Social Change

Using Social Media to Create and Transition Your Online Brand
What is Social Media?

Social media is media produced for social interaction through the use of web-based and mobile technologies to turn communication into interactive dialogue.
What is Social Media?

Andreas Kaplan and Michael Haenlein also define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content."

Society is shifting digital and social media is an active and integrated part of shift....
“Because we don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”

- Erik Qualman
Why Social Media and CTE?

Since social media is not going anywhere it is important to learn how to integrate Career and Technology Education and social and new media technology.
For those in CTE, social media can be an asset that adheres to the goals of the NASDCTEC:

• Promote CTE among education, employment (workforce) and economic development
• Engage in the formation and dissemination of legislation and public policy that impacts education, economic, and workforce development.
• Provide, encourage and support professional development for state directors including developing the capacity for state directors to help state staff, other groups, and be able to provide effective technical assistance.
• Create a unified vision and message to support CTE.
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• **Create** a unified vision and message to support CTE.
Brainstorming Activity

What are three goals for your state and/or industry that you would like to promote?
The purpose of social media is simply communication. It is a way to connect people. From this root, it has grown globally and is actively used for advertising, in business, and to advocate. The same social media resources that major PR firms, businesses, and non-profits use to promote their initiatives can be used to promote Career and Technical Education.
LinkedIn is a professional social networking website designed to connect businesses, industries, and like-minded groups globally. It is also great for researching companies and individuals, looking for jobs or employees, and takes the guesswork out of networking.
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<td>- Marketing and Membership Assistant at FCCLA</td>
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<td>- Administrator at Young Life</td>
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| Past                                                                   |                                |
|------------------------------------------------------------------------|                                |
| - Business Services Coordinator at Virginia Commonwealth University    |                                |
| - Administrative Assistant/Account Coordinator at RightMinds          |                                |
| - Intern at 3North                                                     |                                |

| Education                                                             |                                |
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| - Virginia Commonwealth University                                     |                                |

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| Public Profile            | http://www.linkedin.com/in/laurerhodes |

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**Lauren Rhodes** Keep praying for Japan! Please donate: [http://lnkd.in/DC6i9K](http://lnkd.in/DC6i9K)

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**Lauren Rhodes** has edited the Family, Career and Community Leaders of America company profile.

1 minute ago

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**Lauren Rhodes** Keep praying for Japan! Please donate: [http://lnkd.in/VO6O6vk](http://lnkd.in/VO6O6vk)

21 hours ago • Like • Comment

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**Lauren Rhodes** is now connected to Ed Schlosser, PMP and Dabney Robinson
Family, Career and Community Leaders of America is a nonprofit national career and technical student organization for young men and women in Family and Consumer Sciences education in public and private school through grade 12. Everyone is part of a family, and FCCLA is the only national Career and Technical Student Organization with the family as its central focus. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through family and consumer sciences education.

Today over 216,000 members in nearly 6,500 chapters are active in a network of associations in 50 states as well as in the District of Columbia, the Virgin Islands, and Puerto Rico. Chapter projects focus on a variety of youth concerns, including teen pregnancy, parenting, family relationships, substance abuse, peer pressure, environment, nutrition and fitness, teen violence, and career exploration. Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life — planning, goal setting, problem solving, decision-making, and interpersonal communication — necessary in the home and workplace.

Mission
To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.
LinkedIn is one of the most useful tools for connecting professionals. It can connect your entire professional network and cross-promote initiatives.

*Tip: Ask for recommendations. This helps build your online credibility and is attractive to potential donors and sponsors.*
Blogs are an interactive web tool typically used to provide commentary or news on a particular subject. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic.
Being Active in FCCLA

Contributed by Jean Clarke, National Executive Council Advisers, South Dakota

Becoming active in your state and region is one of the best personal and professional development steps an adviser—whether a “newbie” or “seasoned” adviser—can take. How do you become more involved in the organization beyond your local chapter? The first step is to find a mentor. This can be either a structured or an informal contact, but there are always advisers around that you look up to and can use as role models. As a beginning teacher, I admired a seasoned adviser who encouraged me to volunteer for this committee, go to that meeting, apply for this award—it seemed like she had an endless supply of activities she was sure were necessary for my professional growth and development! That encouragement and advice helped me look at the bigger picture of involvement in my state and region.

The second step to foster involvement is to set personal goals. Look at the positions and opportunities available to members at the state, region and national levels. Talk to state officer advisers and your
A blog can provide vital information to your network and free PR, quickly and efficiently.

*Tip: Keep it short and sweet. The average blog is three paragraphs. If you have a lot of information to distribute, use a link.*
Facebook is a social networking service that connects individual users, businesses, and organizations through profile pages, business pages, and groups on a global level.
Family, Career and Community Leaders of America

March of Dimes Team Youth
Family, Career and Community Leaders of America members Dominque Orci of Shrewsbury High School and Selena Notocarto of Central Valley High School are working to promote awareness of premature births in support of the March of Dimes.

http://bit.ly/1M43kld

February 15 at 1:19pm · See Post

Marilyn Karas

How do I thank you for the essential life skills you have provided me with through Family and Consumer Science Courses and competitive events? How about the inspirational messages I have attended? What about the thousands of miles you have allowed me to see? Most importantly, how do I thank you for the countless life long friends...

See More

February 13 at 11:45am · Unlike · Comment

You and others like this.

Brian Garsh

February 14 at 12:44am · Like

Write a comment...

RECENT ACTIVITY
Facebook can create an instant network for educators, student leaders, parents, etc. It can provide a way to coordinate events, communicate statewide, and promote activities.

**Tip:** Ask for help! Have a student intern or staff member help assist with maintaining general online media.
Twitter is a social networking and micro-blogging service that connects individual users, businesses, and organizations through micro-blogging real-time posts that are 140 characters of less.
Edmodo provides social media tools for teachers and students, giving them the capability to share notes, links, and files in a modern way. Teachers also have the option to post any item to a public time line if they so choose, post events and due dates on a public calendar, and the ability to send alerts to students regarding events and assignments.
How you and your members can use it

Twitter is a great resource to get information out quickly and across networks. The more you interact, the more traffic you will receive.

Tip: Be interactive! Use hashtags - # - #FCCLA - and @ symbols to customize messages.
A dashboard website, such as Hootsuite, enables the user to manage all of his or her social networking sites in one location.
Anyone overwhelmed?
Dashboard sites simplify the process of updating to one simply step which save time and money!

*Tip: Don’t ignore discussion! It is important to know what’s happening on your social networks and to respond to those who comment.*
Video-sharing sites, such as YouTube and SchoolTube, present the capability to upload, publish, and share videos online.
Whether you link to a video or upload a state PSA, using videos can enhance your goals and provide vital information quickly and directly.

*Tip: Ask for contributions! If you cannot afford a media service, ask for those in your network to contribute.*
Digg and Google Reader enable the user to select specific news that they want to follow live through RSS streaming.
Newsfeed sites enable access to specific news and information based on criteria you setup.

*Tip: Share! If you come across a great news item, share it through your social sites.*
A Few Online Resources for Educators

Homework Zone - [www.thehomeworkzone.com](http://www.thehomeworkzone.com) - Provides teachers with a FREE, simple-to-use and easily editable classroom web site

KidBlog - [www.kidblog.org](http://www.kidblog.org) – Online blogging site for students

Sophia - [www.sophia.org](http://www.sophia.org) - a free online learning community

Supercool School - [www.supercoolschool.com](http://www.supercoolschool.com) - a customizable classroom community

teAchology - [www.teach-nology.com](http://www.teach-nology.com) - free lesson plan, rubric, etc, resources for teachers

TutorVista - [www.tutorvista.com](http://www.tutorvista.com) – an online tutoring service
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www.linkedin.com/in/laurenrhodes
www.tinyurl.com/nationalfccla
www.twitter.com/nationalfccla