

# Facebook Reading Group: Teaching Content Curation and Engagement using a Class Facebook Group



Presented at SMA *Teaching Moments*  
November 2015

# What is it?

- All students are required to join this class FB group
- All content posted must pertain to Social Media



# What is it?

- Counts as part of participation grade
  - receive credit for posting up to 5 times a month
  - unlimited credit for commenting on posted articles.

The screenshot shows an Excel spreadsheet with the following structure:

		August				September				
<u>student #</u>	#	postings	replies	count	pts	postings	replies	count	pts	p
Alhumayz				0	0			0	0	
Alrayes				0	0			0	0	
Ayahia				0	0			0	0	
Arnold				0	0			0	0	
Arnold				0	0			0	0	
Burchfield				0	0			0	0	
Chambers				0	0			0	0	
Cheng				0	0			0	0	
Collins				0	0			0	0	
Crigger				0	0			0	0	
Cubert				0	0			0	0	
Eibel				0	0			0	0	



**Jd Schmidt**

October 28 at 3:40pm

Good article about a big company, TOMS, talking about with technology these days companies have less control over their brand. the brand lies in the hand of the consumers.



## Social Media's Impact on Brand Value

Traditionally, companies pushed their brand message on the public with little to no feedback loop. Today, the rise of social media has given consumers more of a voice, empowering them to help shape a company's brand and influence the...

TRIPLEPUNDIT.COM



Like



Comment



Share

✓ Seen by 29



Write a comment...







**Maria Collins**

September 30



Twitter is considering increasing its 140-character limit in order to increase user growth and engagement. I have mixed feelings about this. I don't use Twitter as often as I use Facebook, but I think the character limit makes Twitter look neat and tidy for its real time tweets. I wouldn't think the character limit increase would be a drastic difference from what it is now, though.



## Twitter Looking to Increase its 140-Character Limit – What it Could Mean for the Platform

The inside word is that Twitter is building a new product that will allow users to share tweets that are longer than the company's 140-character limit. What that...

SOCIALMEDIATODAY.COM

Like Comment Share

✓ Seen by 49



**Samantha Paige Morgan** I feel as though it would just turn into another version of Facebook. If they want to communicate more, they can post links!

[Like](#) · [Reply](#) · September 30 at 9:08pm



**Alec Justice** Doesn't seem too ground breaking to me haha. Just sounds more like Facebook.

[Like](#) · [Reply](#) · 1 · September 30 at 9:35pm



**James Weingand** This would break Twitter. The 140 character limit is what makes Twitter, Twitter. Especially in this generation of Millennials and Gen Z's attention spans shorter than ever. I feel like they would lose a lot of it's user's base

[Like](#) · [Reply](#) · September 30 at 9:37pm



**Evan Meyer** Their expansion would have to be minor in my opinion. 160 characters would be okay, but additional characters could lead to a slippery slope. I like it as is.

[Like](#) · [Reply](#) · September 30 at 10:18pm



**Katie Veech** Why would they do that to people? Facebook is for when people want to rant and complain. Twitter is for a quick rude comment. Increasing the character limit is like giving the Facebook complainers more room and platforms to complain on.

[Like](#) · [Reply](#) · September 30 at 10:55pm

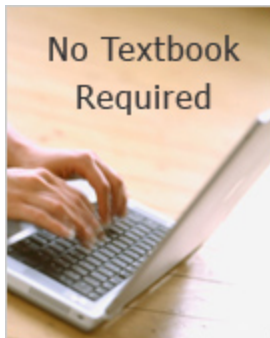


**Maria Collins** When I was reading the article, I was thinking that the character limit is what makes Twitter, Twitter. I felt like an increase of characters could possibly make it lose its brand identity. It would make it more like Facebook and less like Twitter. Granted, this will depend on how much they will increase the limit by, if they choose to at all. So I see all of your points!

[Like](#) · [Reply](#) · September 30 at 11:14pm

# Practical Benefits


- No textbook fits the design of the material in my course. My assigned readings along with this group fill that information gap very nicely.



**E-Mail Marketing** ▾


[Build Content](#) ▾ [Assessments](#) ▾ [Tools](#) ▾ [Partner Content](#) ▾


---

 **E-Mail Marketing Readings**

- [10 Steps For E-Mail Marketing- A Traditional Yet Powerful Online Marketing Technique](#)
- [8 Effective Email Strategies - Backed by Research](#)
- [5 Unskippable Steps in Planning an E-mail Marketing Campaign](#)
- [ARE YOU READY FOR NEXT GEN E-MAIL MARKETING?](#)
- [12 of the Best Email Marketing Examples You've Ever Seen \(And Why They're Great\)](#)


---

 **5 Steps to Start Email Marketing**

 **5 Steps to Start Email Marketing**  
Duration: (5:41)  
User: Savvy Sexy Social - Added: 2/10/15


[Watch Video](#)

---

 **Top Tips Writing Email That Sells**

This article is 16 years old! How much of it is relevant? How much fits today?

---

 **E-Mail Service Providers Readings**

- How to Choose an Email Marketing Service for Your Small Business <http://www.pcmag.com/>
- 6 Things to Consider When Comparing Email Marketing Service Providers <http://www.busine:>
- 2015 Top 3 winners for Best Email Marketing Service provider. <http://www.werockyourweb.co>
- The Best Email Marketing Services of 2015 <http://www.pcmag.com/article2/0,2817,2453354,t>

# Practical Benefits

- The students bring different interests and motivations that lead to a wider range of topics and sources!
- Generational effects as well. (Better than articles this old guy would share!)



Ally Crigger

3 hrs

This is really big for my hometown. I come from a very small town in the mountains of Virginia, so for our community to gain a response from this brewery, that's pretty awesome! The power of social media being used to enhance the local community and bring in more investment.



Social media campaign pushes Deschutes Brewery to come to Roanoke

Michael Galliher is the man behind a Facebook campaign that is using #Deschutes2Rke to help push the Oregon craft brewery to come to Roanoke....

WDBJ7.COM | BY WDBJ7

# Practical Benefits

- Students produce **far** more content that I ever could!

		Article Posts	Comments
Spring	2012	257	212
Fall	2012	230	195
Spring	2013	244	221
Fall	2013	403	310
Spring	2014	345	190
Fall	2014	425	298
Spring	2015	447	440
Fall	2015	240	?



# Pedagogical Benefits

- This exercise mirrors the way Social Media Managers learn about their trade on a daily basis.



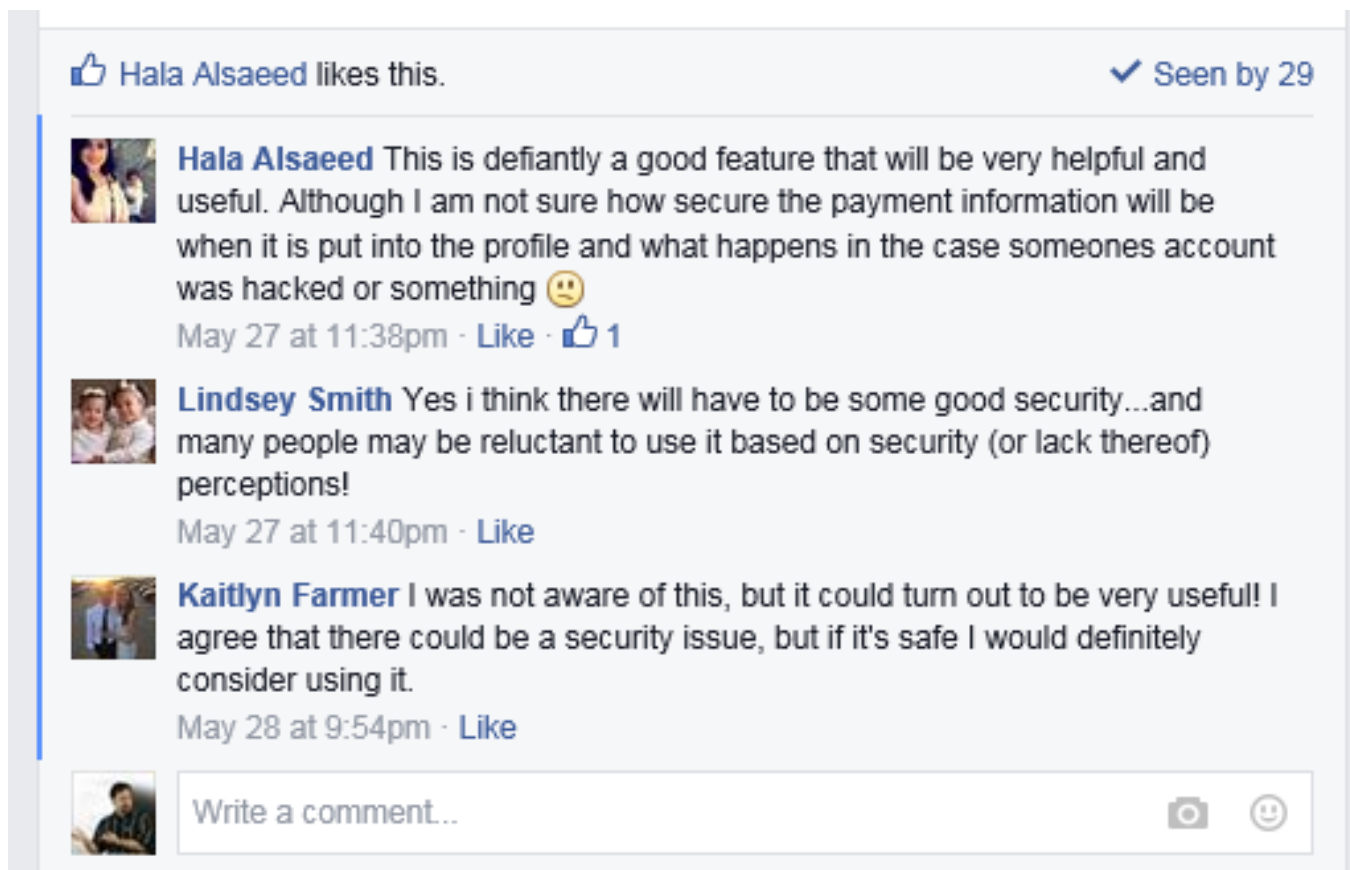
# Pedagogical Benefits

- learn the curation of content process.




# Pedagogical Benefits

- teaches the students the engagement process.






A screenshot of a Facebook comment thread. At the top, it says "Hala Alsaeed likes this." and "Seen by 29". The first comment is from Hala Alsaeed, dated May 27 at 11:38pm, with 1 like. She expresses concern about the security of payment information. The second comment is from Lindsey Smith, dated May 27 at 11:40pm, with 1 like, agreeing that security is a concern. The third comment is from Kaitlyn Farmer, dated May 28 at 9:54pm, with 1 like, stating she would use it if it's safe. At the bottom, there is a text input field for writing a comment, with icons for adding photos and emojis.

Hala Alsaeed likes this. Seen by 29

**Hala Alsaeed** This is defiantly a good feature that will be very helpful and useful. Although I am not sure how secure the payment information will be when it is put into the profile and what happens in the case someones account was hacked or something 😞  
May 27 at 11:38pm · Like ·  1

**Lindsey Smith** Yes i think there will have to be some good security...and many people may be reluctant to use it based on security (or lack thereof) perceptions!  
May 27 at 11:40pm · Like

**Kaitlyn Farmer** I was not aware of this, but it could turn out to be very useful! I agree that there could be a security issue, but if it's safe I would definitely consider using it.  
May 28 at 9:54pm · Like

 Write a comment..  

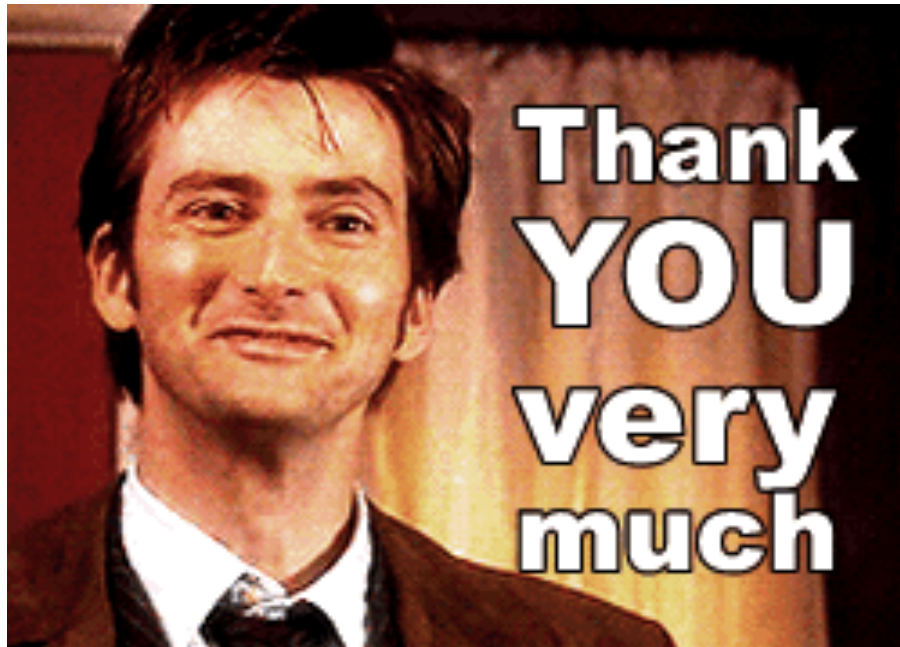


# Potential Issues



- There is the possibility of inappropriate posts.
- Commenting also means that some students could act as trolls and insult the poster and flame wars could even erupt under certain circumstances.
- So far, in 3 years of using this I have had none of these problems.





# Contact Me

Chip Heath

[HeathC@nku.edu](mailto:HeathC@nku.edu)

A screenshot of a Twitter profile card for Chip Heath. The background of the card is a photograph of a lecture hall with rows of wooden seats and a wooden desk in the foreground. The profile picture shows a man with a beard wearing a red shirt. The name "Chip Heath" and handle "@chipeath" are displayed. Below this, statistics are shown: 1,053 tweets, 265 following, and 1,039 followers.

TWEETS	FOLLOWING	FOLLOWERS
1,053	265	1,039