Creating a Professional Online Presence: Social Media for K-12 Librarians

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Social Media = The New Résumé?

YES!
and
Sort of...
IT’S ALL ABOUT IDENTITY
What will they find?

Sheeji Kathuria - Faculty and Staff Directory - Mississippi State University - Library - msstate.edu
Citation: Sheeji Kathuria... LA Ranzi, L Grant, S Kathuria (4), V Singh, S Kathuria, A John. Proceedings of the ACM...

Sheeji Kathuria (@sheeji) - Twitter
https://twitter.com/sheeji
Your (msau_libraries librarian) having office hours pMSU_SSRC a little late 3/4 p.m. twitter.com/368qoox...
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Mississippi State, Mississippi - Social Sciences Librarian - Mississippi State University. View Sheeji Kathuria's professional profile on LinkedIn. LinkedIn is the world's largest professional network helping professionals like Sheeji Kathuria discover...

Sheeji Kathuria (Mississippi State University, Starkville) on ResearchGate
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Sheeji Kathuria of Mississippi State University, Starkville, is on ResearchGate. Contact Sheeji Kathuria on ResearchGate today.

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How Do People Use Social Media?

Facebook remains the most popular social media platform

% of online adults who use...

Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
According to a 2016 CareerBuilder report, more than two in five employers say they are less likely to interview job candidates if they are unable to find information about that person online — a 6 percent increase since 2015.
N.Y.C. Outlines Social Media Guidelines for Educators

Principals urged to scrutinize online activity
By Michelle R. Davis

New guidelines released last week by the New York City education department make it clear that social networking has a place in education, but they call for restrictions on how educators and students interact in such spaces.

The guidelines recommend prohibiting students and teachers from being "friends" on popular social-networking sites, such as Facebook, and instruct teachers to create school-related email accounts that are separate from their personal email accounts, for example, for interacting with students. The guidelines also call for principals or educational supervisors to closely monitor social-networking sites that are set up for...

TECHNOLOGY

Missouri Law: Teachers and Students Can’t Be Facebook Friends

By Kayla Webley @kaylawebley | Aug. 01, 2011

Facebook vent burns teacher

By Susan Edelman | March 13, 2011 | 5:00
Teacher In Hot Water for Degrading Social Media Posts About Students

October 11, 2016 7:20 PM

“You might think that you have privacy settings that protect you but you don’t and teachers are held to a higher standard because they are role models,” said Beytin.

Teacher sacked for posting picture of herself holding glass of wine and mug of beer on Facebook

By DAILY MAIL REPORTER
UPDATED: 15:45 EST. 7 February 2011

With a pint of beer in one hand and a glass of wine in the other, the worst thing you could accuse Ashley Payne of is mixing her drink.

But this happy holiday snap has cost the high school teacher her job after a parent spotted it on Facebook - and complained.

The picture was taken while travelling around Europe in the summer of 2009.

Costly: Ashley Payne, 24, posed for this picture while travelling around Europe in the summer of 2009. It was later spotted on her Facebook page.
General Social Media Tips For Teachers

- Know your school, county, and state’s social media guidelines for employees.
- Do not “friend” or “follow” students on your personal social media accounts!
- Keep your profile pictures clean.
- List your affiliation with a school at the county level.
- Do not geo-tag your posts with your school location.
- Remember, it is possible to take a screen shot on Snapchat.
- Set your Instagram account to private.
- Never mention your school in any post.
- Don’t complain about your job online!
- Don’t post photos of your students on social media!
Twitter
Did you somehow miss our amazing adventures in UAE? Check it out at storify.com/SherryGick/ask... #ASKinUAE @thebrainlair @plemonsa #SIBFALA16

#ASKinUAE (with images, tweets) · SherryGick
Andy Plemons, Sherry Gick, and Kathy Burnette in UAE for the 2nd annual ALA Library Conference in Sharjah
storify.com
Twitter Best Practices

- Tweet short and smart for maximum retweetage
- Be interesting and build relationships - don’t be a robot
- Retweet and respond to others
- Use the right hashtag / Never hijack a trending tag
- Follow people to get noticed and get followers
- Cite Your Sources
- Keep Your Bio Updated
- Create Lists
Reasons for Educators to use Twitter

- Communicate and collaborate with stakeholders (students, staff, families, communities)
- Anytime, anywhere professional development!
- Create a Personal Learning Network
- Setup school and class Twitterfeeds
- Free alternative to attending conferences
- Need others to inspire and push our thinking!

http://www.edutopia.org/blog/12-reasons-school-district-tweeting-joe-mazza
Resources on Twitter

Accounts:
- @edutopia
- @mrkempnz [“Best Educational Tweeter” winner]

Hashtags:
- #edchat: General Educators Chat
- #cpchat: Connected Principals Chat
- #suptchat: Superintendents Chat
- #elemchat: Elementary Educators Chat
- #ptchat: Parent-Teacher Chat
- #ntchat: New Teacher Chat
- #kinderchat: Kindergarten Teacher Chat
- #flipclass: Flipped Classroom Chat
- #edcamp: Education Camp Chat
- #edtech - Educational Technology Chat

- #pbl; #swcrk21; #makerEd; #DML2015
Use the Public View

To see what she shares with friends, send her a friend request.
Privacy Checkup
Three quick steps help make sure you're sharing with the right people

1. Your Posts
This controls who can see what you share when you post from the top of News Feed or your profile. Your current setting is Friends.

Who would you like to see your next post?

Who would you like to see your next post?

Changing this here will set the audience for your future posts, but you can change it whenever you post and we'll remember your choice for next time.

Learn More
Next Step

2. Your Apps

3. Your Profile
Facebook Tips

- Create a public view that works
- “Follow” pages to get industry news
- Create Lists
- Target your updates
- Keep it clean
Educator Resources on Facebook

- National Educators Association
- Association of American Educators
- Parent Teacher Association
- US Department of Education
- School Library Journal
Blogs
Educator Blogs

- Edublogs
- Edutopia
- TheCoolCatTeacher
- Edutech for Teachers
LinkedIn
**Chuck Yarborough**
History Teacher at MS School for Mathematics and Science
Columbus, Mississippi | Education Management

**Current**
MS School for Mathematics and Science, Mississippi
University for Women

**Previous**
Mississippi Governor's School

**Education**
University of Mississippi

**Connect** | **Send Chuck InMail**

500+ connections

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**Background**

**Summary**
Featured on NPR's '50 Great Teachers' last May and having received numerous awards for innovative research/performace programs, I am a History teacher who believes local history research can make the subject "come to life" and teach students the most valuable lessons that history has to offer!

![Image](https://www.linkedin.com/in/chuck-yarborough-1a810b69)

Through Performance, Mississippi Students H...

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**Experience**

**History Teacher**
MS School for Mathematics and Science
August 1995 – Present (21 years 7 months)

I plan, teach and evaluate all course material for US History, US Government, Mississippi Crossroads, and Economics Courses for 11th and 12th grade students at MSMS - a state-wide public, residential magnet school for gifted Mississippians. I direct the award-winning research/performance/community service project, Tales from the Crypt.

**Adjunct faculty**
Mississippi University for Women
June 1996 – Present (20 years 9 months) | columbus, ms

Adjunct faculty member. At various times taught: History of the South; Mississippi History; and Methods in Teaching the Social Studies
LinkedIn Tips

- Completely fill out your profile:
  - Your industry and location
  - An up-to-date current position (with a description)
  - Two past positions
  - Your education
  - Your skills (minimum of 3)
  - A profile photo (no selfies!)
  - At least 50 connections

- Start finding connections
- Keep it up-to-date
- Network in groups
- Congratulate and endorse people!
Customize

- Brand Yourself
- Create a Custom URL
- Add Keywords
- Use the Profile Badge
- Link to Your Personal Pages
- Add to Your Business Card
So What is the Next Step?

Create an online presence that works for you.
Clean it up

**Facebook**
- Clean up Timeline
- Make Friend Lists
- Adjust Privacy Settings
- Highlight Experience
- Post Publicly

**Twitter**
- Make Twitter Private
- Obscure Your Name/Handle
- Go Through By Tweet
- Create a Professional Twitter Account
Look for Guidance From Your Profession

- Professional Associations
- Peers
- Education Consultants
- Popular Bloggers
- Online Forums
Then Dig Deeper

- Investigate Your Industry
  - Engage on Twitter
  - Find Associations on Facebook
- Pick Your Move
  - Demonstrate Expertise (blog, website)
  - Add Social Media That Works for You
  - Network with Classmates and Professionals (LinkedIn)
“Safe” ways incorporate social media!

- Use closed sites designed for school environments, such as Edmodo, TodaysMeet, Kidblogs or Edublogs.
- Use products such as Global Read Aloud or Skype in the Classroom to connect students with peers around the world.
- Use social media to bring experts into the classroom.
- Use social media to get students involved in social service projects.
- Use Twitter or other social media platforms to connect with other teachers to share ideas for social media in the classroom.
Today’s Brave New World: You Need to...

- Learn how to manage your online information and relationships
- Develop an online identity that works
- Network professionally online
- Find social tools that do good work for you and your school!
Questions?

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