

# Social Media in Schools

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We have technology,  
finally, that for the first  
time in human history  
allows people to really  
maintain rich connections  
with much larger  
numbers of people

*Building better  
communication*



# The Why

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Creative Vine resume lands woman a job...

Are you ready to celebrate? Well, get ready: We have ICE!!!!!! Yes, ICE, \*WATER ICE\* on Mars! woot!!! Best day ever!!

7:14 PM Jun 19th, 2008 from web



MarsPhoenix

When ice was found on Mars, how did the news break? The New York Times? TV news networks? By the Twitter account of the Mars Phoenix Lander

# The Why

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Today's economy demands not only high levels of competence in traditional academic disciplines, but also in 21st century skills

Consider the Rip Van Winkle joke....School can't afford to remain frozen in time

Choosing not to participate will leave a communication gap that is sure to be filled by others, possibly by those who do not support public education (Murley, 2014)

# External Stakeholders

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Provide menu of offerings for stakeholders to choose fosters engagement opportunities in a differentiated manner



Common goals: increase communication, celebrate students, promote the amazing happenings in school each and every day

# Twitter

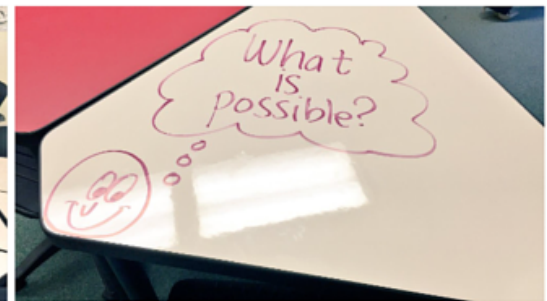
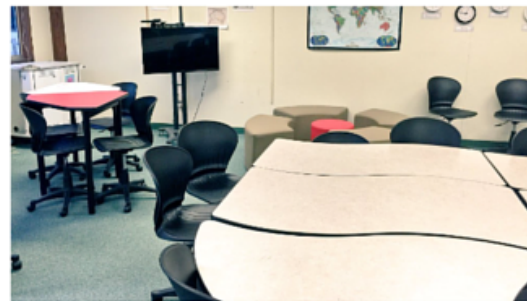
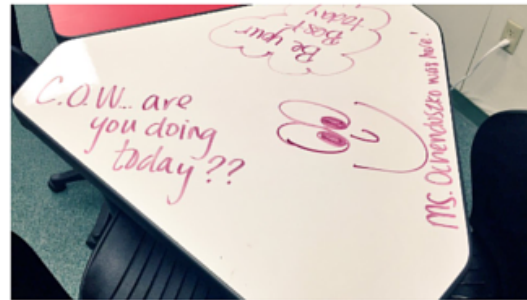
- Amazing statistics
- Amazing story:  
California's Vista School District Superintendent Devin Vodicka uses Twitter to improve his new district's communication



Devin Vodicka, EdD  
@dvodicka



I was thrilled to see new flexible furniture at [@RooseveltMiddl2](#) to promote collaboration #GoOpen #wave



 Kettle Moraine SD and 2 others  
2/17/16, 7:29 PM



# Facebook

Evergreen Elementary in the Everest School District recently received over 16,000 views and close to 300 likes from posting a simple video between holiday concerts

**Ambient Intimacy** - keep in touch with people, level of intimacy you wouldn't usually have access to, because time and space constraints

Use "Light touches" to gather perception



# Weebly

As a parent, community member, or even teacher showcasing your classroom, do you want to see....

this newsletter?

or this interactive Weebly?

## Kindergarten Update

**Currently**

We are:

- encouraging independent writing
- reinforcing letters, sounds, and words
- building and reading sentences
- reviewing vocabulary words
- working on comprehension and retelling
- writing "the school way"
- reinforcing listening and following directions
- working on tally marks, counting by 1s, 2s, 5s, and 10s, counting to 100, learning to recognize 2 digit numbers, solving word problems, identifying coins and their values .

**Upcoming**

In May we will:

- \* continue with reading groups
- \* work on comprehension and retelling
- \* continue to write using our skills
- \* trade groups of tens and ones
- \* continue to study changes over time related to spring
- \* reinforce coins and values
- \* practice word problems
- \* learn about symbols of our country

**Reminders**

- \* Please check folders.
- \* Please continue to review all sight words.
- \* Please read to your child every day.
- ;) Have your child retell stories from the book to his or her parent.

**Salutes**

We appreciate all you do to help with homework.

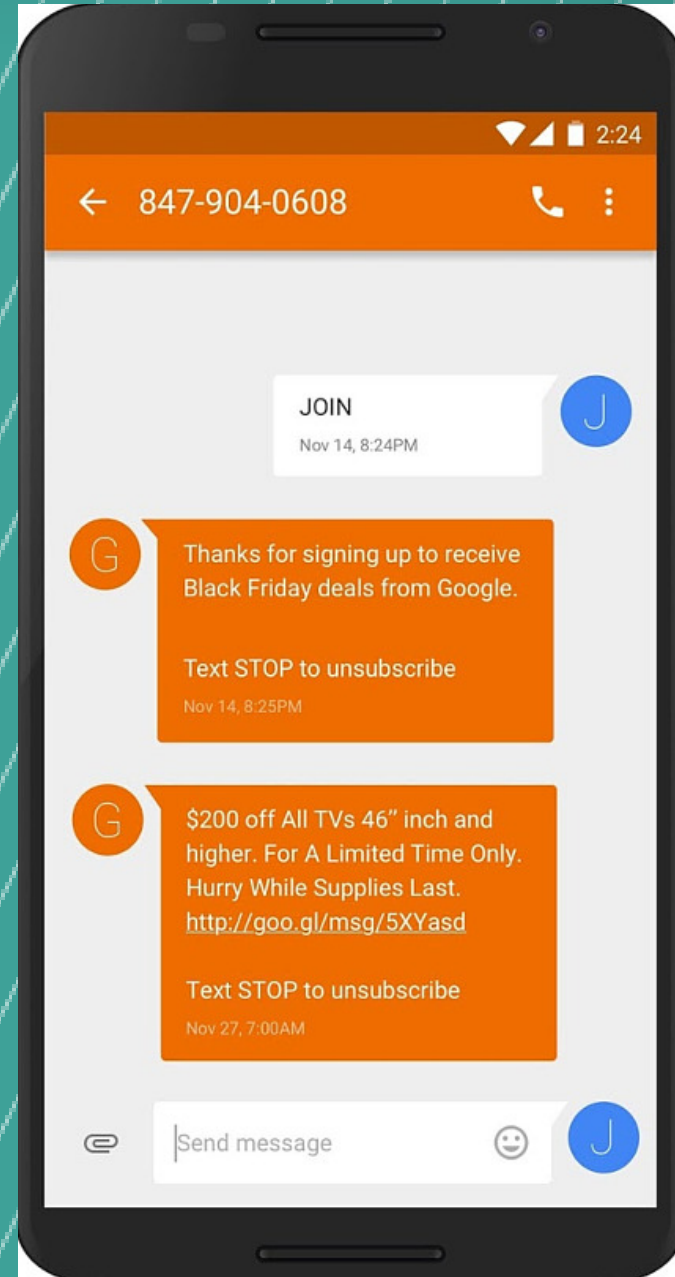


# Google Text Line

Teachers send updates, reminders, questions to any device

Parents can receive notifications on the app directly, text message, or email

Used positively for accountability purposes





# Internal Stakeholders

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Collaborating & building connections internally is an absolutely necessary foundation



Goal of internal tools: identify a smaller number of tools, clearly define the purpose of each, and utilize well



# Gaggle

Warren-Beaty Elementary  
Warren County, Pennsylvania:

Mesquite Independent Schools  
Mesquite, TX

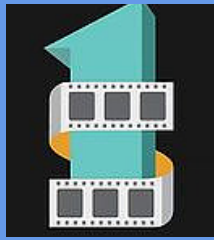
- Paperless environment
- Deliver resources for collaboration
- Post daily assignments
- Access Youtube

- Flipped instruction
- Digital Locker
- GaggleTube
- MarkIt Up



Skype





# 1 Second Video

"We took a video clip (about 5 seconds long) from every day of the school year starting in October. Our goal was to do something every day that would be worthy of remembrance, or when in doubt...to have FUN! It's a glimpse into what life was like in our classroom. We are very proud of this project and hope you enjoy watching it."

-Jim Ball 5th/6th split class at Mt. View Elementary in Edgewood, Washington

# C o n t i n u e d   Q u e s t

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Technology possesses the ability to bring people together or further divide them

In the case of education, schools currently carry the heavy burden of influencing opinion about public schools

Part of any district's mission ought to be to use social media to positively shape the district's culture: highlight student accomplishments & important events at individual schools

# Tips

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See handout for compiled list of tips for utilizing social media in education



# Be Bold

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Be willing to be the first... and be the good kind of crazy...



the rest of the world is not waiting!