



# Learn Social Before Social Learning

Putting the Horse in Front of the Cart

You cannot teach a man anything.

You can only provide the  
opportunity to learn.

Social Learning - defined as the contextual blending of social conventions with learning content.

Social Learning will be profoundly transformative over the next decade.

Understanding the huge impact Web 2.0 technologies have on learning is critical to engaging both students and stakeholders, and ultimately, critical for an educational organization's growth and success.

We must master Learning Social before we can implement Social Learning.

Social Learning is the Cart



Learning Social is the Horse



Learning about social technologies comes from experiencing them.

- Not from reading about them
- Not from listening to presentations about them

It's like learning to swim, it requires active participation.

If you intend to remain in this field during the next decade, you need to take the plunge.

# NOW!



## All Rise for Activity

- Orkut
- Foursquare
- Yammer
- G+
- Delicious
- Twitter
- Linked in
- Facebook
- YouTube
- Email

ASTD report

"The Rise of Social Media: Enhancing Collaboration and Productivity Across Generations"

Only 24% of survey respondents report that their own informal learning activities include social media.

Same report said 'nearly all' indicated they use social media in their personal lives.

The vast majority of learning professionals are not swimming in social media, rather they are dangling their legs into the water while they sit on the ledge of the pool.



Today's learning professional is on the front lines of a sea change in how people will learn. Navigating this sea requires more than a tacit understanding of one aspect of the water. It requires the ability to swim.



Let's Jump in and Get Wet!

Three Social Technologies for Every Education Professional

**facebook**

**Linked in**

**twitter**

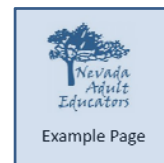


- 500+ million active users
  - 50% login daily
  - 30% (150m) in USA
- Integral part of a PLN
- Professional uses include:
  - Pages
  - Groups



## PAGES

- Pages are Public Profiles
  - A Facebook public profile gives a voice to an organization to join the conversation with Facebook users.
- Promote, Advocate, Inform, Educate, Engage
- You Like a Page, not Friend it
- Anonymous Administration
  - Use Facebook as Page
  - No longer need separate Login



# facebook GROUPS

- Facebook Groups are a shared space where members can participate in communal activities.
- Groups are closed by default (but can be secret or open).
- Easy to facilitate group activities.
  - group chat, e-mail lists, document sharing and group photo-tagging
- Group posts appear both in Group and in member's news feed.
  - Posts are not visible to non-group members
- Controlled by the entirety of the group members
  - Social norms govern activity
  - Creator is group admin – can assign others
- Private Requires Friend relationships



A screenshot of a website titled 'ed Social Media'. The header includes the 'ed Social Media' logo and a navigation menu with links for HOME, SERVICES, EVENTS, BLOG, CONTRIBUTORS, ABOUT, and CALL FOR BO. Below the header, there is an article titled 'The Advantage of Facebook Groups in Education' by Nate Green, dated February 08, 2011. The article text begins with 'Inviting my students to join me on facebook and use it academically was a difficult and controversial decision. In fact, I was inspired by Obama's "race to the top" as well as a TED talk that convinced me that one has to be genuine and willing to lose control in order to be a website administrator. This coupled with the'.

<http://www.edsocialmedia.com/2011/02/the-advantage-of-facebook-groups-in-education/>

“There are two major things I have accomplished: one is that I engaged my students in their space (social media, facebook) and I taught them how to use it academically (for their own personal gain) and secondly, I have allowed students to drive the content of the course through collaborating and pursuing information, all the while driving one another to learn and better articulate their opinions in open academic discussion.”



## "Facebook for Professionals"

*LinkedIn* operates the world's largest professional network on the Internet with more than 90 million members in over 200 countries and territories.

A contact network is built up consisting of their direct connections, the connections of each of their connections (termed *second-degree connections*).

The "**gated-access approach**" (where contact with any professional requires either a preexisting relationship, or the intervention of a contact of theirs) is intended to build trust among the service's users.

- Very Professional Oriented
- Usage may be more acceptable at your workplace
- Many Educational Professionals
- Join one or more social communities on Linked-in.**

