Technology & Social Media

Some Suggested Resources

Curriculum and Instructional Materials Center
Oklahoma Department of Career and Technology Education
www.okcimc.com
As technologies evolve, educators and employers alike must keep pace with the impact of these changes on their work. The rise of social media presents both challenge and opportunity—the challenge to fully take advantage of the appropriate social media tools and the opportunity to improve student learning and benefit the bottom line. As a manager, I am always looking for resources that may be useful in my work. This is a list of some that you may find useful, too.

— Craig Maile, Manager, Curriculum and Instructional Materials Center
The Forum Guide to Data Ethics

This helpful 2010 resource from the National Center for Education Statistics is organized around nine core principles ("canons") of data ethics dealing with integrity, data quality, and security. Its purpose is to present a code of ethics for data management and use in education settings.

A Best Practices Guide to Information Security
www.businessofgovernment.org

This handy guide from the IBM Center for the Business of Government identifies best practices and uses a Q&A format to make each practice practical to implement. According to the authors, this resource seeks to apply knowledge of the “human element” to the guidance provided.
Another guide from the IBM Center for the Business of Government, this one provides information about Twitter to help users get up and running, offers advice for advanced users on how to use Twitter for analytics, and describes the “ecosystem” growing up around Twitter that enhances its value to government. Includes strategies for using Twitter and advice about using specific features.

Other titles from the Center for the Business of Government include:

- *A Best Practices Guide for Mitigating Risk in the Use of Social Media*
- *Moving to the Cloud: An Introduction to Cloud Computing in Government*
The theme of the 2013 edition of Accenture’s Technology Vision is Every Business Is a Digital Business. This 98-page document serves not only as a forecast for technology, but for business in general. Each trend description includes a “100-day plan” and “this time next year” feature to help organizations to capitalize on the trend.

“The obligation for action is all the more pressing because the technologies to transform your business are here and now. They are already good enough. Mobile, cloud, social, virtualization, big data—many of the items continuously listed as ‘hot trends’—are quickly becoming part of the current generation of technology; they are well past the point where they should be areas of exploration and experimentation and are quickly becoming the tools with which companies can craft fast, cost-effective solutions to some of their toughest problems—and greatest opportunities.”

—Just what I would have said, if Accenture hadn’t beaten me to it.
Craig
Social Media Success Series: Tips & Best Practices for Businesses & Communicators
http://affect.com/social-media

Colorful fact sheets with fast facts and usage tips relating to Facebook, Twitter, YouTube, LinkedIn, and more.

Blended Learning Implementation Guide, Version 1.0

A Smart Series paper from Digital Learning Now!, this resource offers guidance in response to the shift toward personal digital learning. Topics include creating conditions for success, planning, implementation, and continuous improvement.
Classifying K-12 Blended Learning

www.innosightinstitute.org/innosight/wp-content/uploads/2012/05/Classifying-K-12-blended-learning2.pdf

In this 2012 resource from the Innosight Institute, the authors provide a blended-learning taxonomy and definitions to help create a “shared language” for K-12 blended learning practitioners. The guide also provides descriptions and illustrations of four models of blended learning that represent the majority of the programs emerging today.

“This guide can serve as a ‘playbook’ for organizing discussions of blended learning and for choosing possible routes to take.” —Craig

#CONNECTEDGOV: Engaging Stakeholders in the Digital Age

www.boozallen.com/insights/insight-detail/connectedgov-engaging-stakeholders

Based on interviews with program-level employees and social media initiative “owners” from 12 federal agencies and offices, this 2013 report from Booz Allen Hamilton is intended to inspire others to “employ social media in new and innovative ways in order to strengthen relationships with their constituencies, and further their missions, through interactive communication.” The 40-page resource includes detailed case studies with insights for managers, debunks eight social media “myths,” and explains three major success factors that emerged from the interviews and case studies.
Digital Engagement Framework Workbook

A framework for implementing digital media in organizations and a guide for designing a digital engagement strategy; includes worksheets for taking action based on the framework.

Digital Faculty: Professors, Teaching and Technology, 2012

Based on separate surveys of education faculty members and academic administrators—with over 5,000 responses—representing the range of higher education institutions, this report presents the survey findings in rich detail, including:

- Digital Media in the Classroom
- The Faculty and Digital Publishing
- Faculty and Social Media
- The Impact of Digital Communication on Faculty
- Faculty Workload
- Faculty LMS Use

Each finding is illustrated with graphs in color.
Digital Textbook Playbook
www.fcc.gov/encyclopedia/digital-textbook-playbook

A guide to help K-12 educators and administrators advance the conversation toward building a rich digital learning experience, from The Digital Textbook Collaborative

The Digital Learning Imperative: How Technology and Teaching Meet Today’s Education Challenges

This June 2012 brief from the Alliance for Excellent Education represents a major revision of a previous brief and includes new definitions and data, benefits of digital learning with examples from schools and districts, technology and digital learning beyond online courses and content, and important connections among instruction, learning, and technology.
Educators, Technology and 21st Century Skills: Dispelling Five Myths
www.waldenu.edu/~/media/Files/WAL/full-report-dispelling-five-myths.pdf

This 2010 document reports findings from a survey of more than 1,000 U.S. educators about the connection between K-12 technology use and 21st century skills. Five “myths” are stated, followed by the data that dispels each. Includes implications and recommendations for administrators.

The Future of Work: What It Means for Individuals, Businesses, Markets and Governments
www.aspeninstitute.org/publications/future-of-work

This 2011 report captures themes and insights from a 2010 Aspen Institute Roundtable on Information Technology addressing “the future of work.” Reflecting the participation of technologists, innovators, business leaders, entrepreneurs, academics, and politicians, the report encompasses:

- The 21st Century Workplace
- How Technology is Changing Work
- The Workers of Tomorrow
- The Firm of the 21st Century
- The Social Implications of Globally Organized Work
**Going Social: How businesses are making the most of social media**


This concise guide delivers insights from KPMG based on surveys with more than 1,800 managers and 2,000 employees of organizations in 10 major markets. Each finding includes a “key take aways” feature.

**Human resources and social media**


Another helpful guide from KPMG, this one deals with supercharging talent acquisition and management, addressing mobility and collaboration, leveraging the multigenerational workforce, and managing potential risks. Includes “key questions to ask” feature with each finding.
CDC Social Media Guides
www.cdc.gov/socialmedia/

The Centers for Disease Control and Prevention produced two practical guides for using social media: CDC’s Guide to Writing for Social Media and the Health Communicator’s Social Media Toolkit. The Guide to Writing includes chapters such as:

- Before You Start
- Principles of Effective Social Media Writing
- How to Write for Facebook
- How to Write for Twitter
- How to Write Text Messages
- How to Use Your Web Content as Source Material for Social Media Content
- Hands-On Practice in Revising Social Media Content
- Checklist for Writing for Social Media

The Health Communicator’s Toolkit provides an overview of the subject, top lessons learned by the CDC, developing a social media strategy, and profiles of social media tools and best practices.

“Apparently, preparing for the zombie apocalypse still leaves time for producing practical tools for improving your use of social media. The hands-on practice activities in the Guide to Writing turn that resource into a training tool as well.” —Craig
Handbook of Emerging Technologies for Learning
http://elearnspace.org/Articles/HETL.pdf

Although it was published in 2009, this handbook still offers a useful backgrounder for current issues with its discussion of change pressures and trends, what we know about learning, and new skills for learners and educators. From the Learning Technologies Centre at the University of Manitoba.

CMOs Guide to the Social Media Landscape (2013)
www.cmo.com/content/dam/CMO_Other/Misc./2013CMOsGuideToSocialLandscape.pdf

This infographic rates current top social media tools as good, OK, or bad with respect to customer communication, brand exposure, traffic to your site, and search engine optimization.

Social Media for One-Stop Career Center Frontline Staff: Supporting Job Search and Improving Customer Service
www.heldrich.rutgers.edu/sites/default/files/content/Social_Media_Frontline_Staff_Brief.pdf

This brief, from the John J. Heldrich Center for Workforce Development, discusses the growth of social media in recruitment, reviews key tools, and presents strategies for using those tools to support job seeker customers. Also available: Social Networking for Workforce Professionals: A Primer.
The New Conversation: Taking Social Media from Talk to Action

www.sas.com/resources/whitepaper/wp_23348.pdf

This 2010 resource from Harvard Business Review reports the results of a survey of 2,100 companies about their social media activities. According to the Executive Summary:

“Despite the vast potential social media brings, many companies seem focused on social media activity primarily as a one-way promotional channel, and have yet to capitalize on the ability to not only listen to, but analyze, consumer conversations and turn the information into insights that impact the bottom line.”

Social Media: A Guide for Researchers

www.rin.ac.uk/our-work/communicating-and-disseminating-research/social-media-guide-researchers

This guide, published through the Research Information Network (UK), answers fundamental questions such as the value of social media for researchers, the availability of social media tools for researchers, how to manage information overload, and more.
Learning and Education in the Networked Society
www.ericsson.com/thinkingahead/networked_society

A short backgrounder from Ericsson AB, in addition to explorations of urban life in future cities, the Networked Society Blog, and more

Event Marketing 2.0: How to Boost Attendance Through Social Media

Rules of event marketing for the new media landscape

Mobile Learning for Teachers in North America: Exploring the Potential of Mobile Technologies to Support Teachers and Improve Practice

This paper from UNESCO is part of a Working Paper Series on Mobile Learning. It addresses approaches to mobile learning for teachers and factors affecting mobile learning for teachers, and includes recommendations and conclusions.
Skype for Literacy and Language Learning
www.springinstitute.org/Files/howtouseskypeforlanguageteachingandliteracyspdf.pdf

“How To” tips and best practices for teachers

Trend Compendium 2030
www.rolandberger.com/expertise/trend_compendium_2030/

Roland Berger Strategy Consultants describe seven “megatrends” that will shape the business world and offer recommendations for how companies can respond. The resource also offers a glimpse into how we will live in 2030.

Turning buzz into gold: How pioneers create value from social media
www.mckinsey.com/client_service/business_technology/latest_thinking/turning_buzz_into_gold

Based on a survey of 200 German companies by McKinsey & Company, this report documents how companies have made social media relevant along the entire value chain.
The social economy: Unlocking value and productivity through social technologies
www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy

This report, from McKinsey Global Institute, looks at how social technologies are used today and how they are likely to evolve in five sectors of the economy. The report also identifies 10 value-creating “levers” that can be used across the value chain.

Disruptive technologies: Advances that will transform life, business, and the global economy
www.mckinsey.com/insights/business_technology/disruptive_technologies

This report, from McKinsey Global Institute, identifies 12 technologies that could drive economic transformations and disruptions, as well as guidelines for responding to them.
This comprehensive, 92-page guide from the University of Missouri compiles tips and recommendations for teaching and learning with technology. Its chapters are listed below:

- Planning a technology-enhanced course
- Online program planning
- Legal issues: copyright, accessibility and FERPA
- Developing course materials and documents
- Classroom technology
- Customizing your Blackboard course site
- Digital media
- Assessment
- Building a community in the cyber classroom
- Course and program evaluation
- Survival guide to teaching online
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What is the CIMC?

We are the Curriculum and Instructional Materials Center, a division of the Oklahoma Department of Career and Technology Education. The CIMC has existed since 1967 to produce competency-based instructional materials for career and technical (formerly vocational) education. We are a state education agency which also produces, prints, and distributes curriculum materials across Oklahoma and throughout the United States. The CIMC is located in Stillwater, Oklahoma.