



Social Media for Induction and Professional Support

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MACTE

Goals for Today



- Understand the uses of social media for professional practice
- Learn about one application example
- Identify the challenges and possibilities of using technology
- Brainstorm/explore ideas for application of social media for your own use

Google Survey

The background features a network of stylized human figures, each seated at a computer workstation. These figures are interconnected by a series of dashed blue lines that form a continuous, winding path across the entire scene. The overall aesthetic is clean and modern, with a light blue and white color palette.

goo.gl/VLrf5o

Why Social Media?



External Factors

- Time and space
- Needs of our learners
- Increased peer connections*

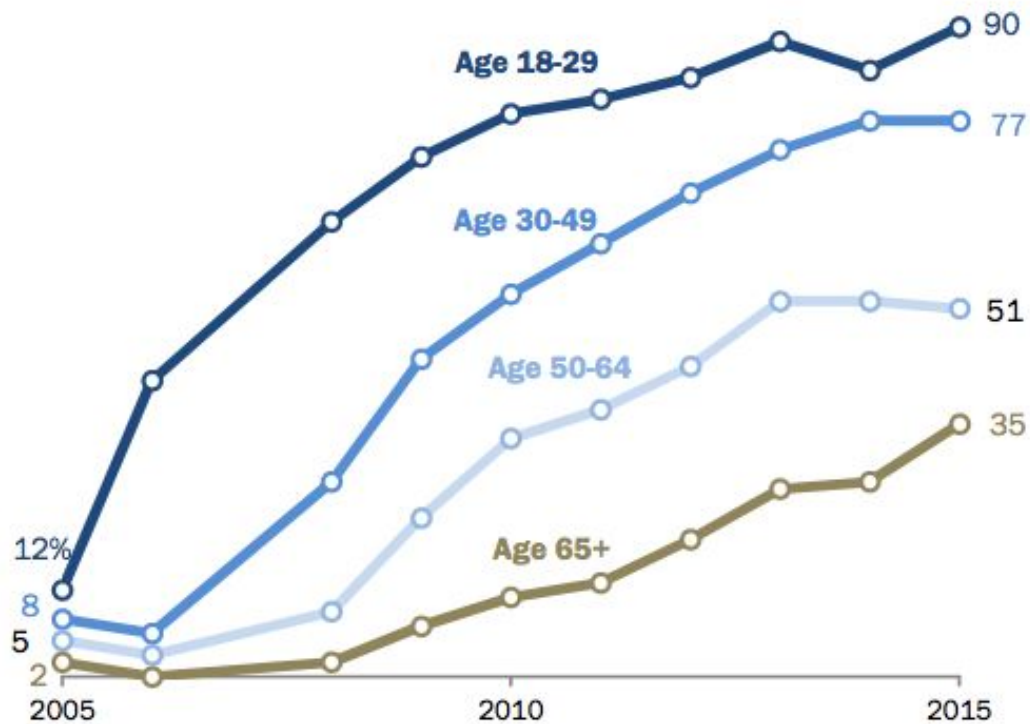
*(Tarantino, McDonough, & Hua, 2013; Fewkes & McCabe, 2012; Heafner & Friedman, 2008; Jackson, 2011; Liu, Liu, Chen, Lin & Chen, 2011; Nelson Laird & Kuh, 2005; Yu, Tian, Vogel, & Kwok, 2010)

**1 IN 5
DIVORCES
INVOLVE
SOCIAL MEDIA**

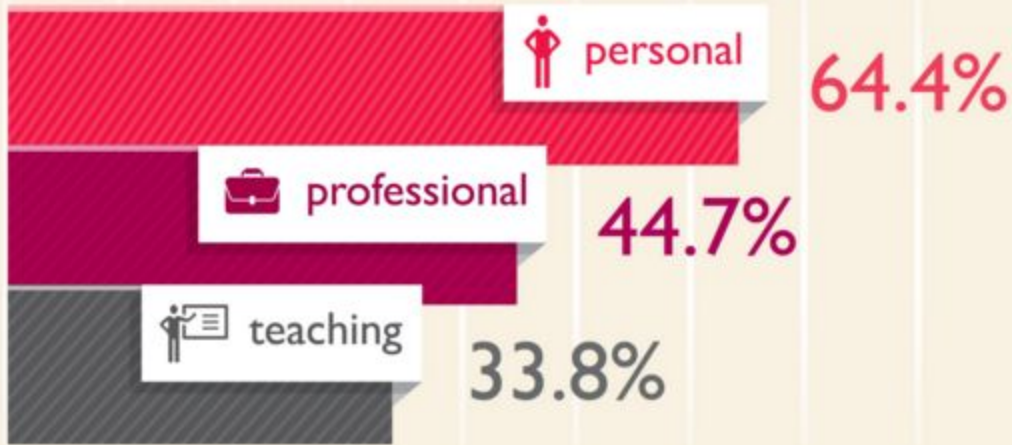


Young Adults Still Are the Most Likely to Use Social Media

Among all American adults, % who use social networking sites, by age



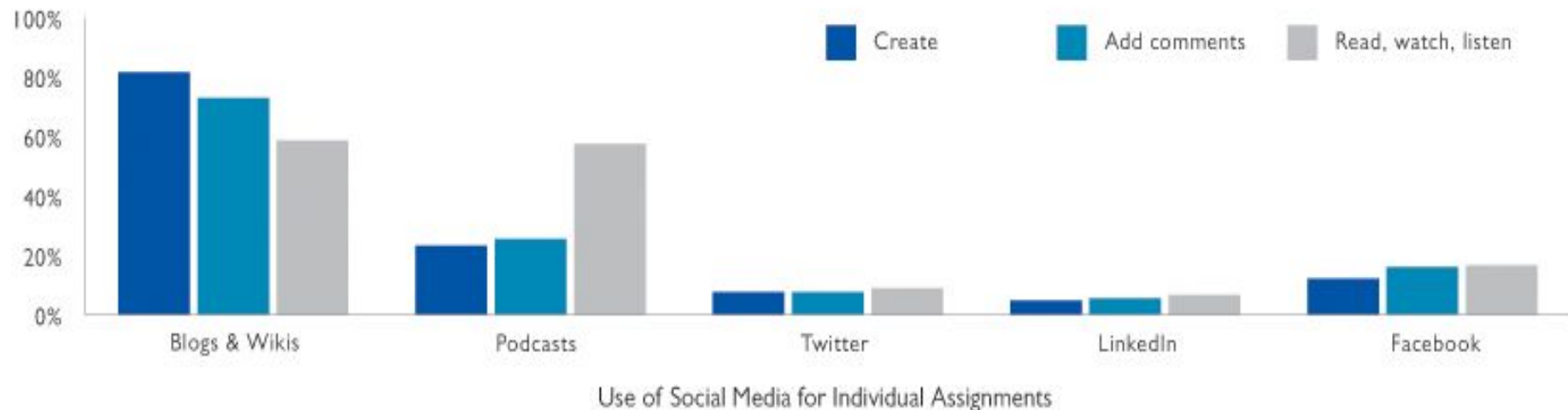
Faculty use of social media



While most faculty are using social media, the majority are using it for personal reasons, rather than professional or teaching use.

The Use of Social Media in Teaching

HOW ARE FACULTY ASKING STUDENTS TO ENGAGE WITH CONTENT?



Why Social Media?

The background of the slide features a network of stylized human figures, each sitting at a desk with a laptop. These figures are interconnected by a series of dashed blue lines that form a complex, web-like pattern across the entire page. The figures are rendered in a light, semi-transparent style, allowing the text to remain the primary focus.

Internal Factors

- Department technology goal
- New faculty
- Online access for students

Reflection 1

The background of the slide features a network of stylized human figures, each sitting at a desk with a laptop. These figures are arranged in a circular pattern and are connected by a dashed blue line that forms a continuous loop around them. The overall aesthetic is clean and modern, with a light blue and white color palette.

Although almost $\frac{2}{3}$ of educators use social media, why do only $\frac{1}{3}$ of educators use it for teaching?

What limits over half of educators from using it as a professional tool?

Reflection 2

The background of the slide features a network of approximately ten diverse individuals, including men and women of various ethnicities, arranged in a circular pattern. Each person is enclosed within a light blue dashed circle, and these circles are interconnected by a larger, faint dashed line, creating a web-like structure that represents a community or a network of communication.

What are some of the factors that makes it hard to connect with colleagues, students, field sites, etc.?

Identify situations when more opportunities to connect with colleagues, students, field sites, etc. would have been helpful, beneficial, or important.

School Leader Induction Program: SLIP

Grant from MDE to provide supports for new teachers and administrators working with diverse learners

ID ways to support grads and connect regularly with them in their new roles/field sites

Focus—new/entry-level admins, who have few induction opportunities

Qualities of effective induction programs...

School Leader Induction Program: SLIP

1. **Coaching**—#1 support for newly licensed educators

Provided by a trustworthy, experienced educator (leader) who listens and coaches (questions & supports) but does not evaluate

Bloom, et al, 2005; Bloom, Castagna, Moir, & Warren, 2005; James-Ward, 2013, Villani, 2006

2. **Mentoring**—insight, advice, and guidance from effective and respected educators (leaders)

Augustine-Shaw, Winter 2015; Hall, Feb 2008; Weingartner, 2009; Weingartner, 2009

School Leader Induction Program: SLIP

3. **Networking**—important for new admins who may be the only person in their role at a school site

Opportunities to connect and interact with individuals in similar situations to share concerns, provide suggestions and support, collect ideas, and exchange information.

Drego-Severson & Aravena, April 2011; Hansen & Matthews, Oct 2002; Thomas, et al, Sept-Oct 2003

School Leader Induction Program: SLIP

The background features a network of stylized human figures, each sitting at a desk with a laptop. The figures are connected by a series of dashed blue lines that form a complex, interconnected web. The overall color palette is light and airy, with various shades of blue, green, and pink. The figures are rendered in a soft, semi-transparent style, giving the impression of a digital or virtual community.

How do we effectively and efficiently provide all these important elements?

...TECHNOLOGY

...SOCIAL MEDIA

...GOOGLE

School Leader Induction Program: SLIP

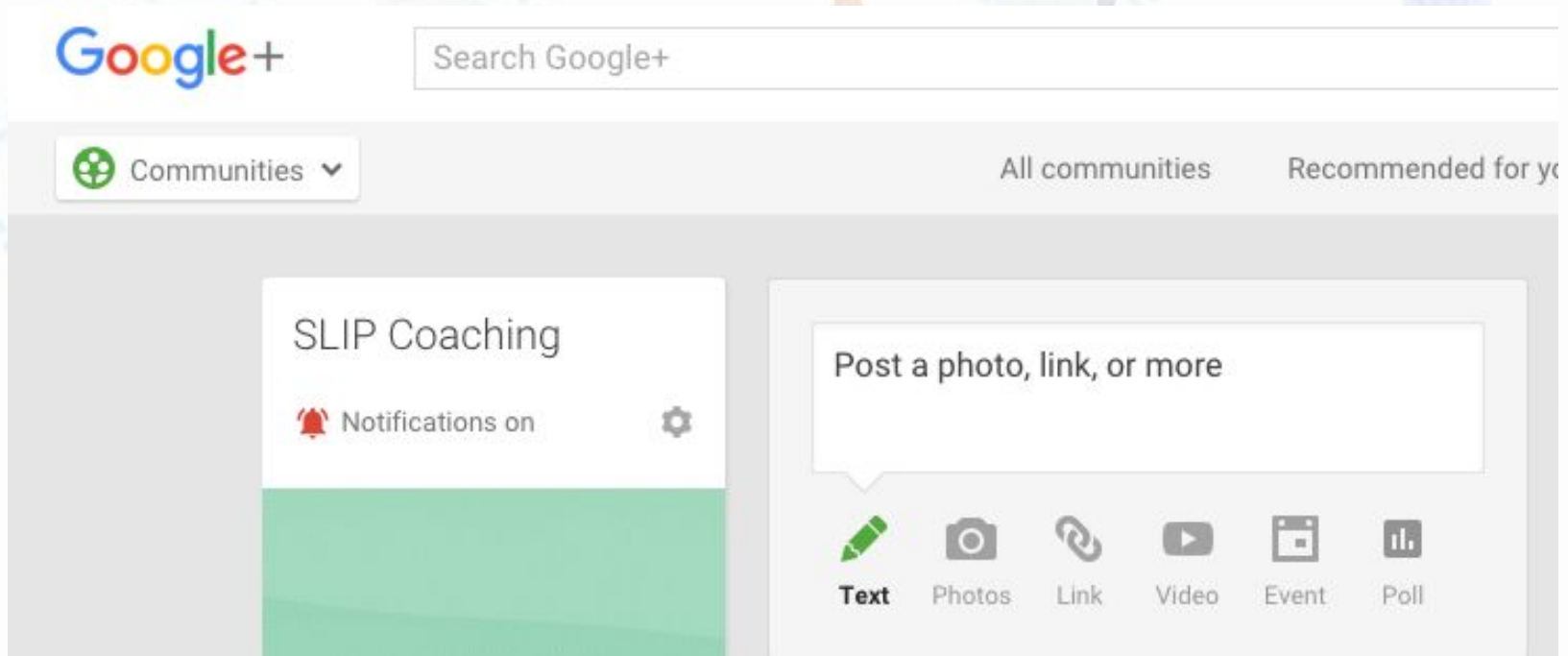
Coaching began on-site to establish trust/relationship. Consecutive sessions were held on-site or online. (Notes kept on shared documents)

Mentoring occurred in person or via social media. (Resources stored in shared files)

Networking were facilitated monthly online. (Announcements shared in communities)

Google+ Tools Used

Google+ Community



The screenshot displays the Google+ web interface. At the top left is the Google+ logo. To its right is a search bar labeled "Search Google+". Below the logo is a "Communities" dropdown menu with a green plus icon. To the right of this menu are two tabs: "All communities" and "Recommended for you". The main content area is split into two columns. The left column features a community card for "SLIP Coaching" with a red bell icon and the text "Notifications on" next to a gear icon. The right column contains a post creation area with a text input field containing the placeholder "Post a photo, link, or more". Below the input field is a row of six icons: a green pencil for "Text", a camera for "Photos", a link icon for "Link", a play button for "Video", a calendar for "Event", and a bar chart for "Poll".

Google+ Tools Used



HAMLIN
UNIVERSITY

Search Drive



Drive

My Drive >

Google+ Tools Used

The background features a network of stylized human figures, each sitting at a desk with a laptop. The figures are rendered in a light, semi-transparent style. A dashed blue line connects the figures in a circular, interconnected pattern, suggesting a global network or a virtual meeting environment.

Google Hangouts

- Up to 10 participants
- Screen Share option

Demonstration!

Challenges

The background features a network of stylized human figures, each sitting at a desk with a laptop. The figures are arranged in a circular pattern and are connected by a series of dashed blue lines, suggesting a global or interconnected network. The overall aesthetic is clean and modern, with a light blue and white color palette.

- Coach, mentor, facilitator learning
- Google+
 - Accounts
 - Platform
- Video – internet speeds
- Technical glitches
- Student comfort

Successes

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- Flexibility
- Scheduling ease
- Time savings and Timeliness
- Increased participation
- Fewer miles/less driving/ avoiding traffic
- Access to effective, experienced, and respected mentors
- Accessibility to and sharing of resources/records

Ah-ha's

- Students are hesitant to admit their limited skills related to social media
- Plan quick how-to opportunities for students
- Establishing norms reduces concern with confidentiality issues with social media tools
- There are OH-SO-MANY opportunities for professional application of social media tools
- Fosters a willingness to try other technology tools for both professional and personal use

Google Hangout - Large Group!



Brainstorming

Reflection 2: What limits you from connecting OR makes it hard to connect AND what are possible benefits of connecting more?

Consider the ways you currently use technology to connect socially AND the options mentioned in this presentation.

Brainstorm ideas for connecting and the positive outcomes of those increased connections.



Questions?

Please connect with us!

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Evaluation

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