



2017 TEACHING &
LEARNING CONFERENCE

CONNECT COLLABORATE CAPTURE

CONNECT WITH TECHNOLOGY, COLLABORATE WITH
INDUSTRY AND CAPTURE STUDENT IMAGINATION.

Snapchat as a Classroom Tool

Helen Blunden

Time to Snap!



Download the App

Scan this code & Add Me

Scan the code of your peers

Anytime you see a code, snap it!

Let's snap!

Tips: Use wifi if possible because it uses a lot of data!



Why Should Snapchat Matter to You?

- 300m+ active users every month (100m daily)
- 1m daily photos and videos created
- **Average time spent on SC daily by each user 25-30mins**
- 400m Snapchat Stories created every day
- >10b views every day
- It would take you 10 years to view all the photos shared on SC in the last hour
- By the time you viewed those, another 880 000 years worth of photos would have been shared
- More than 20 000 photos shared EACH second.
- **71% of users are under 34 (45% are 18-24)**

What is Snapchat?



Snapchat is a social media (&QR) app that captures pictures, videos, audio with captions, doodles & emojis in a chronological order over 24 hours.

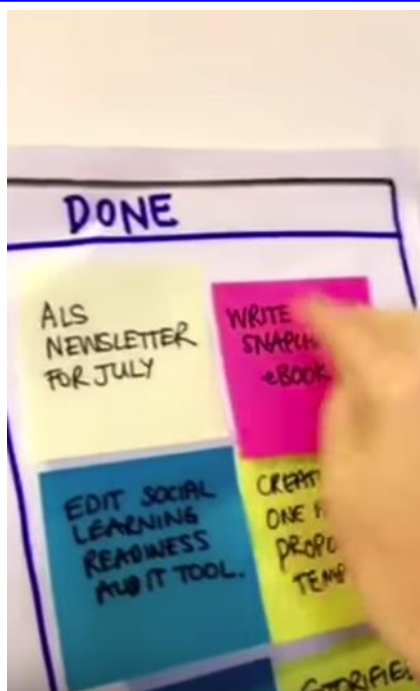
You can publish to:

- * My Story (your custom story for people who add you)**
- * Our Story (public story in local area)**
- * Create a Story (people/teams you select who can add & view)**

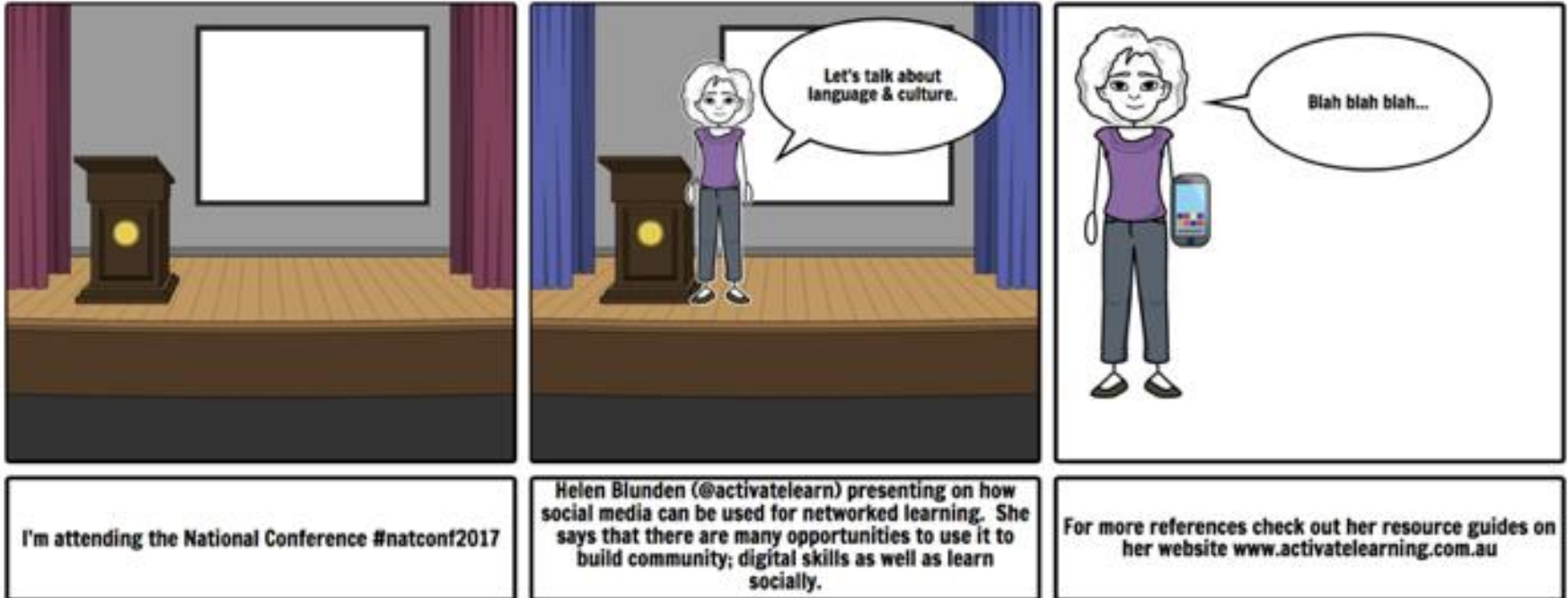
Why and how can this help you in education and learning applications?



Using Snapchat to Document Process of Learning



Think & Shoot in Shots

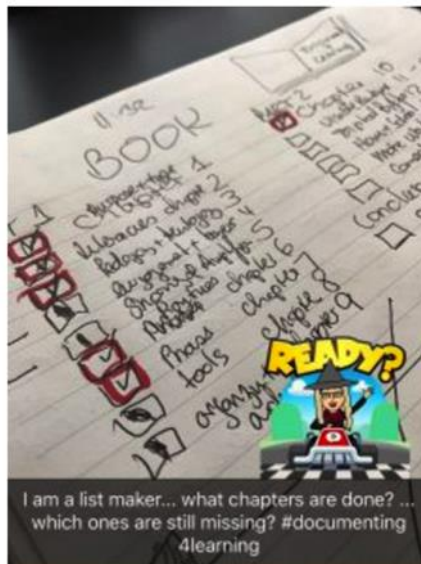
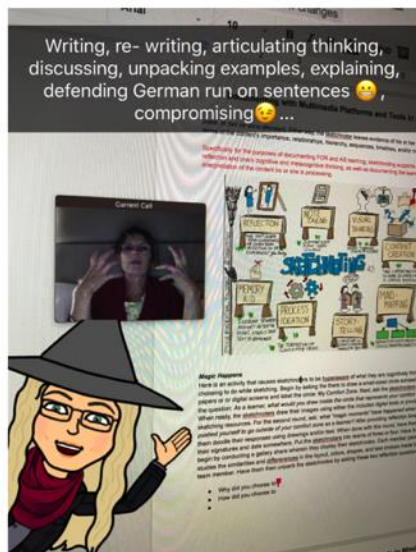
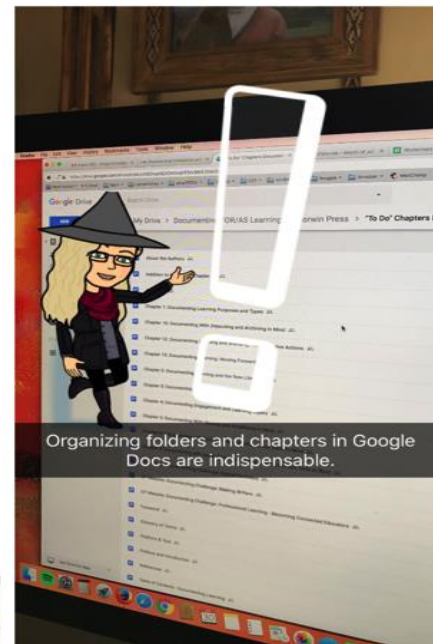
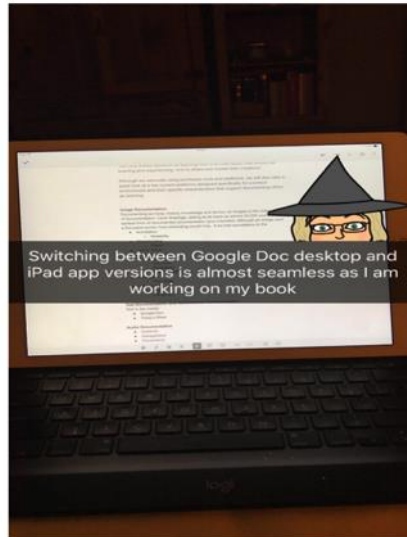


- Chronological
- Up to 1minute (6 x 10 seconds) play once or on loop
- Photo, video, audio, emoji, emoticons, text, paint, filters, augmented reality, QR codes, URL links
- Can add music (background)
- Uploads automatically (if on wi-fi - settings)
- Last for 24 hours until they disappear
- **No limit to your creativity!**



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Sylvia Tolisano - Educator
@langwitches

Documents her learning and how
she is writing a book

#documenting4learning



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Using Snapchat 📷 as a Teaching Tool: Insights from Professor Michael Britt (Day 16)

An Educator's Journey to Reimagine Education Series

Classroom Without Walls: Using Technology to Reimagine Education

Topic: Using Snapchat as a Pedagogical Tool



Guest
Michael Britt
Professor, Podcaster, Blogger



Host
Ai Zhang
Professor, Live Streamer, Blogger

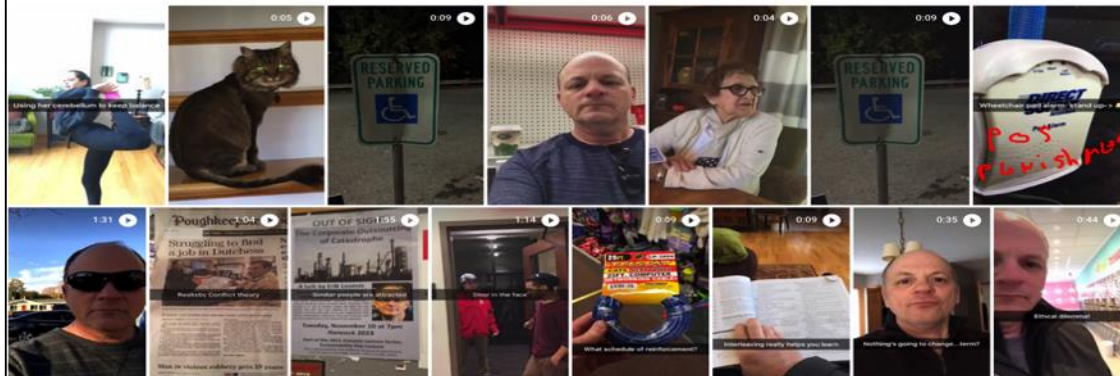


Watch Interview Replay on Ai Addyson-Zhang's Facebook Page

Pablo

Snapchats Sent to My Intro Psych Classes

Oct 12, 2015–Mar 6, 2016



Scan the code to read Ai
Zhang's article &
interview with Michael
Britt >>>>>





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Learn a Language on Snapchat!

The image shows a Twitter profile for Lindsay Williams (@LDLanguages). The header features a bright yellow background with a large Snapchat ghost logo in the top right corner and the hashtag #WeDoLanguages in the bottom right. The profile picture is a circular photo of Lindsay Williams, a woman with long brown hair. Below the profile picture, the name 'Lindsay Williams' and handle '@LDLanguages' are displayed. The bio reads: 'Inspiring independent language learners + online language teachers to succeed when doing it solo. Learn more: linktr.ee/lindsaydoeslan...'. Location is 'Milton Keynes, UK', website is 'lindsaydoeslanguages.com', and joined date is 'April 2012'. There is a 'Following' button. The stats bar shows: Tweets 9,890, Following 2,379, Followers 5,887, Likes 8,682, and Lists 1. The 'Suggested' section below shows three profiles: Kerstin Cable (@fluentlanguage), Actual Fluency (@ActualFluency), and Eurolinguiste (@eurolinguistes).

Lindsay Williams
@LDLanguages

Inspiring independent language learners + online language teachers to succeed when doing it solo. Learn more: linktr.ee/lindsaydoeslan...

Milton Keynes, UK
lindsaydoeslanguages.com
Joined April 2012

[Tweet to Lindsay Williams](#)

8 Followers you know

Suggested

Kerstin Cable
@fluentlanguage
Writer & educator helping you build a language habit. And I like Zumba, and Buffy. Making new Creative Language Learning Podcast eps

Actual Fluency
@ActualFluency
Learn languages. Travel the world. Have fun. By @KrisBroholm

Eurolinguiste
@eurolinguistes
Language learning tips, travel & adventures, cuisine and culture. Free 7 day course for busy language learners: bit.ly/blcourse



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Check out Bill Selak YouTube video on
how he uses Snapchat as an Educator



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Entry Hall
FRIENDS



Office
SETTINGS

Swipe Your Way Into
Different Rooms

Meeting Room
CHAT

Recording
Studio
CAMERA

Theatre Room
STORIES

Garbage Room
DISCOVER



App Opens To Camera

By:
Aaron Adel
@bizaaron

Want to see the YouTube
Video on how Aaron explains
this?

Snapchat Navigation
Simplified:

<https://www.youtube.com/watch?v=IUFVeCnXjpg>



Settings

MY ACCOUNT

Name Helen Blunden >

Username activatelearn

Birthday >

Mobile Number >

Email >

Bitmoji >

Snapcodes >

Password >

Login Verification >

Notifications >

Memories >

Spectacles >

Shazam >

WHO CAN ...

Contact Me My Friends >

View My Story Everyone >

See me in Quick Add >



ACTIVITY:

Let's review Your Settings:

Manage > Travel Mode ON (to reduce mobile data usage)

Manage> Filters> Enable

Who Can Contact Me> My Friends

Who Can Contact Me> View My Story> Everyone

Who Can Contact Me> See My Location> Only Me



Reverse image

Flash

To "Office" &
Settings

ACTIVITY:
Let's experiment
with the different
functions

Tap for photo; hold down for video (10 sec)

View others stories

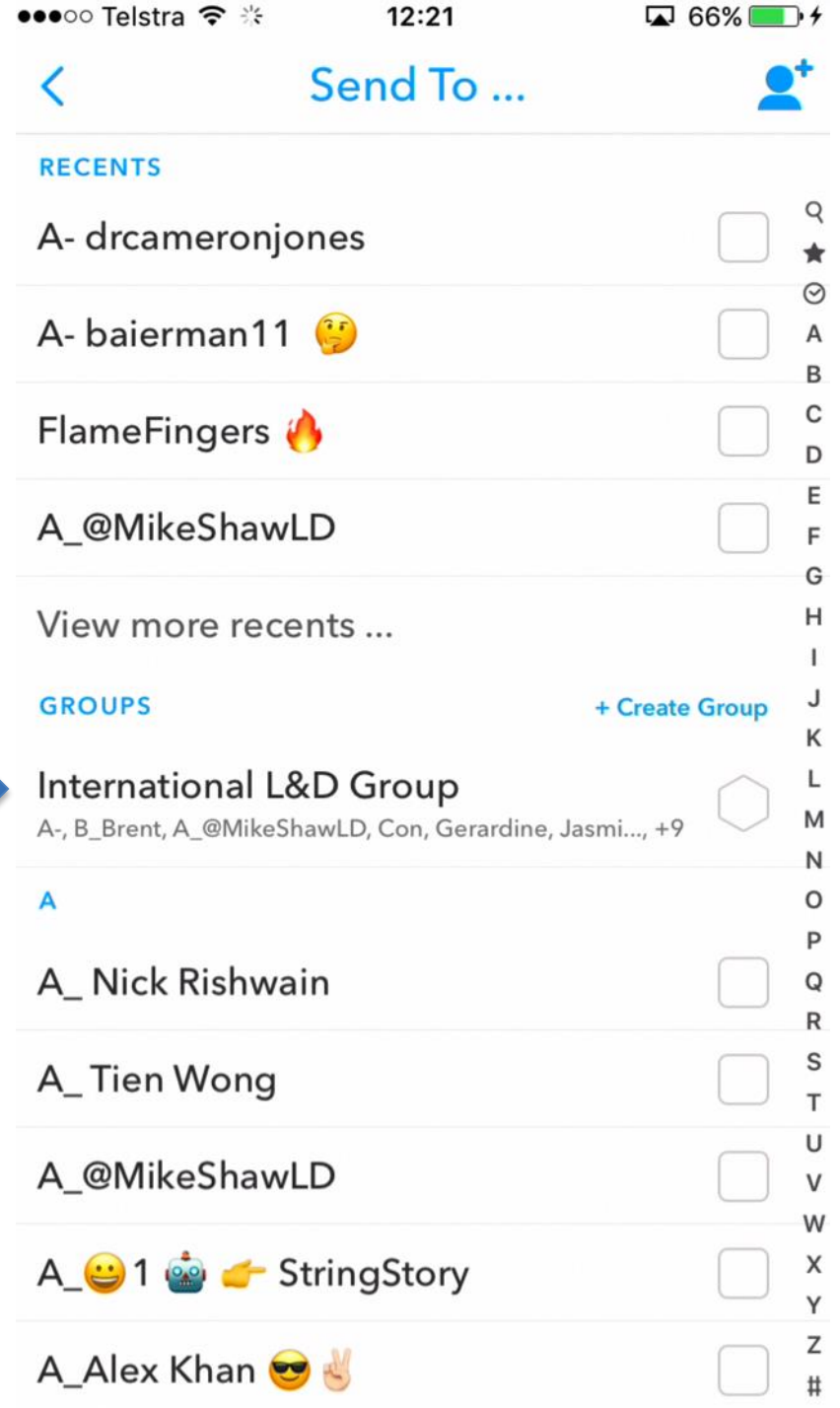
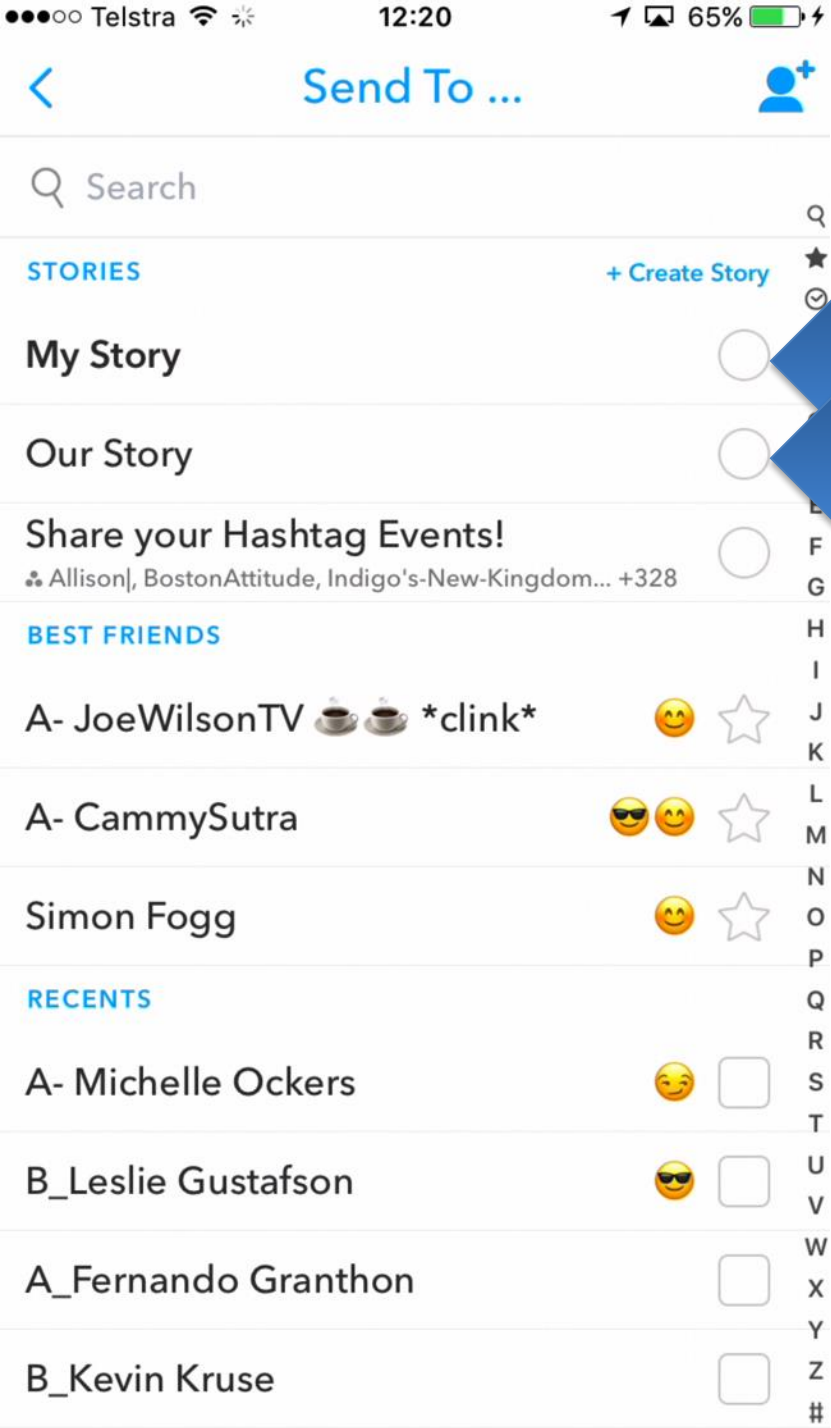


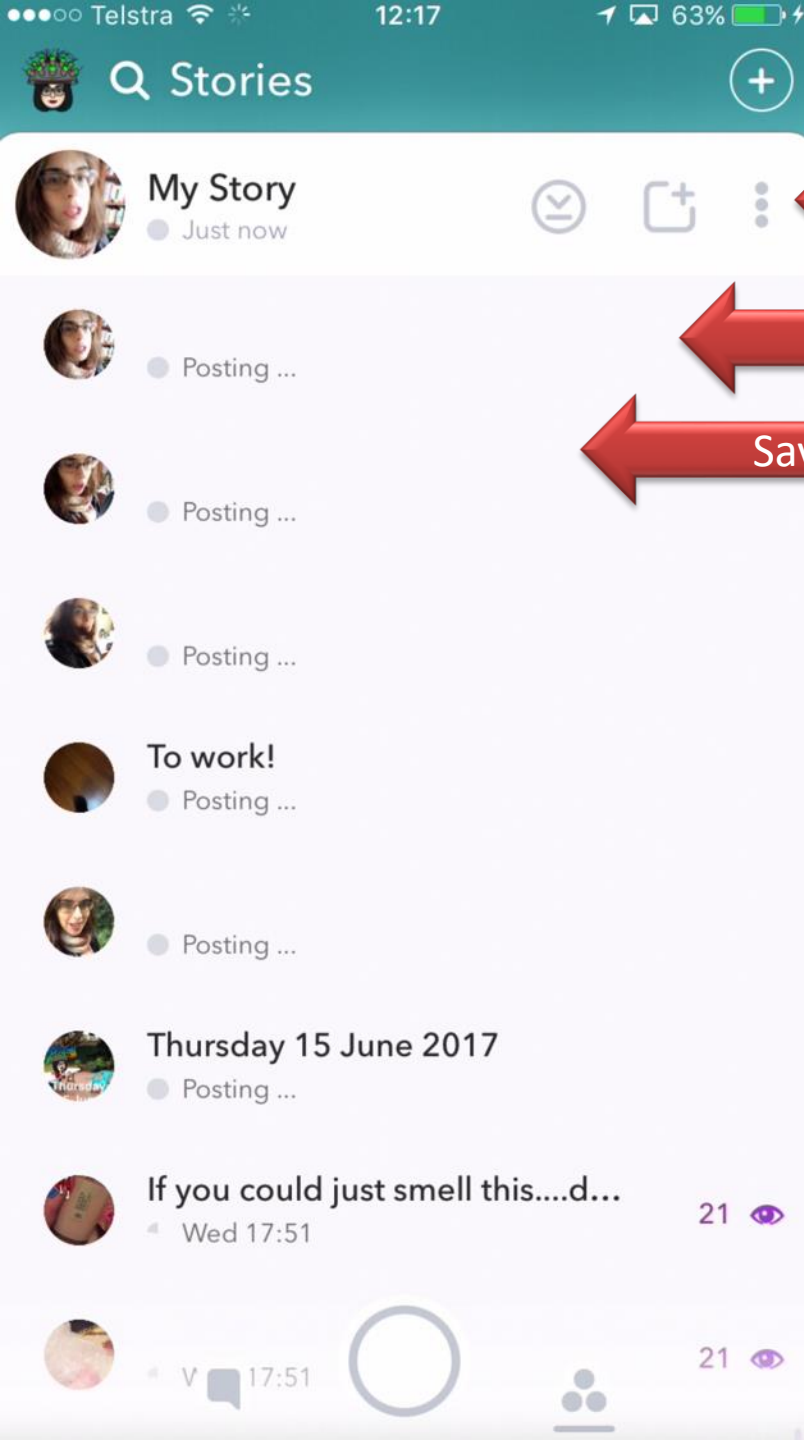
ACTIVITY: Experiment with different functions on your snap.

Hold down your finger on screen then swipe to left to activate the geofilters

Save & publish your story

Note: Snapchat functions are being updated all the time. Now you can add URLs to your snaps (Paperclip) that take viewer to pages on web. Also you can add voice changers. 14





Add a New Story

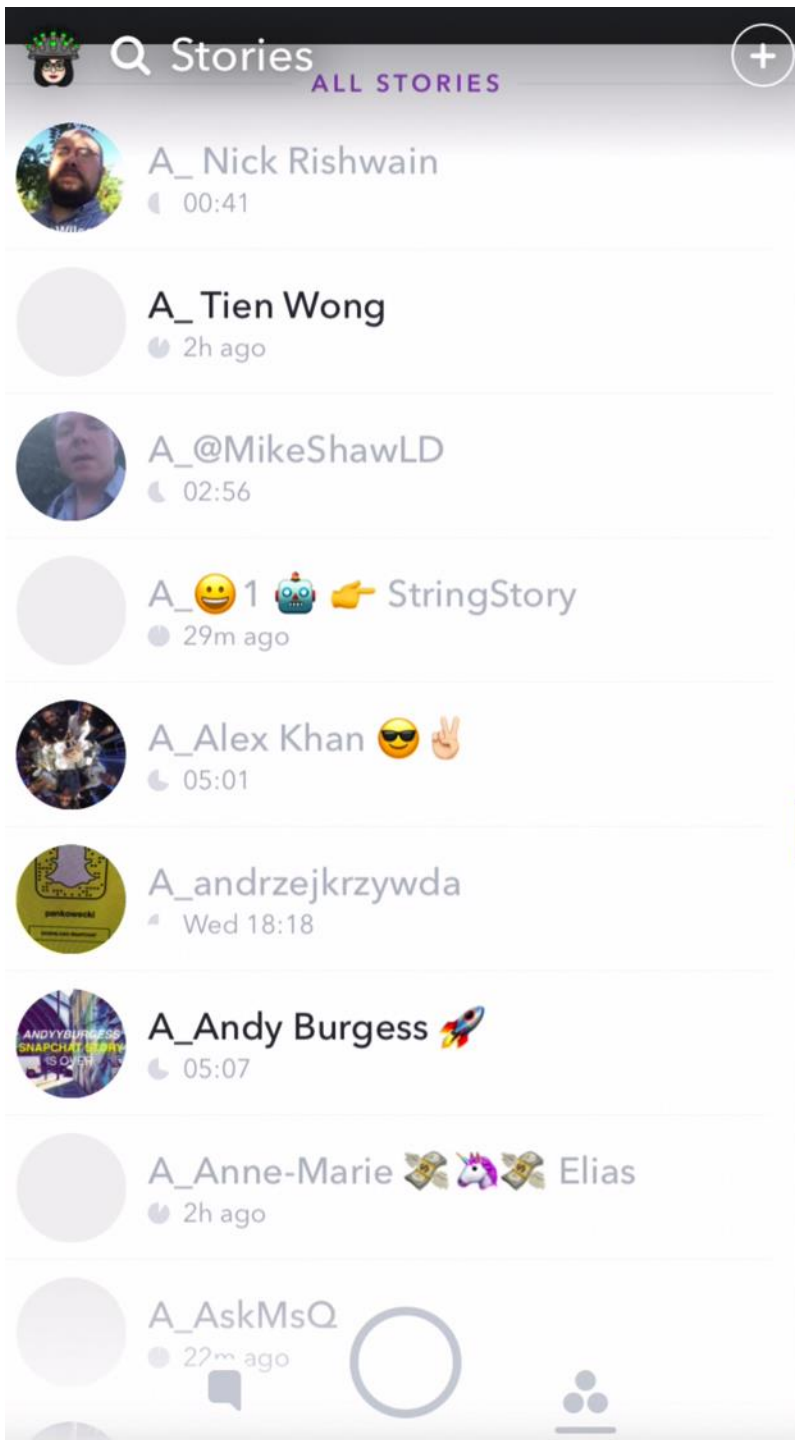
Reveal your timeline of snaps

Add a snap to your story

Save or download your story

**My Story: here is
where you add
your snaps (they
get uploaded
chronologically)**

Views



Stories: View All Stories (in last 24 hours)

TIP: Usernames can be edited to your needs to be found easily (eg. In alphabetical order)



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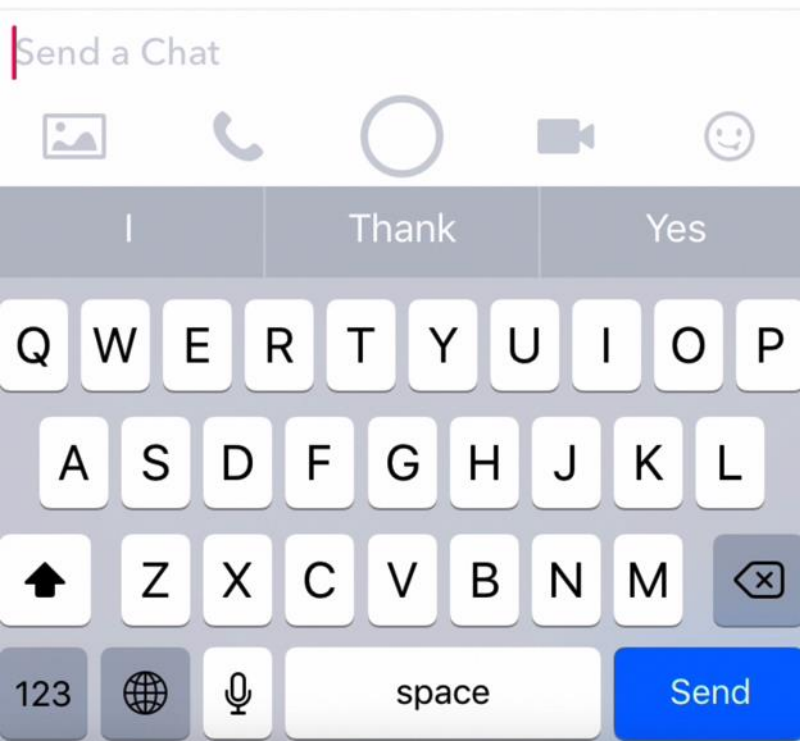
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**From here see who adds
you, add friends &
access your Settings**

**ACTIVITY: Experiment
By Adding Friends in
different ways**

A- JoeWilsonTV ☕☕ *clink* >
TODAY



ACTIVITY:

The CHAT section is where you communicate with others through photo, voice, snaps, video or emojis and emoticons.

All messages removed after 24 hours
UNLESS you hold the message down with your finger to **SAVE** it.

Experiment with this function and send chats to your peers.





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No internet connection.



Q Memories

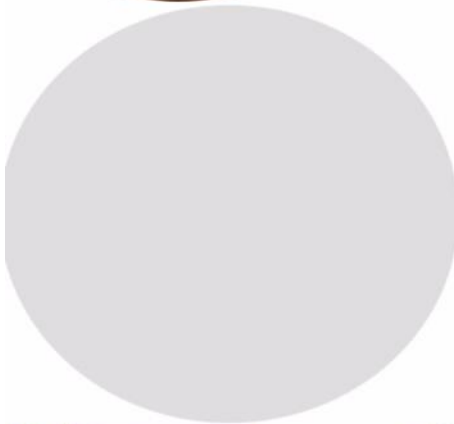


ALL

SNAPS

STORIES

CAMERA ROLL



ACTIVITY:

**Memories stores all
photos, videos, snaps and
snapstories that you can
REUSE & RECALL again**

**How can you use this in
education?**



Q: WHAT DO THE EMOJIS MEAN?

Various symbols against names mean whether your text messages, or messages within snaps (annotations) have been delivered, received and viewed by your recipient.

🌟 **Gold Star** — Someone has replayed this person's snaps in the past 24 hours. They must have something interesting to show.

💛 **Yellow Heart** — You are #1 best friends with each other. You send the most snaps to this person, and they send the most snaps to you.

❤️ **Red Heart** — You have been #1 BF's with each other for two weeks straight.

💖 **Pink Hearts** — You have been #1 BF's with each other for two months straight. Dedication!

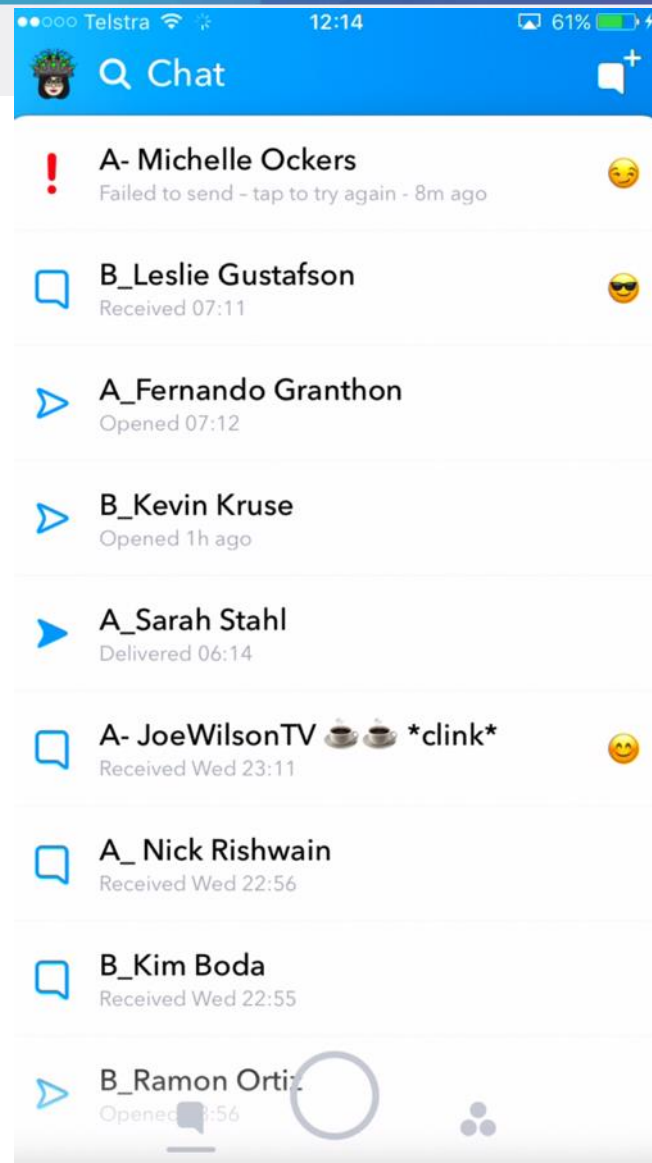
👶 **Baby** — You just became friends with this person.

😎 **Face With Sunglasses** — One of your best friends is one of their best friends. You send a lot of snaps to someone they also send a lot of snaps to.

😬 **Grimacing Face** — Your #1 best friend is their #1 best friend. You send the most snaps to the same person that they do. Awkward.

😏 **Smirking Face** — You are one of their best friends ...but they are not a best friend of yours. You don't send them many snaps, but they send you a lot.

😊 **Smiling Face** — Another best friend of yours. You send this person a lot of snaps. Not your #1 best friend, but they are up there.







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Snapchat Icon Meanings

Snapchat has other icons that appear in the interface. These are not emojis, but provide additional information about your snaps.




Sent Icons

Snap sent without sound	
Snap sent with sound	
Chat message sent	




Opened Icons

Friend opened a Snap without sound	
Friend opened a Snap with sound	
Friend opened a Chat message	
Friend viewed and received Cash	




Received Icons

You received a Snap without sound	
You received a Snap with sound	
You received a Chat message	

Viewed Icons

Your Snap sent without sound has been viewed	
Your Snap sent with sound has been viewed	
Your Chat message has been viewed	

Screenshot Icons

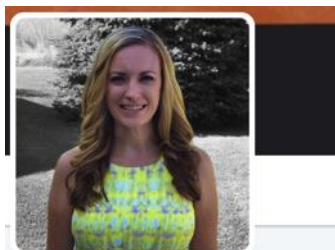
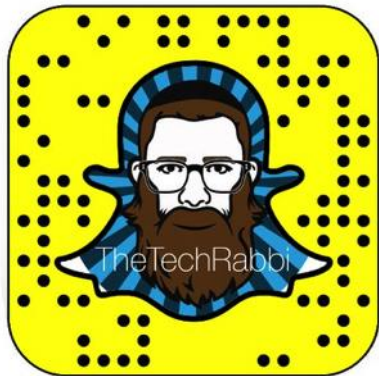
Your Snap sent without sound has been viewed	
Your Snap sent with sound has been viewed	
Your Chat message has been viewed	



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People who Educate on Snapchat



Marnie Lambitz

@mlambitz FOLLOWS YOU

1st grade teacher | Apple Teacher |
@Seesaw Ambassador | #cuerockstar
Teacher | #macul17 Presenter | Snapchat:
mlambitz | Classroom Twitter
@Lambitz1stGrade

West Michigan



Ai Zhang 🔥

@aiaddysonzhang FOLLOWS YOU

Education Technology Innovation
PR Prof @Stockton_edu Team
#TwitterSmarter #SocialROI
@UofMaryland @SyracuseU Alum Live
Streamer Blogger on Medium

South Korea & US




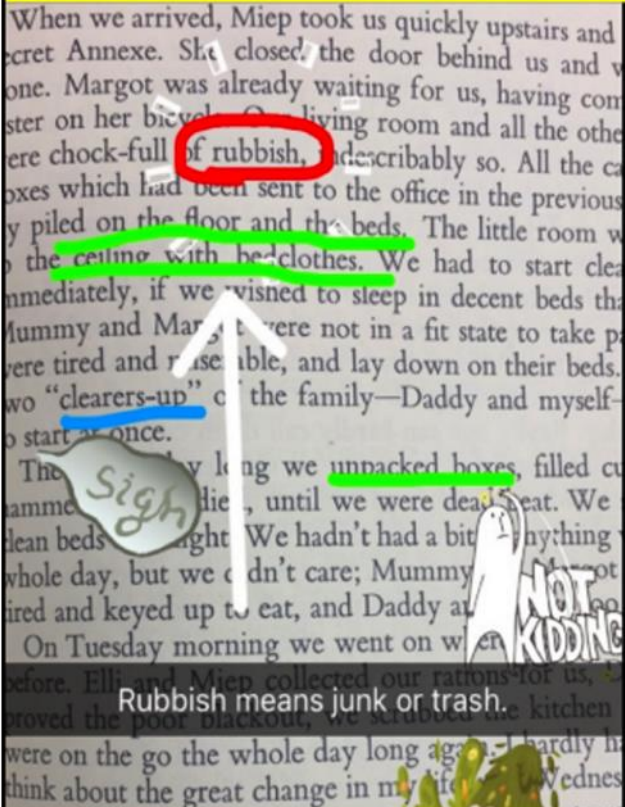
Sabba Quidwai

@askMsQ FOLLOWS YOU

Apple Distinguished Educator. Dir. of
Innovative Learning Keck USC
@trojanpa. Work with @EdTechTeacher21
& @iPadEducatorsAE. snapchat -
AskMsQ

TEACH with Snapchat!









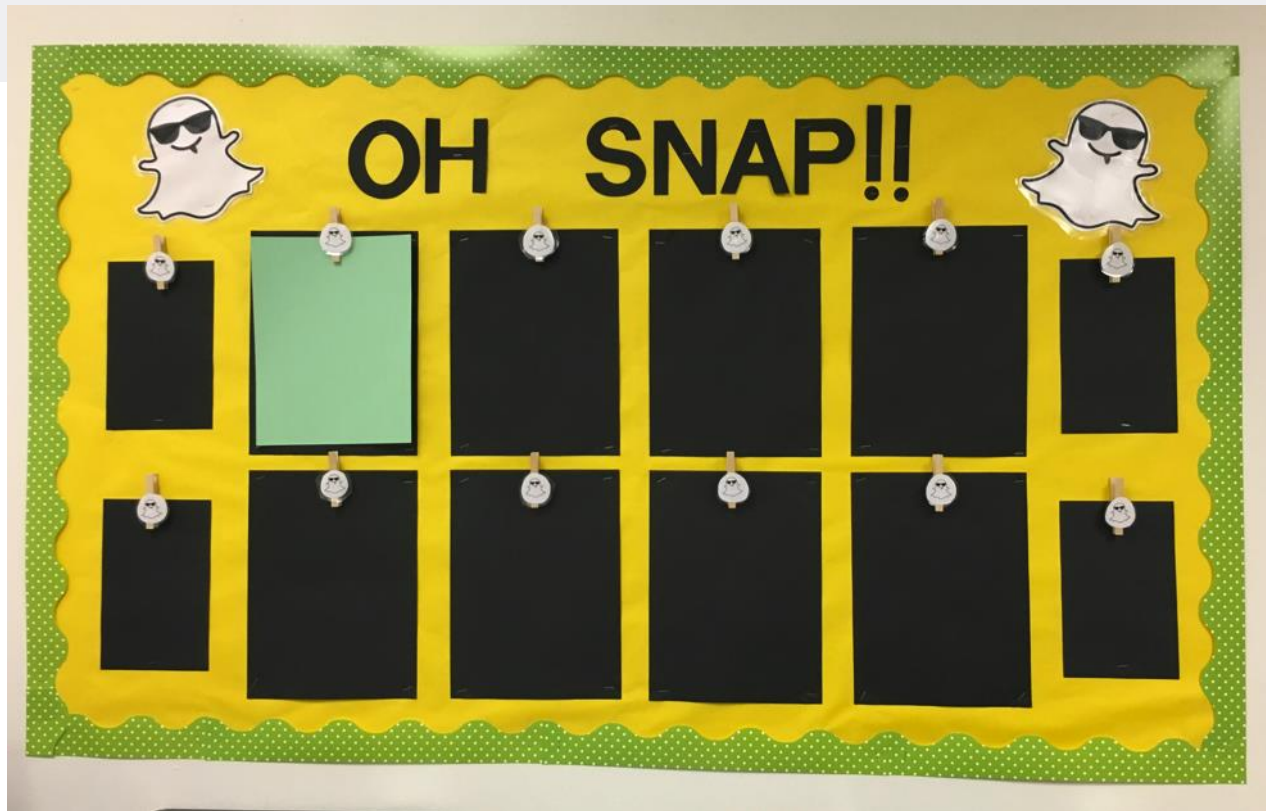
Rubbish means junk or trash.

Vocabulary Example

Share a weird word (or any word you don't know in the text) and explain what YOU think it might mean. Use your snapchat tools and stickers - be creative! Screenshot the snap and email it to me!





I love this board! My middle school math class theme this year is "Math in the Real World" and I used Social Media and technology to illustrate how you can use Math every day of your life. – Syreniti.



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Snapchat Ideas & Projects for Education

 Shannon McClintock Miller + 5 • 4mo
IDEAS AND PROJECTS FOR USING SNAPCHAT IN THE LIBRARY, CLASSROOM & WITHIN EDUCATION



<https://padlet.com/shannonmmiller/snapchatlibraryandedideas>

HOW TO USE SNAPCHAT FOR BUSINESS



There's so much written on how to use Snapchat for marketing but how about as a platform for networking, knowledge sharing and storytelling across your own business? Here are some ways that you can use Snapchat to spark conversations, enable your people to co-operate and collaborate on work projects through showing and sharing their work - and in the process, promote your business, business to your customers.

1 A VISUAL DIARY

Take snaps of what you're working on during the day at various intervals and publish these to My Story. This will provide a chronological timeline of your work. At the end of the day, download the entire My Story onto your camera roll so that you have a visual diary, portfolio or evidence of your work for the day. You can then upload these files onto your company social networking platform - on your YouTube channel.

2 A LIVE STORY AT YOUR COMPANY EVENT

At your next company event, take snaps of the company event, keynote presenters and share the materials and resources presented there. Share the codes of who people can follow during these events. Snap the audience's impressions, reactions feedback and key learning from the event.

3 FOR Q&A SESSIONS

Snapchat can be used to provide visual and engaging feedback. Use it to encourage your employees to ask questions to senior leaders, managers and subject matter experts as part of Q&A. Why not have a Weekly Q&A session as part of your team or department's communications?

4 INTERVIEW EMPLOYEES AT THEIR WORK

Use Snapchat to interview employees at their place of work and to explain their role, responsibilities and projects they're working on. This is a great icebreaker for Onboarding Programs to introduce people to others in their own organisation. Also, it acknowledges the great work that your people do and the role they play in your business.

5 TAKE OVER EACH OTHER'S ACCOUNTS

Why not have 'Takeover Thursdays' in your company? Have two departments - say the Human Resources Department and the Engineering Department take over each other's Snapchat accounts. This will introduce and promote the work of two departments who may not necessarily connect with each other. It builds awareness and inspires new collaborations across work teams.

6 BEHIND THE SCENES TOUR AT WORK

Does your workplace have intriguing laboratories and work spaces? Why not take viewers on a behind the scenes tour? Act as a tour guide in your own company to explain the function of the workspace, introduce fellow colleagues and invite people to drop in for a meet-and-greet. These tours allow employees to appreciate the diverse workspaces that can be found in one company.

7 EMPLOYEE BROADCASTS

Snapchat allows you to have your own broadcast channel. Employees can share their own thoughts, reflections, and ideas in their own way that showcases their unique talents and diverse perspectives. You may be pleasantly surprised to learn that they will have creative skills otherwise unexplored, untapped or not used in their current role which may help solve a work problem!

8 CREATE A GEOFILTER OF YOUR EVENT

At your next major company event, design an on-demand Custom Filter that works in the vicinity of the venue of your event. It's a great way to promote your event using your brand and logo in all your snaps. Reach out to people who may be in the area to connect with you.



HOW TO USE SNAPCHAT FOR BUSINESS ...CONT



9 PROVIDE CONTEXT AT YOUR COMPANY TRAINING EVENT

Have your employees recently undergone training programs in a classroom or online? Why not have subject matter experts enhance the training experience by providing real life work-based contexts, stories and experiences through Snapchat? Balance the theory practical, real life work examples.

10 PRACTICE YOUR PRESENTATION

Are you afraid of public speaking? Practice your presentation or overcome your fear of the camera by practising your key messages in consecutive 10-second snaps. If you don't like it, don't worry, the snaps will disappear in 24 hours!



11 PROVIDE & SEEK FEEDBACK

Don't bother writing a long email to provide or seek feedback from your manager or peer. Get personal and record a video message instead or else annotate a photo to provide instant feedback.

12 SEND OUT REMINDERS FOR COMPANY EVENTS

Use Snapchat to send out reminders of various company events and notices for the day. These snaps are a short life span and could be things such as workplace hazards, upcoming events, employee competitions or temporary notices.



13 VIRTUAL STUDY SESSIONS

Does your company conduct blended training courses that need your people to connect and collaborate with each other? Use Snapchat as virtual study sessions so colleagues can discuss key learning with each other through their Snap Stories. Alternatively use these to brief and debrief people on projects happening in the business.

14 SUBJECT MATTER EXPERT SNAPSTORMS

Is there someone at your workplace who has years of excellent knowledge, skills, and experiences to share? Is there someone whose advice would be valuable to your company employees? Why not get them to create a snap storm: A series of snaps one after another that inspires, educates and informs. These could be shared at certain times of the day or week.



15 SHOW YOUR WORK-IN-PROGRESS

Share snaps of your work every day so that people can follow you as your progress through a project. Are you building a prototype of a piece of equipment or setting up different experiments in the laboratory? Show your work through each stage, annotate the snaps to identify particular areas of interest and engage with peers in your company with your work.



16 ANY OTHERS?

These are just some ways to use Snapchat to publicise your employees great work and to inspire community, conversations and collaboration across work departments. If you would like to know more about how to use Snapchat and other social networks for your organisations workplace learning, contact Activate Learning Solutions at: enquiries@activatelearning.com.au or www.activatelearning.com.au



Helen Blunden is the Director of Activate Learning Solutions. She is passionate about helping people work smarter through continuous learning, network and community building. She believes that we have unique knowledge, skills and talents that may be underutilised in our workplace and that by working and learning together in an authentic, open and generous manner, we can navigate through the complexity in the workplace. She is also the founder Third Place, a meetup community of learning professionals across Australia who meet to work, learn and connect with each other.

CHING
ING
ENCE

What
other
areas of
education &
learning
can it be
used?

Tips

- Keep playing & experimenting
- Connect, engage and chat with people (recommend and suggest who to follow)
- Look at how you can create your curriculum into a 'story board' of key messages & concepts
- Encourage students to engage and add to the story (or share their own to group)
- Have fun!



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@ActivateLearn

Workshops & Webinars on Using Social Media for Networked Learning