

## #wiche13 - Best Practices in Online Career Coaching

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Digital handout: <http://bit.ly/wiche13>

Slides: <http://www.slideshare.net/LauraPasquini/best-practices-in-online-career-coaching-slide-deck-handout-11-1813>

### Definitions

**Personal Learning Environment (PLE):** A system that help learners take control of and manage their own learning by helping learners set their own goals, manage their learning, and communicate with others throughout the process of learning.

**Personal Learning Network (PLN):** The network created when learners interact and connect with others in a connected personal learning environment (PLE) to guide learning, acquire knowledge, share information, answer questions and contribute to your professional development.

**Social Media/Social Web:** The interactive, social spaces where individuals gather on the Internet. These spaces contain user-generated, content shared among a community of individuals and connected online networks.

### PERSONAL LEARNING NETWORKS (PLNs)

- PLN Functions - YouTube <http://bit.ly/qVsD4I>
- PLN: Your Personal Learning Network Made Easy <http://bit.ly/ptsEaL>
- Personal Learning Networks - David Warlick <http://bit.ly/ruFL0k>
- What is a PLN? Or, PLE vs. PLN - Dr. Alec Couros <http://educationaltechnology.ca/couros/1156>
- Social Networking | Common Craft <http://bit.ly/nTOwmq>

### Social Media 101

Social Media Revolution 2012 [Socialnomics 3].mp4 - YouTube <http://bit.ly/Mwv2Ye>

Social Media Optimization, Social Media Marketing, Digital Marketing <http://bit.ly/Mwvbeg>

The 2012 State of Web and Social Media Analytics in Higher Ed – @karinejoly at #eduweb12 | Other Side Group <http://bit.ly/MwuQbx>

Being Purposeful with Social Media « TechKNOW Tools <http://bit.ly/n2dOxB>

Developing Social Media Guidance - EDUCAUSE - <http://bit.ly/HVkr2s>

Social Media Ruminations | Inside Higher Ed <http://bit.ly/M5h7XR>

5 steps to building social media presence from scratch <http://bit.ly/Ox9z23>

Talking About PLNs on #SALive <http://bit.ly/MXqhK0> with @ericstoller

## TWITTER

**Twitter** provides the opportunity to have micro-conversations in 140 characters or less. This is a great avenue to connect to other professionals, learn about trends and share resources (URLs, videos, pictures, conference materials, etc) with a variety of professionals. Set up an account, it is free, and fairly straight forward. Once you have selected a username (choose one that is either the real you, or has an advising spin) then you are on your way to creating a network of like minded advising professionals and educators thirsty for relevant information about higher education.

### Twitter - The Tools & Tricks:

Twitter in Plain English - YouTube <http://bit.ly/ruNe4g>

What Is a Twitter Chat and How to Make the Most of It | Pronet Advertising <http://bit.ly/qKNLLq>

Twitter for Business <https://business.twitter.com/>

Twitter Search <http://search.twitter.com/>

Happy My Twitter Story Day! #mytwitterstory <http://bit.ly/PkXITr>

Want to chat on Twitter? Here's a chat for you <http://bitly.com/TwitterChatSchedule>

Break Drink Twitter Guide <http://breakdrink.com/twitter-guide/>

Teaching Twitter to Higher Education Colleagues <http://edcabellon.com/tech/teachingtwitter/>

Backchannel in Education – Nine Uses <http://bit.ly/qWY8S5>

Encouraging a Conference Backchannel on Twitter <http://bit.ly/pZH3BD>

### Hashtags & Backchannels

**Hashtag:** A symbol used in Twitter messages, the # symbol, used to identify keywords or topics in a Tweet. The hashtag was an organic creation by Twitter users as a way to categorize Twitter messages and link keywords posted on Twitter.

What Are Hashtags? <http://support.twitter.com/entries/49309-what-are-hashtags-symbols>

#Hashtag + Community = Learning? « TechKNOW Tools <http://bit.ly/qykcK0>

The 100 Best #Twitter Tools For Teachers (2012 Edition) <http://bit.ly/QbhLrU>

"#Hashtag" with Jimmy Fallon & Justin Timberlake - YouTube <http://bit.ly/19LGyw7>

The #SAchat < The Student Affairs Collaborative <http://bit.ly/19EMTHR>

### Hashtags & Users to Follow:

#edtech      #acadv#edusocmedia      #highered  
#SAchat      #career      #SAtech      #SocialMedia  
#ahpscot (allied health professionals)

### Social Network Ideas & Considerations: Facebook, LinkedIn & Google Plus

Facebook for Learning Communities: Groups vs. Pages <http://bit.ly/PkV93C>

Facebook Help Centre <http://on.fb.me/PkVxPA> "Insights"

Google Plus Guide c/o BreakDrink.com <http://bit.ly/q5X2pX>

Using LinkedIn with First Year Students #UGST1000 <http://bit.ly/PkWlyF>

Creating Digital Communities of Practice to Enhance #StudentAffairs & #HigherEd

<http://bit.ly/PkXr2R>

### **Helpful Tools to Aggregate Topics on The Social Networks:**

Instapaper <http://www.instapaper.com/> Paper.li <http://paper.li/>

Pinterest <http://pinterest.com/> Storify <http://storify.com/>

Scoop It <http://www.scoop.it/>

### **Visual Literacy**

YouTube <http://www.youtube.com/>

Flickr <http://www.flickr.com/> Creative Commons License

Google Images <http://images.google.com/>

### **COLLABORATIVE SPACES**

#### **Presentation Sharing & Web Conferencing**

SlideShare <http://www.slideshare.net/>

Zipcast <http://www.slideshare.net/zipcast>

Prezi <http://prezi.com/>

(slide & screencast)

Skype <http://www.skype.com/>

Screenshare on Skype <http://bit.ly/p2KOk0>

Google Docs <https://docs.google.com>

Google Talk <http://www.google.com/talk/>

Google Plus Hangouts with Extras <http://bit.ly/pGFqGK>

Google Plus Hangout ON AIR [VIDEO] <http://www.youtube.com/watch?v=ohlHn6Kt5YM>

Google Plus Resource Guide: Getting Started with Google + <http://bit.ly/q5X2pX>

To organize or schedule a meeting with <http://www.doodle.com/>

#### **Digital Collaboration Spaces**

Google Docs <https://docs.google.com>

Google Sites <https://sites.google.com/>

PbWorks <http://pbworks.com/>

Wikispaces <http://www.wikispaces.com/>

Dropbox <http://dropbox.com> About Dropbox <http://www.youtube.com/watch?v=OFb0NaeRmdg>

### **Articles, Videos, URLs & Further Reading from Presentation**

- College students and technology | Pew Research Center's Internet & American Life Project <http://bit.ly/ptxsxh>
- Communities of Practice - Etienne Wenger (2006) <http://www.ewenger.com/theory/>
  - Communities of Practice <http://www.youtube.com/watch?v=OJmJN01yeJQ>
- ECAR Study of Undergraduate Students and Information Technology, 2012 <http://bit.ly/GZLKtd> and 2013
- 2011 ECAR National Study of Undergraduate and Informational Technology: Students and Technology Infographic | EDUCAUSE <http://bit.ly/rr3vll>
- The Horizon Report <http://horizon.wiki.nmc.org/>
- The Wired Campus Blog - The Chronicle <http://chronicle.com/wiredcampus/>
- EDUCAUSE <http://www.educause.edu/>
- Sloan Consortium <http://sloanconsortium.org/>
- WOMMA: Word of Mouth Marketing Association <http://womma.org/main/>

- Needs Assessment for Technology Implementation - <http://bit.ly/JZ5Knu>
- NSSE Survey Instruments <http://bit.ly/PkR4MO> & » New NSSE Survey and Technology Questions on MistakenGoal.com <http://bit.ly/PkRrae>
- Rachel on Facebook\_1.wmv - YouTube <http://bit.ly/GZNxrp>
- ► Facebook in Online Pre-professional Courses - YouTube <http://bit.ly/GZNziT>
- Facebook for Learning Communities: Groups vs. Pages | TechKNOW Tools <http://bit.ly/H1KV7>
- Think-Pair-Share <http://bit.ly/H1MFBx>
- Why The Brain Benefits From Reflection In Learning <http://bit.ly/GZQJmC>
- The Twitter Experiment - Twitter in the Classroom - YouTube <http://bit.ly/GZQsAI>
- A YouTube Playlist for the #UNT @ExploringMajors 's channel - YouTube <http://bit.ly/H1NNVO>
- Finding Non-Copyrighted Images for Presentations | Center for Teaching | Vanderbilt University <http://bit.ly/GZSfJ>
- Laura's UGST 1000 class: About UGST 1000-817 | #ugstSTORY <http://bit.ly/H1lhT1>

## References & Suggested Reading

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- Barger, C. (2012). *The social media strategist: Build a successful program from the inside out*. New York, NY: McGraw-Hill.
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- Brogan, C. (2010). *Social Media 101: Tactics and Tips to Develop Your Business Online*. Wiley.
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- Joosten, T. (2012). *Social media for educators*. San Francisco, CA: Wiley/Jossey-Bass.
- Joosten, T., Pasquini, L. A., & Harness, L. (2013). Guiding social media at our institutions. *Society for College and University Planners – Integrated Planning for Higher Education*, 41(2), 1-11. Retrieved from <http://www.slideshare.net/LauraPasquini/guiding-social-media-at-our-institutions>
- Pasquini, L. (2010). Chapter 9: Emerging Digital Resources: Easy and Accessible Online Tools. *Comprehensive advisor training and development: Practices that deliver, 2nd Ed*. NACADA Monograph. Manhattan, KS: Kansas State University.