

Communication, Collaboration and Citizenship



Using Twitter to Connect to Students, Parents, Teachers, and the Community



Gloucester City Public Schools

Bernie Collins – Technology Coordinator

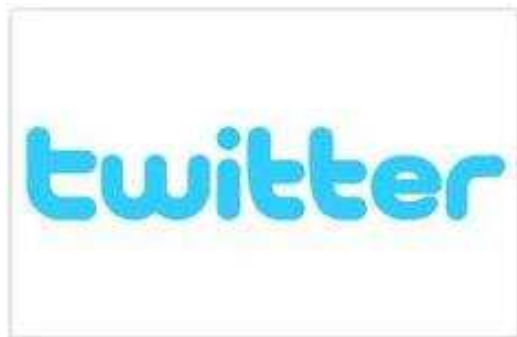
Janet Kauffmann – Director of Technology

Paul Spaventa – Superintendent

“The Best Way to Discover What’s New in Your World”

- **Twitter?**

- A mainstream microblogging site with 175 million registered users creating 95 million tweets per day as of September 2010
- Twitter has gone viral in schools across the world
- 57% of schools in the US have opened a twitter account (2009 Blohm & Associates) and more than half of them report that they struggle to use the tool effectively



Administrators use twitter to -

- Push out emergency notifications
- Share staff and student successes
- Alert key stakeholders on a variety of topics
- Generate support of new initiatives
- Build professional learning networks
- Foster relationships with the community



twitter

twitter

Have an account? [Sign in](#)

Get short, timely messages from The Lions Pride.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @GCSD_NJ](#).



[Sign Up](#)

Get updates via SMS by texting [follow GCSD_NJ](#) to [40404](#) in the United States
[Codes for other countries](#)

ns Pride (GCSD_NJ) on Twitter

Mrs Cipriani's & Mrs Light's classes wrote letters w/ pictures for the troops - 278 soldiers were given packets to take with them over seas

11:07 AM Jan 21st via web

GHS mid-term exams begin on Monday, January 24th and end on Thursday, January 27th. All four days will be half-day sessions for students

8:22 AM Jan 21st via web

Kristen Lazos is hosting a seminar at HPPS on post graduation options, school applications, the SAT's & financial aid on 1/26 and 1/27

8:20 AM Jan 21st via web

Attend our Parenting Magic workshop Thurs 1/27 6-8pm at CSS in the Early Childhood Center, Free babysitting available, reservations required

8:21 AM Jan 20th via web

High School parent conferences have been rescheduled for Wednesday, February 2nd - watch your mail for details

3:28 PM Jan 18th via web

GHS Lions swim team pulled an awesome 88-81 point win over Deptford tonight! The kids really made it happen - Great start to the weekend!

6:25 PM Jan 14th via web

All Gloucester City Public Schools will be closed on Monday, January 17th in observance of Martin Luther King day

5:05 PM Jan 14th via web

Mr Gorman's Civics class spent time this morning talking to legendary NFL Hall of Famer Willie Lanier about the qualities of a champion

9:22 AM Jan 14th via web

The Courier Post has ranked the Lady Lions Basketball team in the top 10

7:20 AM Jan 14th via web

The Pre-School will celebrate the birthday of A.A. Milne, the author of Winnie the Pooh, with Pooh Day on Friday, January 14th

10:55 AM Jan 13th via web



Teachers use twitter to -

- Communicate expectations to students
 - Homework assignments
 - Reminders of upcoming deadlines
 - Study tips
 - Ticket out the door activities
 - Read, revise and write activities
 - Building a body of work – SAT word of the day
- Communicate with parents
- Build professional learning networks

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S. Dybus
@Dybus17 GHS - South Jersey
Official Twitter page for College English 4 & College Bio



Dybus17 S. Dybus

To get respect, you need to GIVE RESPECT!

26 Jan



Dybus17 S. Dybus

BEST OF LUCK TO EVERYONE ON YOUR MIDTERM EXAMS!

24 Jan



Dybus17 S. Dybus

My cute little lawn statue - he's gotta be freezing and yet he's always smiling :) LOL <http://twitpic.com/3rv7op>

20 Jan



Dybus17 S. Dybus

1/20 College Biology - Ch. 37 quiz tomorrow - you should also be looking over your tests/quizzes from MP1&2 to prepare for the midterm exam.

20 Jan



Dybus17 S. Dybus

1/20 College English 4- Notecard for exam review due tomorrow to be checked by Mrs. Egerton or me. Also, MP2 notebooks due tomorrow <3

20 Jan



Dybus17 S. Dybus

1/19 College Biology - DRA 37.3 - section review p. 219 # 1-5. Remember: Help is ALWAYS AVAILABLE after school in rooms A19 and H9 :)

19 Jan



Dybus17 S. Dybus

1/19 College English 4 - Shakespeare project due tomorrow - stop by after school to finish packet if necessary. Due tomorrow!

19 Jan

Professional Learning Network

- Connect with other educators
- Follow conferences and events
- Find great links and resources
- Ask for advice
- Track current events in education
- Follow education news
- Communicate with experts
- Go mobile
- Model communication skills to students



twitter

Professional Learning Network

twitter Search Home Profile Messages Who

eCN eClassroom News
School district turns snow days into 'e-days' <http://ow.ly/3LnDJ>
#edtech #edchat
4 hours ago

mcleod Scott McLeod
New post: The crux of the problem with schools and universities
<http://bit.ly/eUQT6k> #edtech
4 hours ago

eSN eSchool News
How to keep tabs on mobile computers ... without being sued for 'spying' <http://ow.ly/3LrmH> #edtech #edchat
4 hours ago

ED_Outreach Massie Ritsch by usedgov
George Will - Getting American students to find the goal posts of success wapo.st/g2PG0n via @washingtonpost
7 hours ago

DEN Discovery Education
Our product development team will be hosting two focus groups at FETC. Want to see what's next for DE? Sign up!
<http://goo.gl/SWyaM>
5 hours ago

AAEteachers American Educators
#teachers - interested in gov grants? | <http://is.gd/GDFRwJ>
5 hours ago

DEN Discovery Education
going to FETC next week? Help us shape the future of Discovery Education by participating in a focus group. More info @
<http://bit.ly/eG3KGF>
5 hours ago

ASCD ASCD
TOP SB STORY: What should be done to improve science education?: Interest in science education has waned since t...
<http://bit.ly/fB84wl>
5 hours ago

twitter Search Home Profile Messages

gcsd01 Janet Kauffmann
Tip #8 @eschoolnews - news and insight on how we use and fund technology in education - lots of class room tips and grant ideas
21 Jan

gcsd01 Janet Kauffmann
8 days til NJTechSpo -not sure if I am more excited over our twitter or open source session - we have great stuff from our teachers to share
20 Jan

gcsd01 Janet Kauffmann
Tip #7 @educationweek - great articles, lots of national news, really like the pieces on the value of play and the future of tech on now
20 Jan

gcsd01 Janet Kauffmann
9 days til NJTechSpo - lots of info about how we started our own Professional Learning Network that includes our twitter community - stop in
19 Jan

gcsd01 Janet Kauffmann
Tip #6 @ScholasticAdm - lots of resources, articles and tips - get the digital issue of the magazine - always something useful & interesting
19 Jan

gcsd01 Janet Kauffmann
10 days til NJTechSpo - we are presenting twitter in our schools and on our Open Source Kit & Kaboodle - 2 shows on Friday - come play!
18 Jan

gcsd01 Janet Kauffmann
Tip \$5 - @techlearning - short articles, lots of tips, food for thought - I enjoy the info in list format - worth the email subscription
18 Jan

Getting started?

- **How do I start using Twitter?**

- Just log-in to www.twitter.com, sign-up for an account and get started—no fees, no fuss. All you need to start is a valid email address
- Once you are registered, set-up your profile and security settings
- Make the follow or not to follow decision
- Make the private or public decision
- Learn some of the lingo



Starting thoughts

- Be able to articulate why you want to do this
- Check out what other schools are doing
- Keep it simple
- Keep it pleasant
- Plan and prioritize your communications
- Control the flow of data
- Limit to 120 characters to encourage re-tweeting
- Use <http://tinyurl.com> to link to articles or web pages
- Link to your district site for expanded coverage
- Plan your roll-out – staff training and community notifications, rss feeds, and smartphone apps





Gloucester City Public Schools @gscd_nj

Bernie Collins – Technology Coordinator @gcsd02

Janet Kauffmann – Director of Technology @gcsd01

Paul Spaventa – Superintendent @pspaventa

Presentation available on

<http://www.gcsd.k12.nj.us/technology.htm>