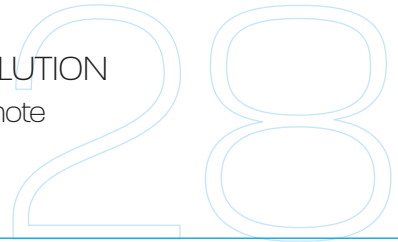


## LESSON PLAN 28: JOINING THE SOCIAL NETWORKING REVOLUTION

**Objective:** Create a website to inform staff, parents and students, and promote yourself, your class ... or your school.

**Age range:** 8-18



Shem Banbury of Moanataiari School, Thames, writes:  
 “Recently, we investigated using current tools on the Web to help us promote our school. Specifically, we looked at the idea of using a social networking site to get information to parents and provide an area to show some of the activities we are doing.

So, we set up a Bebo site ([www.bebo.com/Moanataiari](http://www.bebo.com/Moanataiari)), where we have placed pictures, movies and stories from our school camps and some of our school activities. The idea has proved to be a great success. We have past pupils visiting the site and looking at what we are doing now and they’re adding their own

comments. The beauty of the site is that it enables us to quickly communicate events that have happened at school. Photos take about 15 seconds to put on and children’s work is equally as easy to upload.

One of the initial concerns was security and the implications about access and comments. Although it’s not foolproof we have made various settings, which means all comments are vetted before they’re posted. We have also limited access in some areas to just friends of the school, once again an area we control. We were also concerned about students’ and teachers’ comments. To get around this, we set up a ‘teacher profile’, to allow teachers to log on and add comments without having to use their personal page.

It did take a bit of time to develop and it’s still in its early phase. So far, though, it’s proved to be very popular with parents, staff and students.”

Social networking sites are very popular and open up many possibilities for promotion and the sharing of information. Opening your own account is easy. Try setting up a Bebo page with your class.



### YOU WILL NEED

- ▶ Computer, Internet connection

### DEVELOPING SKILLS

Communication, social interaction, computer use, promotion

### METHOD

1. Visit [www.bebo.com](http://www.bebo.com)
2. Click ‘Sign Up’ and fill in the details to create your account.
3. Edit profile – Bebo will ask you to complete your profile. Here you add the information you want to display about you, your school, your club or group (some can be made private). You’ll also receive an email asking you to confirm your email address, which you’ll need to do to activate your page. If you get stuck, there’s a help section with FAQs.
4. And that’s it ... no really, you now have a Bebo site.
5. Of course, that’s just the start. You can now write a blog, add news and photos, use a whiteboard, add friends, and so on.

### FOLLOW UP ACTIVITIES

1. Maintain your Bebo site!
2. Explore functions on the site, such as music, video and groups.
3. Set up profiles on other social networking sites. Some you might like to try are:



MySpace  
[www.myspace.com](http://www.myspace.com)



Facebook  
[www.facebook.com](http://www.facebook.com)



LinkedIn  
[www.linkedin.com](http://www.linkedin.com)



Habbo  
[www.habbo.com](http://www.habbo.com)

