

Social Media Metrics

Who's doing this?

- Your name here, do you want a partner? When done, URL to your doc goes here.
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Once you have selected this topic and signed in, copy the document (in ***File > Make a Copy***), and delete this section. If you're working with a partner, share your document with him/her. **DO NOT WRITE DOWN ANYTHING BUT YOUR NAME ON THIS TEMPLATE, WORK WITH YOUR OWN COPY.**

Overview

Complete this section. What is this? Why does it matter?

Quote and image (optional)

If you find a great quote or a representative image, paste it here with a link to the source.

Learning objectives

- List 3 to 5 objectives

List of items

To get you started, Mathieu suggests:

- Wikipedia
- [Interview with Jenni Brand](#)
- Check out Google Analytics, the stats on your Wordpress site, tools to track users on social media. What can those tools tell you about engagement, popularity, and who your audience is? What are the limitations?

Your list of items

Search for videos, links, and people related to the topics, and paste the URLs of resources you want to consider in the document. When searching, consider the following:

- Look at sources that have already been bookmarked or pinned by our group.
- Look for keywords and hashtags in Twitter and Google+.
- Consider the validity of the information.
- Try to identify at least one teacher practice (a teacher sharing a practice as a blog post,

- a video, etc.).
- Identify at least one social media influencer (a person, not an organisation) for each topic.

Curated content list

Curate (**some sources will be dropped from your original list, including Mathieu's selections if you have found better sources**) your list of resources into a logical sequence that will require **between one to three hours** to consult (including media and reading time).

Your last item should be:

You should follow _____ on _____ because _____.

Learning activity

What are you going to ask of your learners?

Assessment strategy

On what will learners be assessed? Create a list of criteria and/or a rubric.