

Twitter, Blogs, and Everything Nice

Medina City Schools



Bryan Farson (*High School Principal*)
Jeff Harrison (*Athletic Director*)
Christina Hank (*Secondary Curriculum Coordinator*)
James Hudson (*Treasurer*)
Kristine Quallich, Ph.D (*Director of Educational Services*)

Be a Part of Today's Conversation

<http://todaysmeet.com/twitterosba2013>

PLN-Personal Learning Network Video

<http://bit.ly/PLNVideo>

Twitter

Please crack the egg!



Stages of Twitter Use:

1. **The Lurker**-Don't worry it's OK; most important stage of PD
2. **The Participant**-You're establishing a PLN; "a week on twitter is like a year of PD"
3. **The Author**-Oh Yeah!



"Just because you follow a lot of people on twitter doesn't mean that you're engaged"
-Kappan, April 2013

"The real power of the social web is revealed when you have a plan and a purpose for how you'll build your network, reap its benefits, and then apply the knowledge you gain" -Kappan, April 2013

wordpress.com
Edublogs.org
blogger.com



Ohio Educators to follow
<http://bit.ly/ODESocialMedia>
<http://n.pr/1dpAoTi>

Resource for Administrators to Encourage Staff Twitter Use
<http://bit.ly/ForYourTeachers>

Panel Discussion



Bryan Farson (@MHSPrincipalBF)--New user; Building principal; creating a hashtag every year for your building, staff, and students
#WeRMedina



Jeff Harrison (@medinaathletics) -Athletic Director; creating main student accounts for your students



Jim Hudson (@HudsonJim)-District Treasurer; sharing financial information with the community



Christina Hank (@ChristinaHank)-So advanced user! Blogger



Kristine Quallich (@KQuali)-Central office administrator; sharing information to parents, students, and the community and PLN

The Largest & Most Popular Social Media Outlets

Fifty-eight million Americans (22 percent) report that they use social media "several times a day." Here are the primary vehicles they use:

Facebook

Users: 955 million

Uses: People connect with friends, family, brands and institutions — sharing and viewing brief status updates, photos, videos and more.

www.facebook.com

Twitter

Users: 500 million

Uses: People, brands and institutions broadcast updates of no more than 140 characters, often with small links to Web content or videos that can be read and shared by others who follow the account.

www.twitter.com

Blogs

Users: More than 100 million blogs on Tumblr and WordPress sites alone

Uses: Blogs are spaces where unique content, reporting and other thought leadership can be posted, shared and commented upon.

www.tumblr.com

www.wordpress.com

YouTube

Content: Streams more than 4 billion videos daily

Uses: Subscribers post short videos that can be shared and commented upon. They can also create sites that can host all videos in that series.

www.youtube.com

LinkedIn

Users: More than 150 million

Uses: People can connect with individuals, brands and institutions to find and engage with others in their field or with similar interests. It is primarily used for professional development but is growing in its use of status updates and other sharing similar to Facebook and Twitter.

www.linkedin.com

Sources: Edison Research Group, "The Social Habit," (June 2012); Individual websites listed

Ohio Department of Education Social Media Outlets



Follow us on Facebook
Ohio Teachers' Homeroom
Ohio Families & Education



Follow us on Twitter
@OHEducation



Connect with us on LinkedIn
linkedin.com/company/ohio-department-of-education



Watch us on YouTube
youtube.com/ohioeddept



Read our News Feed
<http://goo.gl/tqp9r>



Get the Latest News
getnews@education.ohio.gov



Visit us at:
ohioedconference.wordpress.com
toolsforteachersohio.wordpress.com
rtttnews.wordpress.com
ohioeducatoreval.wordpress.com

“On Twitter, we are reaching teachers, principals, the front-line people that we want to reach more than anyone else.

- Michael Sponhour
Executive Communications Director
Ohio Department of Education

Ohio Based Users in Social Media

Ohio Educators Who Blog

Brian Page, Reading Community Schools Teacher/Coach; 2011 Milliken award winner

- finedchat.blogspot.com (financial education and literacy)

Christina Hank, Secondary Curriculum Director at Medina City Schools

- turnonyourbrain.wordpress.com (current trends in Ohio education)

Dwight Carter, Gahanna Lincoln High School Principal; one of Ohio's most connected principals

- dwightcarter.edublogs.org (education topics)

Dr. John C. Marschhausen, Loveland City Schools Superintendent

- lovelandschools.org/superintendent/?doing_wp_cron=1350991821
- connectedprincipals.com/contributors-m-z/john-c-marschhausen

Ryan Gallwitz, Centerburg High School Principal

- centerburgprincipal.blogspot.com

Dr. Brad Rieger, Sylvania Schools Superintendent

- sylvania.k12.oh.us/index.php?option=com_content&view=category&layout=blog&id=47&Itemid=269&lang=en

Dr. Lou Kramer, Northeastern Local Schools Superintendent

- northeastern.k12.oh.us/SuperintendentsBlog.aspx

Necia Nicholas, Mad River Schools Superintendent

- madriverschools.org/Page/125

Ohio Focused Blogs

Stephen Dyer, Education Policy Fellow at Innovation Ohio; former Democratic member of Ohio House

- 10thperiod.blogspot.com

Ohio Education Law

- ohioeducationlaw.blogspot.com

Larry S. Hayman, Ohio Education Attorney; Ohio Education Association, Voices of Change

- blog.oea.org

Thomas Fordham Institute Ohio Education Gadfly Daily

- edexcellence.net/commentary/education-gadfly-daily/ohio-gadfly-daily

School Choice Ohio

- schoio.org/blog

Lisa Duty, Ohio Education Matters

- ohioeducationmatters.org/blog



Ohio Based Districts in Social Media

- facebook.com/pages/Dayton-Public-Schools/169650123050142
- facebook.com/ohiohipointcc
- facebook.com/pages/Orange-City-School-District/160855543926066
- facebook.com/OakHillsLocalSchoolDistrict
- facebook.com/BeachwoodBison
- facebook.com/ForShakerSchools



- flickr.com/photos/madisonmohawks



- youtube.com/TheMadisonmohawks
- tiny.cc/b98zrmw

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