

13th Annual

Thinking & Learning Conference

ERIC SHENINGER

Sunday 22 May

**Creating a Culture through
Communication Strategies**

Session 3

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](#)

ICLE Senior Fellow, Principal, Author, Consultant, Learner

The following are resources I mentioned during my presentation and/or support some of the ideas/strategies that were presented. Follow, engage in, and contribute to the conversation on Twitter at anytime using [#DigiLead](#).

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

Digital leadership calls for a hybrid construct of communication techniques that blends the traditional methods with the systematic use of social media tools to create a dynamic, two-way system that will increase engagement with all stakeholders ([Sheninger, 2014](#))

- I. **[Digital Leadership: Changing Paradigms for Changing Times](#)** (book)

- II. **Communication = Leadership**
 - A. Accomplish tasks and get things done
 - B. Pass on important information
 - C. Acquire information
 - D. Develop a shared vision
 - E. Reach decisions through consensus
 - F. Build relationships
 - G. Move people to embrace change

- III. **6 Keys for Effective Communication**
 - A. Listen intently
 - B. Facilitate dialogue (hear, respond, add thoughts)
 - C. Ask questions
 - D. Get to the point clearly and concisely
 - E. Create an open environment
 - F. Multifaceted approach

- IV. **Information Your Stakeholders Want**
 - A. News
 - B. Meetings
 - C. Events
 - D. Student achievements
 - E. Staff Accomplishments
 - F. Campus weather
 - G. Emergency information

V. Why Use Social Media

- A. Greater transparency
- B. Welcomes feedback and dialogue by extending the conversation
- C. Reinforces message through multiple tools
- D. Meet stakeholders where they are at
- E. Reach more people
- F. Maximize and amplify current efforts (ex. [Principal's Report](#))
- G. High ROI

VI. Main Tools**A. Twitter**

1. Develop a school or District [hashtag \(#\)](#)
2. Integrate school/district colors, mascot, other defining features
3. Completely fill out bio and include an avatar and website link
4. [Educate stakeholders](#)
5. 140 characters packs a powerful punch as tweets can be text, images, video, or links
6. Share resources with staff and parents
7. Create a backchannel during school events, meetings, or athletic contests to provide up to date information
8. [Twitter resources](#)

B. Facebook

1. Site should be open to encourage two way dialogue
2. Engage with alumni groups
3. Link to Twitter for seamless info sharing
4. Delete inappropriate content
5. [Example](#)

C. Google Docs and Calendar

1. Create online documents, spreadsheets, forms, and presentations that can be shared across all SM platforms
2. Convert anything
3. Shorten links and track (bit.ly)
4. Great for [student announcements](#)
5. Advertise events, meetings, computer lab availability, etc.

D. Remind

1. A free, safe way to text message stakeholder groups and stay in touch with parents
2. Save time with simple and fast one or two-way messaging
3. Sign up, create a class (group), add staff, and start messaging. Students and parents can opt-in via a unique class code. Get instant feedback on messages with [Stamps](#).
4. Remind tutorial ([video](#))
5. Join the [Digital Leadership class](#) to see how it works

VII. Other Tools**A. Blogs**

1. The ultimate 21st Century newsletter
2. Communicate ideas clearly with added detail
3. Build support for large initiatives
4. Share across social networks
5. Embed a variety of multimedia elements and hyperlinks

B. Video

1. [Ustream](#) – broadcast live video of meetings and events on the Internet; video feed can be archived and save to a district/school channel
2. YouTube – Create your own channel for district/school announcements; use to articulate school initiatives, PD, referendums, support for budget, etc.
3. [Periscope](#) - broadcast live video of meetings and events on the Internet; video feed can be archived and save to a district/school channel
4. [Vine](#) - short-form video sharing service where users can share six-second-long looping video clips.

C. QR Codes

1. Real-world link to a virtual destination
2. Scan with a mobile device
3. Enhance communications while saving paper
4. 1000's of ideas to communicate information and more (click [HERE](#))
5. Easy process
 - a) paste link into a free QR code generator
 - b) download QR code as an image
 - c) insert into any document or print out
6. [Free QR Code Generator](#)

D. [Smore](#)

1. Instant newsletters
2. Customizable designs
3. Easily share across social networks
4. Advertise events, meetings, PD, etc.
5. Smore tutorial ([video](#))

E. Mobile apps

1. Push notifications, event calendars, news, maps, directions, program of studies, etc.
2. Check out app developer [Gadget Software](#) and create you own using [SchoolBuilder](#)
 - a) [NMHS app](#)

F. [TodaysMeet](#)

1. Create a free backchannel
2. Flip meetings
3. Encourage open dialogue and feedback

G. [ZippSlip](#)

1. A paperless communications solution
 2. Digital signatures for forms and permission slips
 3. Email marketing w/ embedded video messages
 4. [Tutorial](#)
- H. [Google Voice](#)**
1. Web-based phone service
 2. Set up a separate phone number for parents
 3. Stakeholders can call and leave messages
 4. Never actually “rings”
 5. Once received an email containing a text transcript will be sent for the leader to follow-up on
 6. [How to use Google Voice in education](#)
- I. [Voxer](#)**
1. Live and recorded audio, text, photos
 2. Walkie Talkie-like functionality on a smart device
 3. iOS, Android, Windows Phone 8 and computer
 4. Data network interoperability for any carrier or WiFi
 5. Military-grade security and encryption
 6. Syncs seamlessly across all your devices
- J. [Share911](#)**
1. Lets employees collaborate to get help faster, to see where help is needed and know if they are in danger, right on their mobile device or computer.
 2. Fantastic tool for lockdown and emergency situations
- K. [Storify](#)**
1. Create stories using social media
 2. Turn what people post on social media into compelling stories
 3. Collect the best photos, video, tweets and more to publish about your classroom, school, or district.
- L. [Bloomz](#)**
1. Share class updates about the day’s learnings or send reminders for assignment due dates, registration deadlines, etc.
 2. Share photos from class or a recent field trip so parents can be engaged even when they can’t be there in person.
 3. Manage events, reminders, calendars
 4. Private and secure two-way messaging
- M. Bonus Tool - Social Bookmarking**
1. Use [Diigo](#) to make resources readily available for parents. Once these are curated, you can highlight, annotate, categorize, and add a description. communicated to parents using Twitter, Facebook, or email. You can even create separate resources for students and staff.
 2. Tutorial ([video](#))

VIII. Best Practices

- A. Keep it professional
- B. Remember your role within the school community
- C. Think before you post to the Internet
- D. Digital footprint
- E. Be consistent
- F. Don't be afraid to engage

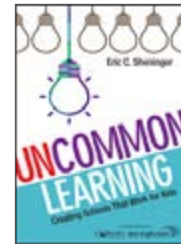
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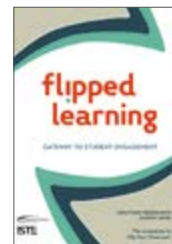
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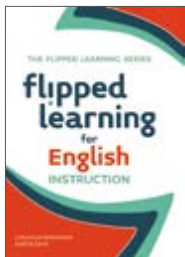
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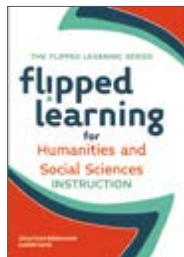
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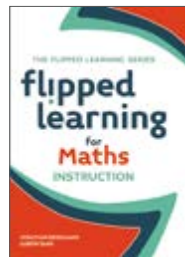
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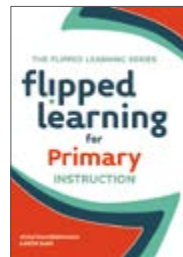
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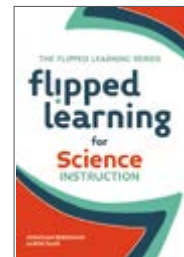
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