To Tweet or not to Tweet?

- Douglas W. Green, EdD
- DrDougGreen.Com
- Are there compelling reasons for educators to use Twitter?
- Presented at the New York State Computers and Technology Conference - Rochester, New York, November 22, 2010
But First an ad From
The Greatest Cheapest Conference You Will Ever Attend

I went to the 2010 version in April. Excellent content and value!
First, the Conclusion

- I believe that all schools should have a Twitter presence, at least to help keep good information flowing to parents, students, and the community they serve. Information on events and timely advice can be a valuable service. The bigger question is, should principals and teachers use Twitter? I spend two hours a day culling valuable tweets. This is something I would not have had time for when I had a full-time job. Innovative professionals are bound to use Twitter, and we should look to them for ways Twitter can serve the needs of the field. In my case, I find it to be a valuable professional/self development tool. The 200+ people I follow give me links to all sorts of excellent educational resources. If you don’t have time for Twitter, you can access my selected tweets at DrDougGreen.Com. If you are on Twitter, you may get tweets alerting you to the publications of special interest newspapers assembled from tweets directed to a specific hashtag. Here is a link to one from the connected principals #cpchat. http://paper.li/tag/cachet.
Dr. Doug’s Twitter Model #1

The Celebrity Model
They Tweet - You Follow
Some Interesting Rankings

- Twitter Español (27) - NY Times (29)
- Snoop Dog (45) - Al Gore (46)
- NPR (76) - NFL (77)
- Jack Welsh (204) - Nick Swisher (205)
- LaBron James (271) - Dalai Lama (275)
The Business Model

Vendors/Partners

Your Business

Your Customers

Dr. Doug’s Twitter Model #2

Saturday, November 27, 2010
The Professional Model

Educators/Researchers/Etc.

Other people with same interests

Dr. Doug’s Twitter Model #3
The School/Institution Model

Superintendent/Principal/PR

Parents/Students/Community
Is This Your School?

BETH IS OUR NEW MARKETING MANAGER FOR SOCIAL MEDIA.

BY THE WAY, COMPANY POLICY FORBIDS THE USE OF FACEBOOK AND TWITTER AT WORK. AND WE DON’T TRUST YOU TO WORK FROM HOME.

IF YOU BLOG ABOUT HOW LAME WE ARE, YOU’RE FIRED!!!

FIRST DAY, NOT SO GOOD.
A Principal Tweet

• School starts Monday. Please be careful with road construction and crosswalks & give yourselves ample time to arrive.
Principal Tweets

- Parents: Check out 10 tips for motivating your children at http://somecoolparentingsite.org

- Going to the girls soccer game at Tiger Stadium at 4:30 today. Hope to see you there.

- Take your children somewhere this weekend and talk with them.

- Check out the local science center program from 1 to 4 Sunday afternoon.
Principal Tweet

• Spartans lead Klingons 20 - 7 at half time.
Dr. Doug’s Twitter Service Model

Dr. Doug selects tweets
Post at DrDougGreen.Com

Fans get a valuable resource & save time.

Saturday, November 27, 2010
Some of my Tweeple

Vytheeshwaran - India
Shelly - Germany
Kwan - Singapore
Stephanie - NC
Justin - U Minnesota
George - Alberta
Berni - North Yorkshire, UK

Bottom line: Twitter is global and promotes diverse thinking.
Who to follow? - Some of my favorites
Any recommendations?

Freakonomics
David Pogue

Wired
Daniel Pink

Don’t follow everyone who follows you.
Put quality first!
I believe that whether a person follows any religion or not is unimportant. He or she must have a good heart, a warm heart.
Cool tweets

- Let's be honest, we didn't teach kids how to text message. They taught themselves. What we did was provide the framework for spelling.

- I feel that it is platforms like twitter that brings people to express themselves comfortably. Even if they are wrong, someone's there.
Seniors: Tweet for Cash

- KFC is giving $20,000 for a single tweet.

- It’s judged based on quality, creativity, ability to tell a story on why you should receive the award, and the entrepreneurial drive and desire to pursue a college education.
Tweet Chats
Attend conferences without going anywhere.

Use Hashtags.Org to find what you are interested in.
Recommendations

• If you are here, get an account and get a clue.

• If you tell your people you are going to tweet, you need to tweet, even if your PR person does it for you.

• At least search your school/district to see what people are tweeting about you.

• If you don’t have time to follow people, check DrDougGreen.Com for my favorite tweets.
If you drink the Kool-Aid, don’t tweet the Kool-Aid.

Teach how to think, not what to think.
Recommendations II

• Use search.twitter.com to find out what is going on now.

• Keep tweets under 120 characters if you want to be re-tweeted.

• Compartmentalize: Use Facebook for friends and family and Twitter for professional purposes.
Why one teacher tweets

- Teachers help teachers and encourage others to be better.
- Access the vast amount of resources available.
- Teachers can connect to classrooms around the world, bring the world into their class, and show students how small the world can be.
- Show students that there are other ways of doing things beside the ones they know
- FREE Professional development!
**Random Stuff**

- If you follow people on Twitter, they just might follow you back.

- Twitter is banned in China. A woman in China has been sentenced to a year in a labour camp after posting a message on the social networking website Twitter.

- Twitter was indeed a powerful means of me getting a continuous flow of professional and indeed life development. Malcolm Bellamy
Resources


- Do you really want Tweets to hit your mobile device? I sure don’t.

More Resources

• http://bit.ly/OHBKa Lots of tips for twitter users
• http://bit.ly/9YPzDb 8 reasons educators use Twitter
Still More Resources

• 9 reasons to Twitter in Schools http://bit.ly/dc7l8K
• 7 ways to be a better leader http://bit.ly/cKs4Y9
• Reasons to Tweet http://bit.ly/9YPzDb