

TECHNOLOGY SERVICES & INNOVATION  
  
**Getting Started with Twitter**



**What you should “tweet” about:**



**Sharing innovative strategies and news from your schools.** As an educational leader, we are a needed voice and advocate for our own practices. Twitter only allows for 140 characters, so often you will have a link to an article or accompanying blog post within that space. This is a great way to be your own “press” while also contributing to the greater good of education.



**Educational articles that influence your thinking.** If you believe that the article, written by an organization or another educator, is beneficial to your learning and/or the learning of others, “tweet” it out.



**Thoughts and quotes.** As leaders we need to be thinkers. Sometimes it is nice to have a space where we can share these thoughts. Also, these short quotes may be just the fuel someone else needs to push through their educational journey.



**Questions that will help you or your organization.** Instead of starting from scratch ask questions to your Personal Learning Network, companies and developers on Twitter. Sometimes the research has already been done by others or this can help build features in future product development.



**Support others educators.** You are a leader and the best leaders empower others. Twitter is a platform you can do this with your staff or educators all over the world. Retweeting other’s work is a way of saying that you enjoyed what they shared.



**Some personal information.** This is where some educators may disagree. As an educator, you are a person first. When you share who you are with students, you build a stronger connection. Sharing with people (every once in a while) helps to build relationships as they realize you are person. Share what you would be willing to share with students (Twitter is public), but this should not be the majority of your tweets.

**What you SHOULD NOT “tweet” about:**



**Do not use any profanity.** You wouldn’t do it in front of students. When you are on Twitter, you are in front of students. Don’t do it.



**Do not get into “fights” with others.** Professionalism is key.



**Do not share links to sites that are inappropriate.**



**Lose the negativity.** Stay positive and if you can’t, stay off Twitter until you get there.