondary school students of Our hometown and we care.

Help us clean our countryside by:

- 1) Using a cloth bag instead of plastic when shopping.
- 2) Picking up and properly disposing of all this plastic!



Join us, sponsor us, or support us on September 12, 2015 as we begin our Saturday clean ups! All you need is a pair of gloves.

Now, that's something to spend a Saturday on.

Support us on gofundme.com with a donation.

Learn more on Facebook at: [Keep Our hometown Clean](#)

Putting the Project Together



Impact Your Community

MEANINGFUL PROJECTS

Classroom Activity

- Social media campaign
 - Language that they can use
 - Grammar and vocabulary in action
 - Something that directly impacts them
- Educate, inspire, help

Steps for Doing a Project

- Purpose
- Audience
- Time requirements
- Who will participate
- Materials
- Connecting all elements
- Doing the project
- Evaluating

Driving from Kutaisi to Samtredia, Georgia

March 2015



Photo credit: Eve

Community Problem

- Diethylhexyl phthalate (DEHP) contained in some plastics is a toxic carcinogen.
- Other toxins in plastics are directly linked to cancers, birth defects, immune system problems, and childhood developmental issues.

Research: Gianna Andrews (accessed 2015)

Poster Time!

1. Brainstorm something you would like to change in your community.
2. Choose 1 of the items that you would like to change in your community and create a poster in English engaging other community members to help. (Use the guidelines to assist you.)

*If you finish before the song finishes, dance! If you don't finish—don't worry. You can take it home.

Poster Time!

Guidelines

- **Audience** - Who are you trying to reach?
- **Who:** Who are you? How are you supporting your community?
- **Why:** Why is this important? Why should people care about you and your product or cause?
- **How:** Go to a website, come to a local meeting

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The Measure of Success

- Options for Students
 - The number of bags of trash picked up each week with the goal of seeing a decline.
 - The number of people participating in your project in the community with the goal of 70-90% participation rate.

The Measure of Success

- Options for Teachers
 - Grade in phases (Part 1, Part 2, Part 3)
 - Descriptions of the posts they make, social media plan, review/reflection of project and their ability to make an impact.
 - Have students grade other members and themselves on a pre-determined criteria (this will be part of their grades for parts 1-3).

Example

- Project Day 1 - How to take good photos

- Project Day 2 - Community photos

All students take photos of people and areas that are important to them in their community.

Students upload photos on Instagram or Facebook.

They write descriptions the photos to post with the pictures.

Example

- **Project Day 3 - Community photos**

All students take photos in their community of people and places that they never noticed before.

Students upload photos onto Instagram or Facebook. They write observations and a reflection and post with the photos.

Example

- **Project Day 4 - Small group work**

Students decide on one person or small business who seems to be struggling in the community and may benefit from having a social media platform.

Students write why they would like to help this person, and they brainstorm how they might help.

Example

- Project Day 4 - Small group work

Students decide on one problem to solve with the community and begin working on their poster.—The poster you just completed!!!

Students write why they would like to solve this problem, and they brainstorm how they would like to engage the community.

CHAT BOX ME: Summing Up

Question:

What extra cool skills will a project like this allow you to teach in the classroom?

Goals

The presenter will connect community service and social media with developing the 21st Century skills of

- flexibility, leadership, creative and critical thinking, entrepreneurship, cross-cultural understanding, and learning with technology

CHAT BOX ME:

How did this project help the students learn...

- flexibility and adaptability?
- leadership?
- creative and critical thinking?
- entrepreneurship?
- cross-cultural understanding?
- technology?
- English!?!?

Sharing is Caring!

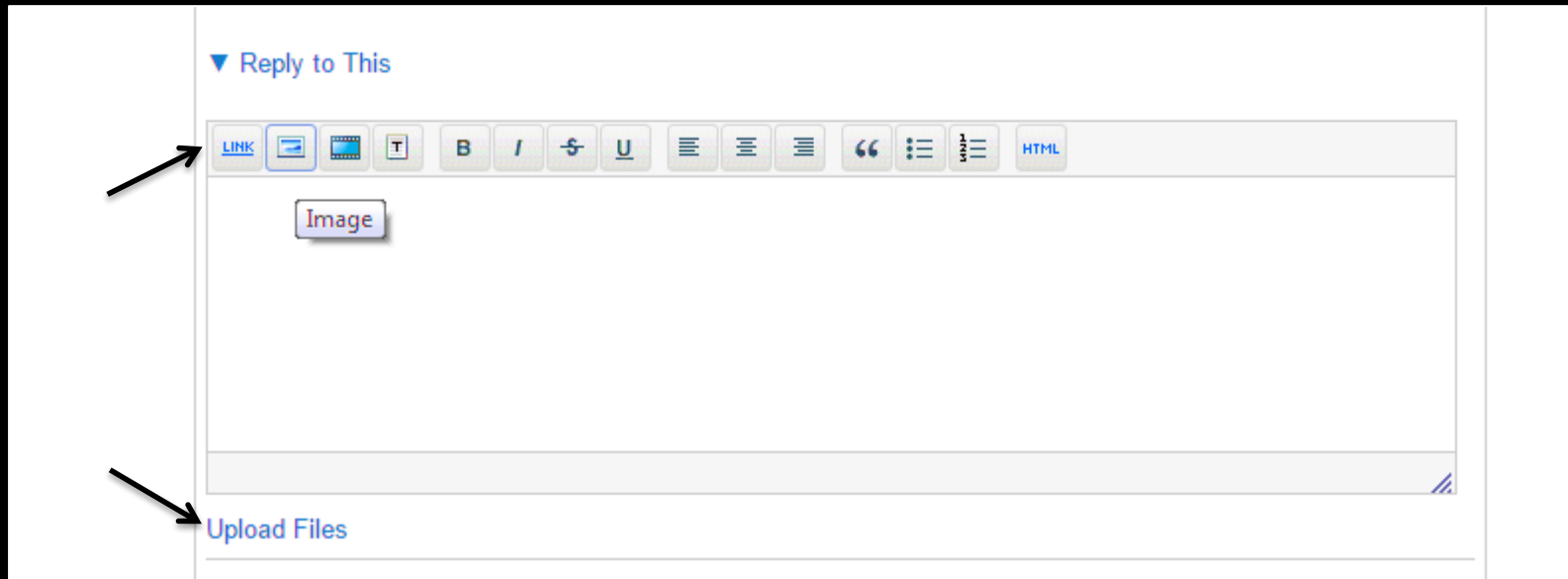
Let's participate in our own social media project.

Please share your posters in the discussion forum on
the Ning!

<http://americanenglishwebinars.com/forum/topics/AE1-1photosharing>

To Share Your Photo...

1. Go to <http://americanenglishwebinars.com/forum/topics/AE1-1photosharing>
2. Reply to the discussion.
3. Insert your photo by clicking on the image icon or by uploading a file and attaching it to your response.



<http://americanenglishwebinars.com/forum/topics/AE1-1photosharing>

Resources

- Grandin, T. (2010). The world needs all kinds of minds. TEDTalks; February.
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Resources

- Berger, J. (2013). Contagious: Why things catch on. Simon & Schuster, New York.
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