Using Free Social and Multi-Media Tools to Engage Online Students

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## Xtranormal <http://www.xtranormal.com/>

## Facebook <http://www.facebook.com/>

# Tips for making movies using Xtranormal:

1. Make them short
2. Don’t make them time sensitive. Make movies you can use from class to class or year to year.
3. Begin by asking your audience to remove distractions such as phones or other computer applications and focus on the message for three minutes (or however long).

# Tips for using Facebook for discussion groups:

1. If you have a personal Facebook account, create a new one with your instructor persona to use for class.
2. Do not friend your students.
3. Make the list public unless the students request a private group. Ask them before you begin.
4. Respond to as many posts as possible, participate in the discussion, ask provocative questions to get them thinking and posting, praise and encourage!
5. Keep a sense of humor. Facebook tends to bring out a light atmosphere in most cases.
6. Let them know about netiquette and privacy settings.

Facebook Assignment

Join the group:

1. Go to your facebook account. <https://www.facebook.com/login.php>
2. Send a request (message) to ULIB300@groups.facebook.com to join the group.
3. When I get your request I will let you in and notify you that you can access the group now.

Lots of films besides the examples we use, Cloverfield, Snakes on a Plane, and The Blair Witch Project use viral marketing. It can be done on the web or in actual life.

Facebook discussion exercise:

1. Do some searching on the web to seek an example of viral marketing (that do not include our three examples)
2. Write a couple of sentences about how this relates to the Media Literacy principles. Also write at least one sentence saying how you found the page on the web.
3. Here is one site we suggest to get started: <http://www.movieviral.com>
4. Feel free to use any of your web search techniques to find a page, story, or event.
5. Comment on at least three other posts.  Your comments should be positive and insightful. That is, give them some feedback and some content, not just an “I agree, nice!” kind of post. For example, “That was an interesting way that you found the page. Another aspect of media literacy that might relate to this is…”

**Netiquette**: Be kind and respectful in each post. Agree that we may all have different opinions, but our opinions are no more valid or correct than our classmates or instructors that may disagree with us.

**Privacy**: Keep in mind that future employers may see anything you post on Facebook. Don’t post anything that you want to remain private. To protect your own privacy, see the article:<http://www.allfacebook.com/facebook-privacy-new-2009-12>

**10 New Privacy Settings Every Facebook User Should Know**