

# Facebook and Social Media: Inside (and Outside) Your Classroom

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Time: 4:00 PM – 5:00 PM

Room: Convention Center #235



*By 2020, the members of Generation Y will continue to be ambient broadcasters and take advantage of social, economic, and political opportunities (Pew Internet and American Life Project survey)*

## Facebook

- Go to where your students are
- Be professional
- Connect both inside and outside the classroom
- Pages, Groups, Events, Embedded Audio/Video, Apps
- Fear and the Media – few success stories appear in the media!
- Check with your tech folks/administration about accessing Facebook.com
- Alternatives: Edmodo, Engrade, Toonti, Elgg

## Twitter

- Different demographics than Facebook – better for older students?
- Good for short updates: homework, reminders, cool links

## Case Study: Porter Robinson

- Success through participation in social media
- Contemporary model for music-making & music business
- How do current teaching methods set our students up for success in the world of online marketing and collaboration?

## YouTube

- Social Network with: channels, subscribers, friends, playlists, comments

## Other social networks for music:

- Myspace
- ReverbNation
- SoundCloud

## Professional Development

- Connect on Twitter (#musedchat, #mpln), Facebook Groups (“I’m a band director”, “I Teach Music Technology”), MusicPLN (musicpln.com)

*More session materials available at [www.music4education.com](http://www.music4education.com)  
Links posted online at [www.delicious.com/music4education/TIME11](http://www.delicious.com/music4education/TIME11)*