FAST FORWARD SESSION

SOCIAL MEDIA AND EDUCATION

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Learning Forward
OVERVIEW

Popular social media platforms
- Platform statistics
- Trends / Best practices
- Education-related usage

Benefits of using social media in education

Questions / Responses
Most popular social media platforms

1. **Facebook**
   - 2.4 billion Active Users

2. **YouTube**
   - 2 billion active users

3. **Instagram**
   - 1 billion active users

4. **Twitter**
   - 330 million active users

5. **Snapchat**
   - 314 million active users

6. **LinkedIn**
   - 310 million active users

7. **Pinterest**
   - 300 million active users

FACEBOOK

74% of Facebook users are college graduates

• For personal and business use.
• Share photos & videos, updates, general news, explore events, and more.
• Differentiator: Groups; Events; Marketplace; Messengar

How are educators using Facebook?

• Event invitations: Parents can RSVP for class event & ask questions.

https://prezi.com/1i2xbmaorrzo/1st-grade-facebook/
YouTube reaches more 18-49 year olds than any cable network in the US

- For video consumption and sharing
- 400 hours of video are uploaded to YouTube every minute

https://www.brandwatch.com/blog/youtube-stats/
How are educators using YouTube?

- Tutorials: Educators can record themselves giving a tutorial and can be watched anytime by students.

https://tophat.com/blog/youtube-in-the-classroom/
https://www.youtube.com/watch?v=9FdZuo8cH7w
71% of users are under the age of 35

• For image and video sharing.
• Share everyday moments using Instagram stories.
• Known for: Photo filters; live video recording; IGTV; and professional-looking profile content.

https://www.oberlo.com/blog/instagram-stats-every-marketer-should-know
How are educators using Instagram?

- Classroom activities:
  Allows parents to see actions clips of what their child did that day in class.

https://www.instagram.com/explore/tags/teachersofinstagram/
TWITTER

63% of users are 35-65 years old

- For updates, news, and short pieces of information.
- Hashtags are heavily used.
- 75% of users check the site daily to get their news.
- Text-only posts are seen more often on this platform.

https://www.oberlo.com/blog/twitter-statistics
How are educators using Twitter?

- Twitter chats: Used to connect with other educators and discuss challenges, strategies, etc.

https://twitter.com/search?q=%23satchat&src=typed_query&f=live
SNAPCHAT

90% of all 13-24-year-olds use Snapchat in the U.S.

• Person-to-person, group, and all-followers photo & video sharing
• Posts (aka "Snaps") accessible for 24 hours
• Create Bitmoji avatars; Filters; AR Lens

https://www.oberlo.com/blog/snapchat-statistics
How are educators using Snapchat?

- Assigning annotation for homework: Take a picture of their reading, react to it, and submit annotation.

http://www.taramartin.com/booksnaps-snapping-for-learning/
7 out of 10 professionals describe LinkedIn as a trustworthy source of professional content

- For job seekers, businesses, and professionals
- Showcase job experience and professional thoughts
- Similar to Facebook, but 98% of users have joined a LinkedIn group

https://99firms.com/blog/linkedin-statistics/#gref
How are educators using LinkedIn?

- Access to free resources:
  Follow organizations to further develop you as a professional.

www.linkedin.com/company/learning-forward/
66% of women between 25-54 use Pinterest

- Similarly, to Instagram, users post clickable pictures and videos with short caption
- Users are looking for inspiration for various tasks/projects
- Save ideas, organize by topic and share with others in the form of "Pins" and "Boards."

https://khoros.com/resources/social-media-demographics-guide
How are educators using Pinterest?

• Get inspiration for decorating your classroom.

https://www.bestcollegesonline.com/blog/37-ways-teachers-should-use-pinterest/
Benefits of using social media in education

**Outside Classroom Support**

Use social media to discuss classroom projects, resources for students, or examples of great student work.

**Professional Learning**

Share and discover new tools, edtech, resources, or publications. Get teaching, facilitation, and learning ideas.

**Parent Communication**

Share assignments, activities, videos, & important information with parents.

**Form connections & build relationships**

Engage with experts in the field and a network of educators from different districts.
THANK YOU
QUESTIONS?