Taking the Fear Out of Facebook, Google+, LinkedIn, and Twitter

How to Incorporate Social Media into Your Teaching
Taking the Fear Out of...

FACEBOOK
EXAMPLE 1
MODE: Asynchronous Discussion

Dr. Bleakney's LCC3403Spring2013 Group

Write something...

RECENT POSTS

Just used the bad new sandwich to fire an employee :) Thanks Dr. Bleakney.

Unlike - Comment - Unfollow Post - 14 hours ago near Atlanta, GA

You like this.

View 3 more comments

Sarah Bleakney Hear heart
14 hours ago · Like

[Profile Picture] lol
14 hours ago · Like

Write a comment...
MODE: Polling and Surveys

Sarah Bleakney
How would you prefer to pick your teams this semester?

- I pick the teams randomly
- You pick the teams yourselves
- Mixed approach (you pick if you have a preference, otherwise I pick)

Like · Comment · Unfollow Post · September 18, 2012 at 3:51pm
**Mode: Reminders**

Sarah Bleakney

I'm sure you are all very busy with your Portfolios, but wanted to touch base and let you know what you need to tackle this week.

**READ**
Appendix A.

**VIEW**
Lecture 17 on E-mail Communication.

**ATTEND**
**Optional** Adobe Connect session with me at 7PM on Thursday, 7/25 at https://warrington.adobeconnect.com/\_a1049270840/section7799bleakney/. I will be out of town this weekend, but will also do a Connect session on Monday evening by request.

**SUBMIT**
Complete and upload your Portfolio to Sakai by 11:55PM on Monday, 7/29.

I will have the Team Rank the Memo assignments graded by Thursday and will email once they have been returned. If you have any questions on the Portfolio assignment, please feel free to let me know via email, FB, or Piazza and I’ll reply as soon as I’m able.

Like · Comment · Unfollow Post · July 22 at 3:14pm

Seen by everyone

Write a comment...
Example 2
"With half a decade's hindsight, it is clear the crisis had multiple causes. The most obvious is the financiers themselves—especially the irrationally exuberant Anglo-Saxon sort, who claimed to have found a way to banish risk when in fact they had simply lost track of it. Central bankers and other regulators also bear blame, for it was they who tailored this folly. The macroeconomic backdrop was important, too. The "Great Moderation"—years of low inflation and stable growth—fostered complacency and risk-taking. A "savings glut" in Asia pushed down global interest rates. Some research also implicates European banks, which borrowed greedily in American money markets before the crisis and used the funds to buy dodgy securities. All these factors came together to foster a surge of debt in what seemed to have become a less risky world."

Crash course
www.economist.com
THE collapse of Lehman Brothers, a sprawling global bank, in September 2008 almost brought down the world's financial system. It took huge taxpayer-financed...
Asynchronous Discussion


File:US Public Debt Ceiling 1981-2010.png - Wikimedia Commons
commons.wikimedia.org

Like · Comment · Follow Post · Share · September 27 at 2:56pm

2 people like this.

http://www.politifact.com/

Obama says Reagan raised debt ceiling 18 times; George W. Bush seven times
www.politifact.com

In a televised address to the nation on July 25, 2011, to discuss the pending debt... See More

September 27 at 2:56pm · Like · Remove Preview

http://usgovinfo.about.com/

5 Presidents Who Raised the Debt Ceiling
usgovinfo.about.com

Learn about the debt ceiling under U.S. presidents. Find out who raised the debt... See More

September 27 at 2:56pm · Like · Remove Preview

This graph is extremely misleading. First, its shows Bush as president until the end of 2001: Obama took office in January. It also conveniently leaves off the last 3 years of Obama’s presidency in

Example 3
**Mode:** Asynchronous Discussion

**FIRST BLOG TOPIC:** Web 2.0 in the Business Environment

**(Event for GEBS215, Section 7778 by Annuadin Mahapatra)**

*Just saw something on my news feed on the government using Web 2.0 (http://bit.ly/k2D86) and thought of a few questions to ask.*

1. Most large businesses now a day have a presence using Web 2.0, like having a Twitter news feed or a ‘like’ page on Facebook. These are made with the business to consumer transfer in mind. Could businesses ever seriously use these sites to communicate and do dealings with other businesses?

2. With the advent of more applications, could it be the end of the paper-based resources? What about the local DMV saying ‘Hey, it’s time to renew your license?’

*Like * Comment * View 3 more comments*

*Facebook states that an example of how easy it is to use social networking is to take old businesses to customers. Another web 2.0 trend that does this is Foursquare.*

*May 26, 2011*

*at such places as Twitter or Facebook are fighting a losing battle. More people today have smart phones and more individuals are using their personal cell phones for business purposes.*

*May 29, 2011 at 6:15pm * Like
Taking the Fear Out of...

Google+ Communities
EXAMPLE
**MODE: Asynchronous Discussion**

Rumors are already going around about changes that will be made to the iPad, iPhone and Macbook Pro next year. The Macbook Pro is expected to be more similar to the Air design and may undergo a few other systematic changes to the processor and storage. The iPad may have to be thicker than the previous models due to the expected HD screen. A more significant change is one that may be made to the iPhone...

[Expand this post]

**TechCrunch | Apple Rumors: The MacBook Pro Shrinks, iPad And iPhone Grow**

I suspect we’ll have to start picking and choosing our Apple rumor posts carefully in the coming months as the speculations begin flying fast and free, but until then a bit of gossip pending the ne...

**4 comments**

**Prof Jang** - Just curious. How come smaller screen is an advantages of Apple over Android devices? It is due to better ergonomics? Then, why can’t Android devices be made smaller?

Nov 28, 2011 (edited) · Edit

**[User]** - I think that consumers prefer the small size of the whole phone, not the screen, which made the iPhone advantageous (easier to carry around and to fit in purses and pockets). But I think consumers prefer the large screen. I guess there’s a trade-off between a smaller device and a larger screen/better resolution. Maybe Android is choosing to target those consumers who place more value on the resolution and quality of media content.

Nov 28, 2011 · Edit

**[User]** - Here’s a really good article that may help explain this:


Nov 29, 2011 · Edit
Taking the Fear Out of...
EXAMPLE 1
**Mode:** Asynchronous Discussion

**Group 3 - Wiki**
I have created a wiki to make group collaboration easier. Anyone who has already completed ISM3004 should be familiar with using it. All...

[geb3219-section7798-group3.wikispaces.com](geb3219-section7798-group3.wikispaces.com)
posted 8 months ago

**Profile Question**
I am attempting to fully complete my profile, and it says I am 65% complete. The site states that to complete another 10% I need to add...

posted 10 months ago

Dorothy McCawley, Ph.D. 9 months ago • Yes, LinkedIn is trying to prove its usefulness but always asking you to do a bit more. You are ahead of me in terms of...

**Assignment: Team Rank the Memo**
Good Morning Professor Takata.

I have been looking for the memos that are to be used in our first group project but I have not seen...

posted 10 months ago

Yukari Takata 9 months ago • This is a group assignment, so you can produce one memo as a team and have one member turn it in. Just remember to include everyone’s...

**What about employers having access to your social media?**
Do you think employers have a right to access your social media if you are applying for a position with a high level of security?

posted 10 months ago
Example 2
MODE: Asynchronous Discussion

Center for Management Communication

Good Grammar: How Important is It, Really?
Fiona Barnes
This article reminded me of a comment by a former MBA student, who told me about a formidable VP who would stop employees presenting to a group if a grammatical error or typo appeared.

If you think an apostrophe was one of the 12 disciples of Jesus, you will never work for me. If you think a semicolon is a regular colun with an identity crisis, I will not hire you.

Like (1) • Comment • Follow • 11 months ago
Add a Comment

Is a weak apology better than none at all?
Fiona Barnes
The iPhone fans amongst you may already have discovered the problems with Apple’s new Maps app, and the rest of you may have read about the debacle. Now the buzz is all about the apology...

Search apple.com
To our customers, At Apple, we strive to make world-class products that deliver the best experience possible to our customers. With the launch of our new Maps last week, we fell short in this commitment. We are extremely sorry...

Like • Comment (8) • Follow • October 2, 2012

See at 8 comments

Add a Comment...
Taking the Fear Out of...

TWITTER
Example 1
**Mode: Research and Backchannel**

**Cathy Davidson** @CathyMDavidson  
What Was the First MOOC? | HASTAC hastac.org/blogs/cathy-da...  
Retweeted by Sarah Bleakney

**Sarah Bleakney** @SarahBleakney  
"MOOCs: smaller universities fear missing out" bit.ly/1fsh3VG  
Retweeted by Sarah Bleakney

**UF Warrington** @UFWarrington  
Warrington's Tawnya Means, ISOM students Brent Kitchens, Yinliang Tan finalists for instructional innovation award. bit.ly/19KaKUP  
Retweeted by Sarah Bleakney

**Sarah Bleakney** @SarahBleakney  
"MOOCs Need to Go Back To Their Roots" slate.me/15t91iB  
Retweeted by Sarah Bleakney

**Sarah Bleakney** @SarahBleakney  
"FutureLearn & The Role of MOOCs" bit.ly/18SiKq  
Retweeted by Sarah Bleakney

**Sarah Bleakney** @SarahBleakney  
"Rwandan Degree Program Aims for a 'University in a Box' with support of MOOCs and other resources" bit.ly/17zhRLc  
Retweeted by Sarah Bleakney

**Jesse Stommel** @Jesseriff  
New e-book: Learner Experiences with MOOCs and Open Online Learning hybridpedagogy.com/Journal/files/...  
Retweeted by Sarah Bleakney

**Audrey Watters** @audreywatters  
I. A. Richards's Failed MOOC humanitiesafterhollywood.com/2013/09/18/i-a...  
Retweeted by Sarah Bleakney

**Sarah Bleakney** @SarahBleakney  
How to prepare students to deliver effective peer feedback, as well as use that feedback? #writingmooc

**Sarah Bleakney** @SarahBleakney  
Learner responsibility is key, including (and especially) for assessment #writingmooc

**Sarah Bleakney** @SarahBleakney  
Due to issues of scale, are MOOCs better for learning than for teaching? #writingmooc

**Sarah Bleakney** @SarahBleakney  
MOOCs as a means to provide and access "decentralized models of learning" #writingmooc
Example 2
MODE: Case Studies

@barefoot_spirit here in Rossi’s class talking about #hustle & #opportunity. They’re here all day at @UFWarrington pic.twitter.com/AEcFFFP54S
QUESTIONS?