

AISGW

The Association of Independent
Schools of Greater Washington

**Fall Division Leaders Breakfast
November 16, 2017**

Using Twitter to Enhance Professional Development & Brand



make a connection

Let's say you have a question or a challenge that you're navigating at school.

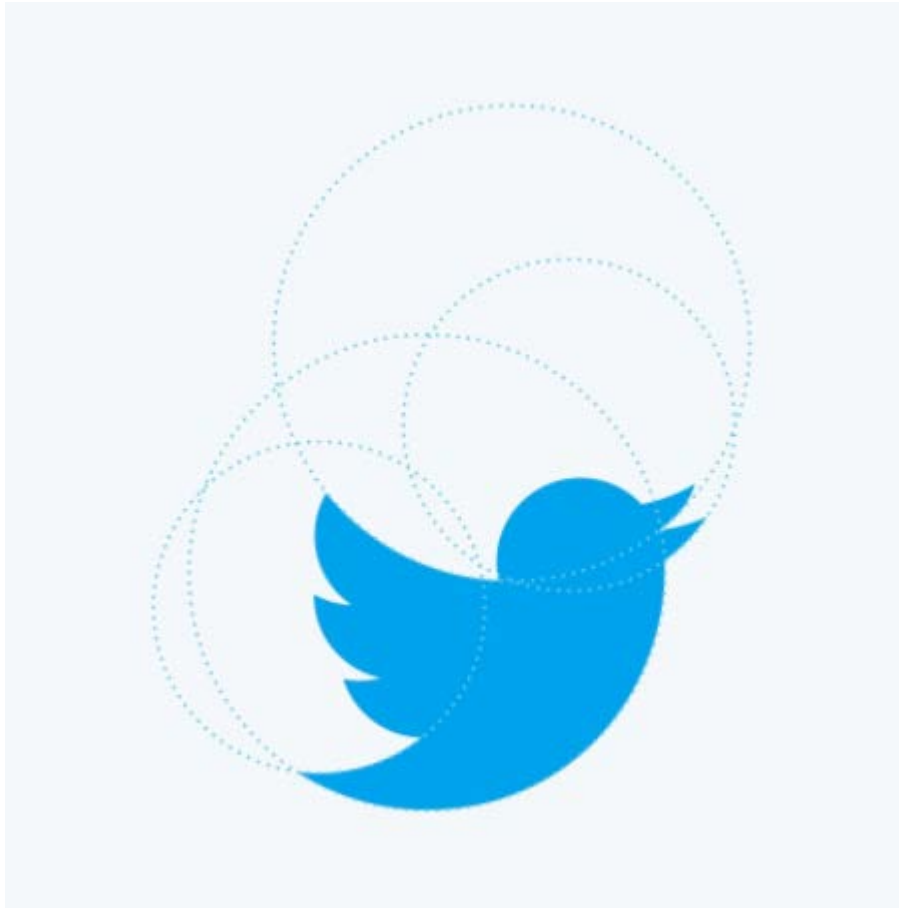
Who will you access to work through this?

How will you find them?

twitter mission statement

“To give everyone the power to create and share ideas and information instantly, without barriers.”

logo



What do you see?

“The Twitter logo is a powerful symbol for what's happening in the world and what people are talking about right now.”

twitter allows me to...

- ...model communication with industry professionals for my colleagues and peers.
- ...observe and “listen to” conversations among experts and non-experts.
- ...draw from the collective conscious on a topic related to my work.
- ...poll opinions or crowd-source needed information.
- ...use hashtags (#) as thesis statements or word trends to follow and learn.
- ...create and promote thoughts through hashtags.
- ...be concise; I use 140 (well now 280) characters to express myself.
- ...bookmark/sort articles, conversation streams, videos, etc. for my own learning.
- ...connect with authors, public figures, and peer schools quickly and all at once.
- ...share my ongoing learning goals, objectives, inquiries, etc.
- ...be a resource for others.

creating your twitter account

- start with - www.twitter.com
- complete “New to Twitter” and create a username (NB: your name is different than username; your name is generally your actual name; username is unique to you)
- upload a picture that you like of yourself
- complete profile with information about yourself. This will complement your picture and should round out the profile for someone searching for followers and folks to follow

using twitter - handle @

- your handle is simply your username; this is how folks will find you on twitter
- you have options, as with all social media - to keep your handle and account “protected” and private or “unprotected” or searchable; there are merits and drawbacks to both options
- got an idea for your twitter handle?



using twitter - hashtag (#)

Hashtags are keywords that categorize what you're tweeting about.

For example: use #STEAM for a tweet where students are collaborating with the chemistry and ceramics teachers to learn the composition of glazes.

You can also search twitter for hashtags that interest you. This allows you to access tweets from other users who have tweeted about that topic.

using twitter - hashtag (#)

Hashtags for educators -

#k12

#education

#principals

#educators

#STEM

#lessonplans

#pbl

#ArtsEd

#collegechat

#ACT/#SAT

#EdApps

#sat chat

#students

#assessment

using twitter - people

Companies and Organizations:

@ScholasticTeach

@NCTE @NCTM @NSTA

@NAISnetwork

@NAEYC

@educationweek and

@EdWeekTeacher

@edutopia

@MindShiftKQED

@GatesFoundation

@AISGWTweets

...and People



using twitter - edchats

Educators “must be models of lifelong learning,” yet beyond “reading books and blogs, attending conferences, and collaborating [with colleagues within our own school], how can we extend both the reach and frequency of our interactions with our fellow educators?”

Edchats are a good way to answer this, growing both network and knowledge for school leaders/admin.

Twitter education chats (edchats) can be an excellent learning community for both “teachers and administrators... Building a strong and satisfying personal learning network (PLN) through edchats gives you your own professional support system and a reliable resource for the cutting edge in education—all in real time.”

Bob Ward



using twitter - edchats

Edchats occur throughout the school year and the summer. Generally, edchats have a theme or focus, and they are structured as a set of questions for participants to respond to at any point in time.

Visit <https://www.participate.com/chats>
or [Google's twitter education chats calendar](#)
to find something that appeals to you.

GENERAL CHATS

Hashtag	Day	Time	Topic
#edchat	Tuesday	12 & 7 P.M. ET	General education
#ntchat	Wednesday	8 P.M. ET	New teacher chat
#satchat	Saturday	7:30 A.M. ET	Leadership
#satchatwc	Saturday	7:30 A.M. PT	Leadership (West Coast)
#sunchat	Sunday	9 A.M. ET	General education



SUBJECT-BASED CHATS

Hashtag	Day	Time	Topic
#engchat	Monday	7 P.M. ET	English
#mathchat	Thursday	7 P.M. ET	Math
#STEMchat	Tuesday	9 P.M. ET	STEM
#scichat	Tuesday	9 P.M. ET	Science
#sschat	Monday	7 P.M. ET	Social studies

ELEMENTARY GRADE-LEVEL CHATS

Hashtag	Day	Time	Topic
#kinderchat	Monday	9 P.M. ET	Kindergarten
#1stchat	Sunday	8 P.M. ET	First grade
#2ndchat	Wednesday	8 P.M. ET	Second grade
#3rdchat	Wednesday	7 P.M. ET	Third grade
#4thchat	Monday	8 P.M. ET	Fourth grade
#5thchat	Tuesday	8 P.M. ET	Fifth grade
#6thchat	Tuesday	9 P.M. ET	Sixth grade

[Green, Kim Twitter for Teachers](#)

using twitter - edchats



#edchat
#sat chat
#CatholicEdChat
#cpchat
#pblchat
#engchat
#sschat
#nt chat

[Brichacek, Andra 19 Education Twitter Chats Worth Your Time](#)

using twitter - professional research

We use twitter to share professional development and educational resources at Stone Ridge.

[@stoneridgePD](#)

How can you use twitter to retweet articles and tweet resources for your faculty & staff?

@stoneridgePD



SR

Tweets **3,367** Following **781** Followers **448** Likes **1,026** Lists **0** Moments **0**

Edit profile

Stone Ridge

@stoneridgepd

Director of Curriculum & Professional Development - Stone Ridge School of the Sacred Heart - Faith-Filled, Collaborative Educators

Bethesda, MD

stoneridgeschool.org

Joined August 2015

596 Photos and videos



Tweets Tweets & replies Media

You Retweeted



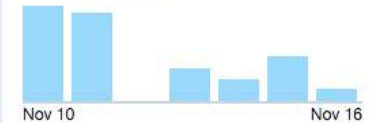
Vicki Abeles @VickiAbeles · Nov 14

Together we can change our schools! Join visionary school leaders for a national live-streamed conversation on Nov 30. Learn about it: ow.ly/b6HE30gzLKK Register: ow.ly/eSSI30gzLUI #BeyondMeasureFilm



Your Tweet activity

Your Tweets earned **2,700 impressions** over the last week



View your top Tweets

Who to follow · Refresh · View all

Followed by Sacred Heart Network and others

Duchesne Academy @Du... ×

Stone Ridge

School of the Sacred Heart

♥ Empowering leaders to serve with faith, intellect, and confidence.

@stoneridgePD

highlight faculty & staff professional development

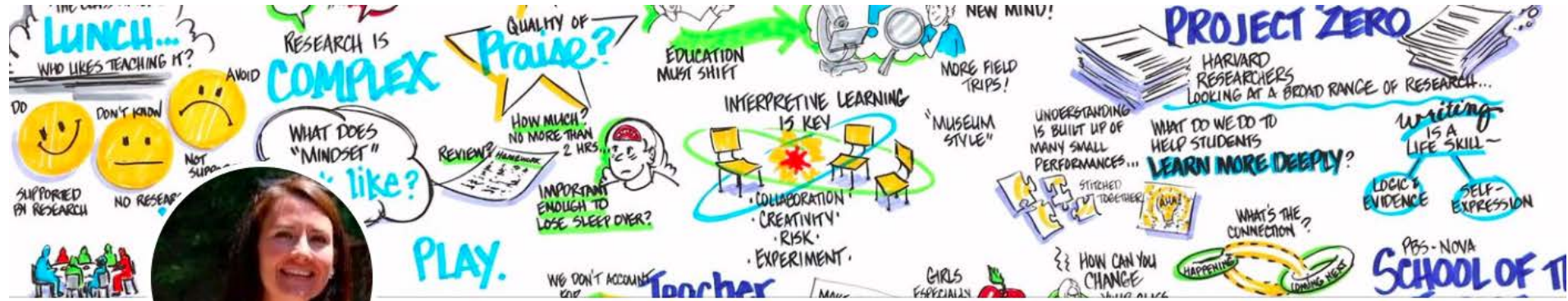
advance Stone Ridge culture of teaching & learning

highlight our brand & recruit

showcase our girls and their learning

contribute to varying networks of collective consciousness

@corie_fogg



Tweets **2,534** Following **299** Followers **296** Likes **1,324** Lists **2** Moments **0**

Edit profile

Corinne Fogg

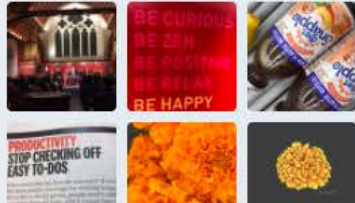
@corie_fogg

Dir of Curriculum @stoneridgepd - life-long learner - constructivist educator - fortunate daughter - faith-filled gal - @facinghistory teacher - Boston Strong

Washington, DC

Joined September 2015

196 Photos and videos



Tweets Tweets & replies Media

Pinned Tweet



Corinne Fogg @corie_fogg · Nov 10

2017 updated factors that impact #student #learning #Hattie evidencebasedteaching.org.au/hatties-2017-u...?amp=1



Hattie's 2017 Updated List of Factors Influencing St...

In Hattie's 2017 updated list, you can discover new factors and the things that have changed since Hattie published his book Visible Learning.

evidencebasedteaching.org.au

1 retweet 1 like

You Retweeted



Harvard Biz Review @HarvardBiz · 3h

When it comes to failure, is there a right way to be wrong?

Who to follow · Refresh · View all



Alysandra @Alysdanralau... ×

Follow



Mcguire Larry @larrycole... ×

Follow



nikileetaylor @nikileetaylor1 ×

Follow

Find people you know

Trends for you · Change

Lonzo

59.8K Tweets

Stone Ridge

School of the Sacred Heart

Empowering leaders to serve with faith, intellect, and confidence.

@corie_fogg

highlight my own & my colleagues' professional development


contribute to local/global culture of teaching & learning

connect with authors, public figures, and peer schools quickly
and all at once

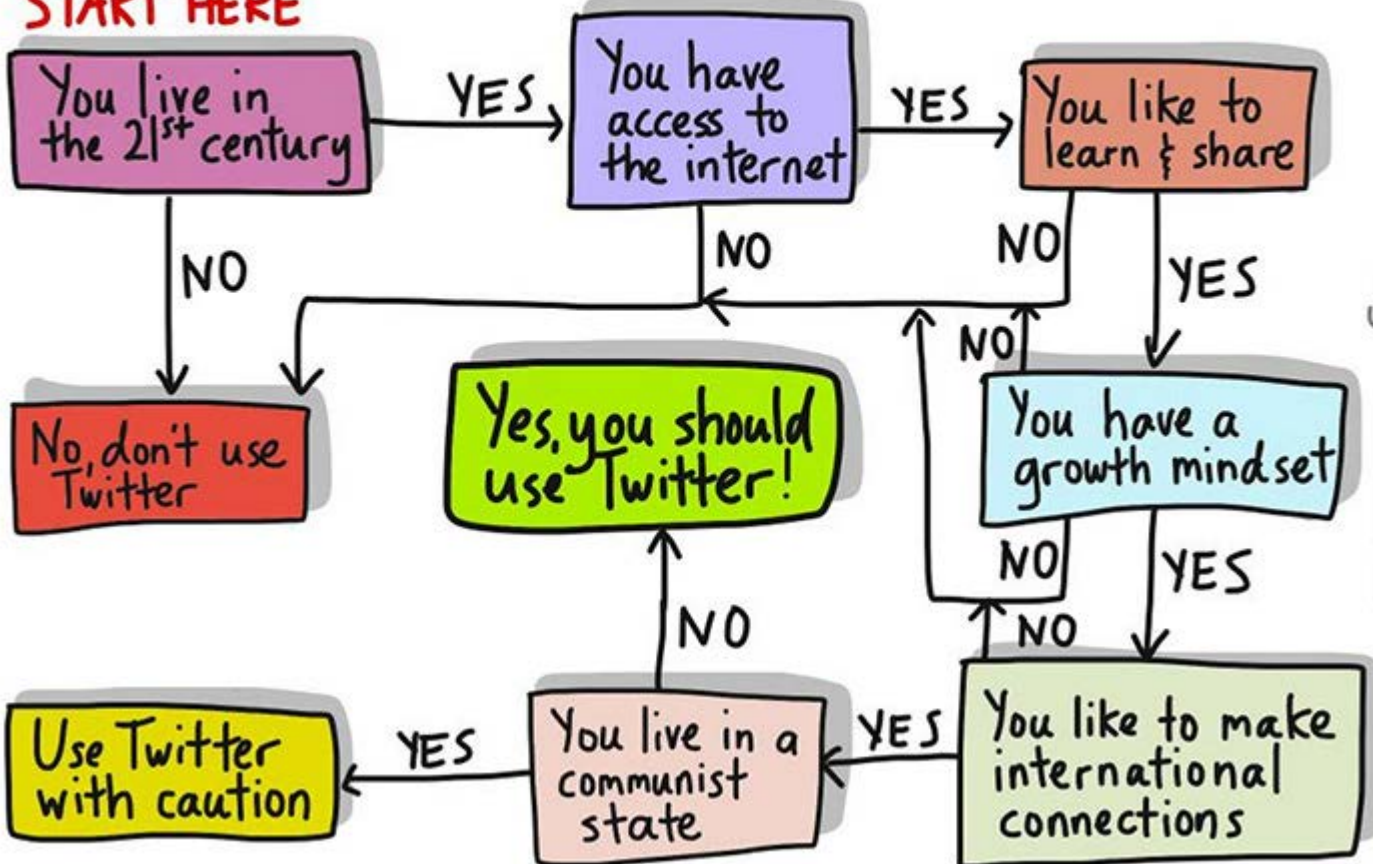
share my own learning and inquiries

model appropriate/professional use of social media

SHOULD YOU USE TWITTER?



START HERE



@sylviaduckworth

January 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Day 1 - What will be your New Year #resolution for school?	2 Day 2 - What is one article you plan to read and share in the New Year?	3 Day 3 - Get out of your office in the morning. Tweet a picture of students returning to see friends and teacher. #welcomeback	4 Day 4 - Observe and drop in lesson and tweet to share with @AISGWtweets - either a photo or positive observation.	5 Day 5 - Share something in your day that highlights your School's #mission	6 Day 6 - Reading anything good in the New Year? Tweet a #shelie and tag the authors
7 Day 7 - What are you doing this weekend to #restore	8 Day 8 - Remember someone you met at the #AISGW Division Directors Breakfast? Find them on twitter or remind them to set it up	9 Day 9 - Something on your mind that you is served better by shared perspective? Tweet a question and include two hashtags.	10 Day 10 - Spend some time with the folks you're following. Authors, industry experts, suggestions, contacts, etc. Add three new people or three "near-peer" schools	11 Day 11 - Broaden that network of connection. Follow @NAISNetwork @jisminc @HarvardBiz (tweet at them for bonus points)	12 Day 12 - Use a hashtag. Example: Anyone considering a new #student #schedule for 2018-19? OR We love #firstgrade	13 Day 13 - Find a #satchat with someone like @bradmcurrie and join the conversation for a bit
14 Day 14 - See anything worth sharing? Retweet someone else's tweet if it resonates with you	15 Day 15 - Join a webinar and tweet at the facilitator or share with a friend on twitter	16 Day 16 - Any teachers doing #PD this month? If so, tweet about their work and tag the affiliated organization (e.g. @officialNGSS @responsiveclass)	17 Day 17 - Read something germane to your school or to your work from @Edutopia and share it out	18 Day 18 - Inspired by someone? Find them on twitter - @Lin_Manuel @Pontifex @BillNye @DalaiLama @johnmaeda @sirkenrobinson	19 Day 19 - Follow two expert Twitter folks @web20classroom and @Alex_Corbitt - consider asking them for help as you grow your twitter presence	20 Day 20 - Spend 10 minutes reading twitter for news or insights. Then, head outside and enjoy the day; there's more to life than tweets
21 Day 21 - Have you made #AISGW connections on twitter? Reply to a tweet from someone in this cohort; start a conversation	22 Day 22 - How do your students demonstrate #generosity or #gratitude? Share that #grateful with a photo or description	23 Day 23 - Read and tweet something by @LDamour @RachelJSimmon @MGThompsonPHD - all industry experts on single-gender education	24 Day 24 - Find a graphic that you like (photo, graph, image, cartoon, etc) and share it with context	25 Day 25 - Do you have a "go to" news source? Follow it on twitter and share an article	26 Day 26 - Tweet at #edchat to discuss something from current teaching trends, technology, or to simply connect with inspiring educators worldwide	27 Day 27 - Take a #poll on your own twitter. How can you use twitter to obtain feedback on a topic?
28 Day 28 - See anything you like? Like three articles, comments, tweets, etc. from others in your network	29 Day 29 - Watch a Ted Talk and tweet your favorite quote @TEDx to share	30 Day 30 - Find out what's happening with @SmithsonianEdu and @ngadc - anything worth tweeting to share?	31 Day 31 - Tweet @StoneRidgePD or @corie_fogg and @AISGWtweets to celebrate a month of using your new #twitter #30day challenge			

Here's your homework for 2018 -

30 day twitter challenge

Resources

19 Education Twitter Chats

- [International Society for Technology in Education](#)

125+ Education Twitter Accounts to Follow

- [Getting Smart](#)

Twitter For Teachers: Powerful PD—in 140 characters (or fewer)

- [Scholastic](#)

140 Twitter Tips for Educators

- [Brad Currie, Billy Krakower, Scott Rocco](#)

[tweetdeck](#)