SOCIAL MEDIA

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











SOCIAL MEDIA STRATEGY

FOR Schools

Monitor followers/friends **MODERATION** Building and Growth of Network

Reputation Management

DISSEMINATION



Web 1.0

CURATION

Filter Evaluate Organize Connect Display Share resources



blog posts web 2.0 capabilities of platform characteristics of platform type of content image/video optimization

infographics step-by-step guides

tutorials

screencasts



3

Professional Learning Network (PLN) Workflow/Learnflow Information Literacy

> Media Literacy Digital Citizenship web 3.0 FOR Schools

Network Literacy

Global Literacy



Twitter

text

supporting images supporting videos links

favorites

lists information

curation

140 characters or

less

precise

to the point

#hashtags

@mentions

newsletter

announcements

instant news

event updates

source

backchannel

chats

resources curation

call to action

just in time

questions

global connections

direct connections

to authors/experts

880 x 440 px

RT- ReTweets

Content, Collaboration & Communication Hub Infromation Curation <u>You</u> Tube

Blog

topic boards videos images videos (15sec) NO links images

Pinterest



thank you how to innovation social action our sports team school events school mascot

inspiring

motivating

learning looks

like...

throwbacks

colleges school food when we were young our campus our town our country infographics

735 x 1102 px

Re-pins Likes

comments

visual experience branded visuals seasonal throwbacks

quotes

artistic

informal

"fun" images

Instagram

content unique perspective of world photo contests showcase photos of staff, teachers,

students, parents

640 x 640 px shares

Love

comments

professional articles curriculum vitae

LinkedIn

connections skills

groups

pages updates

business

career

jobs

exposure

selfies job searches inspire others to job postings share similar recommendations endorsements recruitment videos blog posts

> comments share

> > Snapchat

698 x 400 px



images

Facebook

images videos

text

links

groups

pagės photo albums

tag people @mentions

newsletter

announcements

quotes

blog posts

resources

best practices

examples

questions

home-school

communication

highlight

940 x 788 px

reach

comments







YouTube/Vimeo

videos channels

video curation

embeddable

keep videos short

unique web based

content

entertainment

informational

tutorials

flipped classroom

testimonials

interviews

learning reflections

make learning

visible

1280 x 720 px views comments

Google Plus







Develop Shareable Content

CHARACTERISTICS of shareable content

useful

accompanying

illustrates

THOUGHT LEADERS

RESOURCES:

captivating

IMAGES & VIDEO





added





to real world, audience lives in

appeals to



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





