Using Social Media in Education

ESRI User Conference, 2011
Michelle Kinzel, Educator
kinzelm@cox.net
The Rise of Social Networking

http://youtu.be/sIFYPQjYhv8
Social Network Overview

What social networks are small businesses using?

- Twitter: 78%
- Facebook: 75%
- LinkedIn: 30%
- WordPress: 22%
- Flickr: 13%
- Tumblr: 11%
- Blogger: 10%
Create a learning community

"The way you can understand all of the social media is as the creation of a new kind of public space."

-Danah Boyd
Social Media Researcher, Microsoft
Create an online Presence

- Build Your Online Presence – stronger than your resume or vitae / esp for digital learners
- Register your name – blog, twitter feed, arcgisline map embedded
- Build a place for online conversations
“If you build it, they will come”

- Build an online community and encourage conversations
- Students interact with each other, build camaraderie
The “Cool” Student Seal of Approval

- Students communicate with Twitter and Facebook
- Forums and interactions will be topical and cutting edge among students
Custom Logo
Monday Maps – Postings of interesting data sets and cool uses of GIS; earthquakes, fires, Iceland volcano, Gulf Oil Spill, traffic, etc.

Career Mentoring Posts – articles, job related info
Overview

Fun Facts Friday - Mapping information related to Geography and Current Events

Contact information for Program
Facebook Tabs

San Diego Mesa College GIS

Discussion Board

Using GIS at work
2 posts. Created on September 3 at 10:47am
Delete Topic

Geospatial is kinda Special
1 post. Created on March 29 at 7:10pm
Delete Topic

Welcome
1 post. Created on March 25 at 9:57pm
Delete Topic

Using GIS at work
Back to San Diego Mesa College GIS

Topic: Using GIS at work
Displaying all 2 posts.

Linda Boisvert How did you use GIS today at work?
about a week ago · Mark as Irrelevant · Report · Delete Post

Linda Boisvert I used SanGIS to track down the APN to a property next door to one that I manage. The neighboring condominium association is gated and the management information is not posted where it is visible on the exterior of the building.

The neighboring property is having issues with pigeon feces and dead pigeons on the balcony of a vacant condo.

I used the APN obtained from SanGIS to perform a title search and get the address (faster than searching SanGIS). I searched the real estate listings for units for sale on that property and found the management company. I was able to contact the company and alert them to the problem.

about a week ago · Mark as Irrelevant · Report · Delete Post
Mapping Monday
Women’s Wednesday

San Diego Mesa College GIS Women’s Wednesday. This week, read about Caitlin Dempsey, the editor of the GIS Lounge. http://www.directionsmag.com/articles/women-in-gis-caitlin-dempsey-editor-gis-lounge/124005

August 25 at 2:35pm · Comment · Like · Share
California is #1 state for Cow emissions!!
Monday, April 26

**ASPRS Conference**

- **Type:** Education - Workshop
- **Where:** San Diego, CA Town and Country Hotel
- **When:** Monday, April 26 at 8:00 am until Friday, April 30 at 5:00 pm
- **Your RSVP:** Attending (edit)

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Friday, April 30

**ENVI EX Workshop**

- **Type:** Education - Workshop
- **Where:** San Diego Mesa College
- **When:** Friday, April 30 at 8:50 am until Saturday, May 1 at 3:50 pm
- **Your RSVP:** Attending (edit)

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Wednesday, November 17

**GIS Day 2010**

- **Type:** Education - Workshop
- **Where:** Mesa College Campus
- **When:** Wednesday, November 17 from 8:00 am to 4:00 pm
Photo Albums – Add a post when new photo is uploaded
Linked to LinkedIn

San Diego Mesa College GIS
Women's Wednesday. Ocean scientist, geographer, professor and GIS author Dawn Wright will join Esri as its chief scientist this Fall. Read more -

GIS Education Community Blog: Esri Appoints Dawn J. Wright as Chief Scientist
blogs.esri.com
Ocean scientist, geographer, and geographic information system (GIS) author Dawn J. Wright will join Esri as its chief scientist on October 3, 2011. She will help formulate and advance the intellectual agenda for the environmental, conservation, climate,

Michelle Kinzel
Adjunct Professor of Geospatial Technologies at San Diego Mesa College
Greater San Diego Area | Higher Education

Michelle Kinzel
Dawn Wright linkedin.com
More info on Esri's new Ocean Basemap http://t.co/jWN8ZVr

15 minutes ago • Like • Comment • Share • See all activity • Post an update
San Diego Mesa College GIS


GIS Education Community Blog: Esri Appoints Dawn J. Wright as Chief Scientist

Ocean scientist, geographer, and geographic information system (GIS) author Dawn J. Wright will join Esri as its chief scientist on October 3, 2011. She will help formulate and advance the intellectual agenda for the environmental, conservation, climate, and public interest. She is also interested in urban and regional planning, national security, and disaster response.

13 hours ago · 1 Like · Comment · Share

Geogypsy, [+] Wed 22 Jun 06:36 via Facebook
Is It OK To Be “Friends” With Your Students?
Always post appropriate content – Cautionary Tales

OK for students to see you as a balanced person
- with a life outside the classroom

Students can actually end the semester with a connection to you as a person and not just a head full of facts

Check your company/university policy

Separate accounts personal and professional
Questions?

Contact Michelle Kinzel
mkinzel@cox.net

www.facebook.com/mesagis
@geogypsea
www.michellekinzel.com

With questions or to set up your own Facebook Page!