Reach your audiences with social networking

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Why?

- Ability to reach many people

- Fast / Instant

- Free

- Great supplement to traditional paper newsletters, website/blog

- Effective

Ways Social Media is Changing Our Daily Lives

- The way we get our news

- How we start and do business

- How we meet and stay in touch

- What things we reveal

- We things we can influence

How else you get these?
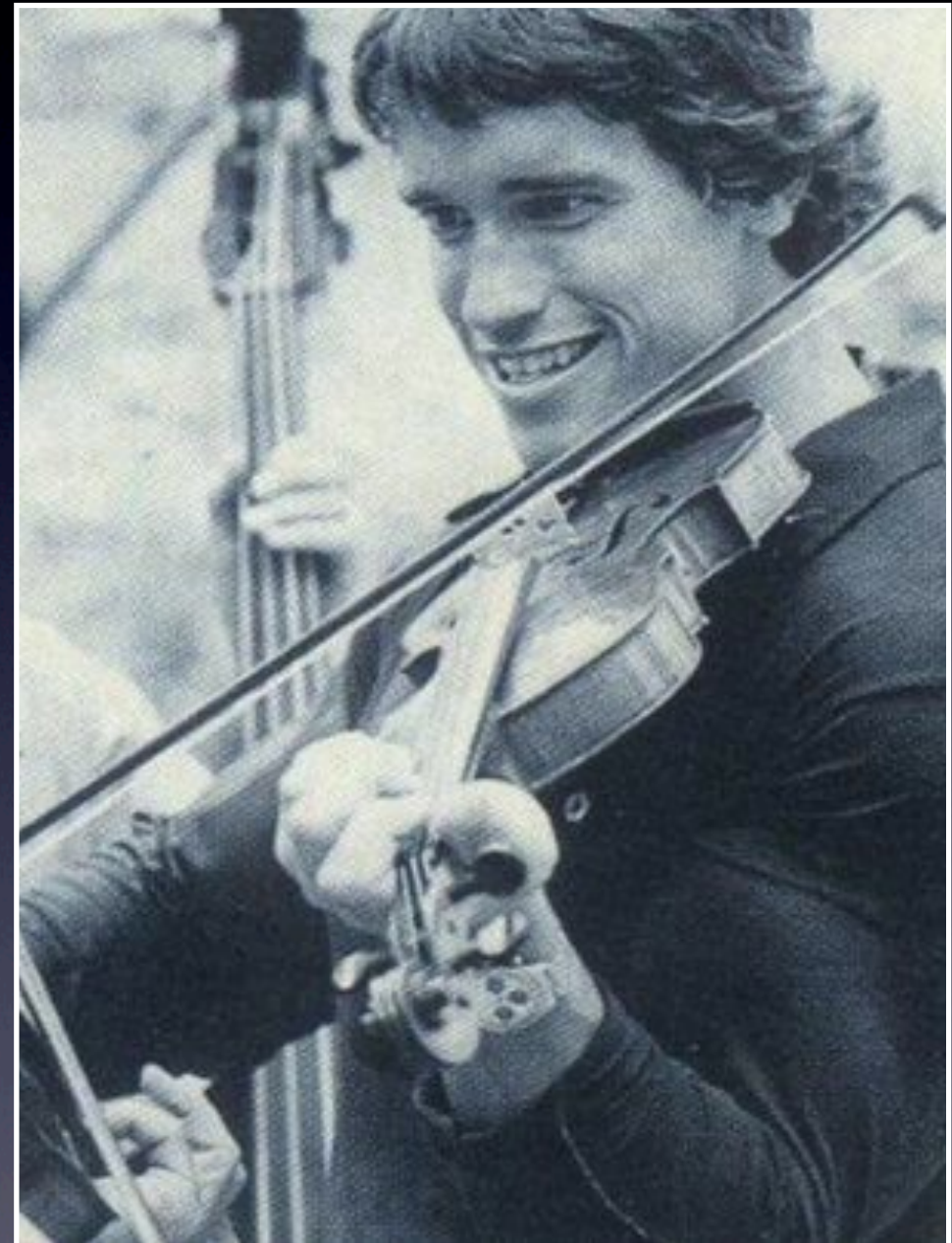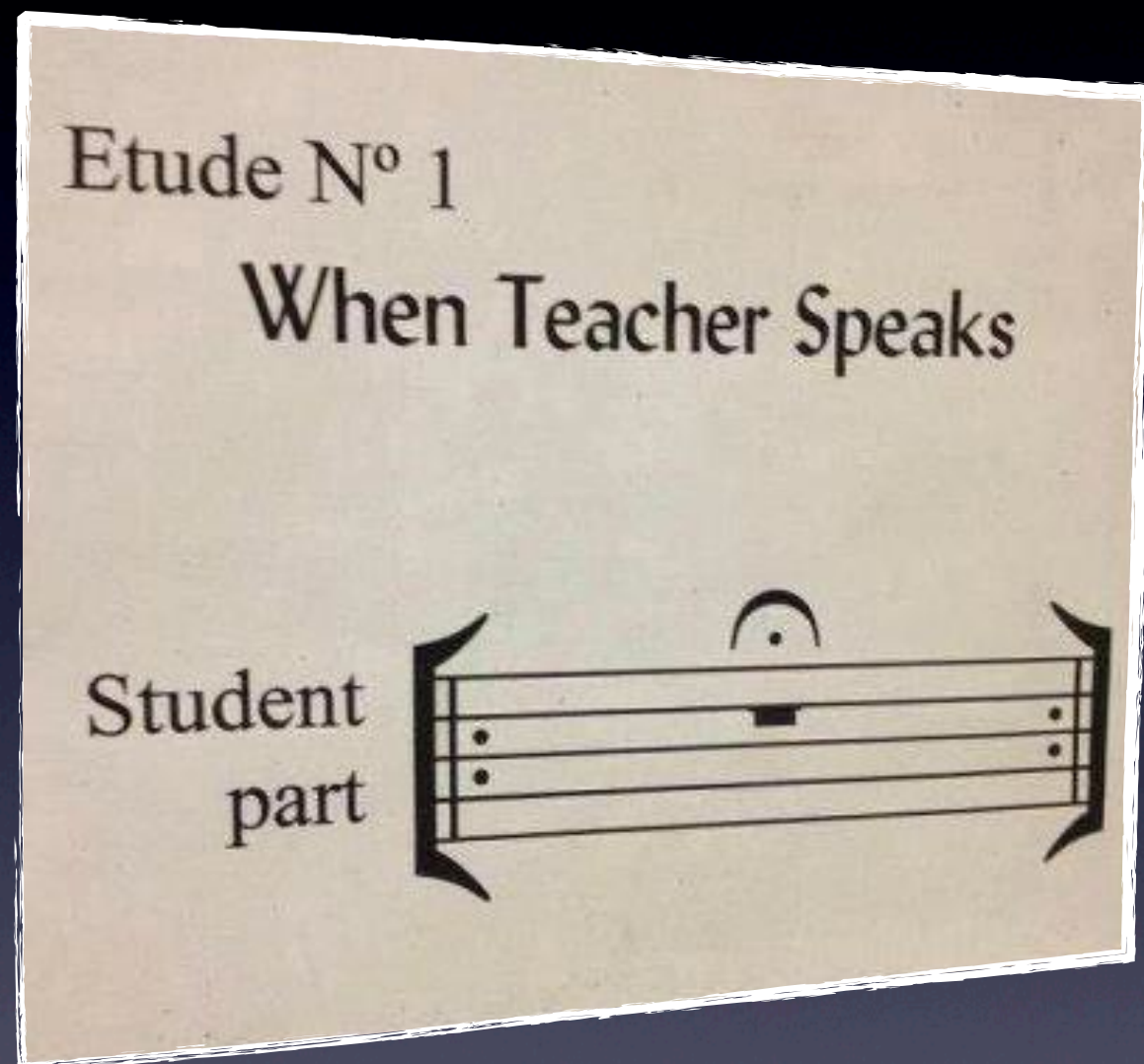
Facebook

- 1 billion users

- Status updates

- Photos

- Pages

- Groups

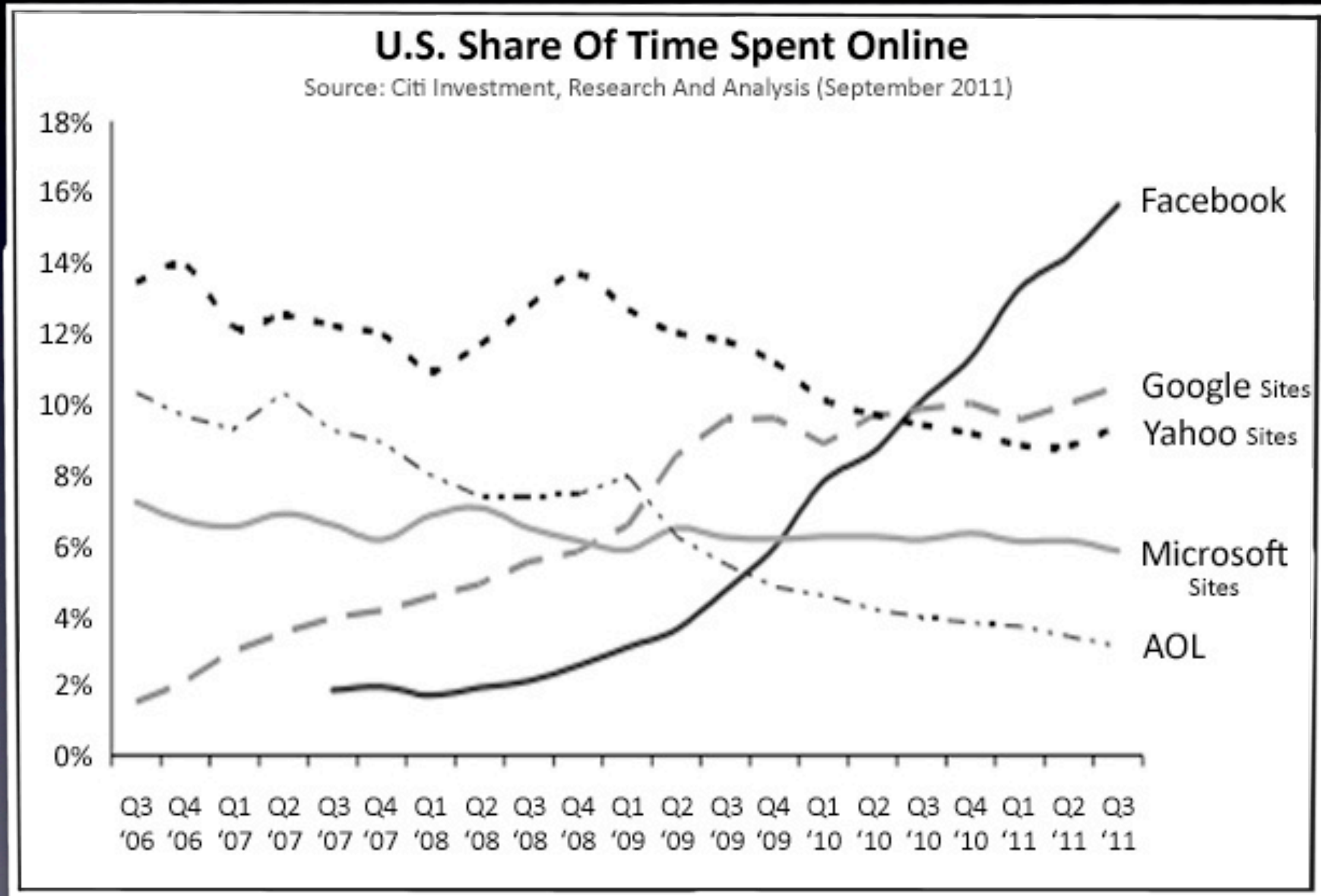- Events

- 20 million kids on Facebook

- 7.5 million younger than 13

- Countless hours

How much time!?!

U.S. Share Of Time Spent Online
Source: Citi Investment, Research And Analysis (September 2011)

Pages

- Page posts show "from the page" and not from an individual

- Your place -- provide your group an identity

- Post videos, photos, links

- Communication

- https://www.facebook.com/chainoflakesorchestra

"I have found that this is a great way to communicate with both students and parents. Many people have either Facebook and or Twitter and once they connect with the orchestra program it creates more investment in the program. There is more communication and more buy in to what is going on in the group. The students like it because it is "their place." And the parents like it because the can get primary source information rather than trying to get it from their kids, which can turn out to be a bit inaccurate. I can post interesting videos that encourage the students to practice and they too can share things they find interesting. It is a great way to encourage exploration in our art and field of study. The inspiration goes both ways. Some of the students have posted groups that I had not heard of before and introduce me to a new favorite."

- David Olson, Chain of Lakes Middle School, Orlando, FL

Facebook Groups

- Online forum; collaborate and communicate more effectively

- Can be closed, open, or secret

- KSU ASTA Group (closed)

- School Orchestra and String Teachers, v. 2 Founded by Gail Barnes, USC (closed, by invitation only)

Twitter

- *What are you doing?*

- 300,000,000 users
- Micro-blogging
- 140 character limit

- Tweets
- Retweet
- Mentions
- Hashtag (#)

Creating short URLs

- Convert long URLs into short, easy to read/post

- **Bitly** - http://bitly.com/

- **Google** - http://goo.gl

Shortened URL

This:

http://schoolsofthought.blogs.cnn.com/ 2012/04/03/famed-fiddler-pulls-strings-for- music-education/?iref=storysearch

Becomes:

http://goo.gl/FX2wg

Others Social Media Sites

- Google+ (G+)

- Foursquare

- Gowalla

- StumbleUpon

- YouTube

- Instagram

- Pinterest

- Others??

Linking social media sites

- Many different apps

- Facebook to Twitter

  - App: Selective Twitter

- Automate Twitter

  - http://hootsuite.com/

  - http://twitterfeed.com/

  - http://gremln.com

Professionalism

- Many employers are starting to search the web before hiring

- Post only what you would post on a public bulletin board

Protecting yourself...

- Familiarize yourself with Facebook's privacy settings (always changing!)

- Don't friend people you don't know

- Don't friend students

- Make sure you know exactly who can see your photos

Protecting yourself...

• Keep your friends from sharing your info

• Limit the use of applications

• Protect your location (home, friends)

• Don't overshare

The future...

- Where will all of this go?

- How much is too much?

- "Smart" location services

- Privacy issues

- Ideas??

Special Thanks...

Questions?
More information...

- This presentation

- Links

www.StringEdTech.com