2-2014

Developing a Professional Online Identity: A Course for a Growing Student Need

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DEVELOPING A PROFESSIONAL ONLINE IDENTITY: A COURSE FOR A GROWING STUDENT NEED

Educause Connect: Portland - Feb. 11, 2014

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ONLINE IDENTITIES - PERSONAL BRANDING - SOCIAL MEDIA

2014 Spring - GCEP/TRMA 585 P1 - Dev Prof Online Identity

English (en)

People

Participants

Activities

Forums
Resources

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General news and announcements from your instructor

Welcome to GCEP/TRMA 585
Developing a Professional Online Identity!

ONLINE LEARNING COMMUNITY

- Graduate Counseling & Trauma certification students

- Moodle learning management system for weekly assignments and primary discussions

- Social media account creation to connect, engage & develop professional identities

THE COURSE

Welcome to GCEP/TRMA 585
Developing a Professional
Online Identity!

- Introduction to professional online identity development -2credit hrs.

- Examination of social media's influence on online identities

- Exploration of professional identity profiles--development, management and impact – social media policies & ethics

- Creation and development of online content--value of connection, engagement – influence in your field

GOALS - STRATEGIES

Introduce weekly assignments
using OERs –From Youtube videos
to articles, blog posts and websites.

Goal: learn about the tools from resources and
experts in the field – students decide what they
want for themselves, how best to leverage tools
for their own professional identity development

GOALS - STRATEGIES

Student account creation and exploration of weekly topics:

1) Intro to online identities, social media & googling themselves 2) LinkedIn 3) Online Privacy 4) Twitter 5) Prof Facebook Pages 6) Google+ 7) Blogs 8) Learning from Professionals in their field 9) Managing online identities 10) Profiles & Portfolios 11) Content Curation (used for social media ethics midterm) 12) Website & Domains 13)Having an impact 14) Slideshare for Final upload

#LEARNING – SHARING - DEVELOPING

Shanika D. Torres, @Shanika_Torres — 28 Apr
#GCEP585 My website just went live! I used godaddy to create it, please check it out and let me know what you think: welovebreakingcycles.com
Expand ← Reply ⇄ Retweet ★ Favorited ••• More

Kevin R Reilly @reillykr — 14 Mar
@kasey_nixon I like your statement 'corral the craziness' when you referred to using hootsuite. I agree wholeheartedly! #GCEP585
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Megan Driscoll @mdriscoll520 — 16 Apr
#GCEP585 Using social media to "pay it forward"
albertqian.tumblr.com/post/303227807...
🗎 Hide summary ← Reply ⇄ Retweet ★ Favorited ••• More

shawn dewall @shawndewall1 — 18 Apr
#Gcep585 empower the people and change will be empowered. Using Social Media For Social Good forbesindia.com/article/changi...
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will_hale Will Hale
#TRMA585 LinkedIn groups, great way to start conversations with professionals locally and nation-wide! Make yourself heard!
🐦20 days ago ← Reply ⇄ Retweet ☆ Favorite

← **#GCEP585** 🔍 ✎
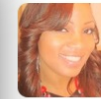
Andy Park @AndyPark03 — 2/7/13
This is my first #GCEP585 tweet!

Megan Driscoll @mdriscoll… — 2/6/13
#GCEP585 I had refused to join Twitter because I thought it was ridiculous, both its name and its use. For class I had to make one- we'll see

Shanika D. Torres @Sha… 💬 2/4/13
@rashford hello - I am testing twitter for a #GCEP585 online identity course

Kristen Anderson @__Kris… — 2/4/13
#GCEP585 first tweet for me!

Kasey Nixon @kasey_nixon — 2/4/13
#GCEP585 This is my first tweet! Crazy! I didn't think I'd ever get involved with this

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CONNECTIONS
- ENGAGEMENT
- VALUE

Twitter for Therapists – Part 1

AAMFT
American Association for Marriage and Family Therapy

Visit us online at
www.AAMFT.org

@TheAAMFT

ACA
@CounselingViews

[Following]

Megan Driscoll @mdriscoll520 · Feb 25
#GCEP585 I wonder, would it be appropriate to follow a client's blog (if available) to aid in counseling sessions?
Details   ↩ Reply   ⇄ Retweet   ★ Favorite   ••• More

Robin Ashford @rashford · Feb 25
@mdriscoll520 Excellent question, Megan. I wonder how @Julie_Hanks and others in the profession would feel about that #GCEP585
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Julie Hanks, LCSW @Julie_Hanks · Feb 26
@rashford @mdriscoll520 I work with what the client brings into the therapy session unless clt asks me specifically to read something
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Robin Ashford
@rashford

@Julie_Hanks Good to know, and thanks very much for taking time to answer @mdriscoll520 -To all in #GCEP585 -witness power/value of Twitter!

Dr. Keely Kolmes
@drkkolmes

San Francisco psychologist. I provide in-person psychotherapy services. I also write, research, and teach social media ethics for mental health professionals.
San Francisco, CA · http://www.drkkolmes.com

[Following] [👤▾]

3,153 TWEETS
558 FOLLOWING
87,519 FOLLOWERS

REWARDING - RELEVANT

Shanika D. Torres, @Shanika_Torres · 7 Apr
@rashford #GCEP585 thanks for giving us the tools to be savvy social media experts in training :)
Expand

Kevin R Reilly @reillykr · May 1
@rashford #GCEP585 thanks for such good insight into how to use social media to impact my future as a Mental Health Professional!
Expand
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Machelle Nagel @macnagel · 22 Apr
#TRMA585 I enjoyed this class; it is one of the most practical useful classes i've had in years.

Andy Park @AndyPark03 · 6h
Surprised by how much I learned in #GCEP585. Knew I was a novice but blessed to see growth in my comfort with social media. Great Class!
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Rebecca Puhl @RebeccaPuhl · 20 Apr
If you have the opportunity take #TRMA585 from Robin Ashford at George Fox University. It is a great learning experience.