10 Things
A Superintendent Needs To Know About Social Media
1. Lead the change.
You might as well fall flat on your face as lean over too far backwards.

James Thurber
Effective Leadership

• Managing meaning
• Providing a vision
• Creating emotional engagement (a buzz)
• Holding open, personal, two-way conversations

Social media is your tool of choice!
Brain Research

Head

• Linear
• Logical
• Questioning
• Fact-based

[This is the realm in which educators are most comfortable.]

Heart

• Emotional
• Responsive
• Trusting
• Relationship-based

[This is where social media takes us.]
2. Take risks.
WE NEED TO COMMUNICATE LESS WITH OTHER DEPARTMENTS.

THE MORE THEY KNOW ABOUT US, THE MORE THEY CRITICIZE WHAT WE DO.
The overall social and emotional climate of social networking sites (SNS) is a very positive one where adult users get personal rewards and satisfactions at far higher levels than they encounter anti-social people or have ill consequences from their encounters.

2012 Pew Internet study
3. Understand the power.
Portable, Personalized, Participatory
Who Owns What

• 88 percent of adults now own a mobile phone.

• 46 percent of adults own a smart phone.

• 69 percent of adults over 65 own a mobile phone. (53 percent use internet or email.)

• 84 percent of Hispanic adults own a cell phone.

• 79 percent of African American adults own cell phone.

• 6 in 10 adults go online wirelessly, using cell phone, laptop, e-book reader or tablet computer.

• Tablets are more popular with adults in the 30’s and 40’s than young adults 18-29.

• English-speaking Hispanic adults and African American adults are more apt than white adults to use their mobile devices to text, use the Internet, watch videos, email or make a charitable donation.

_Pew Internet study 2012_
4. Break the old dynamic.
More immediate

School is being held as normal today. We had no school safety incidents to report yesterday related to the early morning shooting of two Riverside Police Department Officers. School will be held as normal today, Friday, Feb. 8. We will update this website as well as our Facebook page as necessary. We appreciate our community's support.
More visual and fun
Don’t miss this opportunity to get free, professional help with the FAFSA for college financial aid 10 a.m.–2 p.m. Feb. 9 at Matoaca High School. [http://www.vasfaa.org/Default.aspx?pageld=1194040](http://www.vasfaa.org/Default.aspx?pageld=1194040)

**SUPER SATURDAY**
**February 9**
10:00 a.m. - 2:00 p.m.

Matoaca High School
17700 Longhouse Lane, Chesterfield, VA 23238

**You + FAFSA = Money for College!**

**What is Super Saturday?**
- FREE, PROFESSIONAL, one-on-one assistance completing the FAFSA (Free Application for Federal Student Aid)
- Financial aid presentations on the basics of federal and state aid
- Chance to win a $100 book scholarship
- Annual VASFAA community service project

**Who should attend?**
Parents, high school, college and adult students who plan to attend college during the 2013-2014 academic year

**What to bring to Super Saturday (students & parents/spouses)**
- U.S. Department of Education Personal Identification Number (PIN) for you and your parent. **Save time and apply for a PIN in advance at [www.pin.ed.gov](http://www.pin.ed.gov).** You may also get one in real-time when you fill out the online FAFSA.
- Social Security numbers for you and your parents/spouse
- Driver’s license (if available)

**Contact Information**
Melloney Johnson
804-599-3108 ext. 214
melloney_johnson@cpsnet.net
More authentic

Charles Sampson @FRHSDSup
Can we just say no to this already? Do 5-Year-Olds Really Need Career Testing? zite.to/11oTFI8 via @zite #suptchat #edleadership

Candy Singh @supsingh
I want to be as good at my job as Beyonce is at hers.
Dr. Dakin @RPS_super
Super knows deep down that all would have preferred to do a 1/2 day rather than a day in June! Ha! Be safe, help others, stay away from wires.

Lee Boston @LeeBoston
@RPS_super good call by local supers on cancelling school ~ most people do not know how to drive in a little bit of snow.

Dr. Dakin @RPS_super
@LeeBoston super did the safest thing. Still think we would have been ok going, but safety rules.
Christopher Brown @cbrownwgcsd

Happy Friday! Even I wore my pajamas inside out @chrisbrandolino, what gives?! Building visits and musical tonight. Have a great day!

Expand

mary anne cody @maryannecody

@cbrownwgcsd Thanks Dr B Your tweets are an important part of our Mornings!

Expand

Christopher Brown @cbrownwgcsd

"@maryannecody: @cbrownwgcsd Thanks Dr B Your tweets are an important part of our Mornings!" My pleasure! Dr.B

Hide conversation  Reply  Retweet  Favorite  More

5:52 AM - 8 Feb 13 · Details

Reply to @cbrownwgcsd @maryannecody
More mobile
SEE WHAT YOUR CUSTOMERS SEE

This tool shows you how your current site looks on a smartphone, and provides a report on what’s working and what you can do better. To get started, fill in your info below.

TEST YOUR SITE
5. Choose your platform wisely.
Figure 4.1: The website as the centerpiece of a school’s communication system.
Why?

PROFESSIONAL DEVELOPMENT

Network with other school leaders.

STRENGTHEN YOUR COMMUNITY

Connect with your community.
Alyssa @lysmekah
31 Jan
great conversation. RT @sheilamoris: What About Final Exams? bit.ly/XWQdXr interesting blog post @chrkennedy #sd36learn

Chris Kennedy @chrkennedy
1 Feb
@lysmekah love to hear more about your paper and decision re: final exams... great if you could add as a comment on the blog

Alyssa @lysmekah
2 Feb
@chrkennedy i added a few of my thoughts to your blog. great post and great comments from others!

Chris Kennedy @chrkennedy
2 Feb
@lysmekah Thanks for adding your comment. I find your comment on exams at Harvard very interesting - clearly it is not just us with this?

10:21 PM - 2 Feb 13 · Details
https://twitter.com/AASAMeg/supts
#suptchat
New Milford High School
Student announcements for Monday February 11
https://docs.google.com/a/newmilfordschools.org/document/d/1s8r4P0BABp0XfxLQRSRt9jAjL2IDYMuvVj8NPe77sJc/edit
Like · Comment · Share · 2 hours ago · 📅

Park Tudor School
Did you know that we have our own alumni networking community? It is for all Park Tudor, Tudor Hall and Park School alumni, as well as current and former faculty members. Sign up to keep up with all Park Tudor Alumni news and activities!

<table>
<thead>
<tr>
<th>Network on Link</th>
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<tbody>
<tr>
<td><strong>Park Tudor School</strong></td>
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<tr>
<td>alumni.parktudor.org</td>
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<tr>
<td>Welcome to PANTHER CONNECT – a password protected community for alumni of Tudor Hall, Park School and Park Tudor School. From this site, you can</td>
</tr>
</tbody>
</table>

Like · Comment · Share · 👍 1 · 👤 1 · 36 minutes ago · 📅
Who?

You.

Other district staff.
What?

Blog

twitter
facebook
vimeo
Get trained.
6. Create quality content.
See content moments everywhere.

Devin Vodicka, EdD @dvodicka
30 Jan
This is an excellent video that highlights amazing music program at Empresa Elementary buff.ly/WRJ7Ef @EmpresaElementaRocks
@EmpresaRocks
View media

Devin Vodicka, EdD @dvodicka
30 Jan
I was pleased to attend Encuentros Leadership Board meeting tonight and thank the team for supporting our students. #wave
Expand

Devin Vodicka, EdD @dvodicka
30 Jan
Student bands to raise money for charity | buff.ly/UDU1bl @MissionVistaHS #solvealworldproblems #wave
Expand
Be your community cheerleader.

Park Hill School District

Congratulations to Plaza Middle School math teacher Linda Wiederholt, who was inducted into the Special Olympics Missouri Hall of Fame!

Because of her induction, she was also enshrined into the Missouri Sports Hall of Fame on Jan. 27.

Since the 1980s, Wiederholt has participated in every facet of Special Olympics, including coaching, fundraising, mentoring, leadership, planning committees and r...

See More
Provide event information.

Mike Miles, Superintendent of Dallas ISD shared a link.
October 15, 2012

Parent/Teacher Conferences are taking place this week at our schools. High school conferences start TONIGHT from 4–8 p.m.

The link below has further information (in English & Spanish) including dates/times, tips, and questions to ask your teacher. http://bit.ly/PyeLrD

http://bit.ly/PyeLrD
bit.ly
Schedule live online conversations.

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**Jeff Jones** @jjonessd08

Twitter Chat with the Superintendent - Jan 30, 5-5:30 PST "How is Social Media Changing the Face of Education?" #sd8isgr8

#sd8kootenaylk

Expand
Address tough issues.

David Britten @colonelb
"...there is no way to ignore the ongoing battle for command and control of American education." heraldnet.com/article/201302...
#MichEd #edreform
Expand
7. Use social media for effective crisis response.
Act quickly.

Christopher Brown @cbrownwgcasd
Important note for West Genesee High School ONLY. We are evacuating the building and sending students home as a precaution due to a bomb

12:06 PM - 6 Mar 12 via Twitter for iPhone • Details

Christopher Brown @cbrownwgcasd
Threat. We will have students on buses shortly so they are warm and safe. We will dismiss once we have completed attendance.

12:07 PM - 6 Mar 12 via Twitter for iPhone • Details
Anticipate and answer.

Christopher Brown @cbrooknwgcsd

Parents will be able to pick up their children at Lowe's once attendance is taken and students who ride buses are released.

12:09 PM  6 Mar 12 via Twitter for iPhone - Details

Christopher Brown @cbrooknwgcsd

We will sweep and clear the school and make that announcement when we can. I am at the school and EVERYONE is safe. Please do not panic.

4 RETWEETS

12:10 PM  6 Mar 12 via Twitter for iPhone - Details
Christopher Brown @cbrownwgcsh
We will do our jobs and get the students home warm and safe. Thank you for understanding.
12:11 PM - 3 Mar 12 via Twitter for iPhone · Details

Christopher Brown @cbrownwgcsh
Media can reach the Camillus Police Chief and me at 12:45PM in the Lowe's Parking lot for an update.
12:12 PM - 3 Mar 12 via Twitter for iPhone · Details

Christopher Brown @cbrownwgcsh
All students are safe, warm, and accounted for and are now being dismissed. Police are sweeping the building. Thanks for your understanding.
12:36 PM - 3 Mar 12 via Twitter for iPhone · Details
Follow-up.

Christopher Brown @cbrownwgcisd
The High School has been cleared. Students and staff can return to the building to retrieve their things. Thanks to all for cooperation.

10 RETWEETS

2:16 PM - 6 Mar 12 via Twitter for iPhone · Details
_reply Retweet Favorite

Christopher Brown @cbrownwgcisd
Thank you to students, parents, and media for helping me to get the CORRECT information out there via #socialmedia

3 RETWEETS

2:21 PM - 6 Mar 12 via Twitter for iPhone · Details
_reply Retweet Favorite
Integrate with other SM.
8. Create a structure to make it happen.
Start small.
### Policy Database

The most complete listing of social media policies. Referenced by the world's largest brands and agencies.

#### Get Email Updates

Get email updates of new policies or features.

![Sign Up](image)

#### Add Your Policy

Submit a link to your policy. We review all links before adding them to the database.

#### Credits

Our deep gratitude to the following people who contributed to this database:

- Ed Bennett (@EdBennett)

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<thead>
<tr>
<th>Organization</th>
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<tbody>
<tr>
<td>About.com</td>
<td>Template: Blogging and Social Media Policy</td>
</tr>
<tr>
<td>About.com</td>
<td>Template: Internet and Email Policy</td>
</tr>
<tr>
<td>American Institute of Architects</td>
<td>Policy on Staff Use of Social Media</td>
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<td>American Red Cross</td>
<td>Social Media Handbook for Local Red Cross Units</td>
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<td>American Red Cross</td>
<td>Online Communications Guidelines</td>
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<td>amp3 Public Relations</td>
<td>Social Media Guidelines</td>
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<td>Astonish Results</td>
<td>Social Media Policy (for Insurers)</td>
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<tr>
<td>Australian Government: Department of Finance and Deregulation</td>
<td>Social Media 101: A Beginner's Guide for Finance Employees</td>
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<td>Australian Government: Asia-Pacific Civil-Military Centre of Excellence</td>
<td>Staff Guidance - Use of Social Media</td>
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<td>Australian National Botanic Gardens</td>
<td>Social Media Policy</td>
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<td>Australian Public Service Commission</td>
<td>Protocols for Online Media Participation</td>
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<tr>
<td>Baker &amp; Daniels</td>
<td>Social Media Policy</td>
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Use management tools.
Measure results.
9. Expand your network and your influence.
ABOUT US

The Office of Emergency Management is responsible for the comprehensive, "all-hazards/threats" emergency and disaster management planning efforts for Tulane University. We provide planning, training, inter-departmental coordination, and emergency response assistance for major emergencies or disasters.

Our Mission

In keeping with the University mission to be a truly distinctive international university, the mission of the Office of Emergency Management is to achieve three primary goals:

We value our community's safety — our students, faculty and staff are not exposed to hazards and risks that could negatively impact their health, personal safety, or ability to create, communicate, and conserve knowledge.

We are prepared for anything — our focus is to prepare for any type of unplanned event that may impact the Tulane family. We will ensure that our students, faculty and staff are always ready to react and respond to any type of emergency.

We can always do better — our job is never complete; we never stop learning. We will endeavor to always identify ways to improve and enhance emergency prevention, preparedness and response at Tulane. We will also collaborate with our partners outside of the Tulane community to further enhance the preparedness of the university and the entire New Orleans community.

Our Vision for the Future

We will build a strong reputation at the leader in university emergency management through our actions.
The Real Story
10. Adjust your attitude.
The Skills

- Listening
- Collaboration
- Client-focused
- Flexibility
- Brevity
- Clarity
- Speed
Questions?

@aasameg

@kbporterfield