

# Teaching Social Media: Lessons Learned from Year One

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LAWRENCE  
TOWNSHIP  
PUBLIC SCHOOLS



LAWRENCE TOWNSHIP  
PUBLIC SCHOOLS

Free / Reduced: 21.5%

District Enrollment: 4,011

- White: 45.4%
- Black: 15.5%
- Hispanic: 8.6%
- Asian: 17.9%
- 2 or more Races: 5%





LAWRENCE TOWNSHIP  
PUBLIC SCHOOLS

Teacher Laptops since 1999

1:1 program since 2010

Now exists grades 6-12, Google Apps accounts 3-12

District hashtag: #LTPS

District use of social media: 270+ employees on LTPS Twitter list

# Background and Approval Process

Something New / Relevant

Staffing and Retirement

Social Media Course

Certification of staff member

Impact on Transcript



# Turn and talk with an elbow partner about a response to the below prompt

Should organizations have separate policies to govern social media, or should this fall under a general code of conduct?



# Curriculum Year 1

Background Research: Where did the Content come from?

Digital Footprint



Public Shaming

Historical, Legal, Ethical

Cyberbullying

Marketing

“Activity” Based Learning

Discussions

Reflective Journals (Student-Focused Opinion)

Trending Topics

Instructor and student driven (S.O.L.E)

Living Curriculum

# Takeaways from Year 1

## Demand for Course

Increased enrollment

## Student Interest

Presentations / Intradistrict outreach

Reflections

Law hasn't caught up with technology



# Interactive: Essential Questions

What differences exist between behaviors that are legal and ethical on social media?

What unique considerations exist in the social media sphere as opposed to other mediums?





# Curriculum Year 2



## Revision of Scope & Sequence

- Digital Identity/Footprint (2 wks)
- Historical Perspectives (6 wks)
- Legal Considerations (2 wks)
- Ethical Considerations (4 wks)
- Peer Presentations (3 wks)
- Media Analysis (3 wks)
- Language/The Online Voice (7 wks)
- Business Applications & Engagement (9 wks)

# Sample Essential Questions

- What similarities/differences exist between “new” & “old” media? Why do some mediums thrive & others decline?
- How does social media give voice to a movement?
- How do people use social media to organize around a cause?
- What constitutes “effective” writing? What, if any, considerations exist in the online format?

# ISTE 2016 Student Standards

<http://www.iste.org/standards/standards/for-students-2016>

## **EMPOWERED LEARNER:**

1-B, D

## **DIGITAL CITIZEN: 2-A, B, C**

## **KNOWLEDGE**

## **CONSTRUCTOR: 3-A, B, D**

## **INNOVATIVE DESIGNER:**

4-C, D

## **CREATIVE**

## **COMMUNICATOR: 6-A, B, C**

## **GLOBAL COLLABORATOR:**

7-B, C, D

See our curriculum document in full:

[bit.ly/LTPS-SM](https://bit.ly/LTPS-SM)

