

## Maximizing Social Media

The third of the four-part series of C&M Modules was held on January 29, 2021. The virtual webinar offered attendees constructive information on maximizing social media tools.

Take-aways from Module #3:

### Instagram (Insta or the Gram)

- Tool for sharing photos and videos with followers in an interactive community.
- Use quotes, create behind-the-scenes posts, and text-based images.

### Twitter

- Tool for sharing ideas through timely, easily digestible tweets.
- Establish a tweeting routine, maximize the number of hashtags used, convey time-sensitive information
- Routinely use #keywomeneducators.

### Facebook

- Tool for connecting like-minded people, communities, etc. through the use of posts.
- Create a monthly calendar and schedule posts to ensure engagement.
- Encourage followers to view, comment, like, and share.

### Digital Newsletter

- Tool for communicating beyond the state newsletters.
- Include impactful articles, utilize a visually attractive layout.
- Showcase member experiences and talents.

If you missed a webinar, want to revisit ideas, or use as a chapter program, access the recorded webinars using this [YouTube Link](#).

## Highlighting C&M Module #4 Copyright – a Complicated Issue

The final C&M Module offered attendees an intercultural perspective on the process and practices of copyright issues. Panelists' highlights are offered in this issue of *Get Connected*.

**Dr. Judith Merz** (Nevada, US) – Copyright and protection of intellectual property are covered by the Berne Convention (protection of published and unpublished works and rights of the creator). All DKG countries are parties of the Berne Convention. Protection is at least 50 years after the death of the author/creator.

**Eygló Björnsdóttir** (Iceland) – Recommended site for free photos to use on websites - Pixabay (<https://pixabay.com/>), Pexels (<https://www.pexels.com/>), Wikimedia Commons ([https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)).

**Bjarnís Fjóra Jónsdóttir** (Iceland) – Students must be taught copyright practices, such as asking permissions and what to do if permission is not received. This creates a connection between their academic education and their digital citizenship.

**Dr. Maryanne Allan** (Alaska, US) - Webmasters are responsible for gaining individual consent to be e.g., in a published picture, photos, and copyright protected materials. DKG International website has guidance for webmasters and members.

**Dr. Ann-Katrin Swärd** (Sweden) - Students, teachers, and researchers must ensure that 'fair use' is in play when utilizing materials. Educating all students about 'fair use' and correct techniques for citing sources decreases acts of plagiarism.

**Dr. Yvonne Vizina** (Canada) - Educators must teach and students must comply with copyright regulations and citation techniques. Constant reinforcement and reteaching are essential.

**Eija Liisa Sokka-Meaney** (Finland) - Translators' rights to their translations are just as applicable as the author rights of the original language.

Copyright laws are complicated. **Always check! Better safe than sorry.**



### “Did You Know”

Puerto Rico (46 members and two chapters) joined DKG Society in 1976. It is in the north east Caribbean Sea. The people of Puerto Rico are citizens of the United States.

First photo; El Yunque National Forest  
Second photo: Rain Forest snail  
Third photo: Isla Verde Beach

Photos are courtesy of Patricia Buckley, International C&M Committee member