

Facebook for teachers

Jabit's thoughts and
experiences



WHO'S JABIT?

John Hannafin, Lecturer @
Tipperary Institute

**SO YOUR A TEACHER
INTERESTED IN USING
FACEBOOK**

**Q. What do you want to use
Facebook for?**

(i). To support student-teacher communication.

(ii). To support parent-teacher communication.

(iii). To support student-student communication.

(iv). To network with other teachers around the world.

(v). To get your students
networking with other students
around the world.

(vi). To promote what you do
as a teacher.

(vii). To promote what your students do.

(viii). To promote what your school does.

(ix). All of the above.

(x). Something else.

**Q. Can I do all of this on
Facebook?**

Yes. Generally speaking,
Facebook supports
monologues and/or dialogues
with various degrees of
privacy.

**Q. Monologues. Dialogues.
Privacy. Explain?**

At it's most basic, Facebook is
like a diary.

You can write notes in it.

Stick pictures in it.

Stick clippings (web links) in it.

You can even put videos in it.

However, unlike most diaries
you can easily share it with
your friends.

Your friends can see what you put in your diary (notes, clipping, video, etc) and comment on it.

If you want, your friends can also put stuff into your diary.

If you want to share your diary, with a select number of friends or the whole world, then those your sharing it with also have to be on Facebook and, as such, they too have a diary.

Q. I still don't get the monologue/dialogue thing?

Depending on how you share your diary (aka your Facebook Profile Page) you can control (😊) how much conversation is allowed.

For example...

You can allow everyone on Facebook to see your diary, comment on what you put in your diary and write to your diary.

In this way, Facebook supports
a dialogue between you and
everyone who reads and writes
to your diary.

Alternatively, you can allow just a select number of friends to see what you put in your diary but they are not allowed comment or write to it.

In this way, Facebook supports
a monologue - you talk, they
listen.

Note: By default your friends have pretty much full access to your diary.

Facebook

PRIVACY GUIDE

Step #1: Assume everything
you put on Facebook is
publically accessible

Step #2: Repeat step #1

Facebook for Teachers

**FACEBOOK FOR
DIALOGUES**

Let's say you want to use
Facebook to converse with
students/parents/teachers

You can converse only with those who are on Facebook. Is your target audience on Facebook?

Facebook has 1,940,000 Irish
users

Source:socialbakers.com

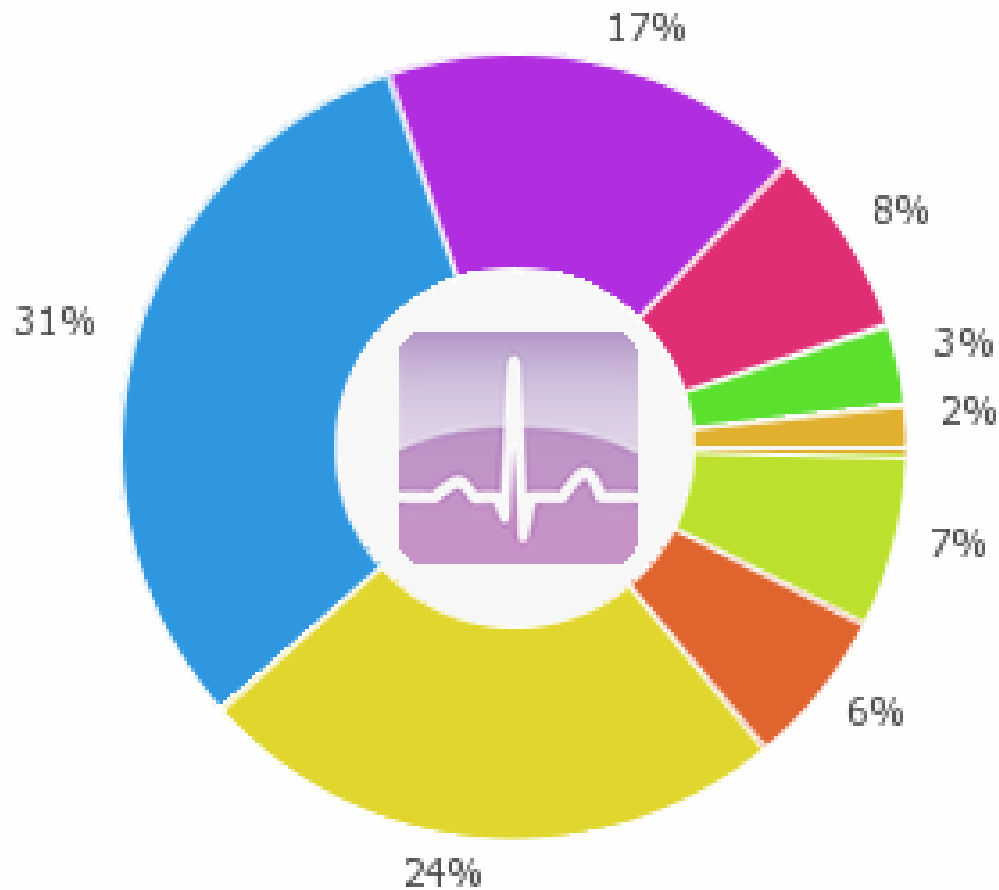
Accessed:2011

41.96% of the Irish population

Source:socialbakers.com

Accessed:2011

User age distribution in Ireland



13 - 15	7%
16 - 17	6%
18 - 24	24%
25 - 34	31%
35 - 44	17%
45 - 54	8%
55 - 64	3%
65 - 0	2%



Source:socialbakers.com

Accessed:2011

269,300 between the age of 13
and 17 (inclusive)

336,000 between the age of 13
and 18 (inclusive)

Number of full-time students in
Second Level institutions aided
by the Department of
Education, 2009/2010

350,687

Source: DES

Accessed:2011

So let's say approximately 85%
of Second Level students are
on Facebook

**Q. Can you ask/tell those
who are not on Facebook to
join?**

No information from children under age 13. If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us

Source:facebook.com/ploicy.php

Accessed:2011

Parental participation. We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet and we encourage parents to teach their children about safe internet use practices.

Source:[facebook.com/ploicy.php](https://www.facebook.com/ploicy.php)

Accessed:2011

**Q. Even if you can ask/tell
your target audience to join
Facebook, do you really
want to?**

**Q. With approx. 85% of
Second Level Irish students
on Facebook, can we afford
not to teach them all about
Facebook?**

Facebook for Teachers

**FACEBOOK FOR
MONOLOGUES**

Let's say you want to use Facebook as a "noticeboard" for students/teachers/parents.

Depending on how you set it up, your target audience need not join Facebook to read your notices.

However, those not on Facebook won't be as "exposed" to your notices as those on Facebook.

The conversational
(networking) power of
Facebook is not available to
those not on Facebook.

However, in this way Facebook can be used as an alternative to a web site.

Using Facebook this way does, however, entice non-Facebook members to join which is something you may not wish to encourage.

Also, your Facebook “web site”
will have advertisements.

Facebook for Teachers

YOUR “SETUP” OPTIONS

Your options.

- Use your personal Facebook profile
- Use a Facebook Page
- Use a Facebook Group

Facebook Personal Profile

- Everyone who signs up to Facebook gets a Personal Profile (diary)
- Each Profile has a Wall where you can post notices (status updates), links, photo's, videos, etc
- Profiles represent people (you)
- Other people (other Personal Profiles) can become friends with you (your Personal Profile)
- Friends generally see each others updates and comments made on those updates (even if comments are not from mutual friends)
- You can have one-to-one dialogues with your Profile friends

Facebook Pages

- Generally used by businesses as a sort of business web page but can be used by a teacher
- People become Fans (not Friends) of pages
- A Page owner (administrator) does not see their Fans updates
- Fans see updates from the Page but not from the Page owners personal Profile (unless they're friends).
- Page's can not have one-to-one dialogue with their Fans or broadcast messages to them (actually, they sort of can).

Facebook Groups

- Used for group discussion and collaboration
- Group Types:
 - Open: Everyone on Facebook can see the group – it's members and content
 - Closed: Everyone can see the name of the group, it's members but not it's content
 - Secret: Only members can see the group, it's members and content.
- Whoever creates the group becomes the group administrator

Facebook for Teachers

**HOW JABIT USES
FACEBOOK**

Remember, I teach to 3rd level students who, amongst other things, are learning about Social Media.

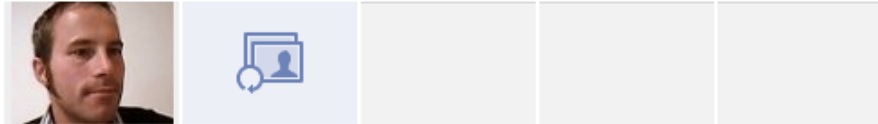
I created a Facebook page
called Jabit.



Jabit

Teacher [Edit info](#)

[Edit page](#)



Wall Jabit · Most recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

Wall
Hidden posts

- Info
- Recent blogs
- Photos
- Discussions
- Wall Paper
- Livestream
- Questions (2)
- Links
- Edit

About [Edit](#)

Jabit, aka John Hannafin, is an ICT Specialist at Tipperary Institute.

36
people like this

Admins (1) [See all](#)



- Use Facebook as John
- Notifications
- Promote with an advert
- View Insights

Quick tips

Get more people to like your page with Facebook Adverts today!

Sample Advert: Jabit



The text of your advert will go here.

[Like](#) · John Hannafin likes this.

[Advertise Page](#)

Jabit
 Busy preparing my presentation for the [ICT in Education Conference](#) which is taking place this Saturday in Thurles. The title of my presentation is "Facebook for Teachers: My Story".
 3 hours ago · [Like](#) · [Comment](#)

Jabit
 I'm considering getting next years students to develop a Flash based multimedia story similar to those developed by Storychimes
 133 Impressions · 1.50% feedback
 Yesterday at 09:37 · [Like](#) · [Comment](#)

Adrian Fielding great idea, after seeing how much my 2 year old loves playing on my ipod touch I think there is a huge market for interactive storybooks.
 Yesterday at 11:24 · [Like](#)

Jabit I'm also thinking it might be a nice alternative to developing a Flash game

Using a Facebook Page (as opposed to my Personal Profile) gives me and my students more privacy.

My Facebook page is not my
primary repository for original
content – that's my blog
jabit.com

My Facebook page is more of a notification and promotional channel.

I auto-post articles from my
blog to the page

I share *interesting* links on
my page

I notify my Fans about some of
the things I am doing

Old Irish Wives Tales



Over breakfast this morning my 5 year old son was telling me that if you find a horse shoe it's lucky. I was explaining to him that it is an old Irish wives tale. Then I started to think of the other ones I knew.

[April 14, 2011](#)

[Read the full article →](#)

Posted in [Ramblings](#) | Tagged [fb](#), [old Irish wives tales](#) | [Leave a comment](#)

Adding a 'tab' to your Facebook Page



Facebook recently announced that FB users will no longer be able to add Static FBML applications (like 'tabs') to their (business) pages and that users should instead be using iFrame applications. So how do you create an iFrame application?

[April 13, 2011](#)

[Read the full article →](#)

Posted in [Social Media](#), [Web Development](#) | Tagged [facebook](#) | [Leave a comment](#)

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- [Adding Facebook comments to Wordpress](#) | [My Blog](#) on



Jabit via Social Media Ireland

Wow, this is really well done.



Hyundai Accent 3D projection mapping

gdata.youtube.com

Wow...this was an awesome video created for the Accent. Check out the cool graphics. It highlights the new slogan "New Thinking. New Possibilities." and showcases the Accent in many way. Enjoy this clip!

149 Impressions · 1.34% feedback

14 April at 09:59 · [Unlike](#) · [Comment](#) · [Share](#)

You and [Cian Ó Luain](#) like this.

Write a comment...



Jabit

My latest blog post: [Adding a 'tab' to your Facebook Page](#)

About

Web Site

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Advanced

Adding a 'tab' to your Facebook Page

Facebook recently announced that FB users will no longer be able to add Static FBML applications (like 'tabs') to their (business) pages and that users should instead be using iFrame applications. So how do you create an iFrame application? Here are the st...

[See more](#)

Source: jabit.com

Published: 2011-04-13 15:09:27 GMT

129 Impressions · 0% feedback

13 April at 16:10 via RSS Graffiti · [Like](#) · [Comment](#) · [Share](#)

I created a closed Facebook Group which really facilitated conversation.

Facebook for Teachers

SOME USAGE SCENARIOS

Class dialogue #1

- *You want:*
 - *Only the teacher to be able to initiate a dialogue*
- *Solution:*
 - *Create a Facebook Page but don't allow Page Fans (students) to write to the Page wall.*
- *Notes:*
 - *You can't prevent non-students becoming Fans but you can remove them.*
 - *Pages are public.*
 - *Student comments may be seen by friends of the student (depending on the student's privacy settings)*
 - *Page updates appear in Fans newsfeed and not email*

- Teacher: What type of initiatives do you think we should undertake as part of Green Schools?
 - Student: Get some recycling bins.

Class dialogue #2

- *You want:*
 - *Both teacher and students to be able to initiate the dialogue.*
- *Solution:*
 - *Create a Facebook Group.*
- *Notes:*
 - *Only people, Personal Profiles, can join groups and not Pages (not such a big issue).*
 - *Unless you are Friends with the students you will initially have to make the group open or closed and then make it secret.*
 - *Group members can receive email notification of group activity*
 - *Group members can chat online*

- Teacher: How are you getting on with your project?
 - Student: Great.
- Student: What's the difference between Cumulus and Stratocumulus clouds?
 - Teacher: See here for a good explanation http://en.wikipedia.org/wiki/List_of_cloud_types
- Teacher: I am giving you an extension of a week on your art project.

- Student A: Anyone know how to calculate the area of a circle?
 - Student B: I think it's pie * radius
 - Teacher: It's $\pi \cdot r^2$ (Pi multiplied by radius squared)
 - Student C: Student B, pie is something you eat

Teacher's Noticeboard #1

- *You want:*
 - *Only the teacher can post notices and no one can comment on notices*
- *Solution:*
 - *Use your personal profile*
- *Notes:*
 - *Unfortunately Pages don't allow you to disable commenting*
 - *Those who want to receive the notices will have to become your friend*

- Teacher: We'll be hurling tomorrow so don't forget your hurley.

Teacher's Noticeboard #2

- *You want:*
 - *Only the teacher can post notices but students (and others) can comment*
- *Solution:*
 - *Create a Facebook Page*
- *Notes:*
 - *Pages are publically accessible*
 - *Anyone can become a Page fan but you can remove them*
 - *Page updates appear in Fan newsfeeds not email*

- Teacher: We'll be hurling tomorrow so don't forget your hurley.
 - Student: I hate hurling.

Teacher's Infoboard

- *You want:*
 - *Something similar to a noticeboard but content (notices) coming just from the teacher or from other teacher selected sources*
- *Solution:*
 - *Create a Facebook Page but don't allow Page Fans to write to the Page wall.*
 - *Use an appropriate Facebook application to automatically post content from selected sources to the Page wall*
- *Notes:*
 - *(Optional) Fans can comment on notices*

- Teacher: Great article on the Easter Rising here [link](#)
- Plus magazine: Math's in a minute - triangles [link](#)
- Irish History Podcast: 5 Great Film Clips from Irish History [link](#)

Student Project Page

- *You want:*
 - *To promote the work of students*
- *Solution:*
 - *Create a Facebook Page and make the students administrators*
- *Notes:*
 - *Pages are public*
 - *Anyone can become a Fan of a Page*
 - *Fans can comment on Page updates*
 - *Fans can, if you choose, write to the Page*

Some other usage scenarios

- Use Facebook:
 - To promote an event (Solution: Page)
 - For student-to-student communication (Solution: Group)
 - For teacher-parent communication (Solution: Group)
 - For students to research topics (Solution: Suggest pages for students to like i.e. become fans of and/or groups for them to join)
 - For teacher-teacher communication (Solution: Search out other teachers, appropriate groups and pages)
 - As a means of embracing digital, social and mobile technology

Facebook for Teachers

FACEBOOK APPLICATIONS

Facebook Applications are little programs that you can add to your Personal Profile or a Facebook Page.

Some applications I have
used...

RSS Graffiti

Allows you to automatically update a Page or Group with content from an RSS feed

LiveStream

Allows you to broadcast a live event via a Facebook Page

Questions

(Now available by default for most people). Allows you to conduct polls on a Page, Group or Personal Profile.

YouTube Video Box

Allows you to add a Tab (sub-page) to your Facebook Page containing select YouTube videos.

Jabit's Blog

An application I write myself
that displays by blogs in a
page tab.

Facebook for Teachers

CLOSING THOUGHTS

Facebook is another
communications channel,
which one takes precedence?

What are your “business hours”?

There are alternatives.

Facebook Weakness #1 Privacy.

Facebook Strength #1

The number of people actively on it.

Facebook Strength #2
It's relative ease of use.

Facebook Strength #3
It's features.

Questions?