eBook and Other Tools for Social Media Instruction

By Social Technology Enabled Professional

2015 ATE Principal Investigators Conference, November 22, 2015
Social Technology Enabled Professional (STEP) Lessons

Problem-based or Self-directed

STUDENTS, TECHNICIANS AND EDUCATORS

Technician Owned Businesses Are Growing.

Do you want to know how to use social media to develop a business brand and network?

Students: Apply your social media skills to start your own business.

Technicians: Build your online reputation, customer base and supplier network.

Educators: Use social media to promote your school, program or project.

BECOME A FIELD TEST SITE

Contact: Heidi Larson
hlarson@edc.org
(617) 618-2886

These lessons made possible with support from the National Science Foundation DUE - 1104220
We offer...

See next slides
Social Media Profile and Rubric on the skills needed to succeed in social media...

AMERICA:牵手

Worker Behaviors

A Social Technology Enabled Professional is...

A life-long learner
Able to balance social and technical primary work duties with social business activities

Future Trends/Concerns

Lack of standards for maintaining privacy
Ongoing concerns over the balance between privacy and information sharing
Intellectual property issues related to information published on social networking sites
Effect of platform obsolescence on existing organizational strategies
Effect of increased move to cloud environment could affect privacy and ownership
Increased mobile computing leading to 100% accessibility
Increase in location services allows more applications to locate device users
Ongoing growth in new industries and new jobs
Lack of Bandwidth restricting speed that content/data can be uploaded and downloaded
Increasing number of providers placing caps on free data
Defending oneself against anonymous, libelous postings
Effect of customer use of reviews/sites on business sales/ability to control brand
Increased use of online video positively affects search engine results
Growing necessity to incorporate multiple types of media to improve business search results
New criteria created by Google making it difficult to organize content for search
E-commerce replacing square footage of retail outlets and distribution of products
Effect of social couponing on hyperlocal advertising
Increased pressure to remain abreast of new technology
Learning Occupation: The Social Technology Enabled Professional builds, maintains, manages and leverages online social networks to engage with customers, business partners, employees and key influencers with the goal of building organizational success.

Primary Focus Areas - Lesson 1: RED Lesson 2: BLUE Lesson 3: GREEN

<table>
<thead>
<tr>
<th>Duties</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>1. Conduct Research</td>
<td>1A. Consults with communications or marketing colleagues.</td>
</tr>
<tr>
<td>2. Create a Social Networking Strategy</td>
<td>2A. Defines goals and objectives of social media strategy.</td>
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<tr>
<td>3. Establish an Online Presence</td>
<td>3A. Ensures professional persona supports organizational objectives.</td>
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<tr>
<td>4. Create Content to Engage Community</td>
<td>4A. Establishes editorial calendar.</td>
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<td>5. Manage Online Presence</td>
<td>5A. Collects social analytic data.</td>
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helpful for Developing Curriculum and Building Capacity

- 1. Identifies target market.  
- 2. Creates strategy to support the organizational goals and objectives (e.g., business plan).  
- 3. Enables users to share content across platforms (style guide).  
- 4. Creates content meaningful to audience and consistent with organizational brand and voice.  
- 5. Monitors personal and professional brand mentions.  
- 6. Monitors social accounts to each other, to the website, and email signatures.  

- 1B. Identifies target market.  
- 2B. Creates strategy to support the organizational goals and objectives (e.g., business plan).  
- 3B. Sets up accounts on selected social network platforms.  
- 4B. Monitors industry news for topical content.  
- 5B. Analyzes social analytic data.  
- 6B. Stays current on emerging technologies.  

- 1C. Defines value of media organization.  
- 2C. Defines value of media organization.  
- 3C. Enables users to share content across platforms.  
- 4C. Crafts content that supports organizational functions.  
- 5C. Refines social strategy based on established metrics.  
- 6C. Attends relevant conferences.  

- 1D. Evaluates content using relevant media (text, audio, video…).  
- 2D. Determines content tactics for topical industry news and emerging currents.  
- 3D. Enables centers and platforms to engage with customers, business partners, employees and key influencers with the goal of building organizational success.  
- 4D. Solicits content from internal/external sources.  
- 5D. Refines the profile based on experience.  
- 6D. Maintains professional online C.V.  

- 1E. Produces compelling content using relevant media (text, audio, video…).  
- 2E. Aligns content across all media platforms.  
- 3E. Enables centers and platforms to engage with customers, business partners, employees and key influencers with the goal of building organizational success.  
- 4E. Creates content meaningful to audience and consistent with organizational brand and voice.  
- 5E. Monitors personal and professional brand mentions.  
- 6E. Maintains professional library.  

- 1F. Assigns content from internal/external sources.  
- 2F. Defines content objectives (e.g., subject matter expertise).  
- 3F. Monitors content across all media platforms.  
- 4F. Crafts content that supports organizational functions.  
- 5F. Enables centers and platforms to engage with customers, business partners, employees and key influencers with the goal of building organizational success.  
- 6F. Participates in professional organizations.  

- 1G. Monitors andpositive comments) to community in a timely fashion and constructive manner.  
- 2G. Defines content tactics for topical industry news and emerging currents.  
- 3G. Enables centers and platforms to engage with customers, business partners, employees and key influencers with the goal of building organizational success.  
- 4G. Assigns content from internal/external sources.  
- 5G. Monitors metrics.  
- 6G. Articulates professional personal and self-voice.  

- 1H. Monitors andnegative comments) to community in a timely fashion and constructive manner.  
- 2H. Enables centers and platforms to engage with customers, business partners, employees and key influencers with the goal of building organizational success.  
- 3H. Monitors content across all media platforms.  
- 4H. Monitors content across all media platforms.  
- 5H. Monitors content across all media platforms.  
- 6H. Monitors content across all media platforms.  

- 1I. Monitors content across all media platforms.  
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- 4J. Monitors content across all media platforms.  
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DACUM Process

The Problem

Manages Data Resources

Develops Methods & Tools

Analyzes Data

Wrangles Data

- Manages software
- Creates visualizations
- Collects relevant data based on descriptions
- Maintains control of what is in the data
- Identifies the data from different sources
- Ensures accuracy of data
- The data from problem statement & data
- Analyzes & creates a data dictionary
- Secures data
- Uses data analysis
- Checks data integrity
- vbox, data analysis
- Stores the data
- Organizes the data
- Performs data analysis
- Identifies tools that need to be purchased
- Analyzes data from other sources
- Manages data from heterogeneous data sources
- Data from problem statement & data
- Manages data from heterogeneous data sources
- Analyzes data
- Secures data
- Uses data analysis
Three Versions of Online Lessons – Teacher, Student, & Self-paced
Background & Additional Reading

Getting Started with Social Media

- How to Get Started in Social Media (from a marketing perspective): [http://www.startupnation.com/business-article/social-media-how-to-start.htm](http://www.startupnation.com/business-article/social-media-how-to-start.htm)
- Nine Steps to Get Started with Social Media (from a marketing perspective): [http://www.marketingdonut.co.uk/resources/marketing/social-media-and-online-networking/nine-steps-to-getting-started-with-social-media](http://www.marketingdonut.co.uk/resources/marketing/social-media-and-online-networking/nine-steps-to-getting-started-with-social-media)
- Mashable: Mashable covers the social media news on topics like Facebook, YouTube, Gmail, Twitter, Amazon, and Pinterest: [http://mashable.com](http://mashable.com)

Why Social Media


Time Management: How not to get overwhelmed by information and posts
Webinar Archives (Getting Started Webinars and Advancing Your Skill Sets)

Getting Started with Social Media – Planning Your Strategy

5 Steps for using Social Media to Build a Business
Tuesday, December 2, 2014
See the webinar archive here: http://edc.adobeconnect.com/p3tlfv6ay/
Webinar slides

Digital marketing consultant Laura Nicholas and Peter Ellis, Creative Director of DIF Design, shared two business examples and five steps for growing businesses strategically with social media.
Short Videos

Using Social Media to Grow Business
Why Posting a lot of Content is Important
by Social Technology Professional
3 months ago • 10 views
Mike Qaissanee and Gordon Snyder talk explain that posting content is important both to help your customers find you and to

Watch Your Analytics
by Social Technology Professional
3 months ago • 5 views
Mike Qaissanee and Gordon Snyder explain what Search Engine Optimization is and how to optimize your content so that search

Blogs as Primary Dissemination Platforms - Not Just Words
And now we’re developing an eBook.
Section 2

Step 1: Research the field

Researching the field is not rocket science. What you will need to do is take a look at who else is using social media, and what they are doing with it to be successful. This will help you develop your own strategy.

Consider the questions below:

- What are your competitors / partners / industry movers-and-shakers doing on social media?
- What platforms are they using?
- What are they posting?
- How interactive is their account?
- What do you want to copy?

What do the experts say?
Watch these 1-3 minute videos to hear social media professionals talk about researching their own fields.

Start Researching! Choose 3-5 social media sites to study, and then answer the questions on the Researching the Field form. (iPads and iPhones, click on the Interactive 2.1 to the right. Mac laptops, click here.)

We recommend that you choose at least one competitor, one comparable business, and one Influencer, if you know already who that might be. When you are done researching, save these forms on your own computer where you can refer to them when designing your own social media site. (How about in a folder called 5 Steps to Social Media?)
One of the best features about these management sites is that you can schedule posts ahead of time. Thus, if your goal is to post 3 times/day, at 7:30 a.m., 7:30 p.m., and 10:30 p.m., you can set up your account for these times, load up your posts, and get back to your work or dinner, or even go on vacation. Your social media account will post without you. This is called Scheduling your posts.

Also, if you download the interactive Hootlet or Buffer app, you can schedule posts directly from a website.

4. Post! Because you have set up two weeks of content, you’ll know exactly what to post. Here are a couple of thoughts:

• Make it a big deal! Say what you’ll be posting, that you look forward to interacting with the community. Ask them to follow you! And include a mention or hashtag that you know will get some visibility.

• But know that not many people will see your posts yet.

**Review 2.1 Posting on the fly**

Choose a response to this quote: “It’s okay to post whenever and whatever appeals to me at the time.”

- A. Well, sure. Spontaneity lets people know I’m a person behind the social media.
- B. My customers need to know that I’m a regular guy and can be their friend, too.
- C. I’m in control of the social media site, and I’ll post what I want to!
- D. Not usually. While I want at least some of my posts to be relevant to current events (be they company sales, industry events, or trending topics in the news), I want to maintain consistency of tone and voice.
Our questions for you

1. Which of these resources could be useful to you in your work?
2. What social media tips should we be sure to include in the eBook?
3. What business or programs can you suggest as good examples?
We’re pulling this all together

Check out our resources at our public STEP site:
https://sites.google.com/site/edcsteppublic/

Links to Webinar archives, STEP profile, Resources, Video clips, and eventually the eBook.

Thanks to NSF for the opportunity to develop and share these resources!