MOLLOY UNIVERSITY

School of Education and Human Services

Department of Teacher Education

EDU 5900-XX-   Brand Your Classroom: Social Media for Educators (3 credits)

Spring 2026

Online: February 2-13, 2026

Instructor: Dr. Jessica Ryan

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Course Description:

It's time to increase your digital footprint! The face of networking in education has changed; there are so many opportunities to create your professional identity online. We will use X (Twitter) as a tool to create a window into your classroom, expand your Personal Learning Network, and connect with experts in education. We'll explore the power of Voxer as a communication and relationship-building tool. The goals of this class are to become a part of a Professional Learning Community, connect with other educators, drive your own professional development, and share the wonderful work you do with the world.

Shared Vision:

The Molloy University Teacher Education faculty has derived its vision for the exemplary teacher from the University's mission statement, the four pillars of the Dominican tradition, comments and input from the Professional Education Unit's Advisory Board and degree candidates as well as numerous faculty discussions rooted in the department's knowledge base which undergirds the initial and advanced programs' curriculum, pedagogy, and values

The teaching professionals who complete Molloy's teacher preparation programs are distinguished by their ability to exemplify and promote core values in their own teaching. These values include:

- Belief that all children can learn
- Learner-centered and value-centered curriculum and pedagogy
- Ethics and spirituality
- Intellectual curiosity
- Independence and risk taking, while promoting collective identity and responsibility

- Diversity, multiculturalism and pluralism, including divergent thinking
- Passion for teaching
- Commitment to students and their communities
- Civic responsibility through the promotion of social justice and interdependence
- Commitment to democracy

Accessing the Course:

The course will be offered online through Canvas, our online course system. You will need to become familiar with Canvas.
- Log-in using your Molloy e-mail username and password
- Click the "Courses" tab (top left-hand side of the page) & select: "Brand Your Classroom: Social Media for Educators" in the drop-down menu
- Log-in prior to the course just to ensure that your account has been set-up properly!
- Take the Canvas Student Tour or visit the Canvas Student Quickstart Page

Course Objectives:

By the end of this course, participants will be able to:

- **Develop** a professional digital presence that reflects their identity as an educator and showcases classroom practices.
- **Utilize** X (Twitter) to share instructional ideas, highlight student learning, and expand their Personal Learning Network (PLN).
- **Engage** in professional dialogue and collaboration with educators and experts through digital platforms.
- **Apply** Voxer as a tool for communication, reflection, and relationship-building within a Professional Learning Community (PLC).
- **Curate and share** digital resources to contribute to their own ongoing professional development and to support colleagues.
- **Reflect** on the impact of a connected educator mindset on teaching practice, student learning, and professional growth.

Dates & Times to Remember:

While an online course gives you the flexibility to complete the work when it is most convenient for you, please remember you must participate in these online discussions.
- Day 1- Feb. 3rd at 7:30PM X (Twitter) Chat #brandyourclass
  The questions will be posted within Canvas in advance. Please preschedule your posts.
- Day 2- Feb. 6th Voxer Chat at your leisure *Make sure to submit your username by Feb. 3rd at 9:00PM.

Assignments:

Day	Assignment	Where to Post	Due
Day 1- Feb. 3rd	Module A: Parent Communication Tools	Communication Discussion	2/03 9:00PM
	Module B: Twitter	X (Twitter) Chat	2/03 Preschedule Tweets on X to post live starting at 7:30PM
	Module C: BookSnaps	BookSnaps Discussion	2/03 9:00PM
	Module D: Blogging	Deliverable A: Blog Post #1	2/03 9:00PM
Day 2- Feb. 6th	Module E: Voxer	Voxer Chat	2/03 9:00PM- submit username 2/06 9:00PM- chat
	Module F: Pinterest	Deliverable B: Blog Post #2	2/06 9:00PM
	Module G: LinkedIn	LinkedIn Discussion	2/06 9:00PM
Day 3- Feb. 10th	Module H: Pick Your Platform	Deliverable C: Blog Post #3	2/10 9:00PM
	Module I: Instagram	Instagram Submission	2/10 9:00PM
	Module J: ThingLink	Deliverable D: ThingLink	2/10 9:00PM
Day 4- Feb. 13th	Module K: Virtual Field Trips	Virtual Field Trip Discussion	2/13 9:00PM
	Module L: Cult of Pedagogy	Cult of Pedagogy Submission	2/13 9:00PM
	Module M: Reflection	Deliverable E: Blog Post #4	2/13 9:00PM

ALL ASSIGNMENTS DUE BY FEB. 13th AT 9:00PM!

Grading:

Module Assignments
Class Sharing (Discussion Boards and Online Forums)
       Students are expected to participate by responding to the instructor and classmates with quality responses. You are encouraged to share resources and ask questions!

*Points are deducted for any assignment that is handed in after the assigned due date.

Course Format:

This course will be offered online through Canvas, Molloy's learning management system. The course will open one week before the start date and close on the last day of class. This section is offered March 2-13, 2026. There will be four due dates with activities and discussions that must be completed at 9PM that day.

Netiquette:

Netiquette is a set of rules for behaving properly online. Something about cyberspace makes it easy for people to forget that they are interacting with other real people. The following bullet points cover some basics to communicating online:

- Be sensitive to the fact that there will be cultural and linguistic backgrounds, as well as different political and religious beliefs, plus just differences in general.
- Use good taste when composing your responses in Discussion Forums. Swearing and profanity is also part of being sensitive to your classmates and should be avoided. Also, consider that slang can be misunderstood or misinterpreted.
- Don't use all capital letters when composing your responses as this is considered "shouting" on the Internet and is regarded as impolite or aggressive. It can also be stressful on the eye when trying to read your message.
- Be respectful of others' views and opinions. Avoid "flaming" (publicly attacking or insulting) them as this can cause hurt feelings and decrease the chances of getting all different types of points of view.
- Be careful when using acronyms. If you use an acronym it is best to spell out its meaning first, then put the acronym in parentheses afterward, for example: Frequently Asked Questions (FAQs). After that, you can use the acronym freely throughout your message.
- Use good grammar and spelling.

Technical Support:

- *Canvas Support* is accessed through the HELP feature in the lower left-hand corner of Canvas. You can either call Canvas at (844)408-6455 or use the online chat feature, and both services are available 24 hours a day, 7 days a week.
- *Technology Support Services* is located in Kellenberg 022 and can be reached via phone: 516.323.4800, email: helpdesk@molloy.edu
- *The Information Commons* is located on the second floor of Public Square and can be reached at 516.323.4817 or email: slewis2@molloy.edu
- Check their website: Student Account, Technology and Canvas
- Check within the modules for FAQ for each of the technology tools being used.

Molloy University and School of Education and Human Services Policies and Supports:

Expectations of Academic Integrity for All Students

[Honor Pledge and Academic Honesty Policy](#)

Course Withdrawals

View [Withdrawal Policy](#) for potential financial implications

View [the Academic Calendar](#) and/or the course syllabus for the last day to withdraw dates

Incompletes

[Incompletes Policy](#)

Health and Wellness

[Student Health Services](#)

[Student Counseling Center (SCC)](#)

Center for Access and Disability (Access)

[Center for Access and Disability](#)

Technical Support

[Student Account, Technology and Canvas](#)

Ally for Canvas

[Supportive Tools and Resources/ Ally](#)

Use of Proctorio for Exams/Quizzes (if applicable)

[Proctorio Resources for Students](#)

Email Accounts:

Students are to utilize their Molloy e-mail account or via Canvas when communicating throughout the semester. Those who use a non-Molloy account may miss important messages. Students are responsible for responding to all methods of communication in a timely fashion relating to this course. Instructors will respond to emails from students

within 24 hours. When/if you email the instructor, please indicate what course you are in with the course number and section.

 APA Manuscript Style

All manuscripts in the field of education are written in the style format of the American Psychological Association. Candidates in the Graduate Education Programs are required to purchase the Publication Manual of the American Psychological Association (7th ed.). (2010). Washington, DC: American Psychological Association.

All papers written in every course must adhere to the manuscript prescriptions defined in this manual.

Communication Procedures & Contact Hours:

I look forward to working with you and guiding you through some technology resources for the elementary classroom! If you have any questions or concerns, please e-mail JRyan3@molloy.edu. I will respond within 24 hours.