Celebrate Good Character!
October 19-25, 2008

JOSEPHSON INSTITUTE'S
NATIONAL
CHARACTER
COUNTS!
WEEK

Social Networking and Education

Objectives

- Introduce digital media in the classroom.
- Develop teacher's knowledge through harnessing the students' expertise.
- Promote CC! Week 2008 events and activities using new technology and developing this as an educational tool.

Materials

- Computer access for teacher to pre-learn the procedure
- Copy of step-by-step instructions to set up the class social network
- Video camera to shoot a digital public-service announcement (PSA)
- Copies of PSA handouts to use as guidelines when writing the PSA
- Copies of Audience and Storyboard Suggestion handout

Procedure

Be sure to check your school's policy on using digital media, such as social-networking and video-sharing sites, in the classroom before beginning.

1. Prior to teaching the lesson, set up a social network on Ning.com. We've chosen this site as it allows for greater privacy controls and is easy to use. The step-by-step guide can be found at the end of this document.

2. When you feel confident about the network, begin the lesson.

3. Explain that the class will have its own social network for the purposes of posting a public-service announcement video for National CC! Week 2008.

4. Ask if any students are familiar with how social networking sites work. Have them share their understanding to develop the group's knowledge.

5. Tell them you've set up a social network using Ning.com. Show the site to the class. Tell them they'll use this site for CC! Week 2008 events, information, and activities only.

6. Brainstorm a list of information the class would like to post on the site. Will they make the site open to other groups? If so, who else will be able to see? Once the class agrees on a list, assign different roles to students so everyone will be responsible for maintaining one aspect of the site.

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7. Whatever your class chooses to post on the site, everyone will be involved in making a public -service announcement. Distribute the handouts to the class if necessary.

8. As a class, decide what information you want to include in the PSA and who the audience will be (this will depend on who you choose to share your network with, and whether or not you are able to upload videos to video-sharing sites.) When you've decided on the message, choose whether to make one PSA for the whole class or divide the class into groups and have each group shoot its own PSA. Distribute the Audience and Storyboard handouts as necessary.

9. Have the group or groups create a story board to show how the camera shots and angles will look in each scene. If you have dialog from actors, write this too. If there is only one narrator, their speech should match the shots in the storyboard.

10. When the storyboards are completed, begin the shooting.

11. When the PSAs have been finished, upload them to the social networking site you created and invite your audience to view the videos. You can send links to other staff to view the videos, you can also search for other schools who have completed this same lesson and link to their sites.

12. Consider creating an account on YouTube or another video-sharing platform and upload your PSAs for global broadcast. Have students help with this if appropriate.

13. You can choose to close the site down when you finish the CC! Week project or maintain it and use it in other education projects.

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Audience and Storyboard Suggestion Handout

Consider the following elements when brainstorming what content you will post on the site, who will be invited to view the content, and how you will film the information in the PSA.

AUDIENCE

Who will you send links to so they can view your content?

☐ school faculty and staff ☐ district faculty and staff ☐ other classes ☐ parents

What does your intended audience know about National CC! Week 2008?

☐ nothing ☐ a little ☐ not much ☐ they know about it ☐ they are celebrating it too

PSA CONTENT

Will your PSA be serious or comical? Will you have a narrator or speaking actors?

Will you use animation? Will you need music?

Will your audience learn more and be enthusiastic about CC! Week 2008 after viewing your PSA?

STORYBOARD

Picture of shot	What is happening				

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Step-by-step instructions for setting up your own Social Network on Ning.com.

1. Go to www.Ning.com.

Click the [Sign up to get started...] button.

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2. You will land on the **Get a Ning ID Account** page.

Fill in the required information:

- **Email Address**
- **Name** (you can use your own name or use "Administrator")
- **Password** (choose a password that's easy to remember)
- **Retype Password**
- **Type the Code on the Right**
  - ▫ The box on the right contains an alphanumeric code (your code will be different than the example above).
  - ▫ Retype the code in the empty box on the left.
  - ▫ The code is case sensitive. Copy it exactly as you see it.

Click the **Sign Up** button.

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3. You will land on the Ning homepage again, but now you've logged in.

Fill in the fields below the **Get Your Own Social Network!** heading

- **Name Your Social Network** (choose a name that's relevant and easily searchable)
- **Pick a Web Address** (make it simple and easy to remember)

Click the [Create Your Network!] button.

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4. You will land on the **Welcome to Your Social Network** page.

Fill in the required information and choose your settings:

- **Network Name** (this should appear automatically)
- **Privacy**
    - If you select "Public," anyone can view and join your network.
    - If you select "Private," only those invited can view and join.
    - Remember, you can change your settings at any time once your network is set up.
- **Tagline**
    - This will appear under your Network Name. Use a one-line description of what your organization is.
- **Description**
    - You have 250 characters (not words) to give further information about your
    - organization. This will appear in the upper-left-hand corner of your network page.

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- **Keywords**
    - These are descriptive words that potential members might use to search for your network. Each word should be separated by a comma.
- **Language**
    - Choose your network's language. The default is U.S. English.
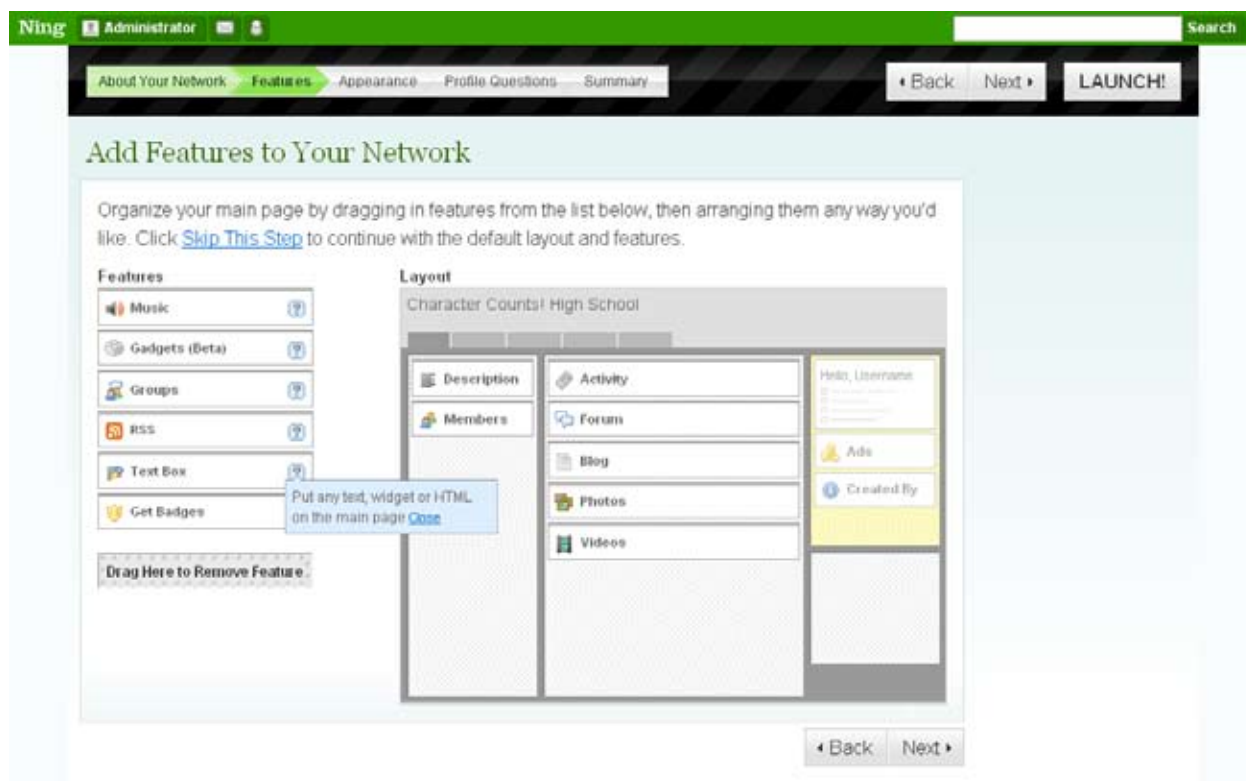- **Set Network Icon**
    - If you have a picture or logo to represent your network you, can upload it using this
    - feature. Graphics should be small in order to minimize upload time.
    - Click the **Browse...** button.
    - A window will pop up called "File Upload." Navigate through this window to find the location of the photo you wish to upload.
    - Select the photo and click "Open."

Click the **Next ▸** button.

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5. You will land on the **Add Features** page. Use this page to customize the functions present on your network. You can "Skip This Step" by clicking the link, but we recommend taking a moment to complete this step.


Click the boxes and drag them to your desired location on the page. If you don't know what something is, each box contains a blue icon with a question mark, that you can click to see more information. We've chosen to include the following features on our network:

- **Activity**
  - This feature is a news feed that tells you what's going on in your network. The feed will update itself when a new member joins or if someone posts content.

- **Forum**
  - Use this to pose a topic to your members and let the conversation begin.

- **Blog**
  - A blog is essentially an online journal. You can access it from anywhere with Internet access. The days of "My dog ate my homework" are over!

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- **Photos**
  - This feature allows you and your members to post still images on the network for all to see. As the Administrator, you can control whether or not a photo is published.

- **Video**
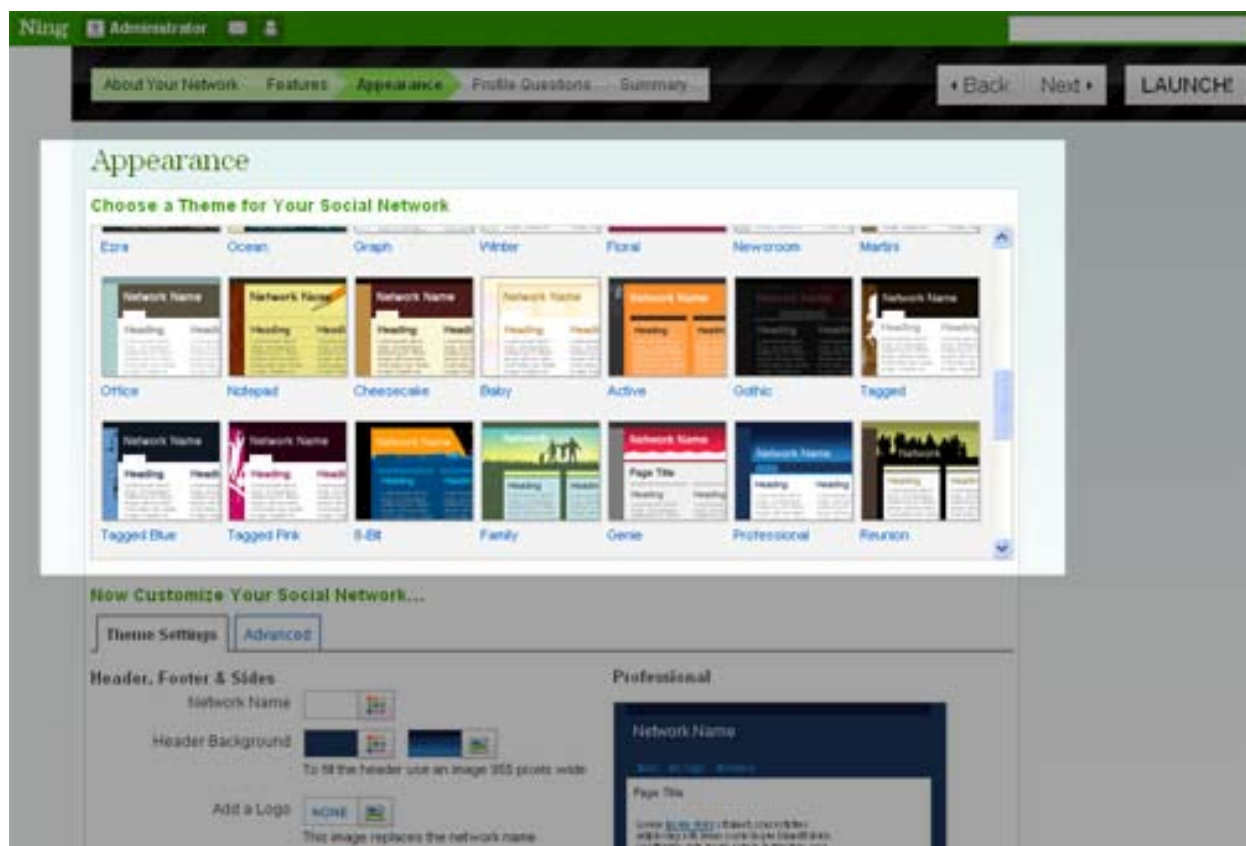 - Functions similarly to the Photos feature but uses video as the medium.

We chose to not include the following features in our network:

- **Music**
  - This feature acts similarly to Photos and Video. Unless you use music as an
  - educational tool, it can get distracting.

- **Gadgets**
  - This feature will allow your members to access a variety of widgets (something online that a user can interact with, anything from Scrabble to a daily quote from Shakespeare's works). Unfortunately, you can't control which widgets your members can access and most have little educational value.

- **Groups**
  - If you have a large network, this feature will allow members to subdivide into smaller groups based on interest, location, etc.

- **RSS** (Real Simple Syndication)
  - RSS brings content directly to you. You can subscribe to print news feeds, podcast audio feeds, or video feeds. Every time you log into your network, the RSS feature will search for new content on your selected feed and download it to your page.

- **Text Box**
  - Using this tool, members can post anything on the main page of your network.

- **Get Badges**
  - This feature is a default on the right-hand column of the page. It's useful if you want to promote and grow your network. To remove it, drag and drop the box off the page.

Click the [Next ▸] button.

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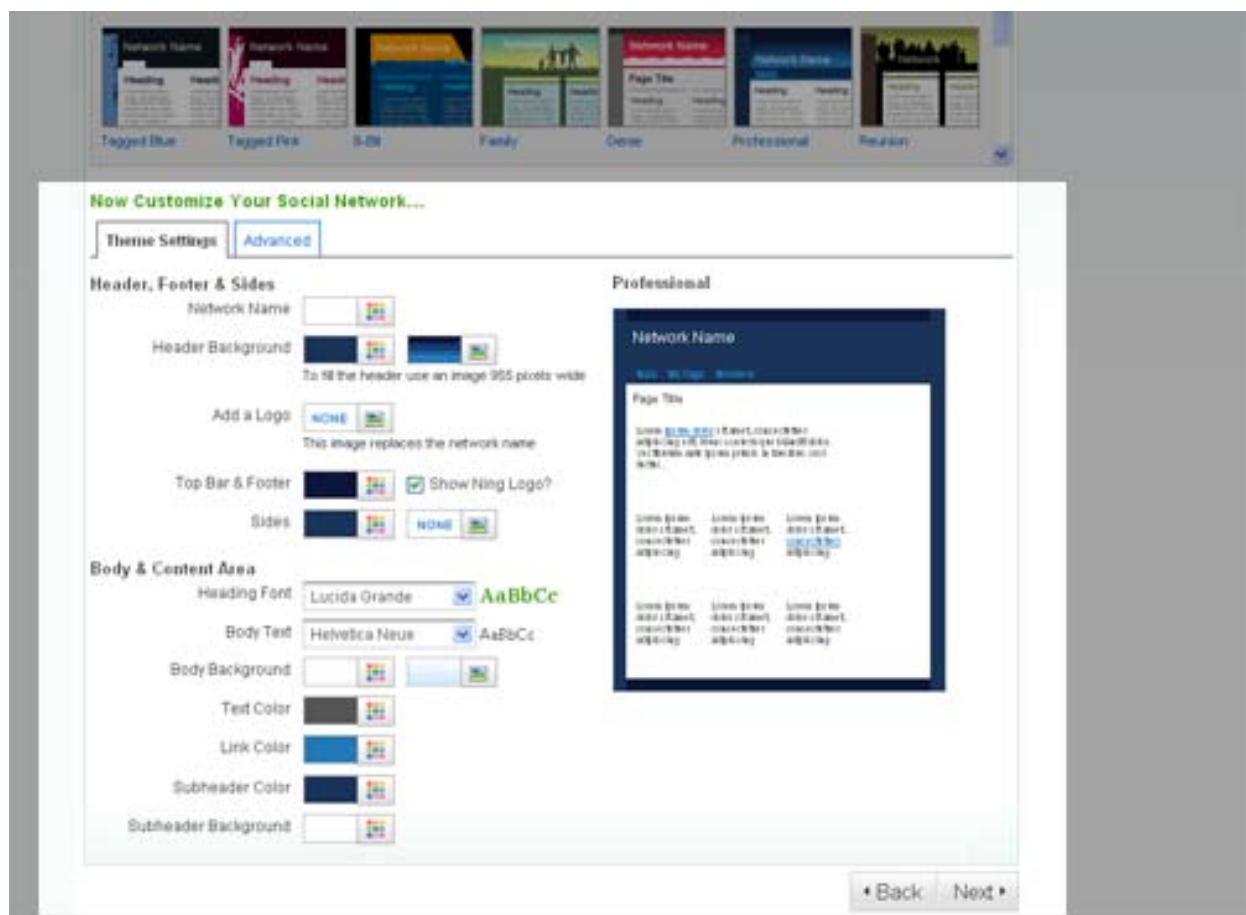6. You will land on the **Appearance** page.

Under the heading **Choose a Theme for Your Social Network** there is a box with a series of square icons, each representing a different visual motif. Select a theme by clicking on one of the icons.

If you like the theme you've chosen and don't wish to further customize your network's

appearance, click the [Next ▸] button.

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If you want to customize the color scheme of your network, scroll down the **Appearance** page to the section under the heading **Now Customize Your Social Network**.

The visual theme you selected will appear on the right side of the page. It serves as a preview while you change the settings on the left. Our visual theme is called "Professional."

Under the "Theme Settings" tab, you can change the colors of your visual theme by clicking on the swatches and selecting new colors.

The appearance of your social network is not permanent. You can change the theme and colors at any time after setup.

Click the **Next ▸** button.

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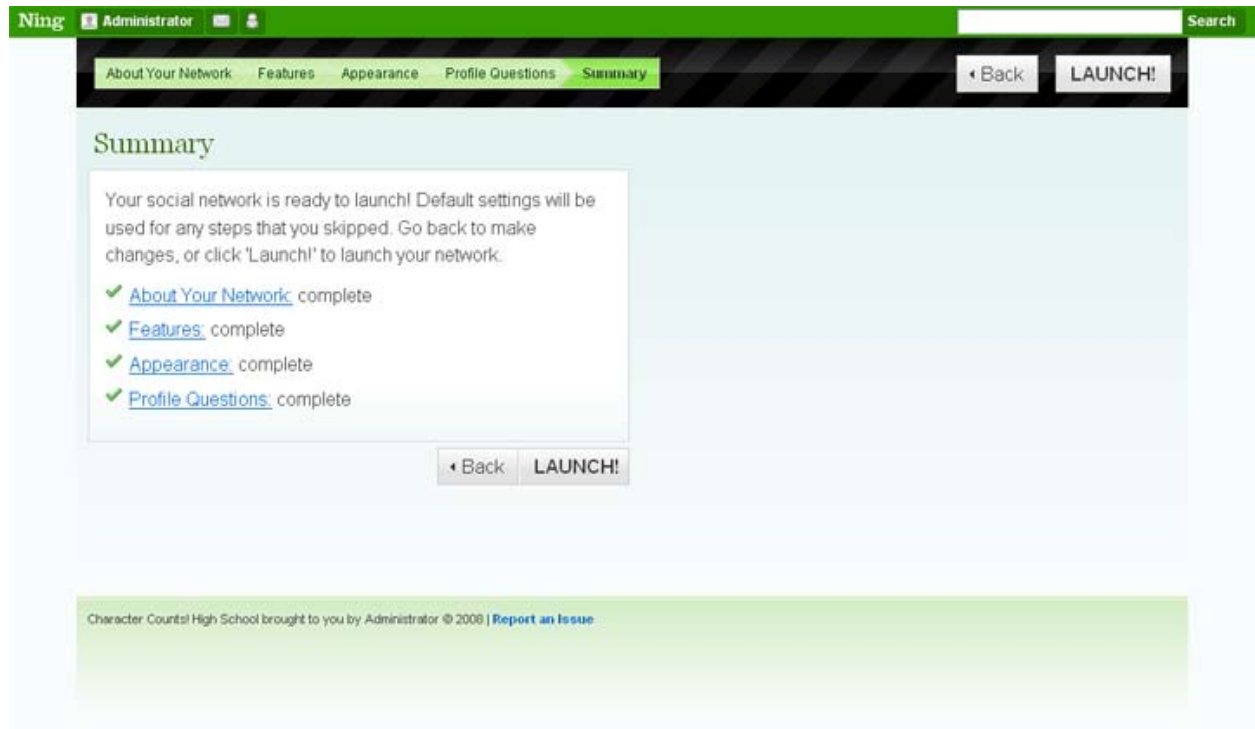7. You will land on the **Profile Questions** page.

Choose questions you want your members to answer about themselves.

- **Question Title**
    - Type your question in this field.

- **Answer Type**
    - Click the ⌄ button and select from the drop-down menu. Choices include "Multiple Choice," "One Line Answer," and "Longer Answer." If you choose "Multiple Choice,"
    - additional fields will appear where you can enter each choice.

- **Required**
    - Check this box to require your members to answer that question.

- **Private**
    - Check this box to hide the answer to the question from members other than the person who answered the question and the Network Administrator.

- **Add** or **Remove** questions by clicking these buttons: ,

Click the button.

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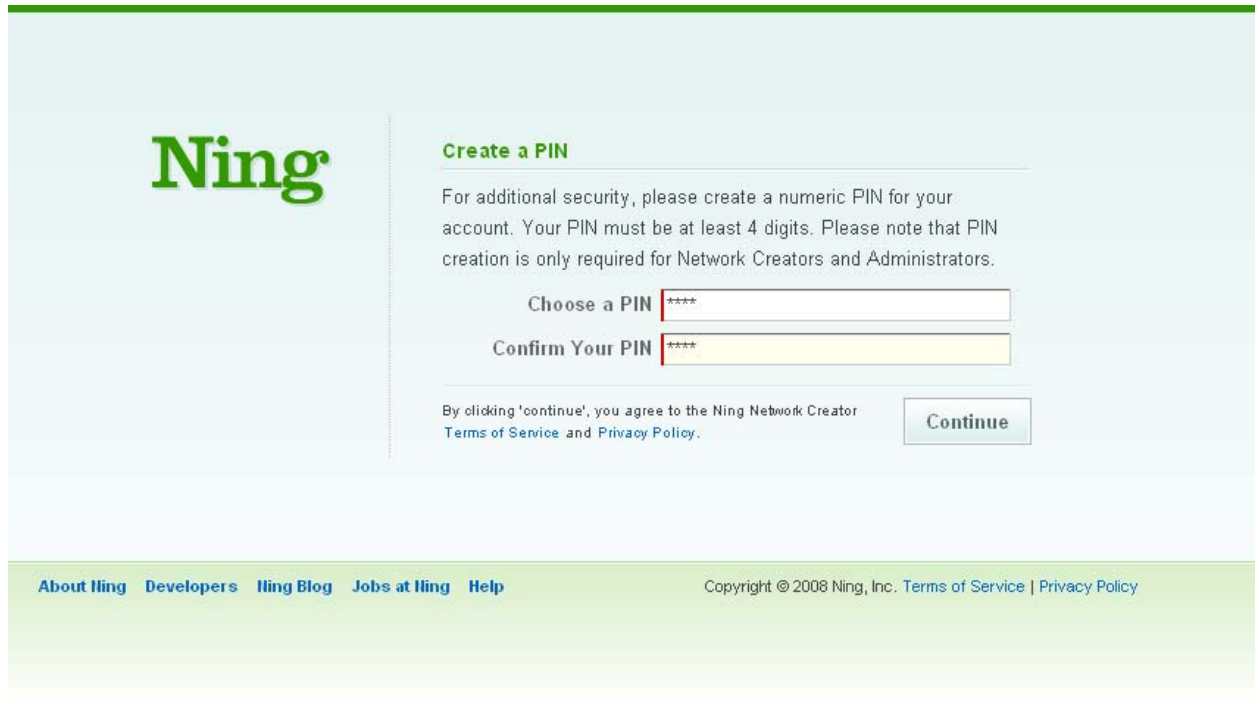
8. You will land on the **Summary** page.

If you want to change any of your settings, click on the appropriate link in the box. Remember, you can always adjust your network settings after the initial setup is complete.

Click the   LAUNCH!   button.

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9. You will land on the **Create a PIN** page.

- **Choose a PIN**
  - ▫ Your PIN must be at least 4 digits.

- **Confirm Your PIN**
  - ▫ Enter your PIN again.

Click the ⬚Continue button.

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Congratulations! You've just created your very own Social Network!

Now, go explore.