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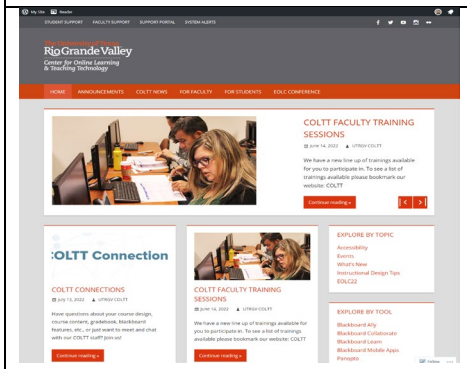
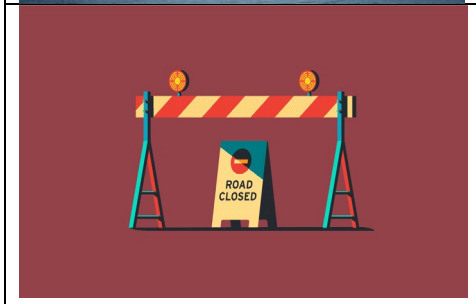
Project 3: Social Media Leader Presentation (Script)

Title: Developing a Connected Learning Community using a Blog (WordPress)

Image	Content Instructions	Actual Script (Increase space as needed)
Illustrate the topic being addressed in this column.	Refer to the content instructions below for guidance in developing your script.	**Instructions:** Write the narrative for the script as you would say it. Use a conversational tone. Write in complete sentences. Remember, you are telling a story. Make it interesting.
	**Defining the Connected Learner.** Begin with a welcome message and a definition of the "connected learner." This narrative will serve as the introduction for your video.	**Intro:** Welcome to a brief demonstration on how we, at the Center for Online Learning & Teaching Technology will implement a WordPress Blog to create a connected Learning Community for our Faculty, Students and Staff. Faculty, Students and Staff use our resources every day at the Center for Online Learning & Teaching Technology, therefor a way to create a learning community needed to be established. **Exit:** For that we have turned to a Blog to develop our connected learning community
	Developing a connected learning community in the workplace. Describe your learning community and set the topic and the technology tool used for developing your connected learning community.	Blogs have been used successfully for a while now to create connected learning communities. It allows for collaboration, learning and promoting any information you write about. The tool we have decided to use for our blog is WordPress. Our learning community is used to reach our end users at the University of Texas Rio Grande Valley and offer them information and resources on upcoming technologies, trainings, and best practices to use in their online course.
	Describing the function of the social media for learning. Describe how you will: (1) foster a culture of collaboration, (2) build relationships online, and (3) collaborate on common practices, activities, knowledge, or strategies.	A Blog allows us to reach our faculty, staff, students in a public setting and allow information to be relayed that would benefit them professionally. By writing articles that encourage collaboration, you create an environment where like-minded individuals can collaborate with each other by commenting back and forth on the discussion at hand. We also write about new technologies, trainings, best practices.

	Selecting the tools for supporting connected learning. Describe the social media tool you intend to use to engage your learning community.	WordPress will be our application of choice for blogging. It is already implemented into our university's website interface, therefor it is managed by our IT department and requires very little management on our end. WordPress has been a leader in blogging for quite some time now and is the tool of choice for those serious about blogging. It has an abundance of plug-ins you can add-on to enhance the blogging experience.
	Building a connected learning community. Describe how you will start, nurture, and empower the group to evolve into an active connected learning community.	Once we have built and setup the WordPress Site for our department, it was important to start populating the blog with articles and information. This way, when we start to promote the blog, our visitors weren't presented with an empty site. To nurture and keep the blog going, we encouraged our staff to write one article a week. Topics ranged from Instructional Design, Instructional Technology, Training Schedules, Best Practices and much more. This ensures we get a mixture of visitors with various interest.
	Keeping the momentum going. Describe how you will maintain the interest of your social members.	To expand on what we discussed in the previous slide, by encouraging staff members to create new content weekly, you maintain interest by always having fresh and relevant content. This also shows that your blog is active and not sinking to the point of non-existence.
	Transforming your learning community into connected people. Describe how you will get people adapted to their roles in the learning community.	Blogs are well known throughout the education community and WordPress is pretty much the standard for Blog applications. Those who visit our blog can easily navigate to the categories based on their roles i.e., Student, Faculty, etc.

	Thinking into the future. Describe steps you will take to ensure sustainability of your learning community.	To ensure sustainability for our learning community we plan to create an internal group focused solely on keeping our blog up to date. In the near future we may even give access to some of our champion learners to be able to create blog postings for our internal team to review and publish on their behalf.
	**Foreseeing barriers.** Describe the barriers (major and minor), which ones can be overcome and how, and which barriers will most likely remain. This section will serve as the Summary and Next Steps section to bring closure to your video.	One of the barriers we have faced is times where the entire department is busy and there is a lack of content being written on the Blog. It is also sometimes hard to find new content to write about.
	References. Cite all sources you referenced in APA format.	**Center for Online Learning & Teaching Technology (2022) - The University of Texas Rio Grande Valley (2022) -** UTRGV Center for Online Learning and Teaching Technology (wordpress.com) **Wordpress (2022) – Wordpress. http://wordpress.org**