

# Effective Use of Social Media

twitter



#GLOBEAM

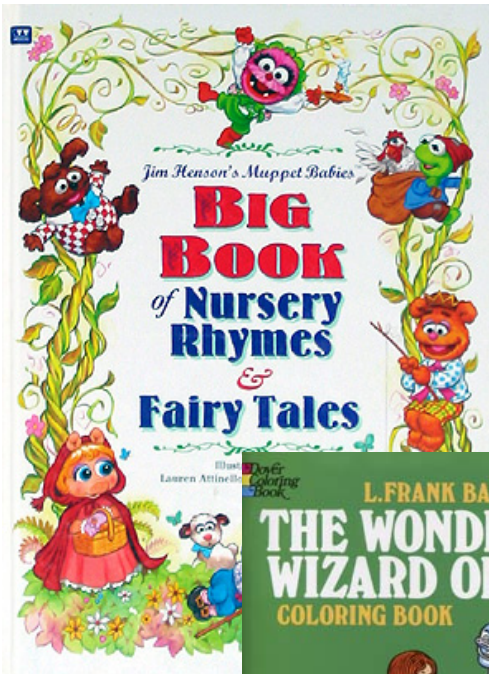


# Smart Objectives

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# We ❤️ Stories



## Effective Messages

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Awareness  
Story  
Art  
Discipline  
Focus  
Repetition



# Target Audiences



## Social Media Trends

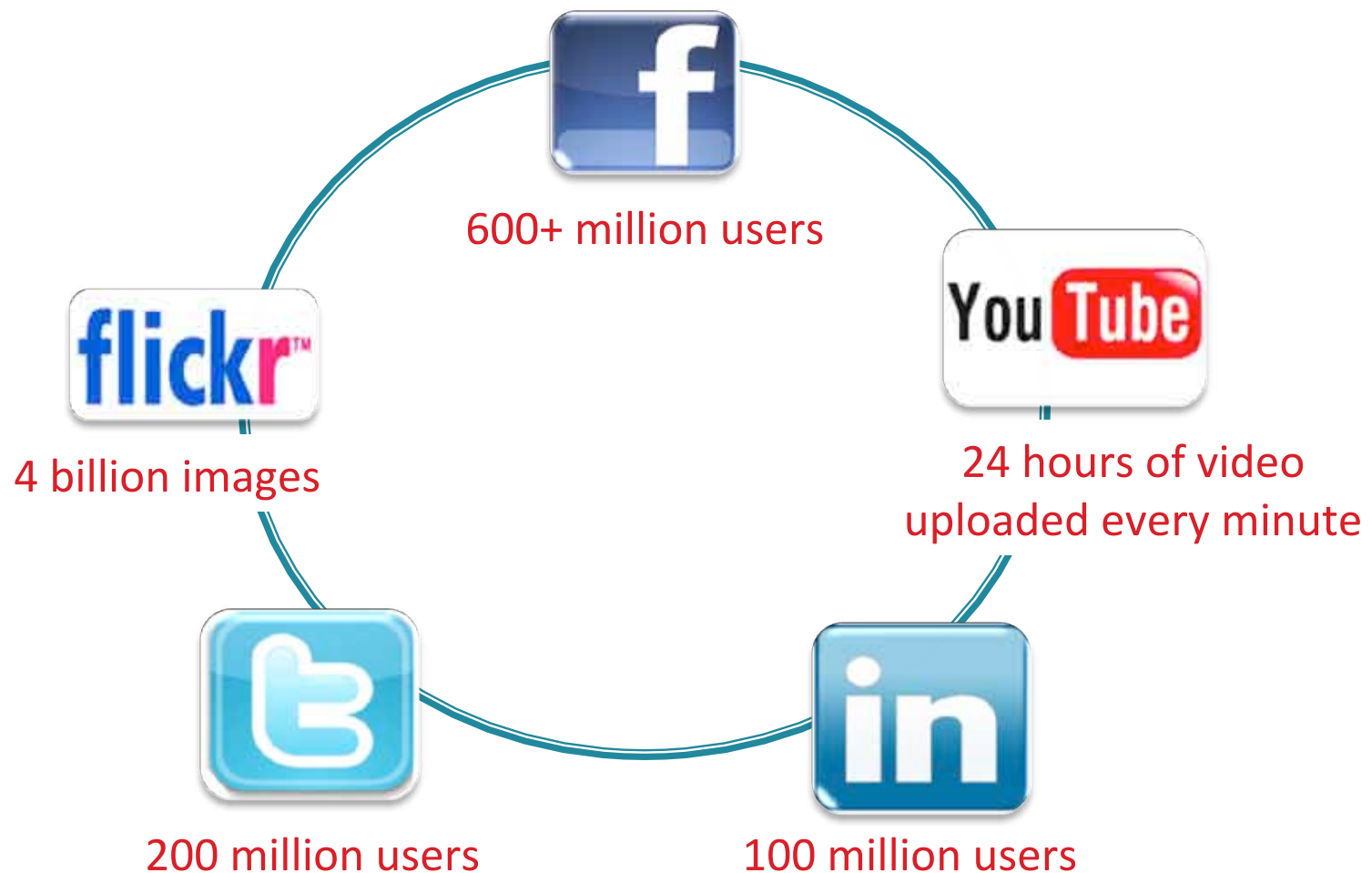


Top 10 Sectors by Share of U.S. Internet Time				
RANK	Category	Share of Time June 2010	Share of Time June 2009	% Change in Share of Time
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies**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

Source : Nielson NetView – June 2009-June 2010

# Social Media Trends

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# Social Media Trends

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47% of mobile users access the web from their devices





# Educators and Social Media

The collage features four social media profiles:

- PA CYBER**: PA Cyber Charter (@PACyber) Midland, Pennsylvania. A public cyber charter school open to Pennsylvania students in grades K-12. <http://www.pacyber.org>
- BOSS**: Buckeye Online School for Success. Organization: East Liverpool, Ohio. Post: OGT testing has started! OGTs will be administered starting today through Friday. We wish everybody good luck this week!
- Wisconsin Virtual Learning**: Education - Fredonia, Wisconsin. Post: Three tickets now available! Big news! We had a family cancel and now have three tickets available to the Brewers Weather Day at Miller Park, this Thursday, April 7th from 9 a.m. to 3 p.m. Please email Jessica Berish at [jberish@nsd.edu](mailto:jberish@nsd.edu) if you are interested! Tuesday at 2:02pm.
- QDA**: @go2qda Ohio. Ohio's Premier online e-school. <http://www.go2qda.org>. Post: The April edition of the QDA Advocate is now out: <http://conta.cc/hFJeAW> 4 Apr. Post: Taking a foreign language course? Sign up for Rosetta Stone's daily newsletter! <http://bit.ly/eA6R8i> 21 Mar.

Twitter and Facebook logos are visible at the top of the profiles. A 'Follow' button is present for each profile. The QDA profile also shows a 'Timeline' tab and a 'Follow' button.



# PBS TeacherLine

Professional development for PreK-12 educators. A service of PBS Teachers.

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## COURSES BY SUBJECT

[Instructional Strategies](#)
[Instructional Technology](#)
[Math](#)
[Reading & Language Arts](#)
[Science](#)
[STEM](#)
[Peer Connection](#)



## PBS

### NBPTS and PBS

NBPTS and PBS TeacherLine have a new course running now for math teachers grades 6-12: MATH512

[Achieving Learning Goals through Accomplished Mathematics Instruction](#)

### Featured Course

#### SCIES70

[Introduction to Biotechnology - Special Collection Teachers' Domain](#)

### PBS Teachers

Multimedia resources for Pre K-12 educators



PBS TeacherLine

## 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, PDPs, or CEUs while gaining strategies and resources to bring directly to your classroom.

[Browse our catalog](#) to choose the one that's right for you.

View a [video about PBS TeacherLine](#) from a Nevada teacher.

## Meet Your District's Goals

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.

## Improve Your Instructional Coaching Program

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

Find us on



**PBS TeacherLine** on Facebook

Like



**PBS TeacherLine**

Did you know that educators who take PBS TeacherLine courses see gains in student reading fluency after completing a reading course? Browse our new research page to read about our program's success - [www.pbsteachers.org/research](http://www.pbsteachers.org/research)



**PBS Teachers | Survey on Educators' Media and**

3,779 people like **PBS TeacherLine**.



Beth



Jeannine



Kim



Shannon



Kathy



Saloonie



Stoney



Chuck



Linda

Facebook social plugin



# Social Media in Your Classroom

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CORE STRATEGIES ▾

VIDEOS

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COMMUNITY ▾

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[Support Edutopia](#)

## 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.

### Latest Blog Posts

[See all Blog Posts](#)



**Summer PD: New Teacher Boot Camp Week 3 - Using Storybird**

by Lisa M. Dabbs, M.Ed.

Posted July 18, 2011, 6:16 pm EDT



**Are You Tapping into Prior Knowledge Often Enough in Your Classroom?**

by Rebecca Alber

Posted July 18, 2011, 10:21 am EDT



**Summer PD: Web Tools Collective Part 4 – Tools to Help Students Create**

by Eric Brunsell

Posted July 19, 2011, 10:30 am EDT

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# Partners and Social Media

The screenshot shows the Smithsonian National Museum of Natural History website. At the top, the museum's logo and name are displayed. A navigation bar includes links for Home, About, Exhibitions, Research & Education, Events & Travel, and About Us. A search bar with an 'Advanced Search' button is in the top right. The main banner features the 'MEanderthal' app promotion, showing a smartphone displaying a face morphing into an early human. Text on the banner includes 'MEanderthal', 'Transform yourself into an early human', and 'Free app available now for iPhone and Android'. To the right of the banner, social media icons for Facebook, Twitter, YouTube, and Podcasts are shown, along with the text 'Active in social media'. Below the banner, a 'HIGHLIGHTS' section lists two featured events: 'MEanderthal' and 'Savoring Sustainable Seafood'. A 'NEW EXHIBITIONS' section is partially visible at the bottom. On the left side of the screenshot, two red arrows point to the app promotion and the 'Savoring Sustainable Seafood' event, with labels 'Custom App to engage and educate visitors' and 'Unique events for the public' respectively.

Smithsonian National Museum of Natural History

Advanced Search

MEanderthal

Transform yourself into an early human.

Free app available now for iPhone and Android

Located at 10th St. & Constitution Ave. NW, in Washington, D.C. 20560 [MAPS]

Free admission. No tickets are required for entrance. For more call 202-633-1000

Open every day except Oct. 22

We are currently open until 7:30 PM until Labor Day, except for special early closure. Please check our hours calendar for these changes.

**HIGHLIGHTS**

**MEanderthal** - Do you look like your relatives? Your prehistoric relatives? Try morphing yourself backward in time with MEanderthal. You might be surprised when you see your face transformed into the face of an early human. Natural History's first-ever mobile app for iPhone and Android.

**Savoring Sustainable Seafood** - Explore the connection between a healthy ocean and the seafood that we eat in this weekend celebrating ocean life. Learn about protecting and preserving our ocean and making informed choices about the fish and shellfish we consume in order to minimize our impact on the ocean environment. **June 11 - 12, 2010.**

**NEW EXHIBITIONS**

**Species of the Day**

*Drymonastes coarctatus*  
Eastern Indigo Snake

Active in social media

Custom App to engage and educate visitors


Unique events for the public



facebook

Search

SMITHSONIAN CHANNEL'S  
MYSTERY OF THE  
HOPE DIAMOND



Smithsonian's  
National Museum  
of Natural History


Wall
Info
Hope Diamond Trivia
Photos

About

Join us as we explore the natural world and our place in it.

**36,440**  
people like this

Likes
See All


The Ocean Portal

Smithsonian's National Museum of Natural History
Hope Diamond Trivia
Like

Museum/Art Gallery · Washington, District of Columbia

MYSTERY OF THE  
HOPE DIAMOND

THE SECRETS. THE LEGENDS. THE CURSE.

Test the facets of your knowledge and discover amazing new facts about the most famous and infamous diamond in history. Play on your own or invite up to three friends to see who knows the most.

START GAME

PLAY



**Martian Boneyards**

Release Date: 2010  
Developer: EdGE@TERC, VSE  
Martian Boneyards is a game of scientific collaboration and problem-solving.

NASA App
By NASA Ames Research Center

Open iTunes to buy and download apps.



**Description**

The first official NASA App makes you to discover a wealth of NASA information right on your iPhone or iPad Touch.

The NASA App collects, customizes and delivers an extensive selection of dynamically updated information, images and videos from various online NASA sources in a convenient mobile package. Come explore with us!

**FEATURES**

- NASA Mission Information
- Live streaming of the NASA TV public channel
- Launch Information & Countdown clocks
- Sighting Opportunities (Visible Passes for the ISS and Shuttles)
- Mission Orbiter Trackers
- NASA Image of the Day
- Amazing Picture of the Day
- NASAImages.org collection of images
- NASA Videos
- NASA Twitter Feed: Mission Updates
- Facebook® Connect for easy sharing
- Integrated Twitter™ client

View in iTunes

Free
Category: Education

# Elected Officials and Social Media

Of the 109 new members of Congress



- 72 Operate YouTube Channels



- 85 Tweet

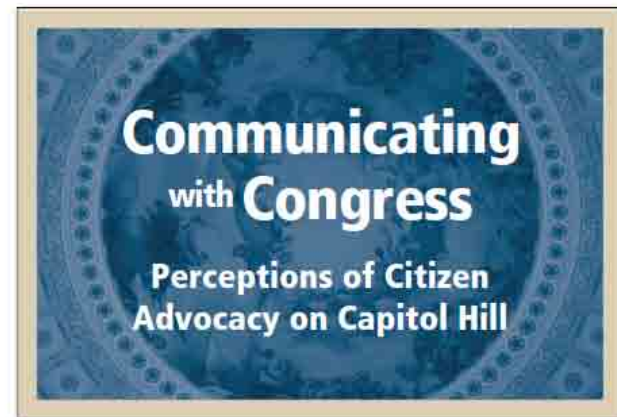


- 93 have Facebook Pages

# Elected Officials and Social Media

42% say Twitter helps them understand constituent views.

64% think Facebook helps them understand constituents' views



THE PARTNERSHIP FOR  
*A More Perfect Union*  
BY THE  
CONGRESSIONAL MANAGEMENT FOUNDATION

Made possible by grants from  
Adfero Group, Blue Cross Blue Shield Association and CQ Roll Call



# 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>



**SenatorReid** Senator Harry Reid

I'm calling for removal of smart phone DUI apps that help drunk drivers evade police <http://bit.ly/dJECu0>



**SenatorDurbin** Senator Dick Durbin

Ryan plan ends Medicare as we know it <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



**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.

## Campaign



**SenatorDurbin** Senator Dick Durbin

Let's go @IlliniHoops #Illini

20 Mar

## Personal

# 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

facebook

Search

**ED WEEK**

News/Media

Wall

Education Week

A federal appeals court yesterday overturned a 2007 ruling that declared the Tucson school district was legally desegregated, saying the district must demonstrate good-faith compliance first. What does this court decision say about the state of desegregation in Tucson and elsewhere? What do you think the end of discrimination in a school district looks like?

**Court Rejects End of Desegregation for Tucson Schools - The School Law Blog - Education Week**  
blogs.edweek.org

A federal appeals court on Tuesday held that lower-court supervision of a desegregation decree for the Tucson, Ariz., school district, must continue in a case that began 37 years ago.

11 minutes ago · Share

Michelle Spaniel likes this.

**Cynthia Liu Wei**, selective erasure/persecution of Mexican American studies programs in TUSD is not a sign of the end of discrimination. If anything, it's proof that discrimination is ongoing.  
about a minute ago

**Education Week**  
Last fall, News Corp. announced its intent to enter the world of digital education. Now, as the conglomerate deals with a phone-hacking scandal, observers are

8,988 people like this

**The Charlotte Observer**

**Charlotte Observer**

@theobserver Charlotte, N.C.

Updates from staffers at The Charlotte Observer. Prefer a news feed? Follow @charobs or see more at our web site.  
http://charlotteobserver.com/socialmedia

About @theobserver

23,660	98	13,082	777
Tweets	Following	Followers	Listed



# Final Tips: Know your Target



## 'Ask Lisa' Video Webcast

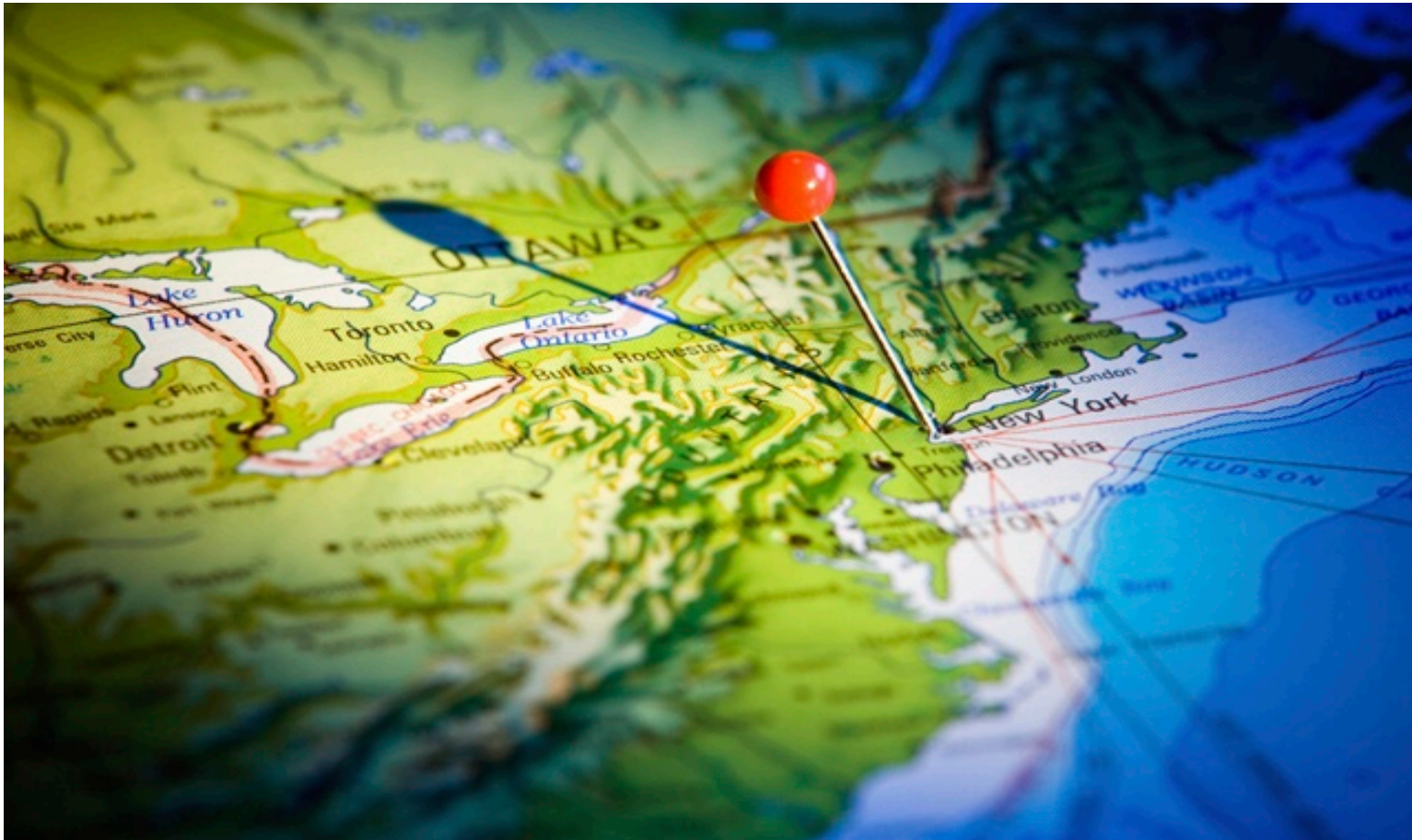
Each week, Sen. Murkowski records and posts to YouTube a video webcast called 'Ask Lisa.' Click here to see the latest webcast. [\[MORE\]](#)



Senator Murkowski, joined by Sen. Begich and Rep. Young, participated in Gov. Parnell's Choose Respect initiative by participating in a rally in front of the US Capitol. [Click here to see the photos.](#)

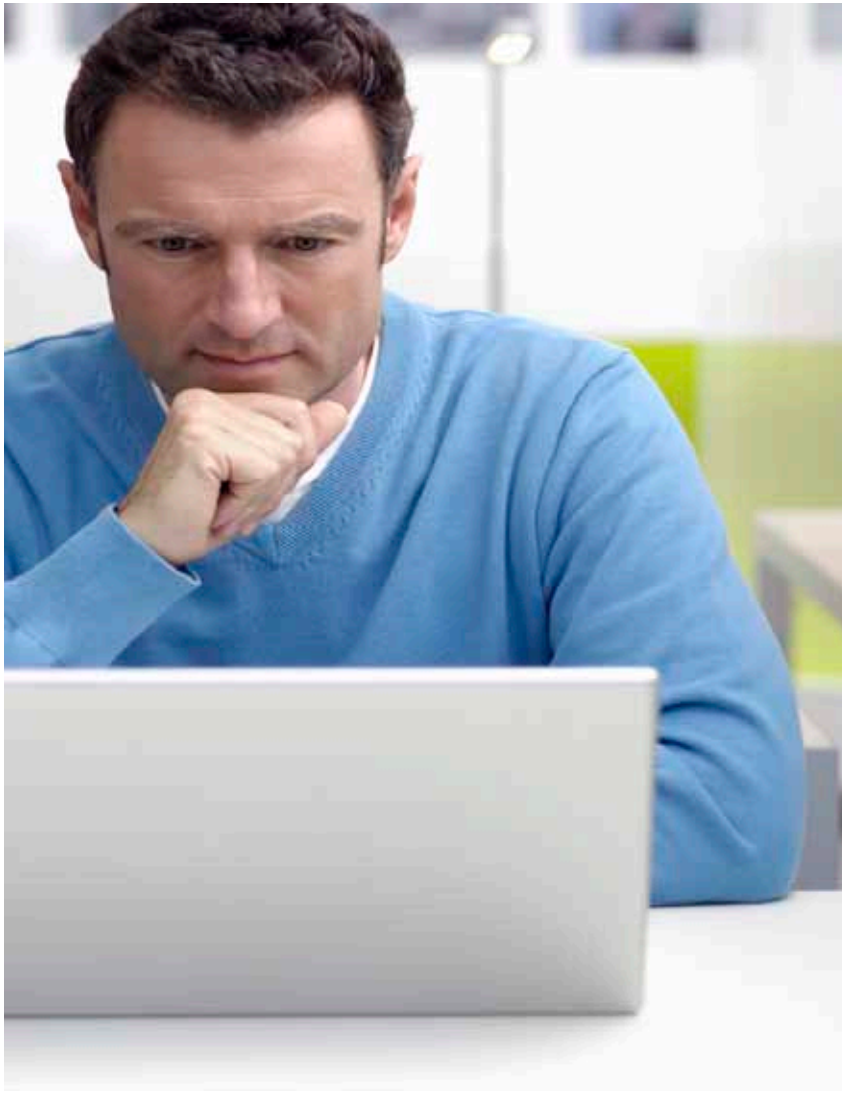


## Final Tips: Provide a Local Perspective





## Final Tips: Focus on Content



**Unique**  
**Personal**  
**Timely**  
**Relevant**



**Ann Davison, Senior Partner**  
**@AnnEDavison**

VOX Global  
[www.voxglobal.com/sustainability](http://www.voxglobal.com/sustainability)

