Cultivate Your Brand: Social Media 101 for Educators

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Gower School District 62
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Access our presentation here:

Share with those around you:

Where are you on your Social Media journey?

- Already have accounts?
- Just starting out?
- Already have 50K followers?
1. Introductions
2. MEDIA card (BINGO)
3. Small group discussion - Where are you in your social media journey?
4. Exploring benefits of an online social presence in education
5. Creating home connections
6. Fostering real world connections
7. Creating your brand
8. Brainstorming ideas
9. Get inspired
10. Finding who and what to follow
11. Utilizing social media as a daily professional development opportunity
12. Share
Benefits of Your Online Social Presence in Education

- Present your discipline to students
- Yes—people want to hear what you have to say!
Benefits of Your Online Social Presence in Education

- Parents can see students’ education in action
- Connect with current and former students
Will people want to hear what I have to say?

yes.
• **Give and take** among educators and administration
• **Extending learning** outside of the classroom
• Teachers and administrators see frequent classroom learning in their own buildings in near-real time
• Preview things going on in your classroom

• Reach students on their level

• Get students excited
“What did you do in school today?”

“Nothing.”
Real World Connections

● Celebrate student successes
● Reach out to professionals such as authors, athletes, scientists, etc.
● Connect with other classrooms nationally or globally
● Connecting with nearby schools
Reach out to your Community

Each month my teaching partner, Julie Elizabeth and I receive scholastic book order forms for our students. Some cannot afford to purchase new books, some have parents who may not want to purchase new books. As reading teachers, we would love to get a new book into the hands of EVERY student each month this school year.

Here's the idea we'd like to try out this year:

Scholastic has books every month that are $1. I would LOVE for each of our students to be able to bring home one new book each month during the school year from October to May. It may seem crazy and unrealistic, but please keep reading! 😊

If we select the $1 book, that’s only $8 per child (for a FULL school year)! Would anyone be interested in "sponsoring" a child or a few children in our classes? You could mail us a check for $8 made out to "Scholastic Book Club" and that child would get a new book to take home each month! We would then send all of the checks together and it would credit our Scholastic accounts. If you’re interested in helping out with this project let me know! There is a total of 88 students in 5th grade this year.

Thank you so much for supporting our kiddos and our classrooms!! New books are always so fun and it’s a great way to build a life long love of reading!!! We would appreciate it more than we could ever explain!
Questions?
Comments?
Ideas to Share?
Remember that social media shows the highlights, not the day to day struggles that most educators face.
1. Who is your audience?
   a. Parents, students, fellow staff, community, subject-area teachers, or everyone!

2. What message/story are you trying to portray?
   a. Align to your school’s Mission and Vision, your teaching philosophy
   b. Way of sharing, not bragging
Creating Your Brand

1. What should you post?
   a. Students and student work
   b. What you are proud of!
   c. Posts you want students, parents and the community to see
   d. Re-Post/ Tweet to support staff
   e. Re-Posts/ Tweets that reinforce your “brand” (e.g. authors, athletes, etc.)

2. How often? When?

3. Whom should you follow?

Marketing Expert Jenna Kutcher
Questions?
Comments?
Ideas to Share?
Take a moment to draft your Social Media Brand!

With your table:
Generate ideas for **what** and **whom** you might post:
- People (Students? Teachers? Admin? Community?)
- Types of images
- Stories
- Messages

*Keep your (and your school’s) brand in mind*
- Discover amazing educators
- Try new things
- Stay relevant
The power of the Hashtag

#iteachfifth
#iteachmusic
#iteachspanish
#iteachmath
#scienclab
#iteachreading
#iteachtoo
#teachersofinstagram
Whom & What to Follow

@Miss5th (5th Grade)
@Cassie_Stephenz (art)
@ManiacsInTheMiddle (science)
@MrDTimes3 (5th Grade)
@fivefootoneteacher (9th Grade ELA)
@lifeinfifthgrade (ELA)
@teachingandsofourth (4th Grade)
@Upperelementaryadventures (Ron Clark Academy)
@_Wadeking (Ron Clark Academy)
@littlekinderwarriors (kindergarten)

...Authors, administrators, and many, many more educators!

@GeorgeCouros
@JoeSanfelippo
@Edutopia
@AndersonsBkshp
@RCYRBA (Caudill Award)
@Donalynbooks
@pennykittle
@MrDTimes3
@PrincipalFrench

EACH OTHER!

...Authors, administrators, and many, many more educators!
Professional Development at your fingertips

Classroom Management

Anchor charts

Classroom Transformations

Teacher Humor
Professional Development for Your School!

- Share these ideas with your district
- Get more teachers and staff online
- Borrow/ modify our presentation!

#ProfessionalDevelopment
Creating Your Twitter and Instagram

- Creative Handle - Same for both Insta and Twitter?
  - Easy to identify, follow
- Profile Design: Bio, Picture
  - Bio: Name, grade, school
  - Picture: Identifiable

Click here to create your Instagram account
Click here to create your Twitter account
Goal Setting - Share your MEDIA board goals!

@MsMillerReads' brand:

- Uplift and connect with teachers, students, our community by highlighting and praising their strengths in my posts and by “Liking” and “Retweeting” their posts

Share your Social Media brand goal with your table!

- Teachers are the best thieves! Steal good ideas from others!
- Modify your goals based on table feedback
- Post or share your board in a visible/easy access location!
When you fall down the social media rabbit hole, remember that you are doing important and amazing things, too. It just may not be out there for the world to see...yet.