

Twitter

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Twitter

Created By

Steve Cummings on Friday, October 2, 2015 5:55:21 AM PDT

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Twitter is the free social sharing service available on the internet and mobile phones . It allows one to share a text message no longer than 140 characters (sometimes referred to as a microblog) with friends and other followers. These messages are termed, "tweets." It also supports photo and video uploads and sharing with other social media sites from mobile devices and desktop computers. Twitter has more than [316 million users](#) and has a global community that share over 500 million tweets every day.

History

2006. The first full version of twitter was offered to the public in July 2006. Twitter was part of a startup striving to develop podcasting software, Odeo. When Apple included podcasting in iTunes, Odeo began developing twitter. Biz Stone, Evan Williams, Jack Dorsey acquired Odeo (and Twitter) forming Obvious Corp in October 2006.

2007. Twitter was spun off as a separate company in April 2007.

2010. New Twitter debut. Revamped interface and added photo/video capabilities.

2013. Twitter goes public with IPO valued at around \$31billion

Features and tools

Send and receive short messages via the Twitter website, SMS (standard messaging), RSS (receive only), email or third-party ap such as Tweetie.

Search for people by name, username, import from other social networks, or invite followers through standard email.

Restrict viewing to defined followers is possible, but the default mode is public viewing.

Share photo and video within the Twitter stream.

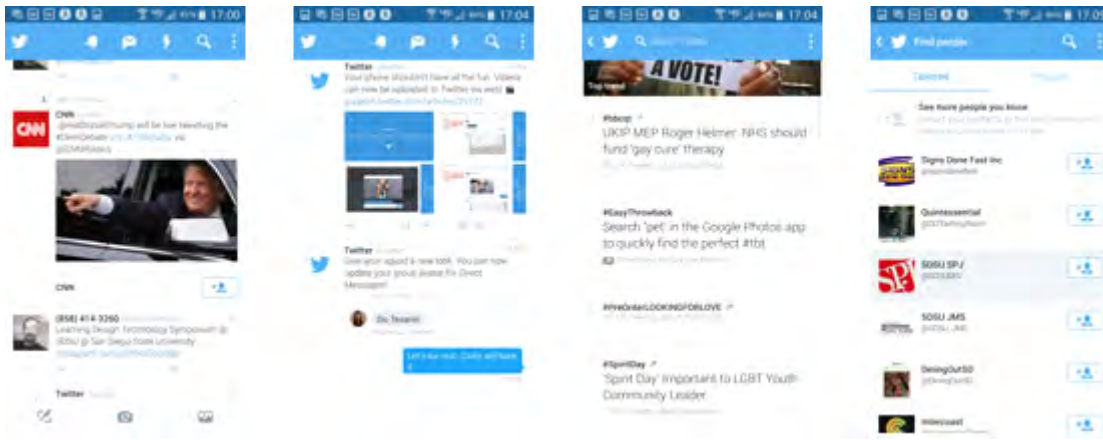
Keyword searching for "#" hashtags.

Re-tweeting.

Twitter Lists.

Twitter widgets

Example Screens:



Uses in Education and Training

Before Training

- Provide Training Administration information: Why, when, where including indoor directions, what to bring, etc.
- Introductions. Save time by completing introductions, self-portraits and ice-breaking activities (e.g. name your favorite bean.)
- Pre-Work / Teaser questions. Introduce subject by posing the questions that the training is designed to answer. Assess the existing level of competence.
- Create #hashtag for session. This keeps things organized in the Twitter world, and allows those interested to search and follow your training session.

During Training

- Backchannel discussions happen during the presentations. Learners send relevant tweets to each other about the material and reply to each other. This helps connect the material with the learner's needs and experiences.
- Questions for Q & A session or panel. Instead of asking for questions at the end, have learners ask questions in Twitter as they come up. Reply to the questions either immediately or during a question answering segment. If there is a Q & A session scheduled, or a panel discussion, collect pertinent questions until then.
- Formative Evaluation. Pose questions to check understanding during session and review during breaks to ensure the training is on track.
- Polling. Pose questions to customize the direction of the training.

Have an Expert resource available

After Training / During Project

- Send /Receive Follow up questions answers.
- Receive Feedback and evaluation survey data.
- Summative Evaluation. See if you've met your instructional objectives by posing a few key questions.
- Send Reminders about key ideas, decision points, specifications or instructions – screen shots, for example. Link to more comprehensive project management tools, reference material and job aids.
- Send reminders about project plan, deliverables and upcoming due dates
- If there are action items for the learners, have them tweet progress notes.

Informational Tool

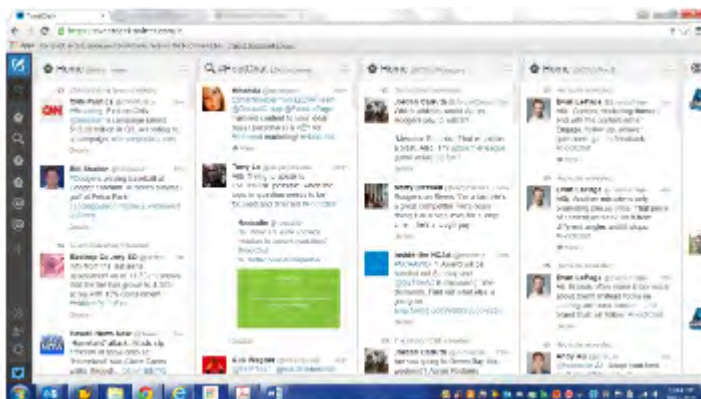
An instructor can use Twitter to share the syllabus with the class, update the class schedule, provide supplemental materials (articles, news stories, opinion pieces), and interact directly with students. The platform also provides an avenue for sharing photos, infographics, and links to videos.

Group Chat and Collaboration

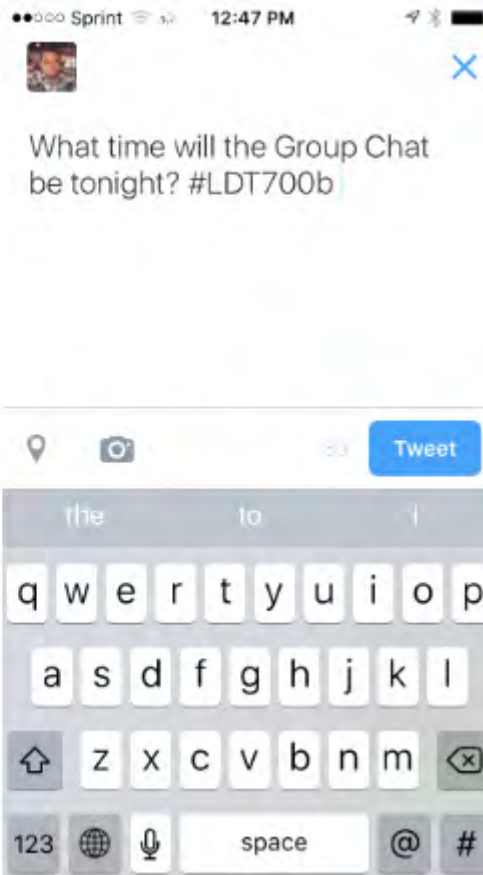
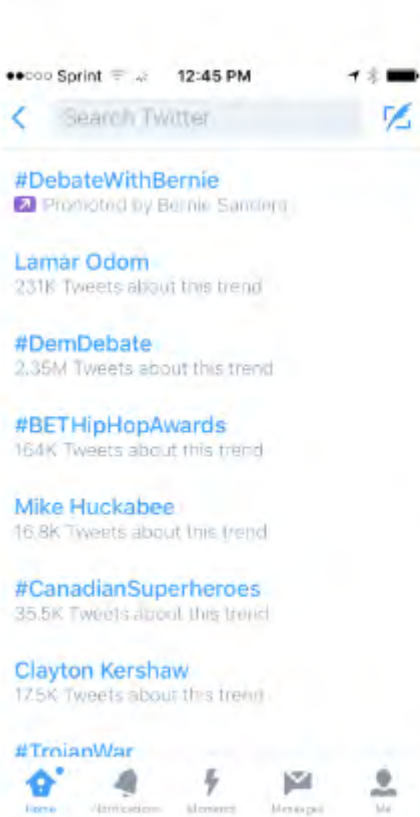
Twitter is an excellent source for instructors to use when seeking ways to introduce collaboration into a course. An instructor can request set up a date and time for a class discussion and use a hashtag (like #LDT700b) to allow everyone involved in the course to follow the discussion. With its ability to be viewed on multiple platforms, students can follow the chat on their desktop, smartphone, or tablet.



A great tool for following chats is [TweetDeck](#). TweetDeck allows Twitter account holders to monitor their personal account, mentions, and a chat (like [#HootChat](#) below) all at the same time.



Group chats can last the length of a standard class or be short informational sessions. Utilizing the hashtag will enable those students unable to “attend” the live chat to seek out the information at another time that is more convenient for them.



Questions and Clarification

Another advantage of the hashtag is that it will allow a user to include it on questions about course materials or clarification about assignments. Instead of tweeting at an individual, the student can include the hashtag and enable anyone to find the question.

Expert Contributions

Twitter has been embraced by experts in various fields and provides allows for communication to occur that may not have been possible ten years ago. Instructors and students can request interviews or schedule Twitter chats with experts in the field they are learning about. This can include educators, politicians, athletes, or anyone with a Twitter account that once to share their experiences and knowledge.

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Instagram

Thursday, October 08, 2015 2:59 PM

Instagram

Thursday, October 08, 2015
2:59 PM

Instagram

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Instagram is a photo sharing service available on the internet and mobile phones using iPhone and Android operating systems. It allows one to share in a graphic format with friends. It also supports photo and video uploads and sharing with other social media sites from mobile devices and desktop computers. Instagram has more than [300 million users](#) and has a global community that share over 60 million photos every day.

History

2010. The Instagram service was started by Kevin Systrom and Mike Krieger in October 2010. Kevin Systrom is the CEO and Mike Krieger is the technical lead. Kevin was part of the startup that became Twitter.
2011. Version 2.0 of Instagram was released offering improved photo editing capabilities.
2012. Facebook acquired Instagram in April 2012 for \$1 billion.

Features and tools

Sharing - Photos can be shared on Flickr, Facebook, Tumblr and Twitter. Photos are public; anyone using Instagram can follow your photos. The Instagram app is available for the iPhone and Android mobile devices and on [instagram.com](#). Uploading and sharing is fast and efficient. Hashtag key wording allows users to discover photos and other users. Photos may be geotagged.
Photo Editing - Instagram offers editing tools and filters to transform snapshots into professional photos. Early versions limited photo formats to a square aspect ratio, but recent updates now support any shape photos. Videos are limited to 15 seconds.
Instagram Direct -

Uses in Education and Training



While Instagram can be used for virtually any course/topic, it's important to use this app for what it can exploit and showcase: Art. Sure, the app is full of food pictures and selfies, but there is a huge Art community on Instagram. You'll find anything from photography, to graphic design, to 15-second videos sharing work. While the direct messaging feature isn't as effective here, students can communicate with each other by hash-tagging (#) their post with course titles or project titles and tag each other (@). Another accessible way to stay connected via your class or organization is to create a specific Instagram account for the appropriate purpose. Users are able to use images in order to share experiences or even start an in-class discussion on something that was previously posted. One of the more common ways of using Instagram for education and/or training is to scroll through the timeline of pictures and see how things have progressed over time. Something a class/organization posted months into it may serve as evidence of academic growth and success.

If you are creating a specific account for your class, you can always adjust the privacy settings so that only students and the instructor will be able to view what is posted on the account. Users may also use the location tagger to add to the photos they post so their peers can see how their environment may relate to the content they're posting.



Many of the training applications for Twitter can be applied to **Instagram**:

Before Training

- Provide Training Administration information: Why, when, where including indoor directions floorplans or maps, what to bring, etc.
- Introductions. Save time by completing introductions, add self-portraits and ice-breaking activities (e.g. name your favorite bean.)
- Pre-Work / Teaser questions. Introduce subject by posing the questions that the training is designed to answer. Assess the existing level of competence.

- Create #hashtag for session. This keeps things organized in the Social Media world, and allows those interested to search and follow your training session.

During Training

- Backchannel discussions happen during the presentations. Learners send relevant messages to each other about the material and reply to each other. This helps connect the material with the learner's needs and experiences. Photos can document any demonstrations or screen shots for later reference.
- Questions for Q & A session or panel. Instead of asking for questions at the end, have learners ask questions in Instagram as they come up. Reply to the questions either immediately or during a question answering segment. If there is a Q & A session scheduled, or a panel discussion, collect pertinent questions until then.
- Formative Evaluation. Pose questions to check understanding during session and review during breaks to ensure the training is on track.
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- If there are action items for the learners, have them send progress notes.

Instagram in the Workplace

Instagram is an excellent social media platform to promote the image of a business. I do not know of any major brand name that does not own an Instagram account (e.g., Apple, Microsoft, McDonalds, Nike, etc. – the list can go on forever). It almost doesn't matter what the background is, just as long as the logo is represented (see the McDonald's example below). Then again, having a well-taken photo helps with the web traffic. Take Audi's photo for example (also see below) – the car is taken in the right-third of the screen while the rest of the photo displays a serene background.



What also is going to help with web traffic are hashtags. The use of the hashtag is so powerful. Hashtags (or any other form "tagging") is one of the most common features found among social media platforms. Like other social media platforms, Instagram allows users to search photos through a tag search. Referring back to the photos posted above, hashtags can be as simple as #mcdonalds or #audi. Or it can be as unique and specific as #chickenmbites or #audiatafterdark. The one benefit of having a unique hashtag is that when searching for that hashtag, only a few results will populate. One can use another social media platform (e.g., Facebook or Twitter) to promote the unique hashtag. Another way an Instagram can promote their business is through photo contests. Generally, businesses ask users to follow the business' Instagram, take a photo of a specific product, then tag a specific hashtag (see example of photo below).



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<http://www.teachhub.com/50-ways-use-twitter-classroom>

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Flickr

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Flickr

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Flickr is a [photo sharing](#) service available on the internet and mobile phones using iPhone and Android operating systems. It allows one to store and share high quality images photography and graphics with friends, family or everyone. It also supports photo uploads and sharing with other social media sites from mobile devices and desktop computers. Flickr has more than 87 million users and has a global community that uploads over 3.5 million photos every day.

History

2004. The Flickr service was started by Ludicorp, a company founded by [Stewart Butterfield](#) and [Caterina Fake](#).

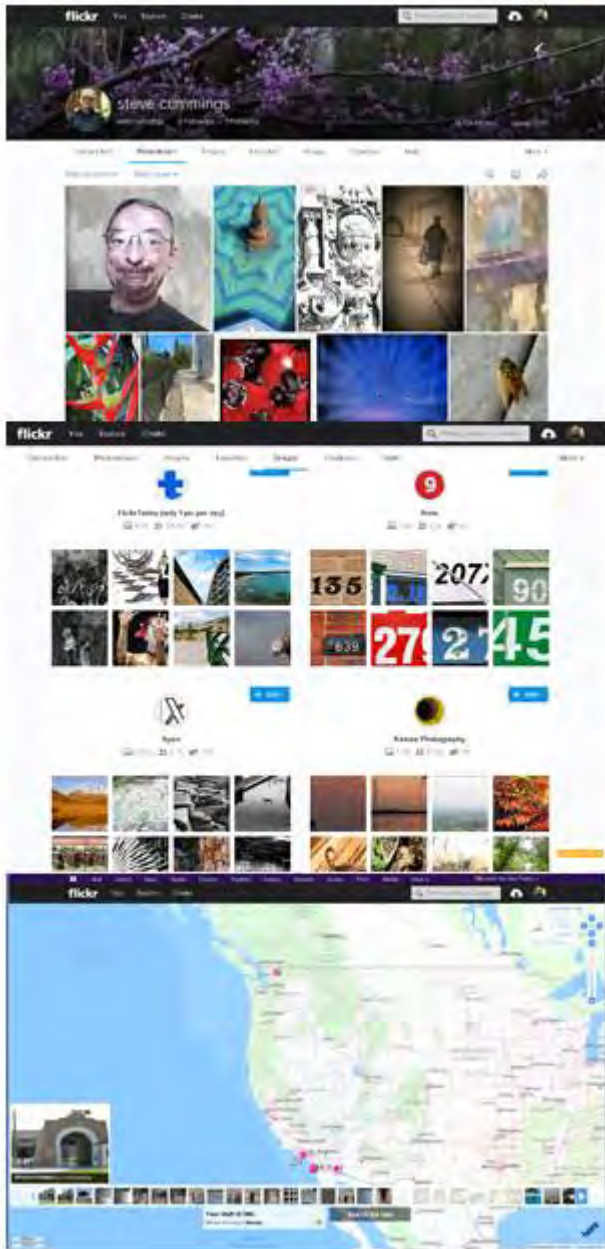
2005. Yahoo acquired Ludicorp and Flickr for \$22 million.

2015. Yahoo unveiled a massive overhaul of Flickr that includes free terabyte of cloud storage.

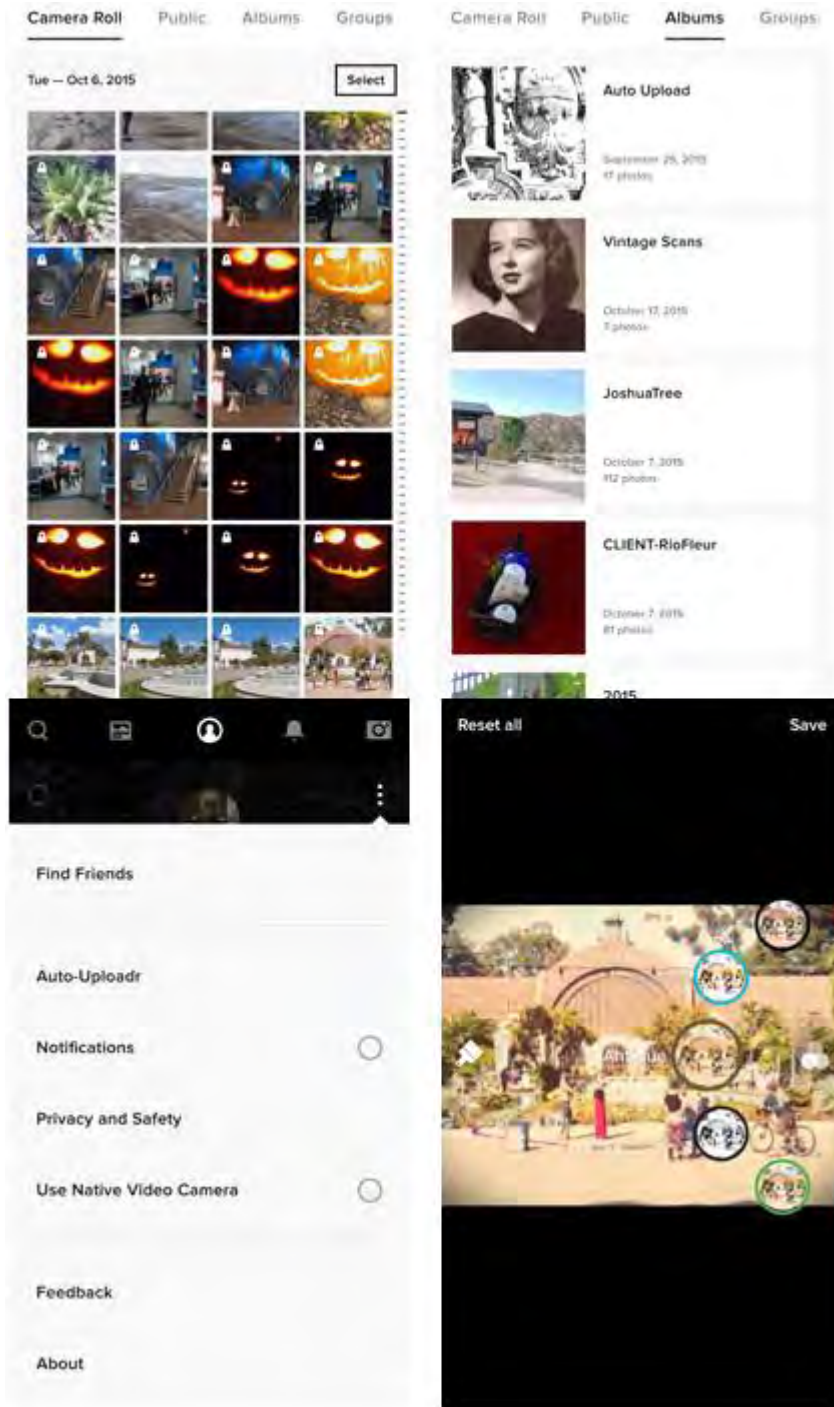
Features and tools

Sharing - Photos can be shared to Facebook, Tumblr and Twitter and downloaded directly from Flickr. Photos are private unless made public. Photos made public can be shared on a Facebook style page where anyone can see your photos. The Flickr app is available for the iPhone and Android mobile devices and on Flickr.com. Uploading and sharing is fast and efficient using the Flickr uploader. Tags (Key wording) allow users to discover photos and other users. Flickr provides multiple views (such as [thumbnails](#) and [slideshows](#)), the ability to classify photos into albums, as well as add annotations (such as captions or [tags](#)) and comments.

Flickr internet interface for Home, Groups and Maps:



Flickr Android Mobile interface for home, albums, settings, editing...



Uses in Education and Training

Flickr's ability to store high quality images and large free storage make Flickr an ideal repository for graphics and images. This quality can be used in large format presentations where images from Twitter or Instagram may appear pixelated. Multiple accounts can be setup to keep things organized. And Groups can be created to share interests or course materials.

- Learner portfolios
- Group Project portfolios
- As a research tool using Flickr's tags
- Capture events, workshops, celebrations, etc.
- Use as repository of screen shots to document an activity on the computer.

- Use third-parties to publish a "memory book" of a project, excursion, or to enhance convention proceedings.
- Step by step guides - Create a set to cover a process from start to finish, and add a description of the process.
- Virtual field trips - Combined with Flickr's world map – Add geotags to images from field trips etc.
- Link Images from Flickr to [wiki pages](#), or blogs to document process and progress through a project.
- Embed slideshow into a course site.
- Have learners use the description area of a selected image to describe image, process, reflections etc.
- Share photos within a course, college, community or network
- Use Flickr for learner profiles - learners share images of selves, at their desk, where they live etc.
- Use labeled images for reference purposes and to develop lexicon.
- Build mosaics of discipline related/ topical images.
- Use as writing prompts - using comments or another space such as a blog
- Use to provoke discussions, arguments pro and con - provide an image, have teams respond to a viewpoint



from: robyn jay's e-learning wikispace

Shared Creative Work on Flickr

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The Digital Millennium Copyright Act clarified copyright protection for digital media. Once something is committed to a tangible medium (and computer media is considered tangible), copyright protection is automatic. So, postings of all kinds are fully protected by the copyright law -- the same as published printed works.

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This license is the most restrictive of the six main licenses, only allowing others to download works and share them with others as long as they credit you, but they can't change them in any way or use them commercially.

Audio and Video in Flickr that have been assigned a CC license can be used per the license restrictions. The benefits of free use are clear, so you should consider contributing to that resource pool in the spirit of collaboration. To do this you should alter your copyright license, at least for some of your work, to a Creative Commons license.

Searching Creative Commons

Images on FlickrFlickr is an excellent place to find images that are available under a Creative Commons License. You may embed these images on your own website as long as your intended use meets the conditions specified in the license* and that you give proper attribution and credits to the original author. Flickr has a dedicated page to help you easily find images that are available under Creative Commons.

Using Creative Commons Images from Flickr

If you are using an image from Flickr, all they require is that the image on the external site should link back to Flickr's page where that image is originally hosted.

Click here for a Creative Commons FAQ

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