

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)

# 21<sup>st</sup> 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

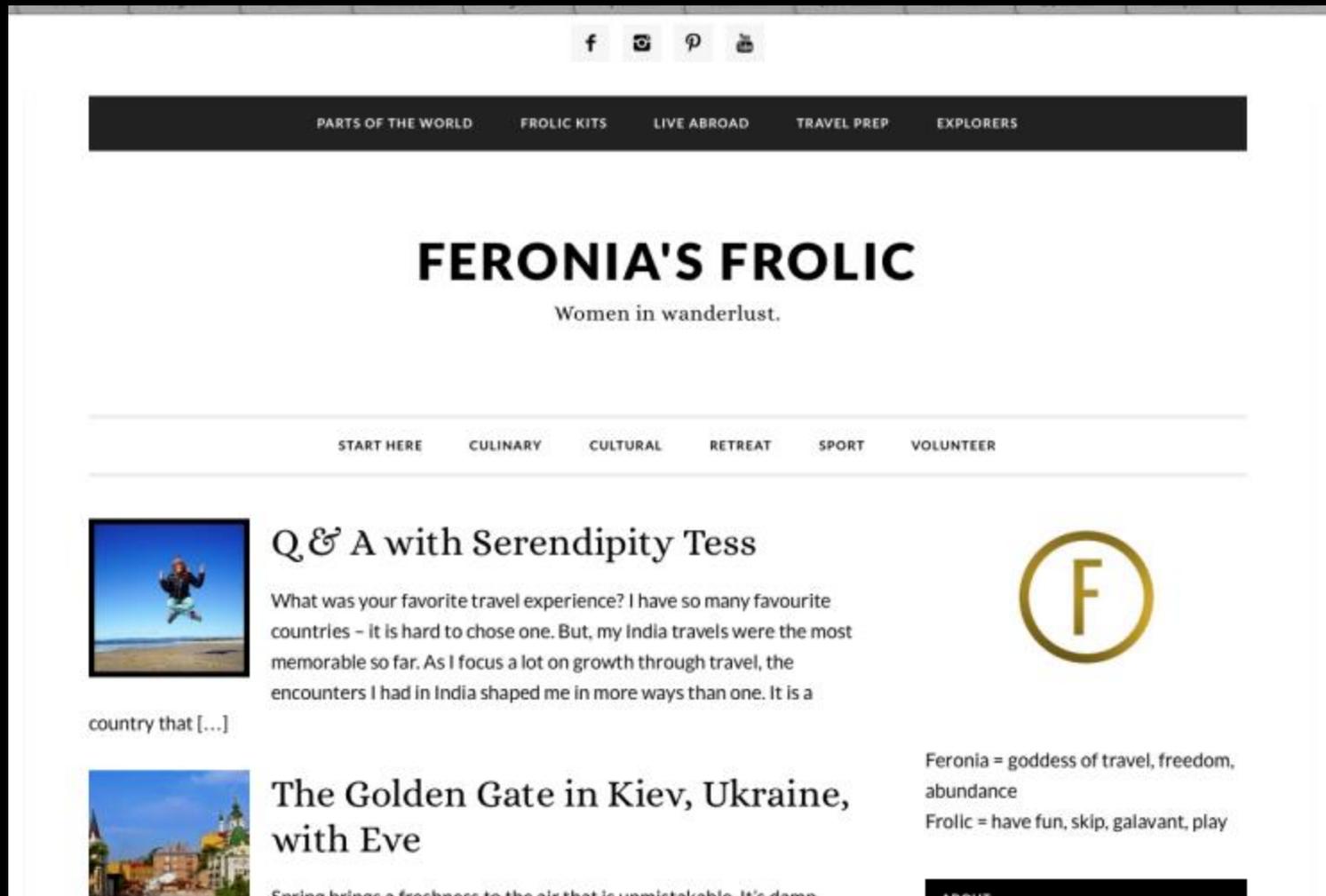
- Computer - You can use this program on a computer.
- App - You can use this program on a mobile device.
- Computer and App - You can use this program on a computer and a mobile device.

# Hands up if you use - Facebook Computer and App

The image shows a screenshot of the Facebook page for 'Feronia's Frolic', a Society/Culture Website. The page header features the website name 'WOMENINWANDERLUST.COM' and a profile picture with a large 'F' in a circle. The navigation tabs include 'Timeline', 'About', 'Photos', 'Videos', and 'More'. The page shows 1,965 likes and 485 post reach this week. A 'Promote Your Page' section is visible, along with a '19 Scheduled Posts' notification. The main content area displays a post by Feronia's Frolic, published by Eve Smith, about Alaska. The post text reads: '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/>'. The post includes a video player and a photo of a snowy mountain range. The right sidebar shows 'THIS WEEK' statistics: 485 Post Reach, 26 Post Engagement, and 0 Contact Us. A 'Recent' section lists the years 2015, 2014, and 2013.

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

# Hands up if you use - Blogging Computer



The screenshot shows the homepage of the website 'Feronia's Frolic'. At the top, there are social media icons for Facebook, Instagram, Pinterest, and YouTube. Below these is a dark navigation bar with the following menu items: PARTS OF THE WORLD, FROLIC KITS, LIVE ABROAD, TRAVEL PREP, and EXPLORERS. The main heading is 'FERONIA'S FROLIC' in large, bold, black letters, with the tagline 'Women in wanderlust.' underneath. A second navigation bar contains the following menu items: START HERE, CULINARY, CULTURAL, RETREAT, SPORT, and VOLUNTEER. The main content area features two article teasers. The first is titled 'Q & A with Serendipity Tess' and includes a small image of a person jumping. The second is titled 'The Golden Gate in Kiev, Ukraine, with Eve' and includes a small image of a building. To the right of the teasers is a large gold circular logo with the letter 'F'. Below the logo, there is a definition: 'Feronia = goddess of travel, freedom, abundance' and 'Frolic = have fun, skip, galavant, play'. At the bottom right, there is a dark button labeled 'ABOUT'.

<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

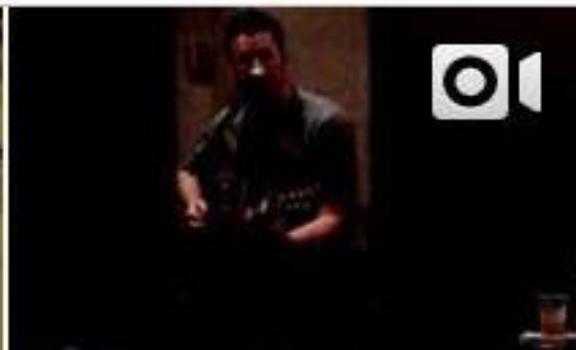
**1059**  
following

Edit Profile

Feronia's Frolic

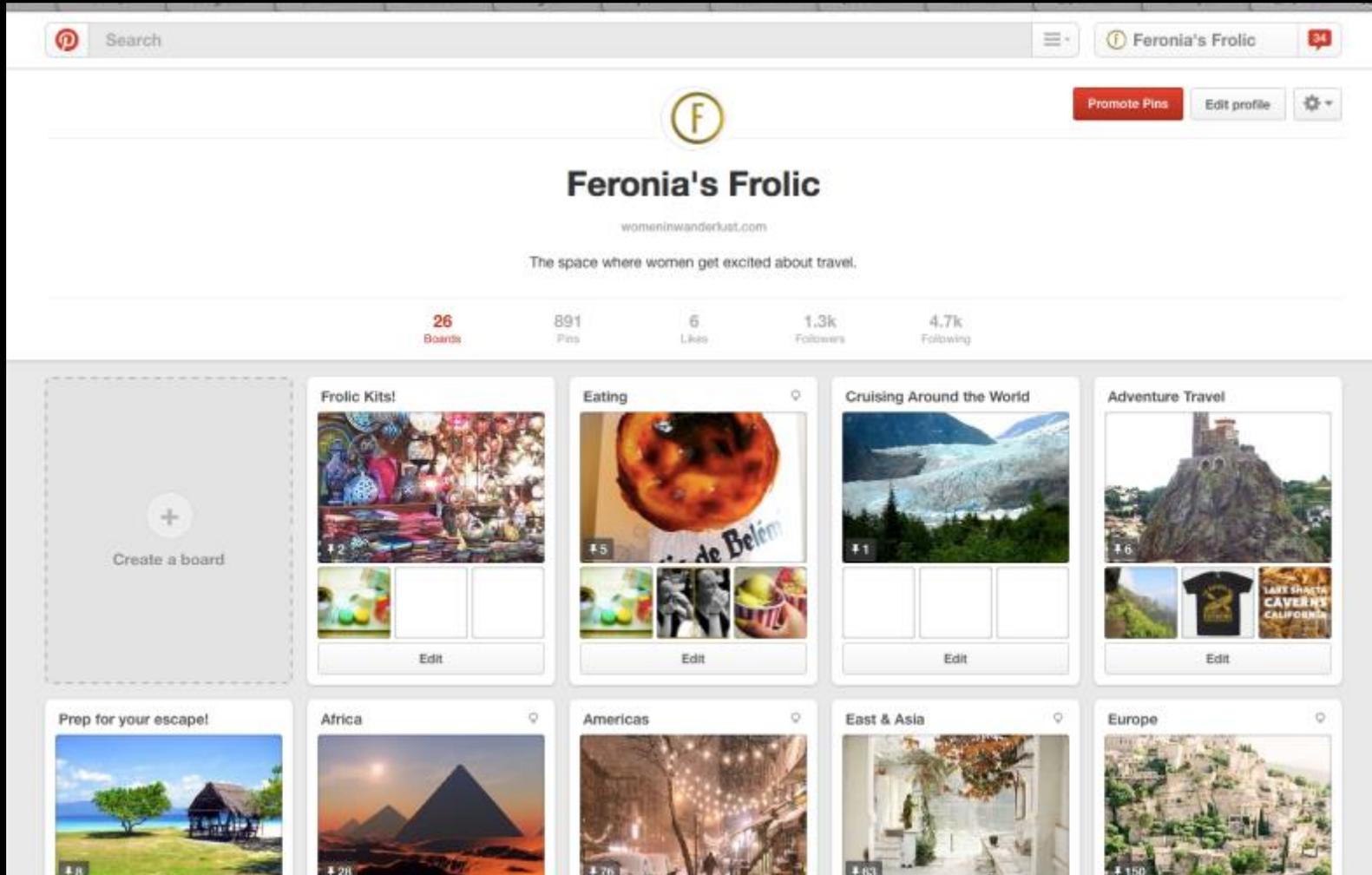
WOMEN GOING PLACES.

[womeninwanderlust.com](http://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 Ourhometown 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](http://gofundme.com) with a donation.

Learn more on Facebook at: [Keep Ourhometown 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!

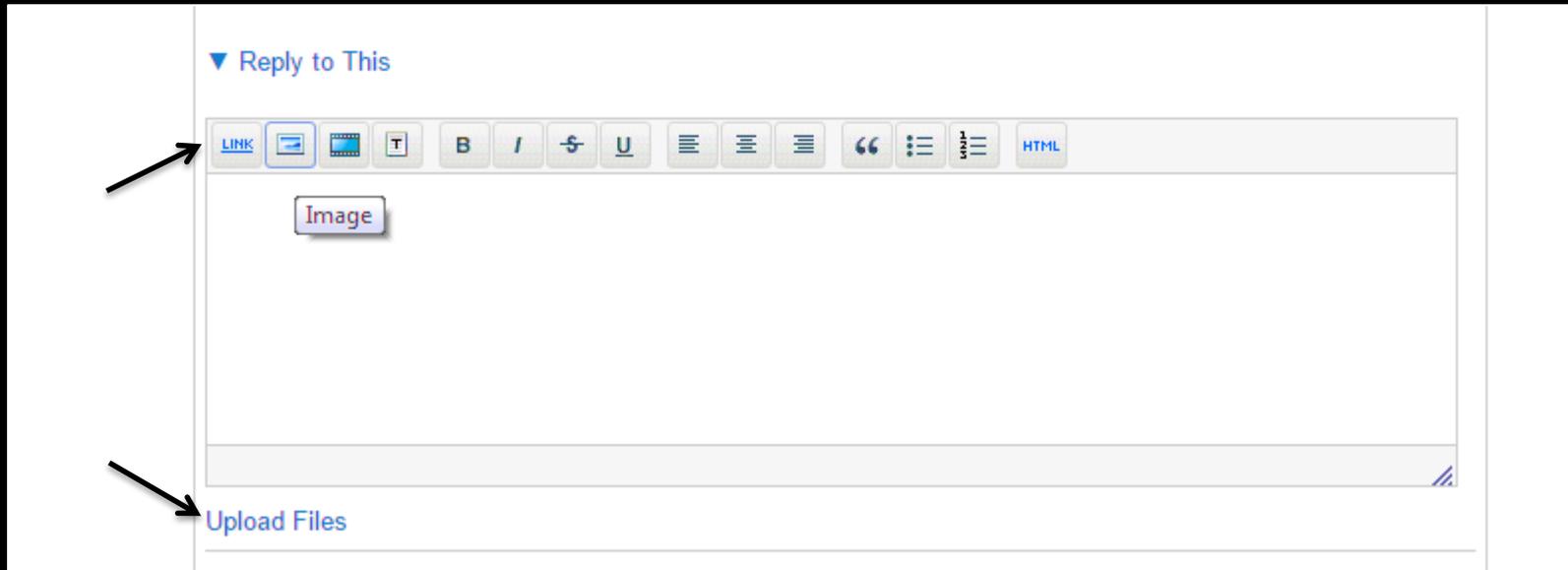
Let's participate in our own social media project.

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.
- Hunter, J. (2013). Solving for X: Critical thinking and problem solving essentials. TESOL 2013, Dallas, TX.
- Mitra, S. (2012). The future of learning, networked society. Ericsson.
- Robinson, K. (2006). How school kills creativity. TEDTalks. February.
- Robinson, K. (2010). Bring on the learning revolution. TEDTalks; February.
- Topscott, D. (2012). Four principles for the open world. TEDGlobal. June.

# Resources

- Berger, J. (2013). Contagious: Why things catch on. Simon & Schuster, New York.
- Friedman, J. & Roehlkepartian, J. (2010) Doing good together: 10 easy, meaningful service projects for families, schools, and communities. Free Spirit Publishing, Inc. 2010.