

# Building a Social Presence Online

**Social Presence** is the measure of the feeling of community that a learner experiences in an online environment.

## Student ⇨ Student

- Introductions
- Synchronous learning (WebEx or Chat)
- Discussion forums

## Student ⇨ Instructor

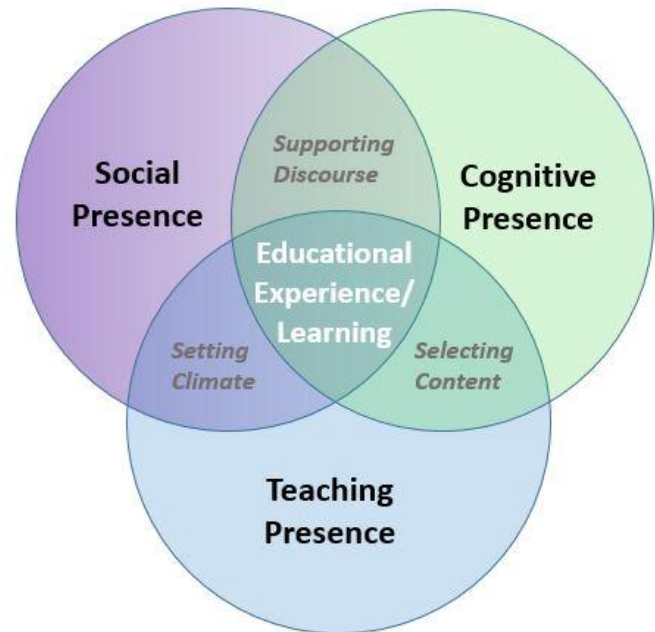
- Contact information widget
- Frequent feedback
- Regular announcements

## Student ⇨ Content

- Engaging, hands-on materials
- Screencast videos
- New, fun tools

*Continuous Communication!*

## Community of Inquiry (COI)



## *Try These Tools*

YouTube	Kahoot
Google Docs	Canva
Prezi	Google Hangouts
Pinterest	Flickr
Blogs	Wikis

## Resources

Building Instructor and Social Presence YouTube Video: <https://youtu.be/ZAy7pAL7Evs>

Creating Effective Communities of Inquiry in Online Courses by Aylin Tekiner Tolu. Procedia – Social and Behavioral Sciences Volume 70, January 2013. Pages 1049-1055.

Creating Social Presence in Online Environments by Adam Jordan  
[https://prezi.com/5fo84\\_v0oeio/creating-social-presence-in-online-environments/](https://prezi.com/5fo84_v0oeio/creating-social-presence-in-online-environments/)

D2L Chat Function:  
<https://community.brightspace.com/s/article/Create-private-and-group-chat-rooms>

Eight Ways To Increase Social Presence in Your Online Classes by Hong Wan PhD. Faculty Focus, February 18, 2010  
<https://www.facultyfocus.com/articles/online-education/eight-ways-to-increase-social-presence-in-your-online-classes/>

Free stock photos: <https://unsplash.com/>, <https://www.pexels.com/>

Garrison, D. R., and T. Anderson. 2003. E-learning in the 21st century: A framework for research and practice. New York: Routledge Falmer.

Generating & Facilitating Engaging & Effective Online Discussions by University of Oregon Teaching Effectiveness Program: <https://tep.uoregon.edu/technology/blackboard/docs/discussionboard.pdf>

Horton, W. (2000). Designing web-based training. New York: John Wiley & Sons.

Social Presence and Interaction in the Online Classroom from BYU Center for Teaching and Learning (on their website): <https://ctl.byu.edu/tip/social-presence-and-interaction-online-classroom>

Social Presence in Online Learning: 7 Things Instructional Designers Can Do to Improve It by Edgar Garcia-O'Neill. January 21, 2016. <https://elearningindustry.com/social-presence-in-online-learning-7-things-instructional-designers-can-improve>

Vanderbilt University Center for Teaching:  
<https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/>