

## Group Activity: “The Ah Ha Exchange!”

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The goal of this activity is to demonstrate how, via dialogue, Social Media can be used to supplement traditional media. Your objective is to interact with other groups, using your group’s laptop PC and the web blog. You will not be verbally interacting with other tables/groups, nor is the goal to interact exclusively within your group.

### Tip:

It will probably be best to appoint one or two persons in your group to POST to the blog and MONITOR the blog. You’ll want your group to be actively monitoring and posting to the blog to gain full advantage of the activity.

### Instructions:

## Step 1: Push / Pull

Using the laptop PC at your station and the web blog, begin by doing one of two things:

- 1) **Push** - *Post ah ha moments!* Share something interesting you learned or heard at the Institute. If you or your project has something that you would like to share with the group, push it to other groups as well.
- 2) **Pull** - *Post a question.* Ask other groups for information (e.g., ask for resources or clarification regarding something you learned or heard at the Institute).

## Step 2: Link / Exchange

Once the push/pull begins, begin enacting the “social” in Social Media by doing one of two things:

- 1) **Link** – *Network with others.* Introduce yourself to other groups/individuals. Be a resource to other groups/individuals by “linking” them to other groups/individuals. For example, if you think someone in your personal network may be a resource to someone posting on the blog, refer them to them. Likewise, build your social network via quick introductions.
- 2) **Exchange** - *Exchange ideas and be a resource to others.* Share what you know. Build a dialogue beyond a simple reply to a question. Post a reply with an additional probing question to others. Keep the communication and exchange going. If possible, draw others into your ongoing exchange.