This guide will cover three social networking and web applications, how to get started using them, their educational possibilities, and issues and concerns.

Social Networking websites allow individuals to network with others whether the purpose is to create new professional connections or personal relationships. These types of websites include but are not limited to professional sites such as LinkedIn, hybrid sites which can be either professional or personal such as Myspace or Facebook, and purely social websites that include eHarmony and Match.com.

Blog is short for web log or an online journal tool. In its simplest form a blog allows users to write content to a website, post it, and receive comments on it. Blogger.com is one example of a blog but there are many more available some for free and others that require a paid account. Today’s discussion will cover one of the more popular blog websites, Blogger.com and contrast it with Laulima which also has blogging tools.
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Blogger.com
Blogger.com is an online web log that is free to use.

Getting started with Blogger.com
Go to http://www.blogger.com and click on Create a Blog

Blogger.com requires a Google account however you can use a Hawaii.edu email address when creating this account. If you already have a Google account you could use it but if you want to keep your Google account information private using your Hawaii.edu will suffice.

Choose a password that is at least 8 characters long, the “Password strength:” indicator will give you an idea of how strong the password is to being cracked, obviously you should avoid passwords such as ‘12345’ or ‘abcde’

Choose a display name, Example: Dr. Smith
You can have email notifications sent to you if you wish.
The word verification requires you to type in the malformed word in the text box below, if you have difficulty reading it click the blue icon to the right of the text box for a vocalization of the word. If you mistype the word you will be brought back here to type a different word
Click the check box next to “I accept the Terms of Service” if you would like to read the Terms of Service click the “Terms of Service” link highlighted and underlined in blue.
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Login using your newly created account!
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Click on the Create Your Blog Now box (the blue one)
After creating your account you will be asked for a Blog Title, address, and another Word Verification. The Blog title as stated will appear at the top of the site in your published blog so pick a title that is relevant for the overall Blog. A simple Blog Title could be “Dr. Smith’s Professional Blog” or if you intend to cover specific topics under this blog it could be “Alternative Energy and its effects on the environment”.

The Blog address is useful if you wish to link to your blog either from a personal website or as web content in Laulima. Type in a name, word, or phrase and click “Check Availability” to see if that address is available.

Again you may have to do another Word Verification if so type in the word and click Continue.
Choose a template
These are preformed styles that you can choose from that have different colors, text sizes, font styles, layout types and other features. Templates can be changed later.
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Your blog has now been created you can click Start Blogging to write your first entry.

If you click on Advanced Setup Options you can Set Up a Custom Domain or Import from an existing blog. If this is your first time you can skip these options.
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This is where you can create new posts, edit posts and moderate comments. The interface is simple, type in a title for your blog entry, put text in the body, click publish post and the entry will be posted to your blog instantly.

For more advanced features you have the tool bar

If you click on Post Options you are allowed to choose between allowing Reader Comments or not as well as changing the Post date and time. If you choose a future date and time it will show up as Scheduled when you click Publish Post. If you choose a past date it will publish it immediately with the older date.
This icon allows you to upload or link images. Please note the accepted file types as well as the maximum size limit. You can also choose between how large an image you’d like to show by choosing between small, medium, and large. This will resize the image if it is too large for the blogger formatting, but if the image is small enough it won’t be affected by the Image size choice.

This icon allows you to upload videos. Click Browse and find the video on your computer. Please note that it can only accept certain file types with a maximum size of 100 MB. Give the video a title and check I agree to the Upload Terms and Conditions and click Upload Video.
After you’re done creating New Posts you can edit existing and drafted posts under the Edit Posts tab. From here you can see the status of all posts, edit them, and preview them. If you can not finish a post it can also be saved as a draft, which won’t show up in the live blog but will be saved for you to work on later. Any posting that you save that isn’t posted will be labeled ‘draft’ in the Edit Post section.

If you have enabled Comment Moderation you can click on the Comment Moderation tab to approve or reject comments. Any unreviewed comments will show up below, to publish or reject a single comment click on the arrow next to the comment until it points down to show the menu. You can also sort the unreviewed comments by Post name or Comment Date. On the left you can also change the number of comments per page, the
default is 50.

Alternatively you can check the box next to each comment and click publish or reject, or click All to do a mass publish or reject.

If you would like to change the aesthetics of the site you can click on Layout to change the arrangement of page elements, the fonts and colors, even pick a new template. If you are feeling particularly skilled you can try to edit the HTML of the site.
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Twitter

“Twitter is a service for friends, family, and co–workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your profile or your blog, sent to your followers, and are searchable on Twitter search.”

(http://www.twitter.com)

Twitter has often been called Microblogging which is to say it is a web log composed of short sentences.

How do you use it: Getting Started with Twitter
1) Go to http://twitter.com
Click on Get Started – Join!
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Create an account by typing in your full name, then a username, a password, and an email address. There is a security word you will have to type in if you can’t make it out you can click on the icon next to “hear a set of words”

Then click Create My Account.

Twitter will ask if you want to add your friends from your email list. This is a purely optional step that I recommend skipping.
Next Twitter will ask if you want to automatically start following people. This step is also optional.
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This menu is on the top right corner of the Twitter.com page, from here you can go home and see all the posts from people you are following and also to post messages, go to your profile to view your past tweets, find people, adjust settings, seek Help, and Sign out.

The right hand menu system gives you basic status on your account. How many people are you following, how many are following you, and how many tweets you’ve made. Also below are shortcuts to Home, @username, direct messages, and favorites.
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If you want to adjust the settings click on settings and the first tab is related to your account. From this point you can change your name, user name, email address, time zone (important so tweet post times are accurate), a box for your own personal website, a one line bio to say who you are, a location box to state where you are, what language you intend to communicate in, and finally a box to make your tweets private.

<table>
<thead>
<tr>
<th>Account</th>
<th>Password</th>
<th>Devices</th>
<th>Notices</th>
<th>Picture</th>
<th>Design</th>
</tr>
</thead>
</table>

Name: John Doe  
Enter your real name, so people you know can recognize you.

Username: jdoe  
Your URL: http://twitter.com/jdoe

Email: jdoe@hawaii.edu

Time Zone: (GMT–10:00) Hawaii

More Info URL:

Have a homepage or a blog? Put the address here.  
(You can also add Twitter to your site here)

One Line Bio:  
About yourself in fewer than 160 chars.

Location:  
Where in the world are you?

Language: English

What language would you like to Twitter in?

Protect my tweets

Only let people whom I approve follow my tweets. If this is checked, you WILL NOT be on the public timeline. Tweets posted previously may still be publicly visible in some places.

Save

Delete my account.
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In the Password Tab you can change your password. Note you will need your original password to do this:

![Password Tab]

The Devices tab is used if you want to tweet from your mobile phone. Please keep in mind that your cellular company may charge for this service so review your plan and read all notices before doing this.

![Device Tab]
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The Notices tab lets you specify what kind of notifications you’d prefer

- **New Follower Emails**: Email when someone starts following me
- **Direct Text Emails**: Email when I receive a new direct message
- **Email Newsletter**: I want the inside scoop—please send me email updates!

![Notifications Tab](image)

The Picture tab lets you change the image icon next to your username

![Picture Tab](image)

The Design tab allows you to change the background of your twitter page by either selecting a theme or customizing them by changing the image or the color.

![Design Tab](image)
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To start Twittering type in the box beneath “What are you doing?” up to 140 characters, there is a character counter to aide you in keeping with the limit. When you are done typing click update to post your Twitter.

Another form of Tweeting is the direct tweet. To do this you put an “@” before the
username of the person you are tweeting to. The advantage of this is when you wish to sort general posts versus posts directed at you. If you click the @username link on the right it will show only posts that include you specifically.

Direct messages are private messages to an individual that won’t show up in the normal twitter area. To send a direct message start by clicking on direct message and picking the name from the drop down menu, there is the same character limit in direct messages. Messages you send will be put in the sent tab, messages you receive will be in the inbox.

If you like a particular tweet you can mark it as a favorite by clicking on the tweet and clicking on the grayed out star icon in the top right corner. After clicking on it the color will change to bright yellow and anytime you want to refer back to that tweet you can click on your favorites list.
To find people you can click on Find People and do a search based on username, on other networks (the same step as adding from gmail.com or yahoo email), you can invite people by email and there is a Suggested User tab which has pre-picked accounts you can choose from.

To follow another user find their account using the Find People tab and click on next to their name. Once you are following them the Follow button will change to . If you intend to have students follow you have the follow these steps.
Facebook

How to create an account for a class
Click on “Create a Page for a celebrity, band or business”

Click on Local and select Education
Name of Education: You can name it after your class
Check the box that says “I am authorized to create this Page” and type in your name in the Electronic Signature text box.

Click Create Page

If you already have a Facebook account you can login to your new site using that by clicking “I already have a Facebook account”.
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If you’d like to use a different account or if you don’t have a Facebook account click “I do not have a Facebook account”.

Fill in your email
Provide a password
Enter your Date of Birth
Answer the Security Check
Check the box after you have read and agreed to the Terms of Service and Privacy Policy
Click Sign Up Now!

If you created a new account you will have to confirm your email address. Login to your email if you do not receive the prompt below.

When you login to your email you will receive a similar message as the one shown
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below. Click the link to continue.

Hey there,

You recently registered for Facebook. To complete your Facebook registration, follow this link:


Facebook helps you communicate and stay in touch with all of your friends. Once you join Facebook, you’ll be able to share photos, plan events, and more.

Thanks,
The Facebook Team

Once you have clicked the link you will be taken to your new account. This is the basic layout for an account. There are tabs for “Wall” and “Info” click Edit Information.
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You can enter the address for where the class will be held and your phone for your office. You can also put when the class will be held and what time it begins and ends. If you need to specify two sets of hours you can check the box at the bottom to provide one additional set of time boxes per day.
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If you go back to the main page you can click Edit page on the left hand side to edit various settings.

The Edit Page link on the left hand side will allow you to edit Settings for the page and applications. Two important settings to set are Publishing your site so it is viewable to students and Mobile which will allow you to make updates from your mobile phone.

This application bar will always appear at the bottom and can be used to navigate Facebook applications.
It is possible to accidentally navigate away from your new class page. It's best to avoid clicking any button at the top as it will take you to your default profile page.

DON'T CLICK ANY OF THESE AT THE TOP OF THE PAGE!

If you do happen to lose your page you can go to the tool bar at the bottom and click this icon.

Which will take you to this page where you can click on pages

Then click View Page to return back to your page
Some useful tools in Facebook include the Wall. It may be easiest to think of the Wall as a whiteboard on your door. Anyone can come up and write you a message and hit share. Practical applications include letting people know of events such as field trips, posting links, showing photos, or uploading a video.

Each of these links will allow you to add an item. The first one on the left is the link attach icon. It allows you to share internet links on the Wall. Simply type in your link into the box below:

The next one is the attach photo icon. As you can see, there are three ways to upload a photo. You can upload it from your computer, take a photo from your webcam, or create an album. If you click on the appropriate link, you will be given simple instructions to follow to complete the task.
Another option is to create events. If you are going to have an event whether it be a quiz, a field trip, or simply a workshop you can post that here. Put in the Title, Location, and time and when you are done click Share.

Alternatively you can create an event by scrolling to the bottom and clicking the Event icon and then click Create Event on the next screen.
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Step 2 allows you to customize the event by uploading a photo to customize the event.

There is a guest management option that will allow you to show the guest list and inform guests that they can bring friends to the event.

You can enable the wall on this event so people who view the event can also make comments.

If you want to allow photos you can enable photo uploads.

If you want to allow videos you can enable videos uploads.

Enabling links will let students post links to the event. If they find information on a new exhibit on the Zoo website they can post that link for all to see.

Access levels can be set to different levels. If set to Open anyone can join the event. If set to Closed then people can request an invitation but won’t automatically be included. Also it can be set to Secret so only those invited will see the event.

When you are done click Save.
You will be prompted to Publish the event to your wall—you’re your friends home pages, this is purely optional but useful if you want to notify everyone of the event.

After you click Publish or Skip you will be asked if you would like to add more people. This step is also optional. You can add friends who are on Facebook, send invites to people via Email and add a personal message. When you are done click Send Invitation to send or Finish and View to see the completed Event.
Finally you can add videos to a Wall by click the Video icon. You can either record a video through a webcam or upload a video you already have. Click the appropriate link and follow the instructions that are shown.

The Discussions Tab will allow you to create threads for topics. Similar to the Discussions and Private Messages Tool and other blogging tools Discussions can help create a dialogue between you and the students.

To start a new Topic click on Start new Topic and then enter your topic title along with the discussion. When you are done click Post new topic to post it.

The new topic will be posted in the Discussion boards where people can reply to it.

If for some reason you don’t have a discussions tab you can add one by going back to the main page and click edit page then go down to the Applications section and click on the
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pencil next to the Discussions Boards and then click Application Settings.

Click on Add next to Tab: and click Okay

Educational Application

Blogger.com, Twitter.com and Facebook all offer a variety of communication tools that can be considerably faster than email. Laulima currently does not have a mobile phone component where announcements and messages can be sent directly to students. For example lets say you are all on a field trip and realize that the address was incorrect and instead of Punahou Street instead of Punahou Ave you could Twitter the update to your students who would learn of the change and adjust accordingly. If you were to catch the same mistake sooner you could email them. Therefore the usefulness of these tools will vary and if the speed of email is sufficient for your needs then this advantage is reduced.

These sites were designed to be public on the internet and can therefore be used to collaborate with people outside of Laulima without the need for a login. For example if you write a professional blog as part of your research work faculty from other universities can collaborate with you and provide feedback through comments. These sites also are more perpetual than Laulima and won’t require an import semester after semester.

These sites can also be used to create dialogue between instructors and students. Where in Laulima a discussion topic would have to be initiated by the Instructor, Facebook or Twitter the students can leave messages for the instructor to discuss either class related topics such as what materials will be covered in the next lecture or study related topics including clarification on material presented.
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Precautions

These sites are public and you should exercise caution when putting up materials. The usual items such as contact information, grades, or other sensitive material on students or others should be kept off of these sites. It doesn’t happen often but on occasion some users have been sued for posting on Twitter. For example one woman was sued by a housing management company for complaining on twitter about mold in her apartment. Another individual was fired from their job as a Public Relations Representative for a state office because of posting remarks about recent news events that involved a Harvard Professor and a Cambridge Police Officer. Take the same precautions as you would before sending an email and remember to consider what you are saying as well as how you are saying it.

Incorporating into Laulima

Incorporating Blogger.com, Twitter.com and Facebook into Laulima is simple. You can use the Web Content tool to add these sites in by first Click on Site Info -> Edit Tools. Check the box next to Web Content and click Continue at the bottom. Give the Web Content a Title (For Example: Blogger.com) and then type in the URL or web address (For Example: http://www.blogger.com/laulimasupport) and click Continue then Finish. The site will now appear as a tool on the left hand side of Laulima and will navigate directly there.