

## **eCommunication & Social Media for Student Engagement**

### **E-communication:**

#### **Different Tasks + Different Speeds = Different Channels**

##### 1. Use e-communication to create more class time (static substitution):

- Announcements (try HeyTell to leave group voice messages)
- Summaries
- Readings, Files, Notes and Handouts
- Additional Content

##### 2. E-mail as a teaching technique (slow and thoughtful):

- Show Your Passion
- Digress, and Make Connections
- Introduce Readings
- Current Events
- Reflection and Final Thoughts

##### 3. Twitter or Text (brief and instant):

- Instant Recall: “List for a friend as many bones as you can.”
- Connections: “Is anything we learning in class applicable to that half-time show?”
- Pop Quizzes: Send a link to a 1-minute pop quiz in your LMS
- Real Time Problems: This just happened, what do you tell your PR team to do?

##### 4. Office Hours (multiple modes at once)

- Virtual Video Meeting Hours (Skype, Viber, iPhone)
- Simultaneous Chat (Facebook, Skype) or Messaging (Viber, iPad)
- Real Time Discussion Board (LMS, Blog, Google Groups or Facebook)
- Get out of the office (Lounges, Dorms and Coffee Houses with WiFi)

##### 5. e-Communication Guidelines

- Start with a policy (see below): Put your policy in the syllabus.
- Be consistent: Post on a regular basis and keep up with your own participation.
- Be dependable: Deliver on time!
- Don't bombard: Limit communications to one a day.
- Be brief: You can include a link with more details.
- Be transparent: Tell everyone before you tell individual students.
- Use the right channel: Is it urgent? Do you want dialogue?
- Archive: Keep a record of every message (and the initial channel used) and post it.

## Create an E-communication Policy

### 1. Establish how you will communicate

*How to contact you is vastly more important to most students than your office hours!*

- The best way to contact me is: \_\_\_\_\_ (email, FB, Google+, LinkedIn)
- I will respond to e-mail (or FB chat, messages etc.) within \_\_\_\_\_ hours, except on \_\_\_ or between \_\_\_\_\_ (9pm and 9am etc.)
- I also accept/do not accept chat/Skype/Facebook/LinkedIn friend requests.
- Students tend to prefer text to phone.
- Students tend to be up late, so early morning chat hours are likely to be lonely.

### 2. Create a schedule for yourself

- When is the best time or the best day of the week to announce new assignments?

### 3. Be clear and consistent about what information is in which channel

- Example: use email for announcements but Facebook for questions.
- Do not mix the personal and the professional.

### 4. Limit the forms of communication.

- Don't do everything.
- Limit duplication.
- Ask students for feedback
- Stick to your plan; do not randomly change your mode of communication.

## **EXAMPLES:**

### 1. Communication with Me:

Email: [prof@XU.edu](mailto:prof@XU.edu) (I will answer email within 24 hours, usually sooner.)

Facebook: I will respond to questions on the Fb Group page within 24 hours. Everyone can see the questions and the answers. If someone else has the answer, don't wait for me.

Physical Office Hours: Mon-Wed 2-3 (just after class in the atrium lounge.)

Chat: I will be on FB for chat on Tuesday from 7-8. If you see me on Fb or Skype, you can chat with me there too.

Phone: 111 My Office

Appointment: If you want to see me live outside of office hours, email me.

### 2. Communication:

I am very responsive, but not always at my computer.

Email: [prof@XU.edu](mailto:prof@XU.edu) (I will answer email within 4 hours between 1pm and 5pm, MWF.)

Facebook: This class has a private Fb Group where I will post articles, video and questions. You should check it 3x a week. I will be there and respond as needed (within a few hours) most MWF afternoons.

Chat: You can also ask me private individual questions when I am on Fb. I will announce virtual office hours when I will do chat and Skype as needed.

Physical Office Hours: If you want to see me live outside of class, email me.

Phone: 111 My Cell: use for texts between 7-9pm most evenings and I will respond.

## **Social Networks and Virtual Groups**

### 1. What to do on Facebook.

*More on Facebook and Facebook privacy on [teachingnaked.com](http://teachingnaked.com)*

- Create a Facebook Group for your class or a special project.
- Extending the Classroom
- Online Discussion (live or asynchronous)
- Group Chat Office Hours
- Take a Poll
- Student Questions
- Facebook Events
- Study Groups

### 2. Other Networks

- Edmodo: Facebook combined with Blackboard, Free, mostly k-12 so far
- Ning: a small monthly fee, but you can customize the social network you want
- Delicious, Pinterest: popular sharing sites
- Google Groups, Google+: better than Facebook in many ways, but slow adoption
- Twitter: use # (hashtag) or twibes, twittgroups or grouptweet to create groups
- AIM, Facebook, Google Talk, Skype, MSN Messenger all allow chat
- Most LMS also include communication tools and a discussion board for your class
- Classroom20: a social network for teachers interested in technologies for teaching

### 3. More things to do with virtual groups

- A learning community for your class
- A larger learning community: Your School Statistics Community
- Allow students to post notes or questions during class
- Encourage students to post answers during class (to each other)
- Let parents watch, learn or connect with students
- Smaller study groups
- Create a group project with a shared document (Google Docs, Tumblr or Dropbox)

## **Skype**

### 1. Skype in Class

- Guest Speakers
- Classes during Faculty Travel
- Visiting Faculty
- Team Teaching
- Students Abroad or Summer School
- Cross-University Seminar
- Real-Time Simultaneous Chat
- Global Discussion
- Interactive Real-Time Virtual Tour

### 2. Skype at Home

- All of the above
- Editing Papers with Screen Sharing
- Skype on your TV