

13th Annual

Thinking & Learning Conference

ERIC SHENINGER

Sunday 22 May

Becoming a Twitterific Educator

Session 2

MELBOURNE

ERIC SHENINGER

Eric Sheninger is a senior fellow and thought leader on digital leadership with the International Center for Leadership in Education. Prior to this, he was the award-winning principal of New Milford High School in New Jersey. As an innovative educator, bestselling author and sought-after speaker, Eric's work focuses on leading and learning in the digital age as a model for moving schools forward. This has led to the formation of the Pillars of Digital Leadership, a framework for all educators to initiate sustainable change that transforms school culture. Eric speaks internationally to other school leaders about embracing and effectively utilising technology.



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[Eric Sheninger](#)

Principal, Author, Consultant, Learner

The following are resources I mentioned during my presentation and/or support some of the ideas/strategies that were presented.

Be sure to get your copy of [Digital Leadership](#) (hardcopy).

Pre-order your copy of my new book: [Uncommon Learning: Creating Schools That Work for Kids](#)

I. Web 2.0

- A. The term Web 2.0 is associated with web applications that facilitate participatory information sharing, user-generated content, and collaboration on the World Wide Web.
- B. A Web 2.0 site allows users to interact and collaborate with each other in social media spaces as creators of content in a virtual community, in contrast to websites where users (consumers) are limited to the passive viewing of content that was created for them.

II. Twitter Basics

- A. Free Web 2.0 social networking service
- B. Commonly referred to as “micro-blogging”
- C. Send and receive short messages called tweets
- D. Motto – “Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.”
- E. Your profile is extremely important! Make sure you:
 - 1. Add a real photo for your avatar
 - 2. Link to a website (i.e. personal, blog, LinkedIn profile, school, etc.)
 - 3. Include your interests in your Bio, some of which should be professional
- F. Messages you send on Twitter are called “TWEETS”
- G. A tweet can only be 140 characters or less
- H. Tweets can be links to resources, status updates, asking for help or feedback, questions/answers, topics for discussion, articles, pictures, videos, announcements, etc.

III. The Language of Twitter

- A. @ Reply sent to a specific person, but visible to everyone.
- B. RT Re-Tweet or resending another persons tweet (similar to forwarding an email). Retweets are a very important aspect of Twitter as they allow interesting ideas, news, and resources to spread quickly.
- C. D Direct message sent in private to a specific person. You can only direct message (DM) a person who is following you.
- D. # Hashtags allow users to designate a topic and track specific conversations. Can click on # to open up a separate window with tweets specific to a certain topic. There are #hash tagged days, events, and conversations that pertain to educators. Conferences will also use a # so that participants can follow virtually.
 - 1. #digilead: conversations on Digital Leadership
 - 2. #edchat: global conversation on a specific education issue voted and decided by all of us (occurs every Tuesday at 11:00 AM and 7:00 PM EST)
 - 3. #followfriday: recommendations of all stakeholders in education and beyond to follow
 - 4. #edtech: conversations, resources, and news related to educational technology
 - 5. #cpchat: conversations, resources, and news related to principals and leadership
 - 6. [#satchat](#): global conversation on leadership every Saturday at 7:30 AM EST

IV. Why Use Twitter

- A. Improve instruction
 - 1. Global collaboration
 - 2. Sharing and acquiring resources (websites, research, current events, images, videos, lesson plans, etc.)
 - 3. Knowledge acquisition: People are eager to answer questions because they can learn from the shared experience. Quick way to find a URL to an activity, strategy, or information.
 - 4. Professional growth through the formation of a Personal Learning Network (PLN)
 - 5. Quick networking: One question asked may draw responses from a host of people from all over the world. If you have a solid number of followers in your PLN, some are bound to check their Twitter feed when a query is posed
 - 6. Track conferences: Twitter can help you stay abreast of what's going on at conferences if you can't attend in person. If you are at a conference with numerous great sessions a twittering educator

can fill you in. To avoid multitasking during an exceptional presentation you can review conference feeds later.

V. Twitter Resources and Tools

- A. [Pinterest board](#) with a variety of tools, apps, and resources
- B. [Wiki of educators on Twitter](#) by content area
- C. [Google Doc](#) of teachers who use Twitter
- D. [List of schools using Twitter](#)
- E. [Twitter Help Center](#)
- F. [Troubleshooting Guide](#)
- G. [Downloadable document](#) to get your stakeholders to follow your Twitter account
- H. [Video](#) - Twitter for professional learning
- I. [Twitter for Educators: A Beginners Guide](#)

VI. Twitter Best Practices

- A. As with any social networking tool, remember your role within the school community when tweeting.
- B. Use common sense and think before posting to the Internet. Anything you tweet can be accessed, adapted, and archived.
- C. Keep your personal and professional life separate
- D. Leverage the larger networks of other connected educators to build your Twitter account

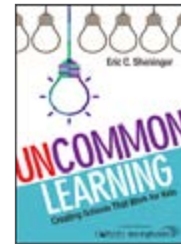
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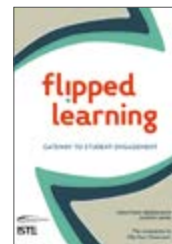
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	C06460	UnCommon Learning: Creating Schools That Work for Kids	\$43.95
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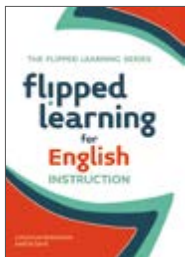
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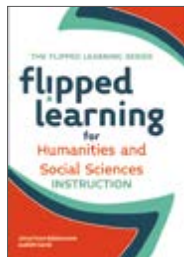
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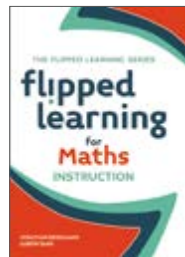
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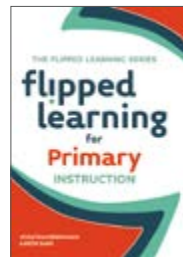
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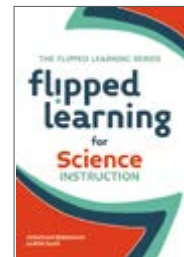
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