



Entornos Virtuales de
APRENDIZAJE
&
Desarrollo de
COMPETENCIAS



Plataforma #Slack

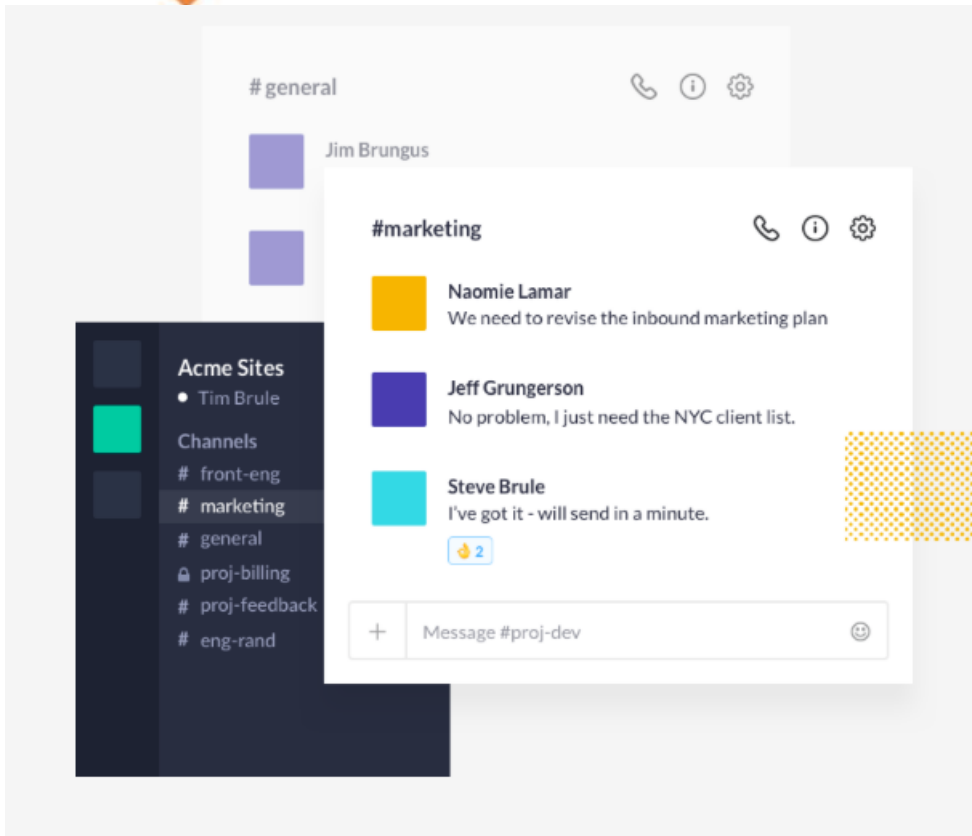
Herramienta Innovadora

Expositora:
Bianca Lajara

Agenda

1. Bienvenida
2. Presentación del Expositor
3. Contenido: Exposición de Herramienta #Slack como medio de aprendizaje innovador
4. Beneficios y usos
5. Comparación entre plataformas similares

¿Qué es #Slack?



Plataforma online de mensajería para equipos de trabajo de gran magnitud.

- Compartir información en tiempo real
- Sistema de mensajería directa y grupal
- Base de datos

¿Porqué utilizar #Slack?

- Conversaciones por temas/canales
- Utilización de correo electrónico como contacto
- Intercambio de files en cualquier formato (jpg/pdf/vns/doc/xls...) y **almacenamiento**
- Plataforma descargable en app de iPhone/Android y dispositivos PC/MAC
- Completamente virtual
- USER-FRIENDLY para todas las generaciones



- Presentaciones en grupo/Documentos
- Seguimiento a estudiantes
- Privacidad para el docente
- Utilidad de versión Desktop en oficina
- Mensajería directa/ Llamadas
- Asistencia/Participación

Relevancia

Due Dates & Assignments - JUNE 24th final deadline

Inbox x

Jun 16



Bianca Lajara <biancalajarabaez@gmail.com>

Jun 16

to Osnel, armando, TheVictorNN, Maria, katherine, Juan, Gabriela, Rawan, camila, astrid, Camili, Jose, Maria, GivannaM, Jose, Flor, Luis, Pamela, Marcos, Juan, manaury, TheDanexo, Ale

Hello all,

It seems the logistics of this course was not duly explained/understood. A few pointers;

Every Monday, all assignments for said week OPEN. **They will ALWAYS be due a WEEK after opening. You have the course syllabus, REVISE IT!**

Example: "I didn't get to do Quiz 3, I'm so confused".... Of course you didn't, because we're in Week 6, it was open during Week 4 and was due Week 5.

Example 2: "Ms. I didn't do the presentation because I didn't understand if it was my turn".... You have my email, Slack, Whatsapp (in the event of a catastrophe)... Don't ask me to explain what exactly WAS due, a week later of being due. Just... No. "Said with love" I sent a presentation schedule. Check it out. If not, ASK! Aske students, ask me, ask God for guidance but ASK!!

***FLOR's GROUP, please check the schedule, determine what Chapters are still missing to present, choose one to be your next, let me know.**

Since many of you missed a few assignments, and Aula Virtual tends to magically hide assignments, apparently, I am giving you the following opportunity.

- **I am reopening the following assignments until June 24th**

1) Quizzes 4 & 5

2) Week 2 - Wednesday, May 17th

In-Class Assignment 1

- Content Calendar

* This is a **GROUP assignment**; Can be submitted only once and please include **ACTIVE** group members.

INSTRUCTIONS ARE AVAILABLE ON THE AULA. READ THEM

3) Week 3 - Wednesday, May 24th

Virtual Activity #2

-FORUM

I'm not re-opening this as this was a VIRTUAL week, and you *should* have checked Aula Virtual and been aware this was due. 28 of you participated (over half the class). Good enough for me!

4) Week 4 - Wednesday, May 31st

In-Class Assignment 3

- FORUM - online Acquisition techniques

I believe this is open. Again, this is a **GROUP assignment**. **INSTRUCTIONS ARE AVAILABLE ON THE AULA. READ THEM**

5) Week 5 - Wednesday, June 7th

In-Class Assignment #4

- RawShorts video (Style: PSA/ Creating Awareness with your brand)

* **This will count for Assignments 4 & 5** as it may take a little longer than other assignments to complete, but way more entertaining.

IT IS STILL DUE JUNE 24TH as it has been open all week.

MIDTERM EXAM (June 21st)



Welcome to Slack!

You've created the new Slack team **E-Marketing**. Here are your account details:

E

E-Marketing

Team URL: e-marketingclass.slack.com

Email: biancalajarabaez@gmail.com

Your team is on the [free plan](#), with unlimited messaging and the ability to search the 10,000 most recent messages.

File Sharing, Canales de Com, etc.

The screenshot displays a Slack interface for a workspace named 'E-Marketing'. The left sidebar shows a list of channels, with '#coursecalendar' selected. The main area shows the channel's history, including messages from users like 'olé', 'carlov123', and 'biancalajarabaez'. A file named 'Remaining Weeks!' (2MB Binary) is shared, with a note about the final exam date. Another file, 'Presentation Schedule_ EMarketing.pdf' (90kB PDF), is also shared. The right sidebar shows search results for 'pdf' files, listing several documents related to the course syllabus and file upload instructions. The bottom of the screen shows a macOS dock with various application icons.

E-Marketing ▾
● biancalajarabaez

All Threads

Channels

- # aulavirtual
- # coursecalendar
- # general
- # groupresentations
- # ilikeaboutslack
- # midtermreview
- # pizza_games
- # quickquestion
- # random
- # regards
- # saludo

Direct Messages

- ♥ slackbot
- biancalajarabaez (you)
- camille.er
- juanjo
- katherinediaz
- lejuan
- mariaeperez
- nathaliamelia
- osnel_lara
- victor.novas

#coursecalendar
☆ | 34 | 0 | Add a topic

Monday, June 5th

olé 🐼

Thursday, July 6th

carlov123 4:05 PM
joined #coursecalendar.

Monday, July 24th

biancalajarabaez 6:50 PM
uploaded and commented on this file ▾

01 Remaining Weeks!
2MB Binary

“ Note your final exam date! Remember it is online! 😊

florpdj 11:22 PM
Miss, no se si es solo a mi pero cuando lo abro, me sale blanco

Tuesday, July 25th

camille.er 12:32 PM
same

biancalajarabaez 12:34 PM
uploaded this file ▾

Presentation Schedule_ EMarketing.pdf
90kB PDF

biancalajarabaez 12:34 PM
Page 2

+ | Message #coursecalendar

Search Results
Include: everything ▾

All Messages **Files**

5 Files All File Types ▾

- Presentation Schedule_ EMarketing.pdf**
biancalajarabaez Jul 25th at 12:34 PM
Shared in #coursecalendar
- A11-210E-marketing_Syllabus.pdf**
biancalajarabaez May 15th at 3:36 PM
1 Shared in #coursecalendar
- A11-210SyllabusE-marketing_FINAL.docx.pdf**
biancalajarabaez May 19th at 10:28 AM
1 Shared in #coursecalendar
- A11-210SyllabusE-marketing_FINAL.docx.pdf**
biancalajarabaez May 22nd at 5:21 PM
- Uploading Your Files Into Slack**
slackbot Apr 28th at 10:34 AM

PAGE 1 OF 1



E-Marketing's Weekly Summary

Sunday, June 25th – Saturday, July 1st

Hope you had a good weekend! Here's a summary of what happened on your team last week:

- **3 members became inactive**
[Marcos Dionicio](#), [Maria Muñoz](#), and [Nathalia Vargas](#)

[View a complete list of member changes](#)

Your team sent a total of **186 messages** last week (that's 99 fewer than the week before). Of those, **21% were in public channels**, **72% were in private channels**, and **8% were direct messages**. Your team also uploaded **8 files** (that's 4 more than the week before).

Coordinación

Orange

9:47 AM

49%

Orange

9:47 AM

49%

#grouppresentations

florpdj 9:18 PM

Por mi se dividen y ya
O sea uno presenta y el otro el activity

biancalajarabaez 9:21 PM

I sent juan jose a voicenote saying this
Exactly
One presents, the other coordinates a
good activity

Jul 18th

carla 9:08 PM

Tomorrow, group 3 will present the ppt and
group 4 will present the activity, right?
Does it seem fair
?

biancalajarabaez 9:42 PM

Not a problem

florpdj 10:53 PM

Group 4 is fine with that

Jul 19th

lejuan 2:22 PM

I am lost

Message #grouppresentations

@

/

📄

📎

Send

Message pizza_games

@

/

📄

📎

Send

Slack Team BOT 4:15 PM

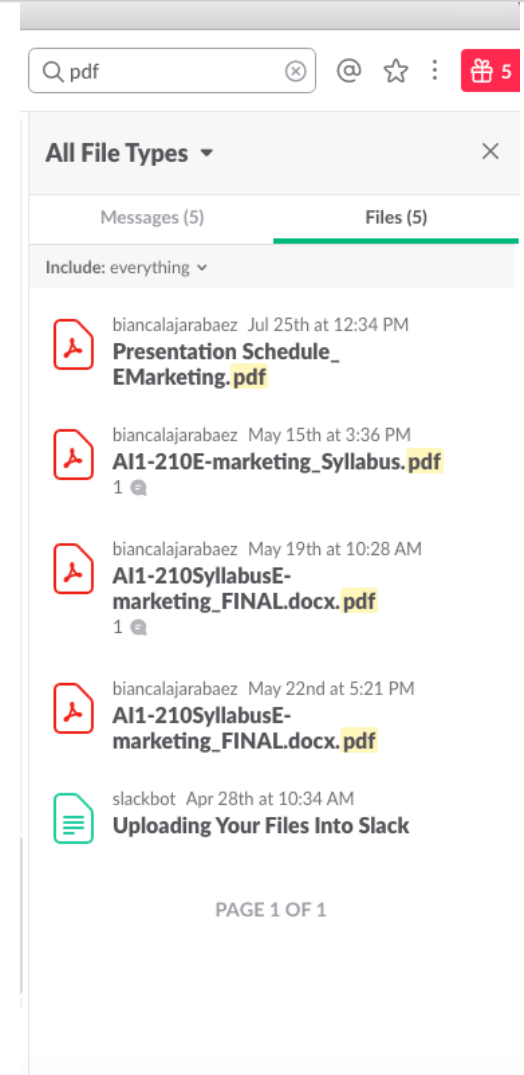
Event starting in 15 minutes:

Show and Tell 🌻📢🌻

Today from 4:30 PM to 5:30 PM

#Slack vs. Whatsapp vs. Telegram

- Search optimizado
- Canales por temas
- NO números de teléfonos
- Desktop version
- Sentido de profesionalismo
- Sincronización con Google Calendar (reminders)



¿Preguntas?

#ilikeaboutslack

☆ | 👤 32 | 📌 0 | [Add a topic](#)



victor.novas 4:44 PM

Slack is a very useful platform in which us students have direct interaction with our teacher. We are able to communicate and discuss all the topics regarding the respective class



katherinediaz 4:46 PM

I like the channels and that we are always in communication with the teacher and I don't like that I didn't received some of the the notifications



camille.er 4:46 PM

what i like about slack is that way we can communicate in different groups and how they're all organized on the side. it also directs you to the last message you read so you don't miss anything someone said.



lejuan 4:50 PM

What i like about slack is everything wow, this app is so organized, and usefull, i love how i can just see information inside an app, i can speak to anyone here really fast, and they respond aswell!! We got all our class schedules here, how awesome is that!! I just love slack, so just give me a slack 😊



gyvannam 4:42 PM

I like that slack is basically like social media and the different channel it has helps keep everything organized



Muchas gracias

Bianca Lajara Báez

Contacto

Mail:

biancalajarabaez@gmail.com