





Using Social Media to Expand Your Reach






- 310 million users
- 500 million tweets sent daily
- 78% of tweets are sent on mobile devices
- Age 55-65 is the largest growing age demographic



What Can You Do in 140 Characters?

- Build your PLC
- Connect in real time
- Advocate for a cause



But First, Let's Get Connected

Labels in image: Handle, Profile, Profile Image, Header Image

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Asst. Supt. for @BurinMASchools NASSP National Digital Principal Award Winner (2012). Passionate about creating a more relevant education for our students.
Burlington, MA · aboutme/PatrickLarkin

31.1K TWEETS 16.3K FOLLOWING 32.7K FOLLOWERS

Following

10 minutes: Set up your account

NASSP

Anatomy of a Tweet

Labels in image: Handle, Hashtag, Link

Bob Farrace, CAE @BobFarrace · 16h
Interviewing @nassp principal of the year finalists today. Six rock stars. Real tough choice ahead. #poy14 nassp.org/POY

NASSP

Tweeting Photos

Examples of tweets shown:

- Thanks to @PattyMurray for sending this fun pic of @ScahillFinn and I talking about education. #poy14 @Bullock
- California Middle School Principal of the Year and @RepMaxineWaters #poy14
- CA #poy14 Barb Franco meets with Rep Mike Thompson. Thank you for your time. @RepThompson @NASSP @NapaRegister

5 Minutes: Practice tweeting a photo

NASSP

What Can You Do In 140 Characters?

- **Build your PLC**
Education hashtags: bit.ly/edhashtags
- **Connect in real time**
State education chats: bit.ly/stateedchats
- **Advocate for a cause**
Search Twitter for your member of Congress

10 minutes: EXPLORE



**You now have all the tools.
So, what messages will you send as state leaders?**

Convey the value of your state
and national associations

Tweet your member of Congress
about an issue

Encourage peers to participate in conferences
and other association activities

Share an article or other knowledge
your association provided

5 minutes – Send a tweet



Who to Follow at NASSP

@NASSP
@NASSPexec
@BobFarrace
@akarhuse
@BallJacki
@PrincipalDiff
@gabuie31
@tallprincipal (Mike Allison)



