Leveraging The Social Web To Expand Your Teaching & Learning Experience

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How Do We Filter?
How Do We Become Relevant?
How Do We Stand Out?
Passive Tools – Sit Back and Gather/Filter Intelligence
Passive Tools Gather/Filter Intelligence

Google Reader

Track keywords and searches

Google Reader can keep track of whenever a person, topic or product is mentioned on various news and search sites.

Have topics, key terms delivered to you via a feed. For newer results, filter by blog and or news.

www.google.com/reader
Passive Tools Gather/Filter Intelligence
Passive Tools Gather/Filter Intelligence

Business Professionals asking about “fashion nyc”
Passive Tools Gather/Filter Intelligence

Aggregate questions regarding topic of interest into your Google Reader.
Passive Tools Gather/Filter Intelligence

facebook
Passive Tools Gather/Filter Intelligence

Create and Develop Lists to Filter News, Groups, Friends, Colleagues
Passive Tools Gather/Filter Intelligence

Create and Develop Lists to Filter News, Groups, Friends, Colleagues
Passive Tools Gather/Filter Intelligence
Aggregate tweets from students, colleagues, topical thought leaders.

Passive Tools Gather/Filter Intelligence
Passive Tools Gather/Filter Intelligence

Twitter search provides real time tweets around topics and key terms.
Social Management
Social Management
Search for professionals by key terms, title, company, schools, etc.
Make an easy for your students to stay in touch, connect with them!
Participate or Create a Group

The Fashion Institute of Technology group is the worldwide network of graduates of the Fashion Institute of Technology, New York, NY.

Featured Groups

UCLA Anderson Alumni Network
We encourage all alumni from the UCLA Anderson School of Management to join this group to maximize the advantage of the UCLA Anderson network.

Caltech Alumni Association
The Caltech Alumni Association is the worldwide network of graduates of the California Institute of Technology, Pasadena, California.

CIO Forum
This CIO Forum facilitated by CIO.com/CIO Magazine is where members of the CIO community can connect and collaborate to move their business technology initiatives and careers forward. If you are a senior IT professional, we’d love to have you join—apply for membership today.

Marketing Association Network

Join Group

Search Groups

Create a Group
LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Create a Group
A search for diversity groups, brought up over 150 groups devoted to diversity.
Participate or Create a Group

Conversations continued for months on Linkedin Group following Weekend sessions at Columbia
Participate or Create a Group

Amplify your expertise and help others
Social Management
Social Management

Customize, and make your updates more relevant. Can also provide a level of privacy.
Social Management
Leveraging The Subscribe Button
Social Management

This Photo and update was only was shared only with Brazilian contacts.
Set up a Facebook Page or Group?

Works best when you have multiple admins to facilitate the conversation.
Set Up A Hashtag For Your Class?

#advmnju would be interested in people's thoughts on this site/platform: Turntable.fm http://read.bi/mAQToN

@rubenq Thx for another amazing class. Hope we can make next week happen - remote attendance #advmnju

"Unfazed by Google's Algorithm Changes, Demand Media Expands - The Atlantic: http://t.co/4hwD9u7 via @AddThis #advmnju"
Students Have Questions During The Week?

Have your answers displayed for all to see by answering class questions online.
Making It All Work
Easy To Post, Easy To Monitor

Hootsuite

TweetDeck

FIT Fashion Institute of Technology
Center for Excellence in Teaching
Easy To Post, Easy To Monitor

http://ifttt.com/dashboard
Have a Smartphone or Tablet?

Flipboard

pulse

zite
Business Professionals asking about “fashion nyc”
Making It All Work

Connect/Subscribe @ Facebook.com/rubenquinones

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linkedin.com/in/rubenquinones