Showing How Awesome You Are! School and Leadership Branding

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Link To This Document:
http://bit.ly/tceabranding

My Book All About Being A Connected Educator and Learner-
The Relevant Educator: How Connectedness Empowers Learning
http://bit.ly/relevanteducator

Social Media Stats:
http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx
http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/

The Internet In Real Time:
http://pennystocks.la/internet-in-real-time/

Creating Student and Educator Friendly Social Media Guidelines:
http://www.edutopia.org/blog/social-media-guidelines-steven-anderson

It's All About The Hashtag:
http://blog.web20classroom.org/2013/07/summer-learning-series-its-all-about.html

Official Educational Twitter Chat List:
http://bit.ly/officialchatlist

Google+ Communities
http://edtechdev.wordpress.com/2013/11/15/80-educational-google-communities/

edWeb.net Communities
http://edweb.net

District Facebook Page Example:
https://www.facebook.com/OrangeCountyPublicSchools (Orange Co Schools, FL)
https://www.facebook.com/LCPSofficial (Loudoun County Schools, VA)
https://www.facebook.com/HillsboroughSch (Hillsborough School District, FL)
https://www.facebook.com/guilfordcountyschools (Guilford County Schools, NC)

MS Facebook Page Example:

https://www.facebook.com/northeastmiddleschoolcougars (Baltimore City Schools)

HS Facebook Page Example:
http://facebook.com/newmilfordhs

Creating Facebook Groups for Schools:
https://www.facebook.com/about/groups/schools

School Twitter Feed Example:
https://twitter.com/diggslatham (WSFCS, NC)
https://twitter.com/CHSJaguars (Chapel-Hill/Carrboro Schools)
https://twitter.com/FoxHollowElem (Pasco Co Schools)
https://twitter.com/kmmslions (DC Public Schools)
http://twitter.com/knappelementary (Philadelphia)

School Principal Twitter Feed Example:
http://twitter.com/smgaillard (WSFCS, NC)

Superintendent Twitter Feed Example:
https://twitter.com/pammoran (Albemarle Public Schools)

District Youtube Channel:
https://www.youtube.com/user/CollierSchools/videos (Collier County Schools, FL)
https://www.youtube.com/user/FairfaxCountySchools (Fairfax County Schools, VA)
http://www.youtube.com/user/WakeCountySchools (Wake County Schools, NC)

School Instagram Account:

http://instagram.com/teamanastasis

*I use Instagram with my students-- I actually just started. Our account is private so I can monitor who follows us, but I invite all of my students and parents with accounts. I post pictures of their work in class, and, since I teach science, I post pictures of science in every day life (for example-- bacon cooking = chemical reaction) to get them to think about how science IS their life. My goal is to create a hashtag for them to use and post their own photos of everyday science in their life with a short explanation. I won't follow them, but I can search the hashtag and as long as they aren't a private account (and it's an appropriate post) I will repost their photo for the class. Our account is @mrsgreensclass

http://instagram.com/lhlmc
A friend of mine uses instagram for her high school library media center.

District Pinterest Account:
http://www.pinterest.com/dcpsclassrooms/
http://www.pinterest.com/apsupdate/

The Relevant Educator Book:
http://bit.ly/relevanteducator