Effective Use of Social Media
Smart Objectives

GOAL SETTING

SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIME-BOUND
We ❤️ Stories
Effective Messages

Awareness  
Story  
Art  
Discipline  
Focus  
Repetition
Target Audiences
## Social Media Trends

### Top 10 Sectors by Share of U.S. Internet Time

<table>
<thead>
<tr>
<th>RANK</th>
<th>Category</th>
<th>Share of Time June 2010</th>
<th>Share of Time June 2009</th>
<th>% Change in Share of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Social Networks</td>
<td>22.7%</td>
<td>15.8%</td>
<td>43%</td>
</tr>
<tr>
<td>2</td>
<td>Online Games</td>
<td>10.2%</td>
<td>9.3%</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>E-mail</td>
<td>8.3%</td>
<td>11.5%</td>
<td>-28%</td>
</tr>
<tr>
<td>4</td>
<td>Portals</td>
<td>4.4%</td>
<td>5.5%</td>
<td>-19%</td>
</tr>
<tr>
<td>5</td>
<td>Instant Messaging</td>
<td>4.0%</td>
<td>4.7%</td>
<td>-15%</td>
</tr>
<tr>
<td>6</td>
<td>Videos/Movies**</td>
<td>3.9%</td>
<td>3.5%</td>
<td>12%</td>
</tr>
<tr>
<td>7</td>
<td>Search</td>
<td>3.5%</td>
<td>3.4%</td>
<td>1%</td>
</tr>
<tr>
<td>8</td>
<td>Software Manufacturers</td>
<td>3.3%</td>
<td>3.3%</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>Multi-category Entertainment</td>
<td>2.8%</td>
<td>3.0%</td>
<td>-7%</td>
</tr>
<tr>
<td>10</td>
<td>Classifieds/Auctions</td>
<td>2.7%</td>
<td>2.7%</td>
<td>-2%</td>
</tr>
<tr>
<td></td>
<td>Other*</td>
<td>34.3%</td>
<td>37.3%</td>
<td>-8%</td>
</tr>
</tbody>
</table>

Source: Nielson NetView – June 2009-June 2010
Social Media Trends

600+ million users

4 billion images

24 hours of video uploaded every minute

200 million users

100 million users
Social Media Trends

47% of mobile users access the web from their devices
Educators and Social Media
Enhance Your Teaching and Advance Your Career

PBS TeacherLine's high quality, standards-based graduate-level courses offer teachers the professional development opportunities they need in an accessible online format that makes learning fun, flexible and collaborative. You can earn graduate credit, PDUs, or CEUs while gaining strategies and resources to bring directly to your classroom.

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Explore the ways that PBS TeacherLine can help school districts improve instruction and student outcomes. We offer opportunities to increase the potency of your instructional coaching program and to enhance your existing professional development offerings with private or licensed courses.

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When schools and districts invest in an instructional coaching initiative, efficiency, consistency and effectiveness are priorities. PBS TeacherLine Peer Connection addresses those priorities by providing essential tools that give instructional coaches powerful ways to search, save and share resources all while giving teachers access to award-winning content from PBS TeacherLine within a structured, supportive environment.

Free Orientation Course

Try a brief sample course and learn to prepare for success at online
Social Media in Your Classroom
Fundamentals of Funding
This 2009 Edutopia webinar demystified the process of researching, writing, and implementing grants.

PLUS
Web 2.0 Workshop for New Teachers
Why Kids Should Be Taught Fiction Writing

Video of the Week
How to Use New-Media Tools in Your Classroom
Check out these seven video tips, made by Edutopia bloggers and contributors, on technology tools you can use with your students.
Partners and Social Media
Elected Officials and Social Media

Of the 109 new members of Congress

- 72 Operate YouTube Channels
- 85 Tweet
- 93 have Facebook Pages
Elected Officials and Social Media

42% say Twitter helps them understand constituent views.

64% think Facebook helps them understand constituents’ views.
Elected Officials and Social Media

Policy Statements

**SenatorDurbin** Senator Dick Durbin
Sen. Vitter and I introduced a bipartisan bill cracking down on exploitive dog breeders yesterday: [http://1.usa.gov/g33pU4](http://1.usa.gov/g33pU4)

**SenatorReid** Senator Harry Reid

**SenatorDurbin** Senator Dick Durbin
Ryan plan ends Medicare as we know it [http://1.usa.gov/geJG8K](http://1.usa.gov/geJG8K) I'm working w/bipartisan gang of 6 to find real solutions to our debt

Events

**SenatorDurbin** Senator Dick Durbin
I'll be on @KWQCnews at 6:45AM CT to talk about creating jobs by putting Thomson Prison to use without transferring Gitmo detainees

Campaign

**SenatorReid** Senator Harry Reid
I'm honored to continue serving as Senate Majority Leader. My #1 priority will remain creating jobs & getting our economy back on track.

Personal

**SenatorDurbin** Senator Dick Durbin
Let's go @IlliniHoops #Illini
20 Mar
Elected officials and social media

- Join the official’s Facebook Page
- “Like” a post by the official
- Comment on content the official has posted
- Post your own comment
- Mention the member in your own post using the @ sign
- Share their status updates
Traditional media and social media
Final Tips: Know your Target
Final Tips: Provide a Local Perspective
Final Tips: Focus on Content

Unique
Personal
Timely
Relevant
Ann Davison, Senior Partner
@AnnEDavison

VOX Global
www.voxglobal.com/sustainability