

**WICPA High School Educator's Accounting-Symposium 09**  
**Social Media & the High School Accounting Student**  
**Presented by**  
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I. What is Social Media?

i. "Social Media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media."

"The Social Media Bible"-Lon Safko & David K. Brake

ii. "Social Media in Plain English"-You Tube Video

[-http://www.youtube.com/watch?v=MpIOCIX1jPE](http://www.youtube.com/watch?v=MpIOCIX1jPE)

II. What are Social Media "communities" are business/accounting professionals currently using?

- i. LinkedIn-Most popular **Business** social networking site used to be "found & finding"
- ii. Facebook-Largest social media community in the world with most activities & practices, most people and business applications and uses on the rise
- iii. Twitter- Microblogging (140 characters) currently fastest growing site used to follow famous and not so famous people and share small bits of knowledge
- iv. Blogging-Anyone can be an expert and everyone is an expert
- v. You Tube-Videos for everyone on everything, all can and will become directors/producers of video content
- vi. What will be next???????

III. What is a High School Accounting Teacher to do with this?

i. One example-Twitter in the Classroom

[-http://www.youtube.com/watch?v=40xlz\\_3o300](http://www.youtube.com/watch?v=40xlz_3o300)

ii. Use community and practices you feel comfortable with

iii. How do you teach when you know the student knows more than you? But do they really?

- 1.
- 2.
- 3.
- 4.

IV. Social Media Revolution-Are you ready?

[-http://www.youtube.com/watch?v=fVXKI506w-E](http://www.youtube.com/watch?v=fVXKI506w-E)