

# Social Media 101

## Getting Started

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<https://www.facebook.com/nhhsartroom/>

<https://twitter.com/mnelsonsartroom>

<https://www.instagram.com/nhhsartroom>



<http://bit.ly/2rwPvH3>



Please follow this link to open the  
presentation!



# About Me!

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- ❖ BCLUW High School, 1998
- ❖ BA: Studio Art, UNI 2008
- ❖ BA: Psychology, UNI 2008
- ❖ BA: Art Education, UNI 2014
- ❖ MA: Art Education, anticipated date- 2019



I am an Artist, Teacher, Drama Director, Student Senate Advisor, and all around just a *tiny* bit crazy. I also ADORE technology, and teaching about how to use it responsibly to show what is happening in my classroom.

# Social Media 101: Learning Targets

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1. Learn about the three main social media websites/apps that students, parents and community members are using (Facebook, Twitter, Instagram);
2. Learn about the basics of choosing a social media platform and how to get started in each one;
3. Learn about the security measures that are available for each platform;
4. Learn how to use Social Media to promote your classroom.

# What Social Media Do YOU need?

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Facebook: Communication with students, family, & community

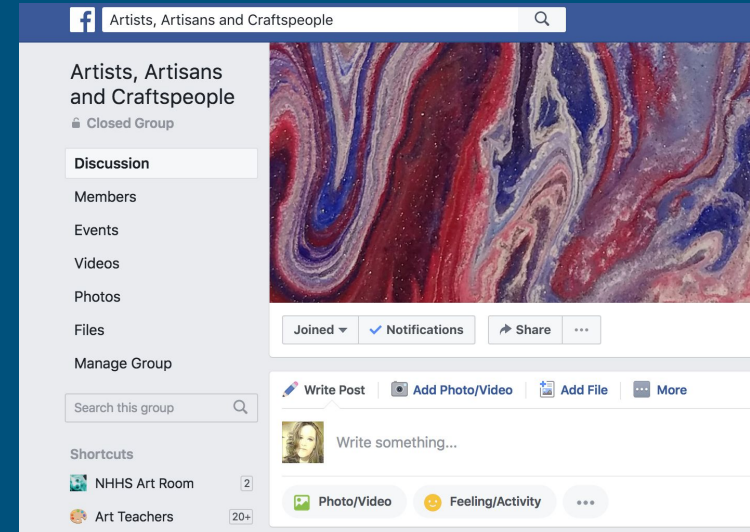
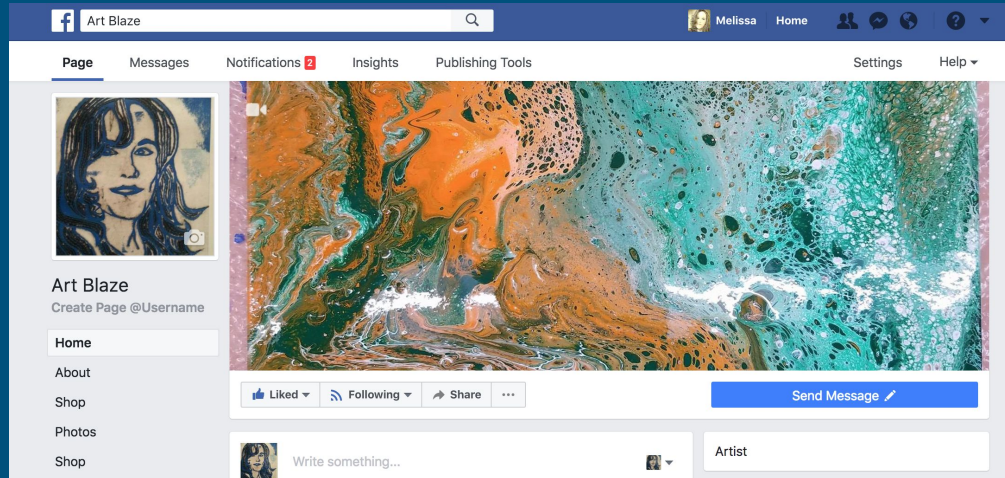
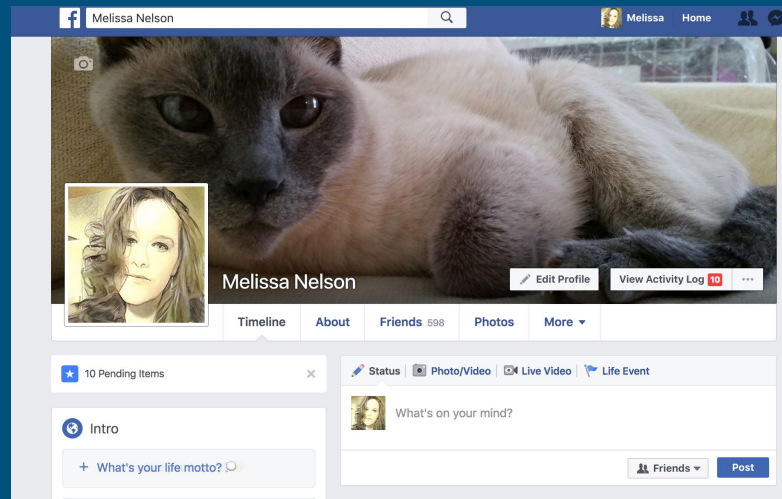
Twitter: HS/MS Students

Instagram: Students, other professionals, Image Based

# Facebook

## Community Based

- Profile
- Pages
- Groups
- Events



# Profile/Page/Group?

## What's the difference?

### ❖ Profile

- Private
- Personal
- Need to be a “real” person
  - Can't be for a “room” or “class”

### ❖ Page

- Public
  - Anyone can see what's on the page
  - Anyone can post or comment
  - All items can be shared by the public
  - Informational to the community/public basis

### ❖ Public Group

- Public (Less so)
  - Searchable
  - Anyone can see what's in the group
  - Only the group is allowed to post or comment

# Profile/Page/Group?

## What's the difference?

### ❖ Private Group

#### ➤ Private

- Searchable
- Allows for requests to join from the public
  - Admins can accept/decline requests

#### ➤ Only the group

- Can post & comment
- See the posts & comments

### ❖ Secret Group

#### ➤ Private

- Invite Only
- Allows for requests to join from the public
  - Admins can accept/decline requests

#### ➤ Only the group

- Can post & comment
- See the posts & comments

### Events

### ❖ Public & Private

#### ➤ Public

- Anyone can be invited
- Shareable

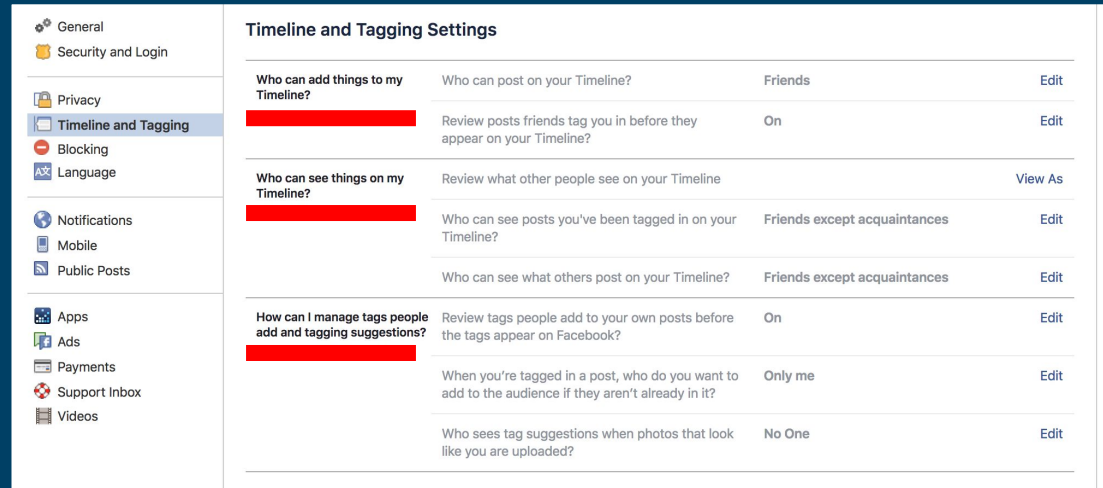
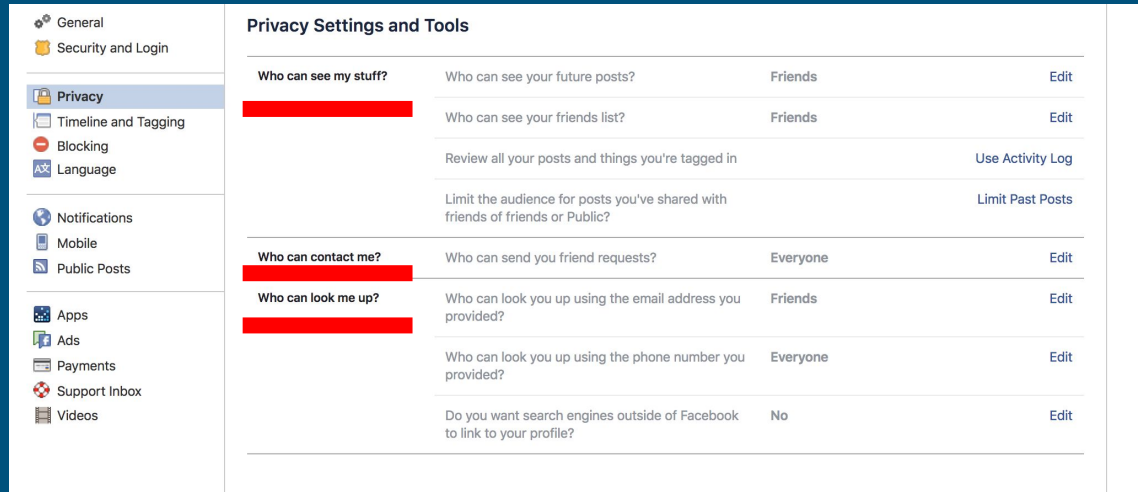
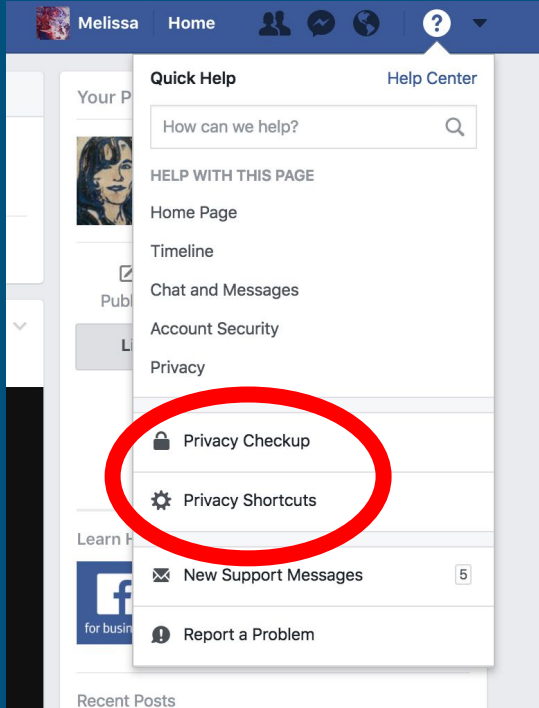
#### ➤ Private

- Only who the admin(s) invite



# FB Security

## How to check your security!



After you've  
fixed/changed all  
your security options-

CHECK YOUR  
PROFILE!

The screenshot shows the 'Public Posts' settings page on Facebook. On the left is a sidebar with links to 'Apps', 'Ads', 'Payments', 'Support Inbox', and 'Videos'. The main content area is divided into two columns. The left column contains settings for 'Public Post Notifications', 'Public Profile Info', 'Comment Ranking', 'Username', 'Twitter', and 'Follow Plugin'. The right column shows the current settings: 'Get notifications from Nobody', 'Who can like or comment on your public posts', 'Comment ranking is Off', 'http://www.facebook.com/melissa.nelson', 'Connect a Twitter account', and 'Add a follow button to your website by code'. A code block for an iframe is visible under the 'Follow Plugin' section. Below the code is a 'Preview:' section showing a 'Follow' button and the text '34 people are following Melissa Nelson'. At the bottom of the page, a link 'Want to know what followers can see? View your public timeline.' is circled in red.

**Public Posts**

- Apps
- Ads
- Payments
- Support Inbox
- Videos

**Public Post Notifications** Get notifications from **Nobody**

**Public Profile Info** Who can like or comment on your public posts

**Comment Ranking** Comment ranking is **Off**


**Username** <http://www.facebook.com/melissa.nelson>

**Twitter** Connect a Twitter account

**Follow Plugin** Add a follow button to your website by code

```
<iframe src="https://www.facebook.com/plugins/follow.php?href=https%3A%2F%2Fwww.facebook.com/melissa.nelson&show_faces=true&scrolling="no" frameborder="0" height:80px;" allowTransparency="true"></iframe>
```

**Preview:**

 **Follow** 34 people are following Melissa Nelson

[Want to know what followers can see? View your public timeline.](#)

# Twitter

## ❖ Profile:

- Open VS Private

## ❖ Open

- Anyone can see your tweets
- Anyone can respond to your tweets
- VERY PUBLIC

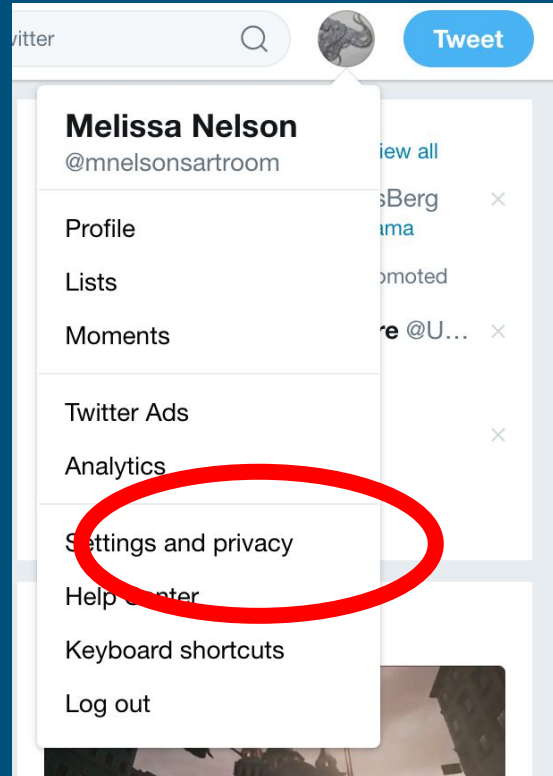
## ❖ Private

- Only the followers you allow to see the tweets can see/respond



- ❖ Very immediate
- ❖ HS/College Ages
- ❖ Professional Community & News

# Twitter Security



## Privacy

### Tweet privacy ☐ Protect my Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

### Tweet location ☒ Add a location to my Tweets

When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet. [Learn more](#)

[Delete location information](#)

This will delete location labels you have added to your Tweets. This may take up to 30 minutes.

### Photo tagging ☒ Allow anyone to tag me in photos

- ☐ Only allow people I follow to tag me in photos
- ☐ Do not allow anyone to tag me in photos

### Discoverability ☒ Let others find me by my email address

#### ☒ Let others find me by my phone number

This setting will take effect once you add a phone number.

[Learn more](#) about how this data is used to connect you with others.

### Direct Messages ☐ Receive Direct Messages from anyone

If selected, you will be able to receive messages from any Twitter user even if you do not follow them.

#### ☒ Send/Receive read receipts

When someone sends you a message, people in the conversation will know when you have seen it. If you turn off this setting, you will not be able to see receipts from other people. [Learn more](#)

## Safety

### Search ☒ Hide sensitive content

This prevents Tweets with potentially sensitive content from displaying in your search results. [Learn more](#)

#### ☒ Remove blocked and muted accounts

Use this to eliminate search results from accounts you've blocked or muted. [Learn more](#)

### Tweet media ☐ Display media that may contain sensitive content

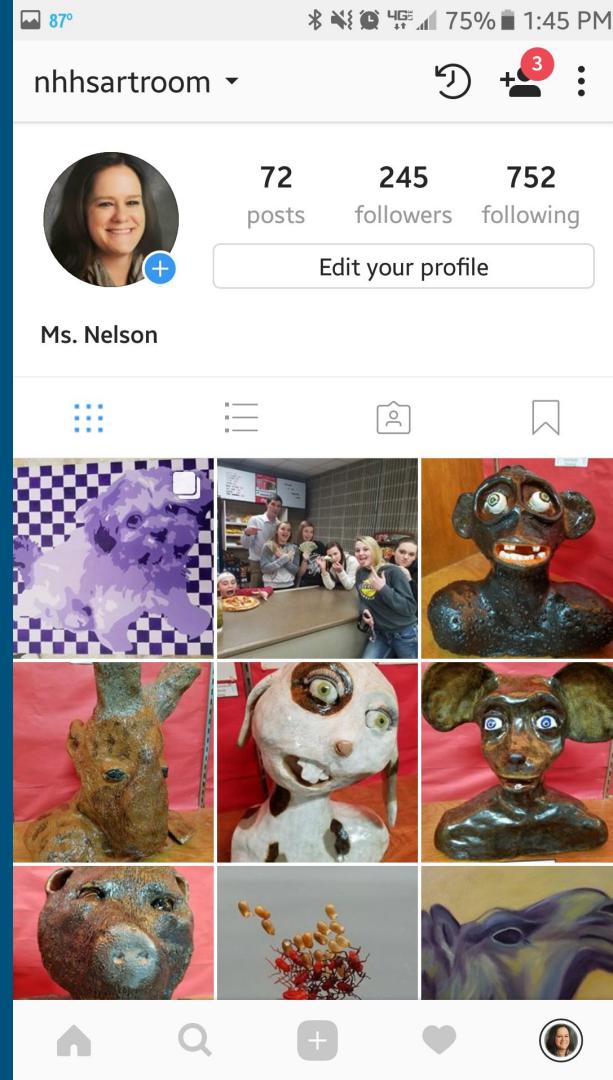
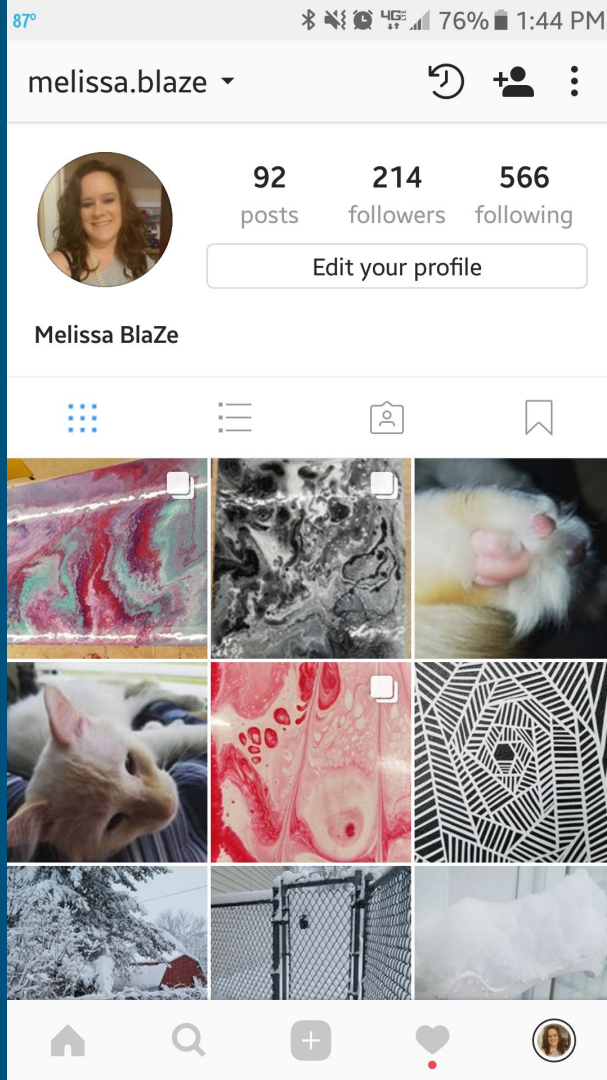
☐ Mark media you Tweet as containing material that may be sensitive

# Instagram

## VISUALS!

Our students live and thrive on visuals, photos, videos, GIFs etc. IG is PERFECT for this.

- ❖ Personal/Professional
- ❖ Open or Private Accounts
- ❖ Can be viewed on a computer, but can only post from the personal device app





# IG Security

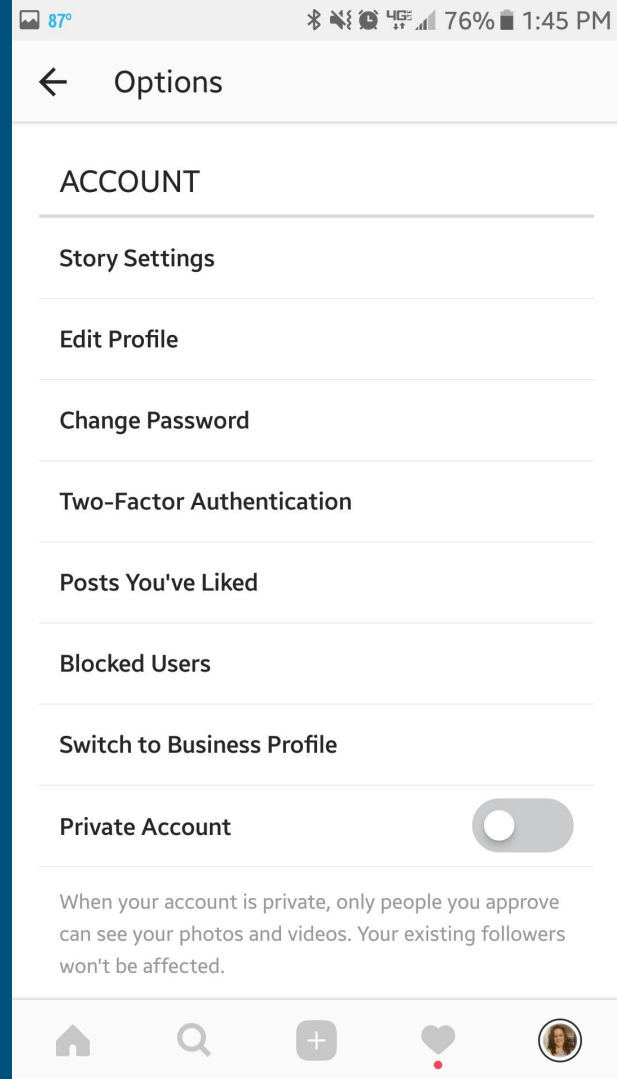
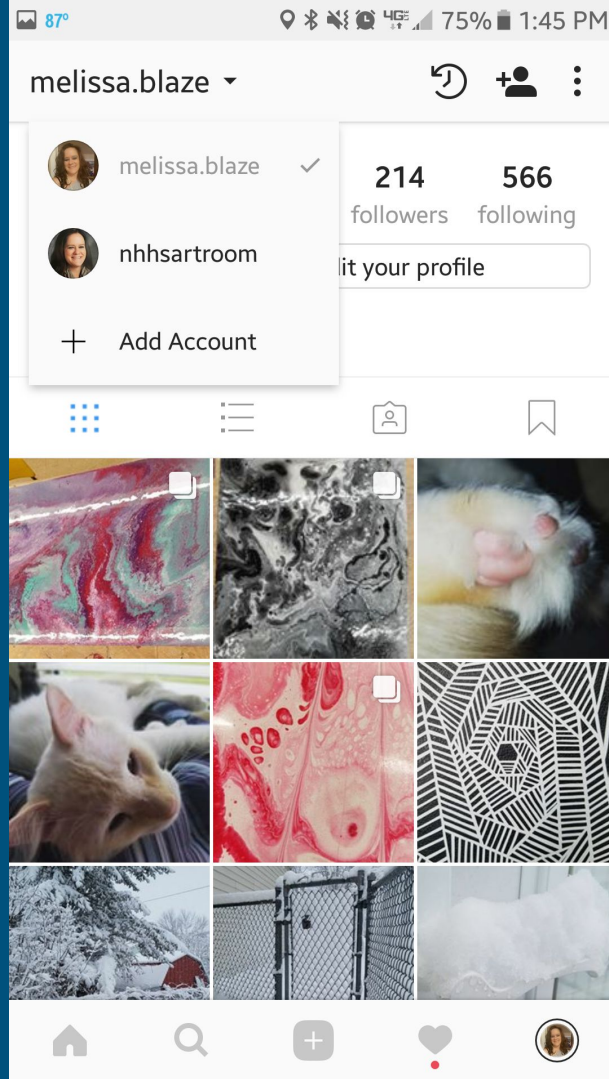
## Private VS Open

### Private

- ❖ You choose who can see your posts

### Open

- ❖ Everyone who can find you can look at all your posts



# HASHTAGS! #####

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WHY?!?!?

- ❖ They help you define your social media experience
  - #NHHSART
  - #ARTBLAZE
- ❖ Anyone with the media can search the # for what has been posted with that tag
- ❖ Encourages people to “trend” on what you post, and to seek out what you are saying/posting

# Permissions!

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- ❖ Before posting ANYTHING be sure to check your school's policy on posting images of students, student work, or events on ANY part of Social Media- even CLOSED/PRIVATE groups/pages/profiles.
- ❖ Require/Encourage students to ask permission of who they are taking photos of, or of other work BEFORE they post!



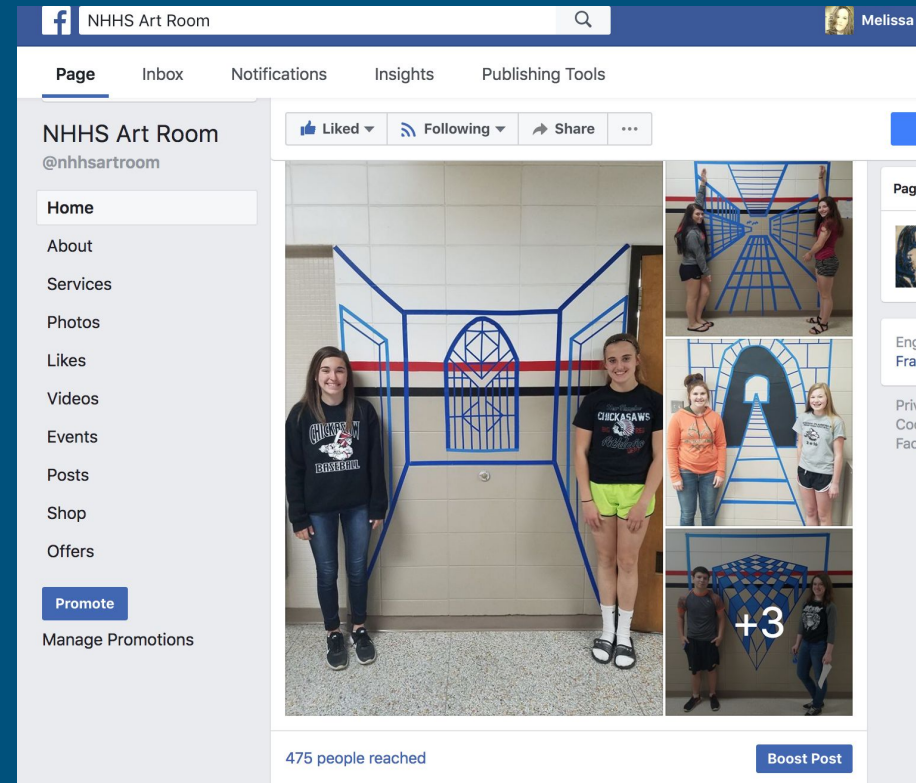
# WHAT DO I POST?!?

As an artist and Art Teacher-

- ❖ Student works
- ❖ Students working
- ❖ #WIP - Works in Progress
- ❖ Awards with students
- ❖ Students just doing daily things
- ❖ Events for the Drama/Art/Homecoming/Student Senate all the extras that I do.

You can post ANYTHING related to your classroom!

ANYTHING THAT CREATES EXCITEMENT  
OR BUZZ ABOUT THE KILLER THINGS YOU  
DO EVERYDAY!



# HOW DO I REACH PEOPLE?

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- ❖ Reach out to whoever runs the school FB page or the webmaster to ask them to post the page/group
- ❖ Make your students follow your page or join your group (Yes... I've done this!)
- ❖ Send out your links to parents via an email, on your syllabi, parental notes, or newsletters
- ❖ POST A LOT!
  - The more you post, the more you'll get attention and your info will get out there!

# LET'S DO IT!

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Go ahead and start a new social media RIGHT NOW!

- ❖ Create a HASHTAG and start a trend!
- ❖ If you have ANY questions, I'll be able to help you!
- ❖ Join the KPEC Social Media 101 Group!
  - <https://www.facebook.com/groups/110343496247601/>
  - Here you can ask questions, post media, and have a helpful resource available!
- ❖