



Social Media and Digital Citizenship in Education Online Self-Paced Participant Syllabus

Course Description

Participants in this course will examine how social media is an integral part of the school community. The positive and negative impact of social media on the school community will be discussed and explored. Participants will learn strategies to navigate social media concerns and issues. The course will help educators learn about norms in digital citizenship and how to plan and integrate social media tools in their classroom and school community. Social media frameworks for projects, lesson plans, and school functions will be reviewed. Participants will leave the course with social media tools to engage their students in new learning mediums and improve the classroom and school community environment.

Course Prerequisites

This course is recommended for K-12 teachers and administrators looking to gain background information concerning social media in the school community and learn how to effectively implement social media tools into their classroom. Participants must hold a baccalaureate degree.

System Requirements

- Computer with word processing software
- Internet access connection
- Software capable of reading PDF files
- Software capable of viewing PowerPoint presentations

Text Books/Supplemental Reading

No textbook is required for this course. Critical reading of assigned articles and text is embedded throughout the course. Assigned and recommended readings are listed in each milestone.

Global Goals of the Course

1. To examine seminal and current research in the area of best practice instruction (NBPTS 3,4)
2. To develop an understanding of the need for social media in today's classroom and school community (NBPTS 1,3,4)
3. To analyze current instructional practices of social media use to better support student learning (NBPTS 1,3,4)
4. To explore possible applications of social media instruction in the classroom (NBPTS 1,2,3,4)
5. To synthesize best practice research and classroom applications (NBPTS 2,3,4)

Instructional Objectives

By the conclusion of this course, each participant should be able to do the following:

1. Review positive impacts of social media in the classroom and community
 - 1.1 Reflect on one's personal experiences with social media
 - 1.2 Explore social media use in current school and district
 - 1.3 Examine positive uses of social media at the classroom and school-wide setting in numerous districts
2. Review common issues with social media in the classroom and community
 - 2.1 Explore social media concerns of current school and district
 - 2.2 Examine negative social media occurrences at the classroom and district levels
 - 2.3 Discuss methods to navigate social media concerns
 - 2.4 Examine strategies to limit negative social media occurrences
3. Develop an acceptable use policy of social media in the classroom
 - 3.1 Investigate well known social media platforms and their placement into school classrooms
 - 3.2 Research effective social media platforms use in classroom and school community settings
 - 3.3 Select social media strategies for implementation based on classroom and school culture
 - 3.4 Design a social media policy/framework for students, staff, and parents
4. Assess Facebook and Instagram in the classroom
 - 4.1 Explore Facebook and Instagram classroom models and frameworks
 - 4.2 Examine national organizations that help educate others about Facebook and Instagram education models
 - 4.3 Consider grade level factors and classroom culture for Facebook and Instagram frameworks
 - 4.4 Appraise feasibility of Facebook and Instagram learning strategies
 - 4.5 Develop a plan for a Facebook and/or Instagram learning project
5. Assess Twitter and Snapchat in the classroom
 - 5.1 Explore Twitter and Snapchat classroom models and frameworks
 - 5.2 Examine national organizations that help educate others about Twitter and Snapchat education models
 - 5.3 Consider grade level factors and classroom culture for Twitter and Snapchat frameworks
 - 5.4 Appraise feasibility of Snapchat and Twitter learning strategies
 - 5.5 Develop a plan for a Snapchat and/or Snapchat learning project
6. Apply current research and trends to educate students about responsible social media use

- 6.1 Examine successful strategies for preventing social media bullying, harassment and violence at the classroom, school and district level
- 6.2 Identify and modify educator behaviors that can foster bullying
- 6.3 Create a plan for intervention (digital citizenship) and/or prevention of social media misuse
7. Assess social media use and cyberbullying scenarios
 - 7.1 Relate the characteristics of bullies, cyberbullies, victims, and bystanders and their influence on student behaviors
 - 7.2 Identify effective and ineffective parent-coping strategies to develop positive parent-school connections with social media
 - 7.3 Examine educator behaviors that influence the behaviors of bullies, victims and the parents of both with the social media framework
 - 7.4 Identify effective coping strategies for educators who experience bullying from students, parents or peers through social media
8. Reflect on current social media laws and norms
 - 8.1 Reflect on the shift from communication via email to social media
 - 8.2 Examine current laws and cases of social media use in the classroom and school community
 - 8.3 Apply current laws and norms to develop a social media framework for the classroom or school community
 - 8.4 Devise/plan constructive social media education lessons/presentations

Teaching Methodology and Delivery Model

Teaching methodologies used in this course are specifically designed to maximize learning in a graduate-level, online distance-learning model. Each course facilitator is trained and/or experienced in facilitating graduate-level online courses as well as the specific content and skills of this course.

1. Online methodologies include instructor/expert presentations, directed skill practice, Forum and Assessment completion, as well as the synthesis of new knowledge and skills in designing educational applications.
2. The course is taught in a supportive learning environment with teacher-participant interaction and feedback.
3. Content focuses on the presentation of advanced concepts linked to instructional strategies which accommodate learning needs of a diverse student population.
4. Course content, activities, and assignments are organized into Milestones that participants complete during the 12-week span of the course. Course content is intended to cover material equal to 45 seat hours of instructional time.
5. Class participants actively construct their own learning and make it personally relevant by acquiring and applying course knowledge/skills to their own teaching

Learning Assessment

Formative assessment of learning objectives for this course is conducted informally throughout the course via discussion, critiques, peer- and self-evaluations, journal entries, instructor feedback, small-group sharing and activities requiring participants to make sense of new knowledge and/or skills within their realm of teaching. Additionally, three formative assessments are embedded within the course. Summative assessment for the course occurs in the form of a final project which requires each participant to synthesize class content and apply it within the teacher's specific teaching environment. Copies of the course performance assessment rubrics are included in Appendices A-C.

Compliance with National Board of Professional Teaching Standards

The National Board of Professional Teaching Standards represents the highest level of professional achievement in the continuum of teacher professional development. There are five core principles (standards) which cover five aspects of professional educational practice: (1) commitment to students and their learning, (2) knowledge of subject matter and instructional strategies, (3) management and monitoring of student learning, (4) systematic reflection about the teaching profession to learn and grow from experience, and (5) collaborative participation in the educational learning community.

Final Projects

Participants taking courses for professional development unit (not-for-credit) must follow the same Participation Expectations as posted in the course syllabus. Participants will complete readings and tasks as outlined in the Task List. Forum Postings are also required. However, participants will be exempt from completing the Formative and Summative assignments unless otherwise noted. Proof of seat hours will be presented to the participants after completing the state required course evaluation located on the student portal.

In keeping with best instructional and assessment practices, this course requires participants to demonstrate synthesis and application of course knowledge in an applied final project linked to the instructional objectives of this course. Assessment of the project should not be limited to the quantity of work submitted but should carefully consider the quality and intellectual value of the work.

Final projects are due and will be submitted to the instructor within the 8 weeks of the allotted class time. Unless the instructor states otherwise, all papers are expected to be properly formatted electronically.

Assessments and Grading

Throughout the course, participants will engage in both formal and informal formative and summative assessments. Points are assigned based on a four-point criterion rubric specifically delineated for each assessment that can be further defined as follows:

Distinguished: The assessment is highly imaginative; demonstrates critical thought; is unique; shows substantial application to one's own teaching or professional position; *goes above and beyond requirements*; is creative; demonstrates both breadth and depth of knowledge of transition-related subject matter; shows individual's personality; is professional in presentation and appearance; and demonstrates considerable effort. The assessment is exceptionally completed and demonstrates clear understanding of the tasks, gives explanations, and shows how the assessment applies to a teaching/learning situation. The assessment meets the specific criteria delineated in "Distinguished" on the course rubric.

Proficient: The assessment is well-organized and complete; is effectively and clearly presented; demonstrates clear understandings; applies what has been learned to the author's own classroom situation; clearly shows connections; is detailed; and is thoughtful and supported with ideas. A thoroughly completed assessment demonstrates that the participant shows awareness of the tasks, gives explanations, and shows how the assessment applies to a teaching/learning situation. The assessment meets the specific criteria delineated in "Proficient" on the course rubric.

Basic: This is the lowest passing grade. The assessment meets minimum requirements; includes general information but lacks descriptive detail; shows limited application to teaching/learning; and lacks originality. This denotes work that does not meet **all** aspects of standards for academic performance in a graduate-level course. The assessment meets the specific criteria delineated in "Basic" on the course rubric.

Unsatisfactory: The assessment is missing evidence or information; is sloppy and poorly organized; demonstrates only surface understandings; shows no evidence of application to the author's own teaching situation; is poorly written; and does not meet minimum standards for academic performance in a graduate-level course. The assessment meets the specific criteria delineated in "Unsatisfactory" on the course rubric.

The assessments for this course are weighted as follows:

Participation and Reflection	30%
Formative Assessments	30%
Summative Assessments	40%

Academic Honesty and Integrity

All participants are expected to maintain academic honesty and integrity by doing their own work to the best of their ability. Academic dishonesty (cheating, fabrication, plagiarism, etc.) will result in the participant receiving a zero for that assignment or paper.

Americans with Disabilities Act Compliance

In compliance with Section 504 of the Rehabilitation Act and The Americans with Disabilities Act, participants who have any condition, either permanent or temporary, which might affect their ability to perform in this class, are encouraged to inform the instructor at the beginning of the first session. Reasonable academic accommodations, aids, and adjustments may be made as needed to provide for equitable participation.

Attendance

Participants will have 12 weeks from the time of their first date of login to complete the course. They will need to contact their instructor and The Connecting Link at (888) 550-5465 should they not be able to complete the online class in the time given. Failure to complete all work in the 12-week time frame may result in an **incomplete** or a grade of **F** for the work, depending on the reason for the delay.

Late Work and Make-Up Policy

Participants are expected to keep pace with assignments and expectations. If a situation arises in which an assignment cannot be completed, the participant is expected to make arrangements with the instructor for the timely submission of such work. Failure to complete all work in this time frame will result in an **incomplete** or a grade of **F** for the work, depending on the reason for the delay.

University Compliance

Course content and instruction are bound by policies associated with the university granting academic credit for the course. Such policies include, but are not limited to: academic integrity and honor codes, institutional objectives and grade grievance procedures. These policies are located within the official academic catalogs which can be accessed through the university's official website.