

# twitter



## for Educators



### Share Timely News

If there's something taking place in your school that you're excited about, tweet it! If you happen to be in a classroom during a great lesson, tweet out a photo and give a quick synopsis of what's happening. As an educational leader, you are a needed voice and advocate. This is a great way to be your own "press" while also contributing to the greater good of education.

### Share Influential Articles

Did you come across an article or blog post that you found compelling or think it will help others? Tweet it! Become a go-to resource for your followers.

### Thoughts and Quotes

Any time you log on to a social media network, you see someone sharing a quote or inspirational saying. Leaders should be great thinkers. Share quotes with your followers. It may be just the fuel someone else needs to push through!

### Support Your Fellow Educators

The best leaders empower others. Reach out to your colleague and tell them their work is greatly appreciated. Retweeting their work is a great way to show you enjoyed what they shared.

### Have a Pulse!

Putting personality into your tweets is vital. Your content will see a solid return from your followers if you make that connection with them. Remember, be yourself!

"Activate your followers, don't just collect them like baseball cards."

-Jay Baer, *Convince & Convert*

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### What is Twitter?

Twitter is a "micro-blogging" site where people communicate information in "tweets" – messages that are 140 characters or less.

### What can I tweet about?

Twitter is a great platform to communicate information to "followers" in real-time, such as at a school event or during an important board meeting.

### Who should I follow?

Follow people you know in your field! They'll love to connect with you! When you follow someone on Twitter, you will receive their tweets when they send them. When someone follows you on Twitter, you will receive a notification that they are following you and they will begin receiving your Tweets. Building a list of followers on Twitter involves interaction. The sharing and community building happens through retweets, mentions and hashtags.

### What's a hashtag?

A hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.