

**Social Media in the Art Classroom**

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**+ Quiz**

- How many times a day do YOU use social media?
- Insert survey monkey here

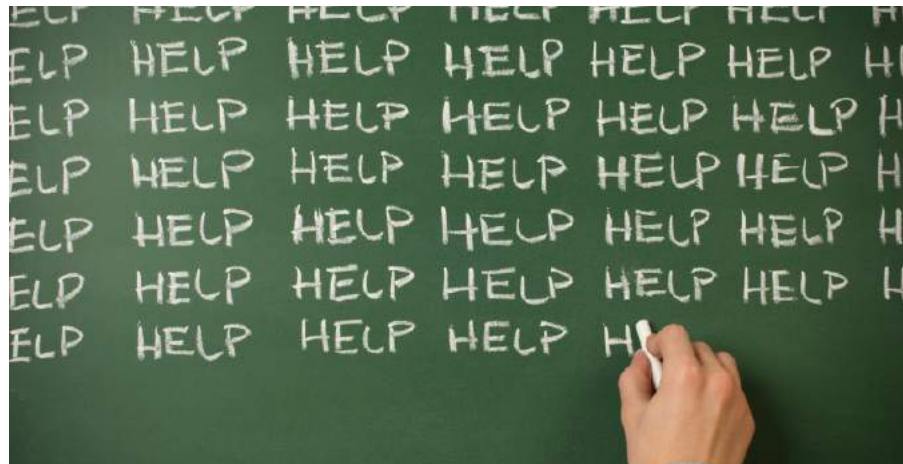
## + Adults vs. Kids

## Social Media Landscape



## + Why Use Social Media?

- Deliver Instruction
- Increase communication to school community
- Extend learning
- Collaboration with the larger world



## Tips for Using Social Media Without Losing Your Sanity

## + Keep it simple

- Just as with our students, we need to master the first concept before we move onto another.

### Social Media takes TIME

Listen	Promote	Participate	Publish	Build Community
No Engagement	Broadcast/Share	Low Engagement	Content Intensive	High Engagement
Google alerts socialmention <sup>+</sup> PITTERLIVY 560 eSOURCING radian <sup>5</sup>	digg twitter eSugar hellotxt Ping Share This Add This dlvr.it	facebook LinkedIn twitter hootsuite Twitter	Blogger WordPress TypePad flickr YouTube	facebook LinkedIn twitter NING
15 min/day	20 min/day	30 min/day	3-5 hrs/wk	5-10 hrs/wk

Original concept by Beth Kanter

## + Know Your Capabilities

- What knowledge do you have about technology?
- What equipment and internet capabilities do you have in the school? Your home?
- What equipment and internet capabilities do your student have?



## + Ask for Help

- We are lifelong learners – don't be afraid to ask for assistance.

- Possible saviors:

- IT specialist at your school
- District IT folks
- The really young teacher down the hall
- Your students
- Social Media Education groups on the web – Art ED 2.0



## + Precautions

- Always get administration's and parent approval for any public sharing
- You can block blogs and FB pages from the public
- Most educational sites (Edmodo, Blackboard) need accounts to enter
- Be aware of linking your accounts to your students' personal accounts!

## + Build Your Community

- It takes time...
  - Maybe start with your students in the classroom first, then the school staff, then parents, then the local community
  - Promote your method of social media to your audience (send emails home, create QR codes on art show tags, put your website address on cards, have the students show their parents how to connect as a homework assignment, etc.)



Practical Advice

## + My situation

- Abraham Lincoln HS - Denver
- 1490 students
- 98% Hispanic
- 95% Free/Reduced Lunch
- Heavy ELL population



## + What do I use?

- Website/Blog
- Pinterest
- Padlet
- Twitter/Facebook
- Survey Monkey
- Dropbox
- QR Codes

+ Let's Look at Some Possibilities

Website:  
<http://sociamediaartclassoverby.weebly.com/>

+ Questions? Thoughts?

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