Creating Social Presence in Your Online Course
Checklist

Directions: Review your online course using the following tips on how to enhance your social presence in your course.

1. Make introductory contact.
   _____ Add photo and audio welcome message.
   _____ Send welcome letter/email prior to start of class.
   _____ Publicize office hours.
   _____ Respond to each student’s introduction.

2. Project your personality and encourage students to do the same.
   _____ Share experiences, which everyone can relate to.
   _____ Express emotions through language, emoticons, and graphics.
   _____ Inject humor, when appropriate.

3. Respond to all communication in a timely manner.
   _____ Acknowledge receipt of student emails, assignments, etc within 24-48 hours.
   _____ Grade and provide feedback on exams and assignments within one week.

4. Follow good practices for good communication.
   _____ Use language students understand.
   _____ Compliment and express appreciation.
   _____ Quote others’ messages when responding.
   _____ Avoid text font, styles, size, and color that suggest shouting, impatience, or anger.
   _____ Start and end with something positive.
   _____ Be sensitive to cultural differences.
   _____ Follow rules of Netiquette.
   _____ Address students by their names.

5. Maintain active involvement in the course throughout the semester.
   _____ Be available and responsive to students 5 days per week.
   _____ Make regular, proactive contact with a weekly email or announcement to class.
   _____ Participate in discussion forums.
   _____ Provide an “Open Forum” and check regularly.
   _____ Clarify or refocus when necessary.
   _____ Deal promptly with disruptive students to restore order or defuse (mediate) a situation.

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