

# More than Just Visually “App”-ealing: Supporting Teachers in Leveraging Instagram for Effective and Critical Professional Development

**Research Question:** Understanding how teachers already leverage Instagram as a professional development tool, how can teachers be supported in being effective users of Instagram?

## How are Teachers Already using Instagram?

Teachers use Instagram for four main reasons:

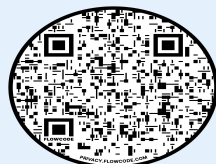
1. Promotional content
2. Sharing of motivational content
3. Soliciting engagement
4. Advocating for using classroom approaches (Shelton et al., 2020)

## PLNs and Sustained PDs

- Professional Learning Networks (PLNs) are professional networks created on social media platforms (Trust, 2012, p. 137).
- Social media provides teacher a sustained opportunity to investigate ideas, as opposed to traditional “one-and-done” PDs (Alberth et al., 2018, p. 297).

## Communities of Practice (CoPs)

- Individuals in CoPs have a common interest, and learn together through collaboration (Lave & Wenger, 1991)
- Participate.com is a flexible, online, and collaborative CoP



Scan to see full design



## Experience of the Course

Participants progress through a series of chapters, introducing them to ideas about educators on Instagram, the algorithm, critical literacy.

## Designing the Course

Ground framework in positioning theory and importance of CoPs

Determine core competencies based on Bloom's Taxonomy

Design research backed modules about Instagram, the algorithm, and critical literacy

Incorporate community oriented discussion posts

**Problem of Practice:** While current research explains teachers love using Instagram for professional development, teachers crave support to use the platform more effectively.

**“Teachers need support in connecting with edu-influencers who will provide examples of effective, well-thought-out classroom practice” (Shelton, 2020, 32).”**

## Context

- Situated within the education and teacher communities on Instagram
- Course will live on the United We Teach community on Participate.com

## Theoretical Framework

- Positioning theory is at the forefront of understanding interactions on Instagram and designing the course for the learner (Langenhove & Harré, 1994).
- Sociomaterial theory is critical in notion that materials are not neutral (Burnett & Merchant, 2019, p. 266).