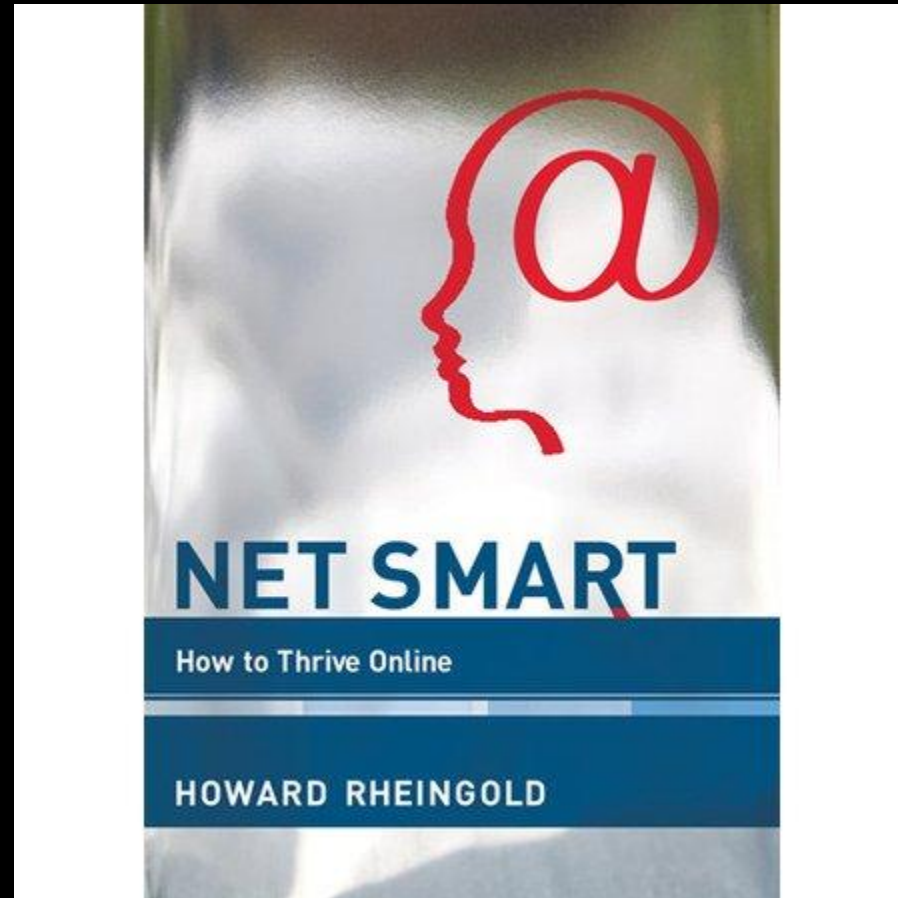


“It has never been more risky to operate in the open and yet it has never been more vital to operate in the open.” – Martin Weller, 2016

Howard Rheingold- “Social Has a Shape: Why Networks Matter”



**“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”**

– Erik Qualman



SOCIAL MEDIA FOR SOCIAL GOOD

“Digitally Agile Educator” - Ian O’Byrne

1. Create and curate your digital identity (aka- your online brand)
2. Digitize your workflow
3. Build an online learning hub

Create and Curate Your Digital Identity

- Online presence vs. privacy concerns
 - How are we being presented in an online space?
 - If you don't create a presence, someone will for you.
 - Think about someone else searching for you online.
 - What will you share? Keep private? Images? Color? Design?
 - Keep this consistent throughout all social media accounts.

Digitize Your Workflow

- Microsoft Office vs. Google Drive
- Ubiquitous access to material
 - Ability to use / access different formats from different devices
- Cloud-based
 - Easier to work collaboratively and individually
 - Work openly

Build An Online Learning Hub

- Website (share it!)
 - Teaching space / work space
 - Share information , blog and archive your own material
 - Hyperlink ideas from others and also share on social media
 - Examples: WordPress, Wix
 - [Converging Spaces](#)
- Newsletter
- Digital Badges

Lessons learned

- Twitter as personal learning network
 - Reciprocity is key
- Process is messy!
 - Take your time
- Difficult to open up on the web / share thoughts about your work
- Always reach out to others, especially those you have never met



Activity