

A Arlington Public Schools

"The Power of the Twitterverse"
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A Overview

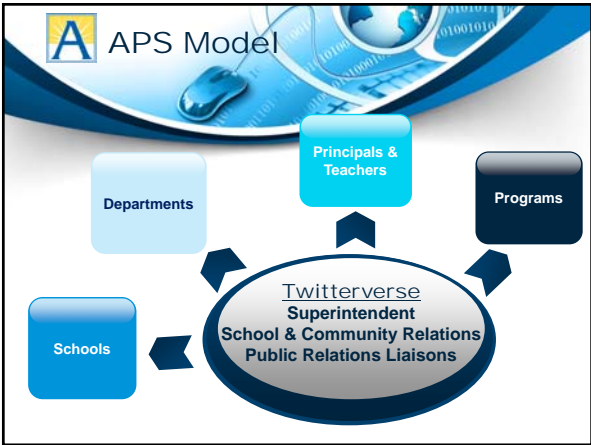
- 1 Why Choose Twitter?
- 2 Steps to Build a Twitterverse?
- 3 Challenges Twitter May Present?
- 4 How Do You Measure Success?

A Why Choose Twitter?

Sharing Content	Getting Feedback	Engaging Families And Staff	Branding Identity
<ul style="list-style-type: none"> • Text • Links • Photos • Videos • Livestream 	<ul style="list-style-type: none"> • Retweeted • Quoted • Favorited • Tagged with @ for input 	<ul style="list-style-type: none"> • Views Within APS • PLCs 	<ul style="list-style-type: none"> • Promoted Hashtags • Focused Messaging

A Building Your Twitterverse

- APS established social media policy/procedures
- APS Superintendent developed a Twitter account
- Superintendent encouraged Admins to use Twitter
- School & Community Relations (SCR) planned weekly content
- 2014-15 Pilot program paid stipends to PR liaisons to share/promote school news
- Weekly email updates to PR Liaisons and Admins
- Multiple training opportunities provided



A PR Liaisons: The Key to Our Success!

- SCR provides PR Liaisons an iPad mini to take photos and video, access email and social media
- Liaisons share good news via Twitter, Dropbox, APS News emails
- Liaisons support APS/SCR hashtags, messages, and promotional events
- Liaisons replicate Twitter training and communicate value inside schools.
- Stipend = small investment, big dividends

A Getting Feedback

- SCR Team monitors and responds to comments on social media
- Weekly editorial meeting to review content and engagement strategies ([See Handouts](#))
- Hootsuite is used to schedule content and manage multiple platforms
- Tweetreach is used to monitor level of engagement with content (RTs, Favorites, Reach, Total Impressions)

A Engaging Staff

- Provide training to all school-based PR Liaisons at quarterly and throughout the school year
- Offer small group and one-on-one training
- Hosted Twitter workshop on Professional Development Day
- Launched "[Social Media Matters](#)" column in employee newsletter to share tips and tricks
- Created "[TechTips](#)" video series with short trainings on using digital tools effectively
- Created [Social Media Guidance Page](#) for Staff

A Engaging Staff

- #APSchats – Weekly Staff Twitter Chats
- Scheduled 8-9 p.m. on Tuesdays
 - Teachers schedule moderators and topics
 - Staff can engage in conversation with hashtag
 - Nurph Channel ([nurph.com](#)) is used for RSVPs, live chat, and video archive/replays
 - Average 20-40 participants, 500+ tweets
 - Guest authors have moderated book discussions, included book giveaways
 - Sticker badges for participants

A Engaging Families

- Provides daily access inside of schools
- Shares lessons to extend learning at home
- Highlights positive work at schools
- Allows families to engage with school leaders
- Gives APS a communication platform that bridges many divides
 - Twitter training provided to Latina Mom's group engaged them daily in their child's classroom
 - Digital learning showcases provided training to families so they could connect online
 - Staff highlighted learning with classroom tweets

A Livestreaming Content

How APS Has Used Periscope

- Mystery Readers
- School Celebrations
- Concerts
- Special Events
- Community Meetings



katch.me/apsvirginia

Social Media Tools

Social Media Apps and Tools

- **Canva** — Create a design (search graphics, photos, fonts; or upload your own)
- **Katch** (katch.me) —Saves Periscope broadcasts for replay
- **Storify** (Storify.com) – Hashtag Compiler (Firefox)
- **Nurph** (Nurph.com)—The Twitter Chat platform
- **Hyperlapse** – [Time-lapse Video App](#)
- **PicsArt** – Collage App for Instagram and Twitter
- **Flipagram** – [Storybook App for Instagram](#)

A Branding Identity

One Message/Brand → Many Voices

- Hashtags shared with PR Liaisons weekly
- Hashtags publicized in employee newsletter
- Schools have adopted their own hashtag brands to engage with families
- APS uses #APSiSAwesome as its brand
- APS brands some programs with hashtags
- Storify shares hashtag summary of tweets

A The Power of #Hashtags

- #APSiSAwesome (Ongoing – Districtwide)
- #KWBpride, #HFBtweets, #AbingdonES (School Hashtags)
- #APrincipalsDay - Principal Appreciation Week (All – Recognition)
- #BWTSD2015 – Bike and Walk to School Day (Event)
- #SnowDayAPS – Engaging families at home (School Closed)
- #APSDLD15 – APS Digital Learning Day (Event)

A Challenges

“Arlington Schools Officials Urge Students to #keepitclean on Twitter”

The Washington Post

January 29, 2015

“APS to Students: Stop being mean to us on Twitter”

ARLnow.com

January 27, 2015

A Challenges

Hunter Reynolds (@HunterReynolds_)
Yo @SuptPKM close aps #closeAPS

A Can Lead to Positive Press!

Hunter Reynolds (@HunterReynolds_)
I can fix anything #closeAPS #closeAPS

Steve Walker School (@SteveWalkerSchool)
A principal never sleeps... #APInightsDay #APSDrew #APSDivision

Arlington Schools (@ArlingtonSchools)
APIS replaces football football maintenance with 5 star rated helmets. @Arlington Schools reports here... #closeAPS



