

## SOCIAL NETWORKING AND EDUCATION

### OBJECTIVES

- Introduce digital media in the classroom.
- Develop teacher's knowledge through harnessing the students' expertise.
- Promote CC! Week 2009 events and activities using new technology and developing this as an educational tool.

### MATERIALS

- Computer access for teacher to pre-learn the procedure
- Copy of step-by-step instructions to set up the class social network
- Video camera to shoot a digital public-service announcement (PSA)
- Copies of PSA handouts to use as guidelines when writing the PSA
- Copies of Audience and Storyboard Suggestion handout

### PROCEDURE

***Before beginning check your school's policy on using digital media in the classroom such as social-networking and video-sharing sites.***

1. Prior to teaching the lesson, set up a social network on Ning.com. We've chosen this site as it allows for greater privacy controls and is easy to use. The step-by-step guide can be found at the end of this document.
2. When you feel confident about the network, begin the lesson.
3. Explain that the class will have its own social network for the purposes of posting a PSA video for National CC! Week 2009.
4. Ask if any students are familiar with how social networking sites work. Have them share their understanding to develop the group's knowledge.
5. Tell them you've set up a social network using Ning.com. Show the site to the class. Tell them they'll use this site for CC! Week 2009 events, information, and activities only.
6. Brainstorm what the class would like to post on the site. Will they make the site open to other groups? If so, who else will be able to see? Once the class agrees on a list, assign different roles to students so everyone will be responsible for maintaining one aspect of the site.

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7. Whatever your class chooses to post on the site, everyone will be involved in making a PSA. Distribute the handouts to the class if necessary.
8. As a class, decide what information you want to include in the PSA and who the audience will be. This will depend on who you choose to share your network with and whether or not you are able to upload videos to video-sharing sites. When you've decided on the message, choose whether to make one PSA for the whole class or divide the class into groups and have each group shoot its own PSA. Distribute the Audience and Storyboard Handout as necessary.
9. Have the group or groups create a storyboard to show how the camera shots and angles will look in each scene. If you have dialog from actors, write this, too. If there's only one narrator, his or her speech should match the shots in the storyboard.
10. When the storyboards are completed, begin shooting.
11. When the PSAs have been finished, upload them to the social networking site you created and invite your audience to view the videos. You can send links to other staff to view the videos and to other schools on Ning.com who have completed this same lesson.
12. Consider creating an account on TeacherTube or another video-sharing platform and upload your PSAs for global broadcast. Have students help with this if appropriate.
13. You can choose to close the site down when you finish the CC! Week project or maintain it and use it in other education projects.

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## AUDIENCE AND STORYBOARD SUGGESTION HANDOUT

Consider the following elements when brainstorming what content you'll post on the site, who'll be invited to view the content, and how you'll film the information in the public service announcement.

### AUDIENCE

Who will you send links to so they can view your content?

- School faculty and staff
- District faculty and staff
- Other classes
- Parents

What does your intended audience know about National CC! Week 2009?

- Nothing
- A little
- They're celebrating it too

### PSA CONTENT

Will your PSA be serious or comical? Will you have a narrator or speaking actors?

Will you use animation?

Will you need music?

Will your audience learn more and be enthusiastic about CC! Week 2009 after viewing your PSA?

Picture of shot	What is happening _____ _____ _____ _____		_____ _____ _____ _____ _____		_____ _____ _____ _____ _____
	_____ _____ _____ _____ _____		_____ _____ _____ _____ _____		_____ _____ _____ _____ _____

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### *Step-by-step instructions.*

1. Go to [www.Ning.com](http://www.Ning.com).



**Ning** lets you discover and create new social networks for your interests and passions.

[Sign Up](#) to create a new social network

Discover New Social Networks

[P](#)

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Click the  button.

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2. You will land on the **Sign up for a free Ning account** page.

**Ning**

[Sign Up](#)  
...or [Sign In](#)

### Sign up for a free Ning account

Your Ning ID lets you create new social networks and join existing social networks on Ning. Already have a Ning ID? [Sign In](#).

Name

Email Address   
You'll use this email to sign into any social network on Ning.

Password

Retype Password

Birthday

Type the Code on the Right  **AGyGL**

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#).

[Problems signing up?](#) [Sign Up](#)

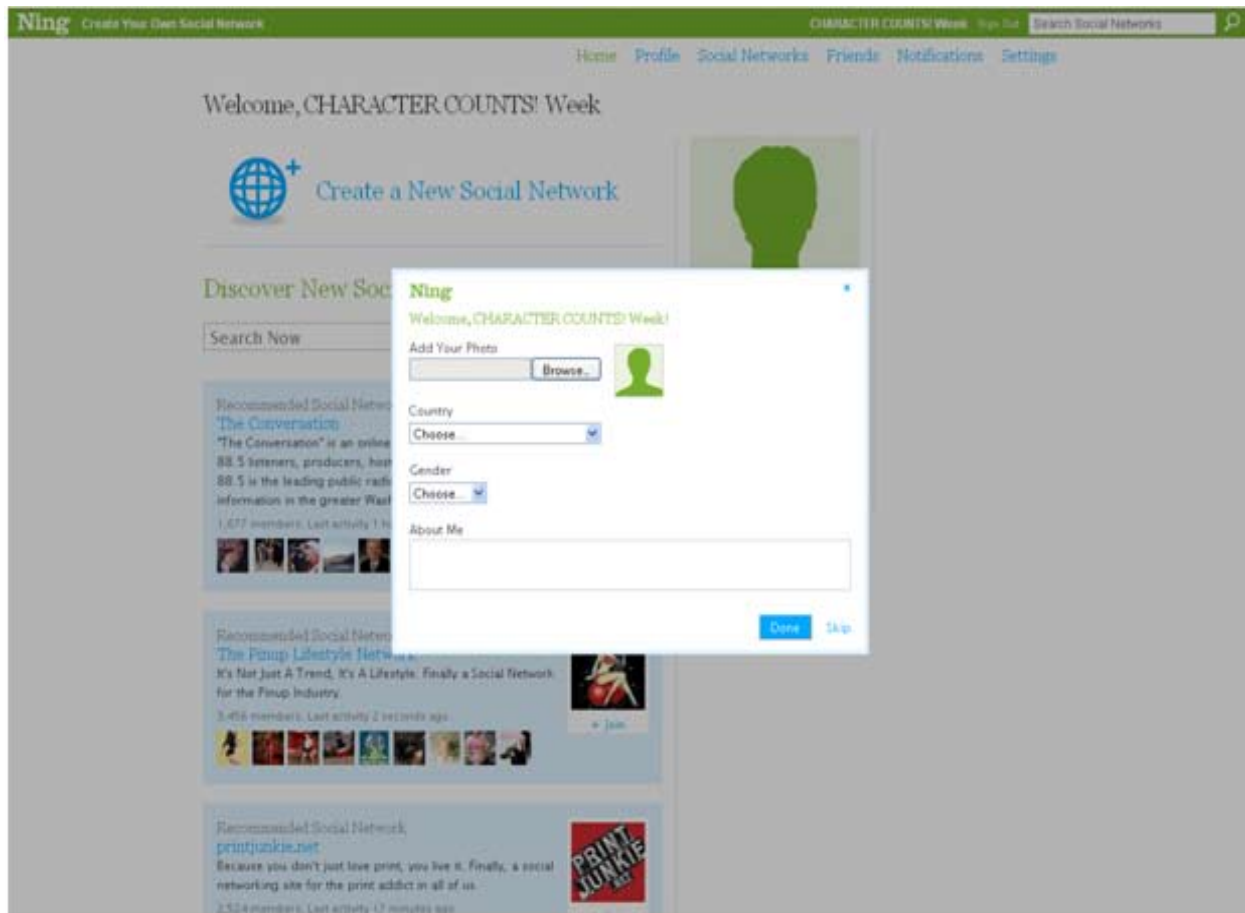
Fill in the required information:

- **Name** (use your name or use “Administrator”)
- **Email Address**
- **Password**
- **Retype Password**
- **Birthday**
- **Type the Code on the Right**
  - The box on the right contains an alphanumeric code.
  - Type the code in the empty box on the left.
  - The code is case sensitive. Copy it exactly as you see it.

Click the  button.

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3. You will land on your Ning homepage and will be prompted to add information.



Choose whether or not to add a photo, Country, Gender, and About Me are also optional. When you've completed the fields you wish to enter, click the Done button.

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4. You will land on the administration page, where you can customize your page.



You can:

- Invite Members by sending an email to people you'd like to have on your social network.
- Customize Appearance by changing colors or layout.
- Add content by typing in information about your group or events.
- Add photos, videos, or events.

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Once you make changes through the admin page, or Main, you will be taken to your network page.

On this page you and members can:

- Add text, videos, photos, or widgets.
- Add photos.
- Create a blog.
- Add comments.

All your information is posted on the left side of the page. You can edit content at any time.

Have fun!