Social Media: Think Before You Ink

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Social Media in Action

Vancouver Stanley Cup Riots – illustrates the power of social media.

This event illustrated...

- Speed
- Benefits
- Challenges
- Permanence
What are Social Media?

A vast array of online networks which allow for the exchange, creation and consumption of text, photos, audio and video content.

- Examples:
  - blogs
  - wikis
  - social networking sites
  - media sharing sites
Social Media in Action

The Speed of Social Media

Well documented in photos and video

Posted almost instantaneously to social networking sites and services (Facebook, Twitter, etc)

The Benefits of Social Media

Provided an online network for people to share information in an effort to identify those who caused damage during the riots.
The Challenges of Social Media

Nathan Kotylak was one of the first identified through Facebook.

Information regarding Nathan’s personal information was posted online.

The Challenges of Social Media

Family had to leave their house

Banned from representing Canada in international competition

Water Polo Canada membership revoked.

No formal charges had been laid by authorities

The Permanence of Social Media

How will the internet and online community remember you?
Living on the Global Stage

There is no longer a distinct separation between our actions online and our in the “real world”.

How we interact and treat one another is no longer limited to our neighbourhood or community. We are now acting on a global stage.

Positive social interaction is more critical than ever...

Gigapixel http://www.gigapixel.com/image/gigatag-canucks-g7.html
Living on the Global Stage

Who Uses Social Media?

The Internet is a strange, huge beast. It is getting bigger, faster and more mobile each day. Ferocious social networks fight each other to be on top and gain more of our attention and personal information. An entire economy is generated from our browsing habits. This is the face of the Internet now.

THE INTERNET WORLDWIDE

The Internet is considered so important that access is a legal right in countries like Finland, Spain and Estonia. Countries like Egypt and Turkmenistan on the contrary are Internet black-holes, as they are censoring it at a pervasive or substantial level. In terms of quality, all networks are not created equal.
What do students think about Social Media?

http://www.commonsensemedia.org/advice-for-parents/digital-life-our-kids-connected-culture
Do Our Youth...

- Understand that what we do online has the ability to be seen by everyone.
- Understand that what we do online is permanent.
- Understand that there are real people behind avatars, tags, user names .gamer tags, handles, etc.?
There really is someone there

The expectation that what we say online is what we would say in person.
Consequences of our Actions

- Safe Schools Policies and Procedures
- Bullying Prevention and Intervention
- Suspension of Students
What can we do?
Where do we start?
Think Critically

Question our assumptions about social media
The Business of Social Media

Companies can reach Canadian youth through targeted social media...

Connect 13 Media Kit

FaceBook Privacy Settings
Effectiveness of Privacy Settings

- Get to know these pages and settings
- Understand your options
- Copying of images
- Geotags
- Check often as these are always subject to change
- Nothing is really private online
Consider What You Share Online

- What if my spouse, child, parent, boss, read this?
- What are the possible consequences?
- Once posted, it is impossible to reverse

Consider What You Share Online

Once you post it you lose control

http://www.youtube.com/watch?v=CE2Ru-jqyrY&feature=related
"A lie gets halfway around the world before the truth has a chance to get its pants on."

-- Winston Churchill
How can we better support our students as they navigate social media?
Curriculum Connections

- Media Literacy
- Healthy Living
Resources

TVDSB ➔ Safe Schools ➔ Internet Safety Activities and Resources ➔ Teacher Resources
On a Very Positive Note

What are the benefits of Social Media?
- Connecting with others quickly (social events, important announcements, warnings, etc.)
- Sharing and gathering information and news
- Transparency and accountability (citizen reporting, reviews, feedback and testimonials)
- Social Awareness and Action
Social Media and Education

- Encourages collaboration
- Encourages creativity
- Provide authentic context (ex. critical thinking) and content (ex. current events)
- Another means for communication (ex. Moodle, Edmodo & Desire 2 Learn)
The Power of One

“Focus on how to be social, not on how to do social.”

- Jay Baer, Convince & Convert
Where are you?

Video: Where are you?