The New PD: Professional Learning in the Digital Age
Dr. Brian G. Ricca, Superintendent of Montpelier Public Schools
Michael S. Martin, MPS Director of Curriculum & Technology
February 11, 2016 – Phoenix, AZ

1. **It’s okay to lurk.** Social media is great for creators, debaters & producers, but it’s great just to be a content consumer sometimes too. #presence


3. **Connect & keep in touch.** Better than a business card or email to stay connected after a conference. #relationships

4. **Pictures are powerful.** Sure, there’s a character limit, but a picture’s worth a thousand words. #images

5. **Tagging is better.** This is how we organize knowledge in the digital age. #hashtag

6. **Aim your tweets.** Handles, tags, and density of “twitterese” will determine your audience(s). #purpose

7. **Twitter is flatter.** People you admire might talk to you if your ideas are good! #meritoftheidea

8. **Make meaning.** Capturing & sharing a moment with groups can reinforce the message, build community, or inspire meaningful reflection. #shapethenarrative

9. **Use different accounts.** Worried about boundaries? Manage relationships & content through separate professional, personal, and interest-based accounts. #worklifebalance

10. **Try power tweeting!** Manage multiple accounts, time your tweets, and try out other functions in a “social media management system” like Hoot Suite or Tweet Deck. #multipleplatforms

@MPS_Super
@Mike_MPS
#NCE16
#TheNewPD