

The Power of PLNs & Social Media

Getting Administrators Connected

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Diigo

Facebook

My Objective for This Presentation

- Provide rationale why administrators specifically, and educators generally need to engage in developing a PLN
- Share some of my personal experiences with social media
- Describe a framework for understanding a PLN and my own components
- Provide some ideas on how to develop a dynamic PLN

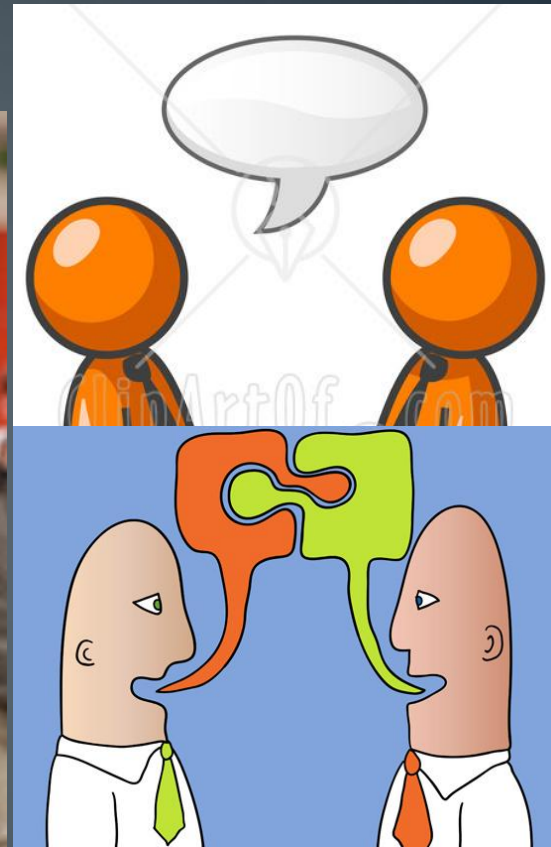
Social Media: The Horror Stories!

- ❑ Pennsylvania Teacher In Blog Trouble
- ❑ Massachusetts School Administrator Quits After Comments Posted About Parents on Facebook
- ❑ Facebook Photos Get Assistant Principal in Hot Water
- ❑ 7 Students Suspended for Posting Defamatory Remarks About Assistant Principal
- ❑ Brownsville Teacher in Trouble Due to Facebook Photo of Her with Stripper
- ❑ Plant City, Florida Teacher Sends Inappropriate Messages to Student

Truth About Social Media: What I've Learned by Using It

- It's ability to foster national & international connections
- It's ability to provide a massive amount of educational resources & information
- It's ability to foster a 21st century understanding of social media's place in the world
- It's ability to allow me to engage in an international conversation about the future of education

Components of a PLN



CONVERSATION CONNECTORS

Components of a PLN



CONVERSATION MINING TOOLS

Components of a PLN



CONVERSATION COLLECTORS

My PLN



My PLN Components



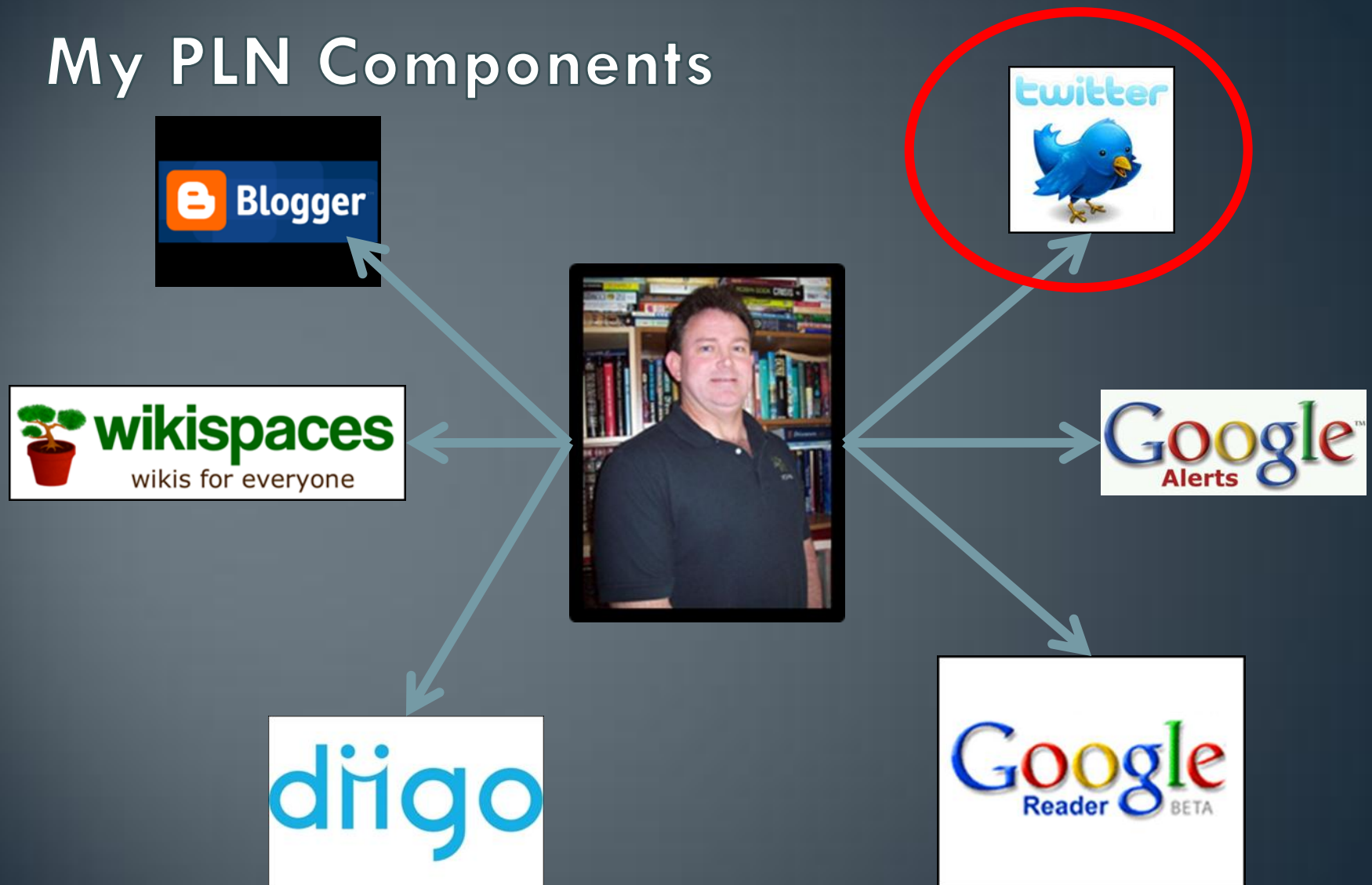
Blogging: Why A Should Administrators Blog?



Blogging Sites

- Blogger
- <http://www.blogger.com>
- WordPress
- <http://wordpress.org/>
- Edublogs
- <http://edublogs.org/>
-
- TypePad
- <http://www.typepad.com/>

My PLN Components



Reasons for Administrators to Use Twitter



Twitter Screenshot

The screenshot shows the Twitter homepage interface. At the top is the Twitter logo and a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area is titled 'What's happening?' and features a text input field with a character count of 140. Below the input field is a 'Tweet' button. A notification states: 'New! Add a location to your tweets. Turn it on - No thanks'. Below this, a tweet from 'educational Dropbox for Educators' is shown, retweeted by 'you' about 2 hours ago. The 'Home' section displays a list of tweets. The first tweet is from 'brummonds' about California's Common-Standards Watch. The second is from 'gcouros' about heading to the gym. The third is from 'n8ngrimm' about advocating for social and emotional learning. The fourth is from the United Nations (@UN) about the poorest 50% of people owning 1% of assets. The fifth is from 'anderscj' about companies paying NCLB architect Sandy Kress. The right sidebar shows the profile of '@21stprincipal', including their bio, tweet count (6,000), and follower/following counts (607 following, 904 followers, 79 listed). Below the profile is a search bar and a list of saved searches: SharedMinds, from:RainerFalle, education-higher-ed, education-writer, miscellaneous-interest, and technology.

twitter

Home Profile Find People Settings Help Sign out

What's happening? 140

New! Add a location to your tweets. Turn it on - No thanks
Latest: educational Dropbox for Educators <http://j.mp/9qROle> via The Education Technology Blog Retweeted by you about 2 hours ago

Tweet

Home

brummonds Common-Standards Watch: California Makes 34 - Curriculum Matters - Education Week <http://bit.ly/d5GGVb>
less than 5 seconds ago via TweetMeme

gcouros Heading to the gym because I'm <http://youtu.be/Cdk1gwWH-Cg> #georgetunes
less than 10 seconds ago via TweetDeck

n8ngrimm Advocating for Social and Emotional Learning in New Education Legislation <http://is.gd/dZ38f>
half a minute ago via API

UN The poorest 50% of people in the world own 1% of all assets <http://bit.ly/9kNtiq> #UN
4 minutes ago via API
Retweeted by **ShaunJay** and 20 others

anderscj Here's a list of companies that pay NCLB architect Sandy Kress to push their interests. <http://is.gd/dYTgv>
about 2 hours ago via TwitterBar
Retweeted by **TeacherReality**

21stprincipal
6,000 tweets
607 following 904 followers 79 listed

Ver-i-fied World Leaders
n. a list of verified accounts that lend to an international dinner table conversation.

Home

@21stprincipal

Direct Messages 99

Favorites

Retweets

Search

Saved Searches

SharedMinds

from:RainerFalle

Lists

education-higher-ed

education-writer

miscellaneous-interest

technology

Ways to Use Twitter Effectively

Learn to Follow
Use Twitter Lists
Expose Yourself
Watch and Listen
Give Generously
Tag Your Tweets
Participate in Chats
Participate in Online Conferences

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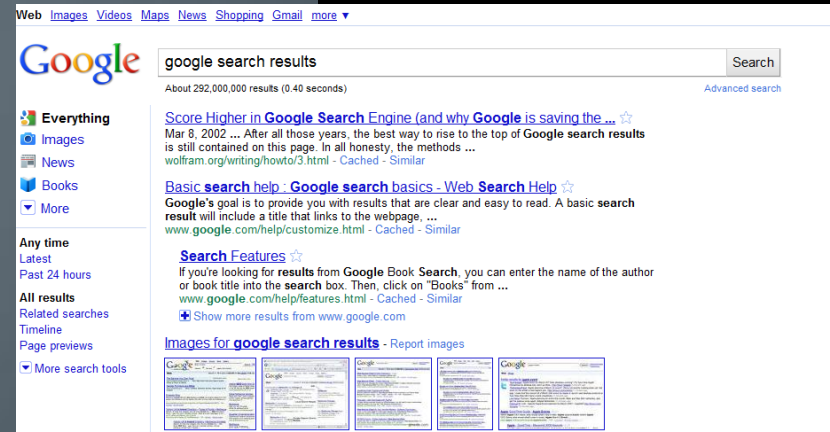


What Are Google Alerts?


Emails Sent to Your Email
Account

Search Results from the
Web
Use to Monitor Any Topic

<http://www.google.com/alerts>



Why Should Administrators Use Google Alerts?



Google alerts
beta

Search terms:



Type:

How often:

Volume:

Deliver to:

Google Alerts



Google Alert Email

Gmail Calendar Documents Web Reader more ▾

Settings | Help | Sign out

Gmail

Compose Mail

Inbox (3)

- Sent Mail
- Drafts
- All Mail
- Spam (1)

Follow-up

Hold

5 more ▾

Contacts

Tasks

Search, add, or invite

Invite a friend

Give Gmail to:

Send Invite 50 left

Preview Invite

MS Energy Policy & Climate - environment.jhu.edu - At Johns Hopkins in DC learn about energy systems & climate sciences

About these ads

« Back to Inbox Archive Report spam Delete Move to ▾ Labels ▾ More actions ▾

« Newer 3 of 5 Older »

Google Alert - Merchants of Doubt

Inbox | X

★ Google Alerts to me [show details](#) 5:20 PM (1 hour ago) Reply ▾

Images are not displayed.
[Display images below](#) - [Always display images from googlealerts-noreply@google.com](#)

News

1 new result for Merchants of Doubt

[Two books offer map to maze of studies, experts](#)
Pittsburgh Post Gazette
"Merchants of Doubt," by Naomi Oreskes and Erik M. Conway. Bloomsbury Press, \$27. Whistles are blowing again in the American scientific community after ...
[See all stories on this topic »](#)

[Pittsburgh Post Gazette](#)

Blogs

2 new results for Merchants of Doubt

['Merchants of Doubt' Misuse Science to Mislead the Public | Global ...](#)
By Dorothy
Climate science and climate change information from West Coast Climate Equity. What is climate change? What are the causes of climate change and the evidence for global warming?
[Global Climate Change Information - http://westcoastclimateequity.org/](#)

[Anarchist6\[zero\]6: Climate Change Denier has been wrong again and ...](#)
By anarchist
S. Fred Singer is one of the notorious **Merchants of Doubt** described by Oreskes and Conway in

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Why Should Administrators Use Google Reader?



Google Reader Interface

The screenshot displays the Google Reader web interface in a browser window. The browser's address bar shows the URL: <http://www.google.com/reader/view/?hl=en&tab=wy#stream/user%2F17922273123108612756%2Flabel%2FBuddhism>. The browser's bookmark bar includes links to 'The 21st Century Pri...', 'Newton-Conover Ci...', 'Barnes & Noble - Bo...', 'The Great Lakes Cen...', 'NoteScribe Online A...', 'My Library', 'Facebook', and 'Home - Windows Live'. The Google Reader header features the 'Google reader' logo, a search bar, and a dropdown menu set to 'All items'. A navigation bar at the top includes links for 'Gmail', 'Calendar', 'Documents', 'Web', 'Reader', and 'more', along with 'Settings', 'Help', and 'Sign out' options.

The left sidebar contains a list of categories and subscriptions, including 'All items (220)', 'People you follow', 'Explore', 'Subscriptions', and a list of categories such as 'Buddhism (1)', 'Education (32)', 'Educational Leadership', 'Educational Technology (18)', 'Leadership (1)', 'Life Interests (2)', 'News (92)', 'Personal Blogs', 'Politics (19)', 'Psychology (2)', 'Public Speaking', 'Religious Right (6)', 'Science (18)', 'Technology (24)', 'Google Alerts - Commo... (3)', 'Google Alerts - Sarah... (2)', and 'Blogs I'm following'.

The main content area is titled 'Buddhism' and shows '1 new item - all items'. It includes buttons for 'Mark all as read', 'Refresh', and 'Folder settings...'. The featured item is 'The Dalai Lama on "The Real Enemy"' from 'Buddhism News', posted by Monty McKeever. The item text reads: 'Posted by Monty McKeever in : Buddhist Teachings , Dalai Lama , Tibetan Buddhism , trackback Today's Daily Dharma: When your mind is trained in self-discipline, even if you are surrounded by hostile forces, your peace of mind will hardly be disturbed.' Below the text is a link to the 'Original enclosure (mini-6b6c86750c59402e92db730dbbd7120f)'. At the bottom of the item, there are interactive options: 'Add star', 'Like', 'Share', 'Share with note', 'Email', 'Keep unread', and 'Edit tags: Buddhism'.

At the bottom of the main content area, a message states: 'You have no more items. But wait! We have recommended items waiting for you to read. Sweet! [Show me my recommendations](#)'.

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Why Should Administrators Use Diigo?



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Why Should Administrators Use Wikis?

- Way to promote project collaboration: school improvement plans, policy collaboration
- Way to provide access to documents
- Way to provide information quickly
- Way to share ideas & information

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Questions

