Brand Your Classroom: Social Media for Educators
June 16-27, 2025
Molloy University
Dr. Jessica Ryan
JRyan3@molloy.edu

The course will be offered online through Canvas, our online course system. You will need to become familiar with [Canvas](#).

- ➢ Log-in using your Molloy e-mail username and password
- ➢ Click the "Courses" tab (top left-hand side of the page) & select: "Brand Your Classroom: Social Media for Educators" in the drop-down menu
- ➢ Log-in prior to the course just to ensure that your account has been set-up properly!
- ➢ Take the [Canvas Student Tour](#) or visit the [Canvas Student Quickstart Page](#)

Course Description:

   It's time to increase your digital footprint! The face of networking in education has changed; there are so many opportunities to create your professional identity online. We will use X (Twitter) as a tool to create a window into your classroom, expand your Personal Learning Network, and connect with experts in education. We'll explore the power of Voxer as a communication and relationship-building tool. The goals of this class are to become a part of a Professional Learning Community, connect with other educators, drive your own professional development, and share the wonderful work you do with the world.

Dates & Times to Remember:

   While an online course gives you the flexibility to complete the work when it is most convenient for you, please remember you must participate in these online discussions.

- o Day 1- June 17th at 7:30PM X (Twitter) Chat #brandyourclass
   The questions will be posted within Canvas in advance. Please preschedule your tweets.
- o Day 2- June 20th Voxer Chat at your leisure *Make sure to submit your username by 6/17th at 9:00PM

Assignments:

Day	Assignment	Where to Post	Due
Day 1- June 17th	Module A: Parent Communication Tools	Communication Discussion	6/17 9:00PM
	Module B: Twitter	X (Twitter) Chat	6/17 Preschedule Tweets on X to post live starting at 7:30PM
	Module C: BookSnaps	BookSnaps Discussion	6/17 9:00PM
	Module D: Blogging	Deliverable A: Blog Post #1	6/17 9:00PM
Day 2- June 20th	Module E: Voxer	Voxer Chat	6/17 9:00PM- submit username 6/20 9:00PM- chat
	Module F: Pinterest	Deliverable B: Blog Post #2	6/20 9:00PM
	Module G: Buncee	Buncee Discussion	6/20 9:00PM
Day 3- June 24th	Module H: Pick Your Platform	Deliverable C: Blog Post #3	6/24 9:00PM
	Module I: Instagram	Instagram Submission	6/24 9:00PM
	Module J: ThingLink	Deliverable D: ThingLink	6/24 9:00PM
Day 4- June 27th	Module K: Virtual Field Trips	Virtual Field Trip Discussion	6/27 9:00PM
	Module L: Cult of Pedagogy	Cult of Pedagogy Submission	6/27 9:00PM
	Module M: Reflection	Deliverable E: Blog Post #4	6/27 9:00PM

ALL ASSIGNMENTS DUE BY JUNE 27th AT 9:00PM!

<u>Grading</u>:

Module Assignments
Class Sharing (Discussion Boards and Online Forums)
    Students are expected to participate by responding to the instructor and
    classmates with quality responses. You are encouraged to share resources
    and ask questions!

*Points are deducted for any assignment that is handed in after the assigned due
date.

<u>Netiquette</u>:

Netiquette is a set of rules for behaving properly online. Something about
cyberspace makes it easy for people to forget that they are interacting with other
real people. The following bullet points cover some basics to communicating online:

- Be sensitive to the fact that there will be cultural and linguistic
  backgrounds, as well as different political and religious beliefs, plus just
  differences in general.
- Use good taste when composing your responses in Discussion Forums.
  Swearing and profanity is also part of being sensitive to your classmates and
  should be avoided. Also, consider that slang can be misunderstood or
  misinterpreted.
- Don't use all capital letters when composing your responses as this is
  considered "shouting" on the Internet and is regarded as impolite or
  aggressive. It can also be stressful on the eye when trying to read your
  message.
- Be respectful of others' views and opinions. Avoid "flaming" (publicly
  attacking or insulting) them as this can cause hurt feelings and decrease the
  chances of getting all different types of points of view.
- Be careful when using acronyms. If you use an acronym it is best to spell out
  its meaning first, then put the acronym in parentheses afterward, for
  example: Frequently Asked Questions (FAQs). After that, you can use the
  acronym freely throughout your message.
- Use good grammar and spelling.

<u>Technical Support</u>:

- *Canvas Support* is accessed through the HELP feature in the lower left-hand corner of Canvas. You can either call Canvas at (844)408-6455 or use the online chat feature and both services are available 24 hours 7 days a week.
- *Technology Support Services* is located in Kellenberg 022 and can be reached via phone: 516.323.4800, email: helpdesk@molloy.edu or Twitter (X): @molloyTSS
- *The Information Commons* is located on the second floor of Public Square and can be reached at 516.323.4817 or email: slewis2@molloy.edu
  Check their website for hours: http://www.molloy.edu/tss
- Check within the modules for FAQ for each of the technology tools being used.

<u>Communication Procedures & Contact Hours</u>:

I look forward to working with you and guiding you through some technology resources for the elementary classroom! If you have any questions or concerns, please e-mail JRyan3@molloy.edu or send a message through the Remind App. I will respond within 24 hours.