

SOCIAL MEDIA [FOR] Schools

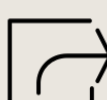
There is a difference between Social Media IN schools and Social Media FOR schools!

IN SCHOOLS

- + Developing best practices
- + Supporting Teaching & Learning
- + Model for Students
- + Connect, Communicate, Collaborate with an Authentic Global Audience
- ▢ Preventing the Use by Students
- ▢ Regulating the Use by Teachers
- ▢ Preventing Network Security Issues, Institutional Transparency, Cyberbullying, legal problems, etc.

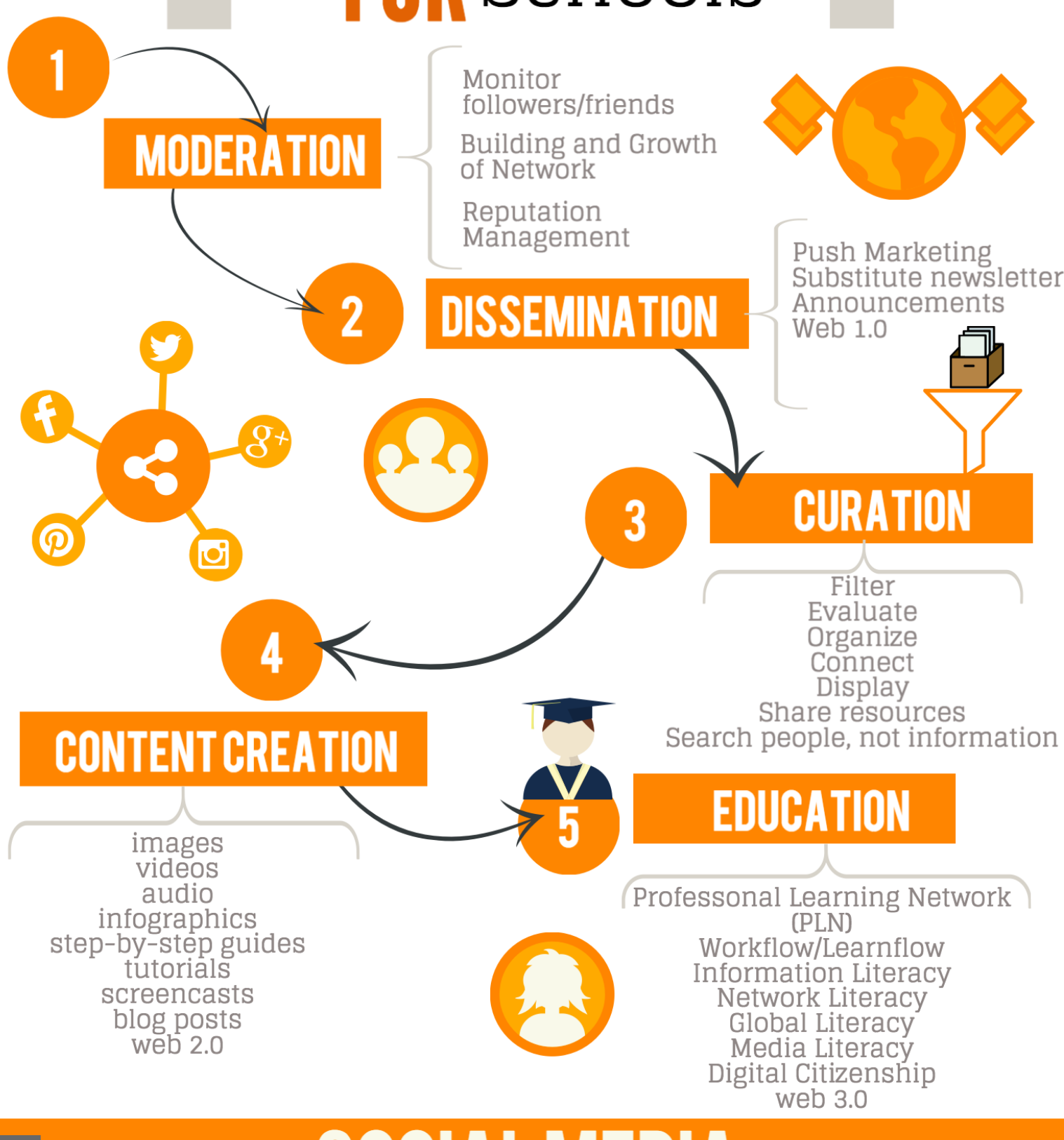
FOR SCHOOLS

- + Marketing & Branding
- + Add Value
- + Sharing of Best Practices
- + Curation
- + Making Global Connections
- + Outreach
- + Professional Development
- + Make Content Visible & Shareable
- + Create Institutional Memory
- + Model for Students

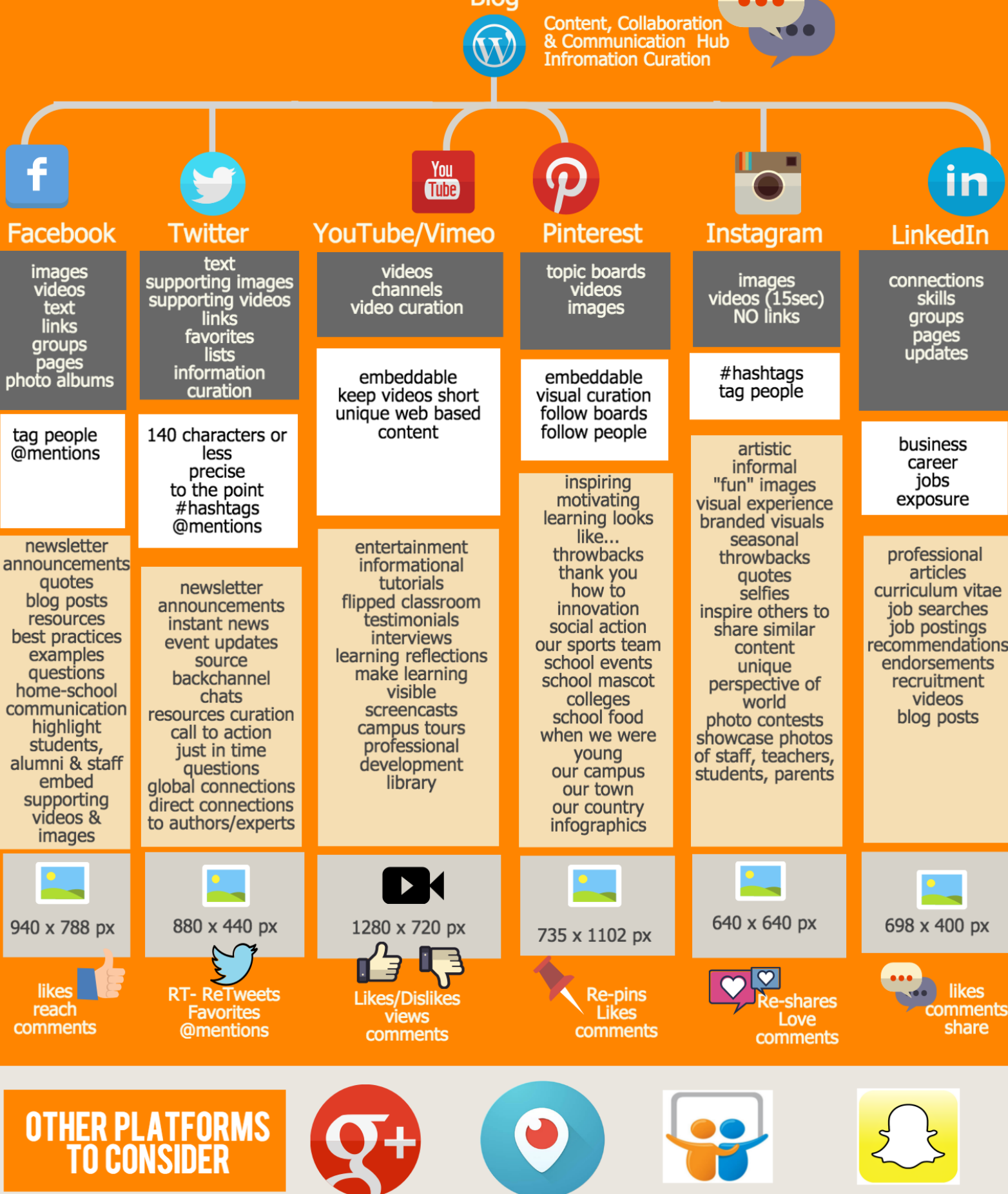


Our school's message is only as good as our ability to share it! Schools, administrators, teachers and students need to learn to share their work.

SOCIAL MEDIA STRATEGY FOR Schools



SOCIAL MEDIA [Tools] FOR Schools



SOCIAL MEDIA

Social Media for schools is about storytelling. Curating, sharing, adding value, teaching & learning, making content & connections visible & visual. Documenting the journey, then getting stakeholders to spread their stories.

FOR SCHOOLS

Develop Shareable Content

CHARACTERISTICS

of shareable content



RESOURCES:

Langwitches Blog by Silvia Rosenthal Tolisano - <http://www.langwitches.org/blog>

The Power of Visual Storytelling by Ekatarina Walter & Jessica Gioglio

Digital Leadership by Eric Sheninger

The Power of Branding by Tony Sinanis & Joseph Sanfelippo



Interested in working with me?
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