

## Social Media Engagement/Support Design Template

**Name:** Nancy R Evans

**Program/Unit Name:**

**Audience:** Tradition, Non-traditional, GA's, TA's, Faculty, and Staff

**Stakeholders:** University, College Dept., IT Support Center (helpdesk), web site maintainers, Instructional Designers, and Instructor

	Prompts	Notes
<b>Overview</b>	<p>What is the vision for this effort? What is the mission?</p> <p>What is the institutional context?</p> <p>How will this support the student life cycle?</p>	<p>The vision would be that the students experience using social media(s) in the course as well as learning about the university student technology support recourses.</p> <p>The institutional context for this course it is designed/updated to be used to help faculty, staff, Gas, and TAs learn to use the universities primary LMS. This will enable them to create their own online courses easily and follow the best practices of using social media.</p> <p>Social media used in the course will help engage students connect to faculty, create community among the students, and support retention.</p> <p>University recourses can help with promoting recruiting, orientation, show students campus life, and keep them connected after graduation.</p>
<b>Social Media Effort</b>	<p>Describe the social media technology or technologies you plan to use.</p> <p>How will the social media engage and/or support students?</p>	<p>There are several social media tools that could apply to this assignment to include, the use of the university blog service (iblog), Facebook, Tumblr, Skype, YouTube and Instagram.</p> <p><u>Background:</u> Primarily based on the security and privacy options available in the university blog service (iblog) has this service will be used for reflection and commenting. Our blog service, provided by Edublog, which is based on WordPress. In this instance Instagram will be used to a create private classroom account so only students have access.</p> <p>Create a class blog (iblog), set the privacy options, and give student correct blog role so they can post their reflections in the blog for classmates to comment on.</p> <p>Set up link/widget in LMS course to the private class blog and in the course Instagram classroom. Students will need to log into the LMS to access iblog using their IUP computer accounts. Logging in to the Instagram classroom will affords additional privacy, security, and ease of access. Students will need to request permission to access the closed classroom.</p>

Activity: Using Instagram create a photo story of your favorite places in your home town. Your story should have a theme. For example, history, your favorite places, or industry sites. Your story MUST be G rated. Upload/connect your story to the closed class on Instagram site.

Your story should consist a least five images and captions or voice over of the locations. You can also create a 3-5-minute video. Text of the video file should be including as well. If a video is used upload/connect it to the private Instagram classroom. The Instagram link is then posed in the blog.

Alternatively, audio files can be created describing the story. These can be loaded iblog. Text of the audio file should be including as well.

Upon completing your story post your reflection on your story to the class blog. Include in your reflection why they are your favorite places or subject and what the importance of the story for you. Comment on 2 of your peer's postings. Ask questions about their stories to create a conversation.

Engagement: Students will find the activity interesting as they show various aspects of their hometown to share with their classmates. It is engaging as student's reply to other posts and learn more about their peers. This helps create community. They are communicating student to student. The instructor can participate as well to foster faculty to student communication.

<p><b>Implementation</b></p>	<p>What resources and time will be needed? Who will provide support?</p> <p>How do you propose to organize the workflow of the effort?</p> <p>What type of staff/faculty development will be needed?</p>	<p><u>Resources</u> would be the university blog service (iblog) and Instagram. Support for the university blog service is through the university helpdesk (IT Support Center). Instructions are also provided through a web site.</p> <p>Support for Instagram will fall to the instructor. <i>Restricting the tools to Instagram and ibog minimize how many programs the instructor would have to support either for content or full support.</i> The contact information for the support team Instagram or whatever program is used should be included if any exists. Contact to the university helpdesk is done by using the university help problem reporting service, helpdesk phone or email, and instructions for iblog and the LMS on the helpdesk web site should be made available. This information needs to be included in the syllabus and in the LMS.</p> <p><u>Workflow</u> for instructors involves requesting the private class blog as well as adding the students and instructors to the correct blog roles. Set up the blog with a theme and other settings. Publish the blog. Set up the Instagram classroom and set it to private. Create a module in the LMS for the assignment with a detailed overview and links to the class blog and Instagram classrooms. Set up a Q&amp;A forum so student can ask questions and the instructor can answer in one place. Set up the grade scale or create a rubric to use to assess the activity.</p> <p>Instructors will need to make sure students have instructions on how to use Instagram. All how to, technical, and content assistance fall to the instructor. Our university's support center does not support Instagram etc.</p> <p>Students need to know where to go for help/learn how to use iblog. Students can contact the university support center for how to and technical assistance. This information should be put in the syllabus and the LMS tech support section. Time should be planned in the activity time frame to show students Instagram and blog services classrooms and how to access each.</p> <p><u>Time</u> for each area varies. Planning the activity could be 1-2 days. Setting up the blog could be take 1 day. Students learning how to use Instagram could be a short (if they know how to use it) or a several days if they do not. The instructor leaning the LMS could be a few hours if they get training. Longer if not.</p> <p><u>Development</u> for faculty includes training in iblog, the LMS, and Instagram as needed. Faculty should consult with their Instructional Designers for assistance with the pedagogy for this project. The key to this project is time even if a short activity that is similar is used.</p>
<p><b>Evaluation Plan</b></p>	<p>What kind of evidence will you be looking for to indicate success?</p>	<p><u>Success</u> would be determined by how easy the project would be for the students to complete and how long it took. The quality of the submissions also need to be taken into consideration and graded according to the syllabus grading scale.</p>

	<p>What are your next steps in moving forward?</p>	<p><u>Next steps</u> for implementation include creating the goals and objects for the assignment, rework the project plan to match the goals/objectives and work with an instructional designer to begin to see if it can work with the LMS and social media chosen.</p> <p>Training for the faculty, GAs, or TAs who will be involved in the course need to be arranged as needed.</p> <p>Lastly, set up the elements of the project ahead of time. Also plan time into the course to show students how to find the assignment in LMS, how to start/use posting and commenting in the blog. If needed time to show students how to use and upload the Instagram site.</p>
--	--	---