A silhouette of a person standing on a rock, looking up at a starry night sky with the Milky Way galaxy visible. The text "Enter the World of Social Media" is overlaid on the sky in a large, white, serif font.

Enter the World of Social Media

2016 Missouri SW-PBS Summer Training Institute

Today's Presenters



Chris Hubbuch

@DrChrisHubbuch FOLLOWS YOU

Husband, Father, Middle School Principal. Passionate about learning, technology, and ALL students finding success.

chrishubbuch.com

Joined March 2011



Keelie D Stucker

@KeelieStucker FOLLOWS YOU

Wife, Mother, Middle School Assistant Principal and passionate about helping students succeed.

keeliestucker.com

Joined July 2011



Michael Auer







@MichaelAuer6 FOLLOWS YOU

Saved by grace. Father, husband, and maker of great bacon sandwiches! School Improvement Consultant for [@MUHookCenter](#) [#MOSWPBS](#) [@MOLeaderAcademy](#) [#atplc](#)

Missouri

Joined August 2011

Overview of Today's Focus

-  Becoming a Connected Educator
-  Learning to Tweet, Tweeting to Learn
-  Professional Development
-  Stakeholder Communication
-  Social Media Platforms
-  Strategies that Support PBIS Efforts

A person is silhouetted against a starry night sky. The Milky Way galaxy is visible, stretching across the sky from the bottom center towards the top. The person is standing on a dark, rocky outcrop in the foreground. The sky is filled with numerous stars, and the Milky Way has a distinct purple and pinkish hue.

Introducing the Connected Educator

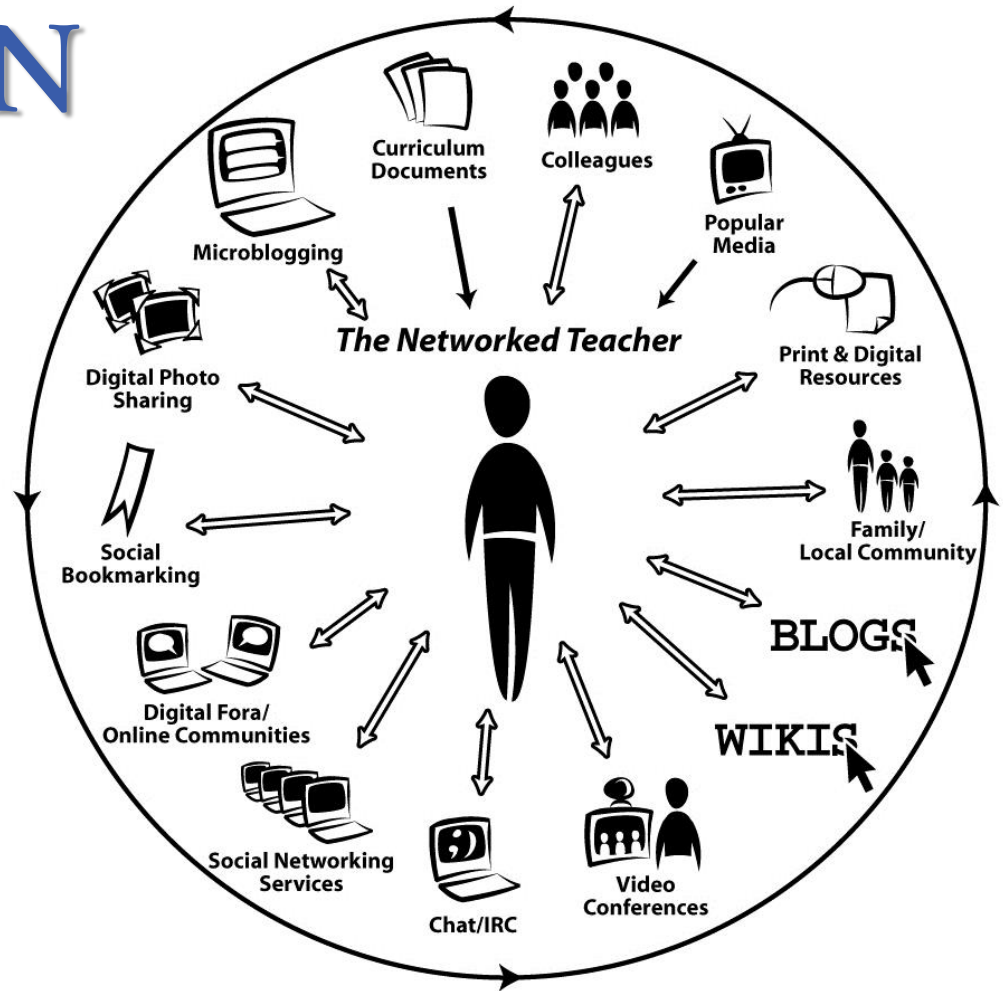
Starting with the “WHY” of getting connected

Transforming Collaboration

“Technology has provided us with the ability to communicate, curate, collaborate, and (most importantly) create with any number of educators, globally, at any time, and at very little cost.” @TomWhitby

CONNECTION

The New Normal



cc licensed by Alec Couros (2008)

A person is silhouetted against a starry night sky. The Milky Way galaxy is visible, stretching across the sky from the top center towards the bottom. The person is standing on a small rock or mound in the foreground, looking up at the stars. The sky is dark with many small stars and a prominent band of light from the Milky Way.

Learning to Tweet, Tweeting to Learn

Taking ownership for your professional learning

As an educator, why do you tweet?

“I tweet to learn and share with passionate global educators, parents, students and community members. It is impossible to keep up with everything that is taking place in education without forming a good PLN (Personal Learning Network).”



@cybraryman1

Twitterbrarian
moderator on #edchat

As an educator, why do you tweet?

“Instant feedback and unprecedented opportunities for collaboration with educators all across the globe.”



@justintarte

Executive Director of Human
Resources and Learning Services
Missouri

As an educator, why do you tweet?

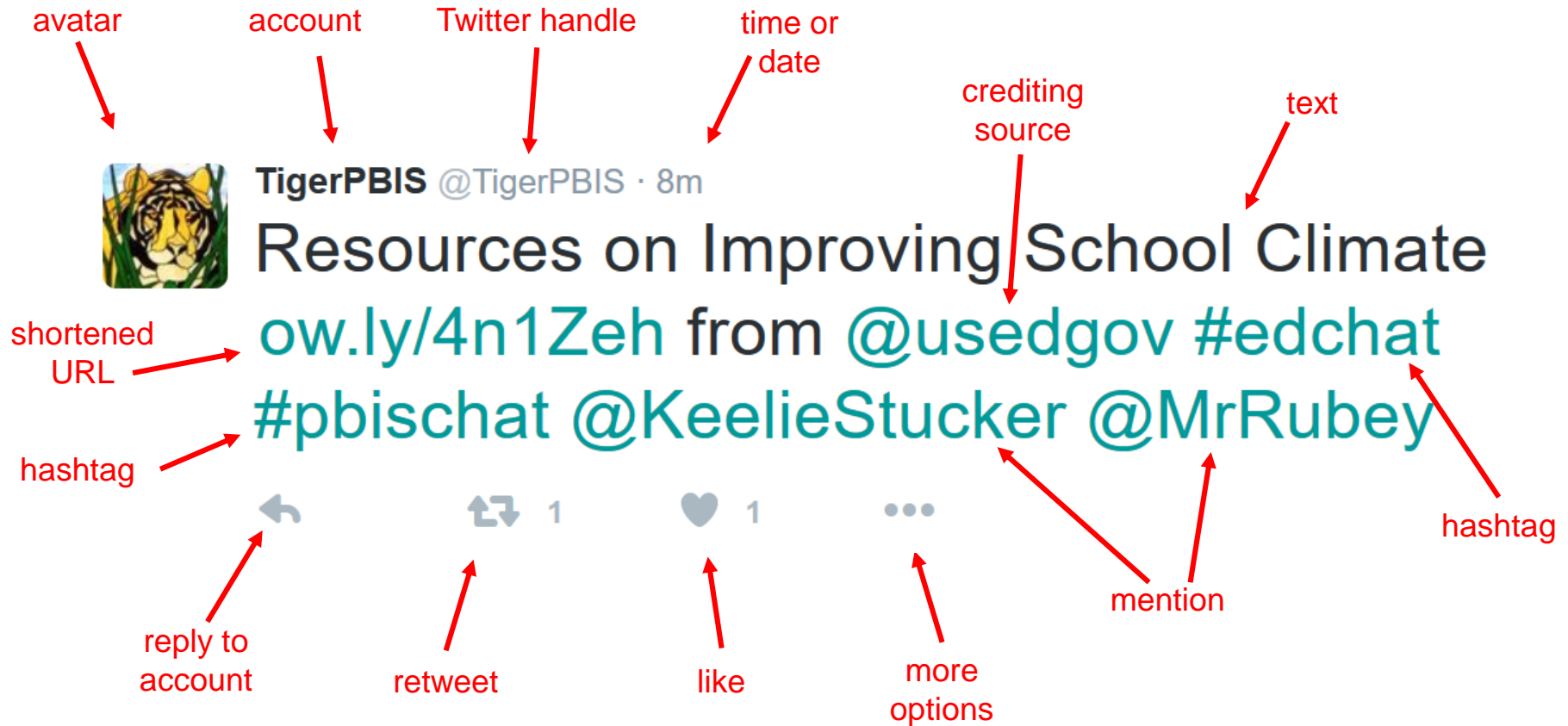
“I tweet to learn from others and share with others. I also tweet to share my students' great work so they can have an audience.”



@teacherdebra

Assistant Director of Educational Technology
Lower School Technology Facilitator
Pennsylvania

Breaking Down a Tweet



Handles & Hashtags

Twitter Handle

- Name of person or organization
- Actual names are optimal

Hashtag

- Topic, interest, category
- Conferences, chats, research

The Search Begins...

Who should
I follow?



Recommended to Follow

@MOSWPBS

@KeelieStucker

@_kentmc

@KelceySchmitz

@hbohano

@mbush36

@NanciJohnson2

@hivethrive

@pbischat

@mekelburg11

@MichaelAuer6

@way_gordon



Say Something!

Tweet about one thing you
learned at Summer Institute.

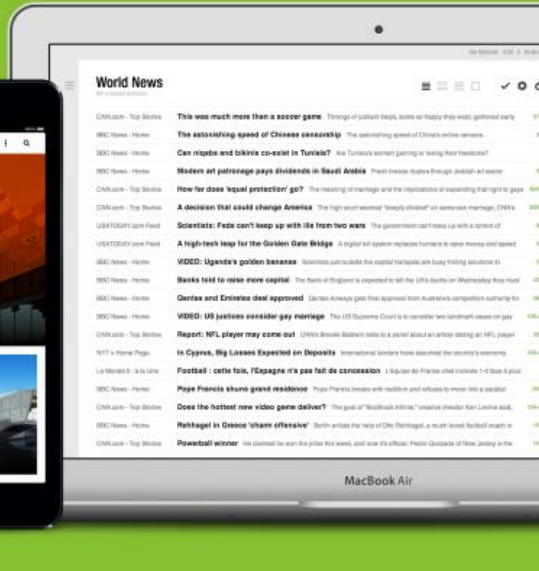
Managing the Abundance of Social Media Channels



Social Media Management



News Aggregator Sites



Cover Stories

FROM FORBES
MY MODERN MET
BBC WORLD
& MORE

Stories matching
"@pbischat"

Stories matching
"#MOSWPBS"

Stories matching
"George Suga"

Stories matching
"tigerpbis.org"

Stories matching
"@_kentmc"

Stories matching
"@NanciJohnson..."

Stories matching
"@KelceySchmitz"



A person is silhouetted against a starry night sky. The Milky Way galaxy is visible, stretching across the sky from the bottom center towards the top. The person is standing on a small rock or mound in the foreground. The overall scene is dark with many small stars and the bright band of the Milky Way.

Professional Development

Supercharge your PD with social media



TUESDAYS (9 EST, 8 CST, 7 MST, 6 PST)

Using the power of social media to connect, encourage, and discuss best practices related to PBIS in schools.

[@PBISCHAT](#) [GOOGLE+](#) [NORMS](#) [MODERATORS](#) [ARCHIVES](#) [RESOURCES](#) [SUGGESTED TOPIC](#) [VIDEOS](#) [OSEP CENTER](#) [NATIONAL FORUM](#) [APBS](#)

April 19, 2016

Get Connected: Using Social Media to Support Your PBIS Initiative







Get Connected: Using Social Media to Support Your PBIS Initiative



Join the discussion at [#pbischat](#) on 4/19

9 pm (EST), 8 pm (CST), 7 pm (MST) and 6 pm (PST)

[#pbischat](#)

-  **Matt Bush** @mbush36
Great way to build a classroom community and grow school culture! #PBIS #pbischat #perrychat [twitter.com/gcours/status...](#)
- Larry Barrow Retweeted
-  **Chris Hubbuch** @ChrisHubbuch
A2: Social media platforms can amplify your existing tools (websites, blogs, etc.) to get your school's story out there. #pbischat
-  **Liz** @lizinstl
[@jessicacpowers](#) thx will try it. Tier2/3 team meets this week and I wanted to get [#pbischat](#) ideas to bring to discuss!
-  **Liz** @lizinstl
[@jessicacpowers](#) 2 wks spacing at 90% ave, then 2 wks self monitoring . S is back to beginning bx #pbischat

[Embed](#)

[View on Twitter](#)



EXCELSIOR SPRINGS MIDDLE SCHOOL

Positive Behavioral Interventions & Supports

[HOME](#)[ABOUT US](#)[TEACHER LEADERSHIP](#)[STUDENT LEADERSHIP](#)[VIDEOS](#)[INSTAGRAM](#)[CELEBRATIONS](#)[RESOURCES](#)[RESEARCH](#)[MISSOURI SW-PBS](#)

July 9, 2015

Problems of Practice

A significant change to school-wide problem solving procedures was implemented last year at Excelsior Springs Middle School. Since the implementation of PBIS in 2008 we have used elements of [BIST](#) (Behavior Intervention Support Team) and [Fred Jones Tools for Teaching](#) to support the development and maintenance of a focused learning environment in each classroom. As our implementation of PBIS progressed we had to address a philosophical rift that emerged between core PBIS principles and what appeared to be inconsistent application of BIST procedures in the classroom.



Resources & Links from ESMS

- [Search for Blog Posts by Topic](#)
- [Our PBIS Journey \(2007-present\)](#)
- [Positive Behavior Support Brochure](#)
- [Multi-Tiered System of Supports](#)
- [Transfer Student Induction Model](#)
- [Social Skill Lesson Schedules](#)
- [Continuum of Consequences](#)

Tweets by @TigerPBIS



TigerPBIS @TigerPBIS

Congratulations to our GRReat Student of the Week #MOSWPBS #pbischat #ESSNews! tigerpbis.org/2016/04/22.html



Scott Eckman @Scott_Eckman · Apr 19

One of the smartest moves we made was Skype with @ChrisHubbuch @KeelieStucker

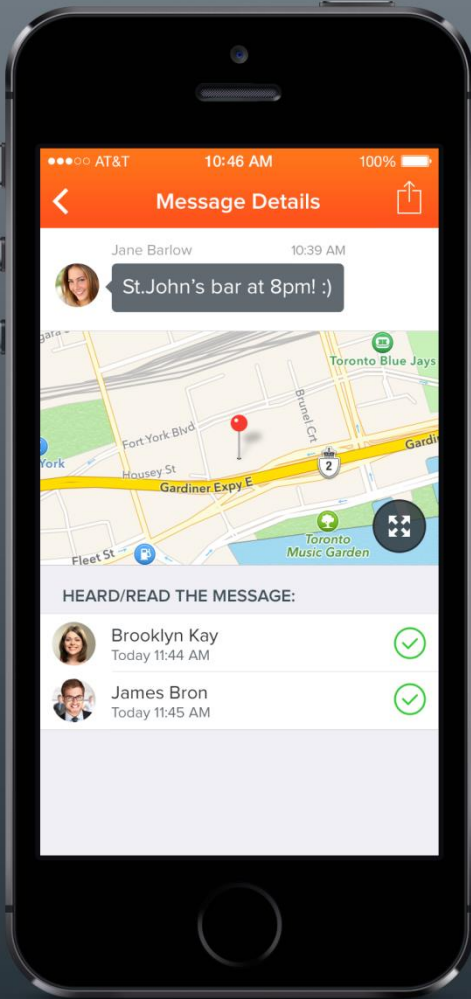
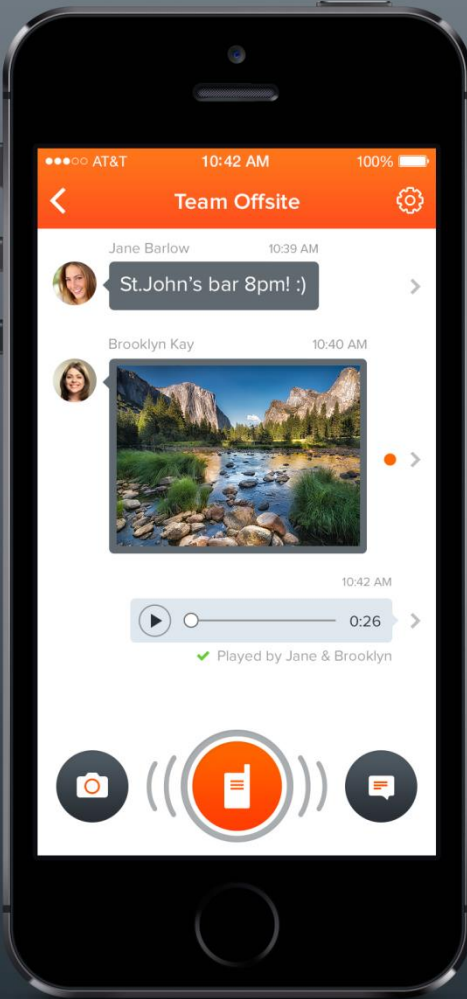
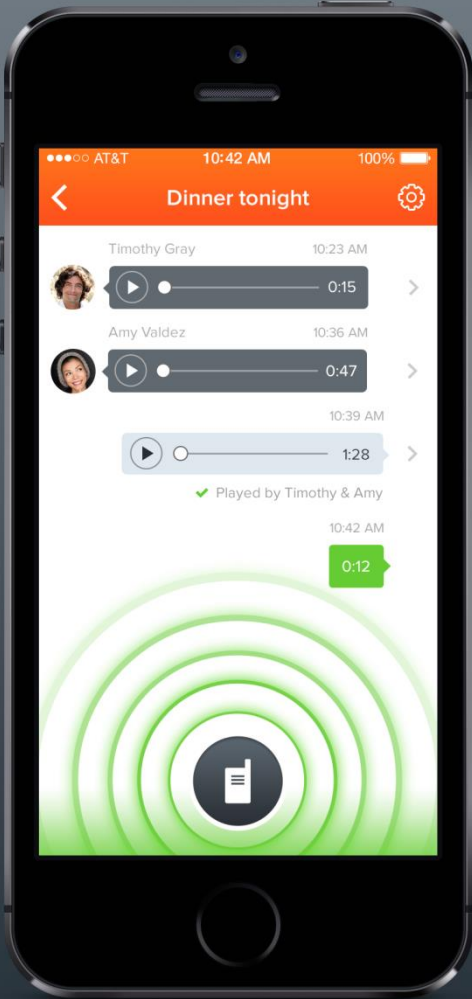
Chris Hubbuch @ChrisHubbuch

A6: Technology allows you to connect & learn virtually with Skype, Google Hangout, or Voxer. Isolation is a choice. #FreeYourPD #pbischat



1







Association for Positive Behavior Support
Organization · Educational Research · Event

Sign Up

Timeline

About

Photos

Reviews

More ▾

Search for posts on this Page

PEOPLE



1,257 likes
21 visits

ABOUT



335 Powell St
San Francisco, CA



Association for Positive Behavior Support

Yesterday at 4:22pm · 🌐

Time to premiere our next great video from #APBS2016! This one features George Singer from UCSB speaking about evidence based practice for families of people with autism or intellectual disabilities. Have an excellent weekend!

Evidence based Practice for Families of Individuals With ID or Autism
George Singer, University of California, Santa Barbara... [See More](#)



Categorizing Practices and Their Effectiveness

- 1. Gather the published research
- 2. Screen for inclusion criteria
- 3. Read for quality standards
- 4. Synthesize findings from RCT & QED's
- 5. Categorize

A person is silhouetted against a starry night sky. The Milky Way galaxy is visible, stretching across the sky from the top center towards the bottom. The person is standing on a small rock or mound in the foreground, looking up at the stars. The sky is dark with many small stars and a prominent band of light from the Milky Way.

Stakeholder Communication

Who is telling your school's story?

Connecting with a Blog

- Celebrate school-wide achievements
- Recognize student and staff efforts
- Share data and research with community
- Document school-wide efforts
- Functional resource for staff (handbook)
- Deliver professional development
- Network with educators about PBIS

Connecting with Facebook

- The preferred platform for parents to get information about their child's school.
- Provide links to your PBIS blog, YouTube channel, and cross-post PBIS celebrations.
- Don't neglect to connect on Facebook where parents form quick perceptions and obtain information 24/7.

Connecting with Instagram

- One preferred platform for students to share and enjoy pictures or events.
- Be sure to update your account regularly to amplify your message at school.
- Many student leadership teams have a student-led Instagram account. This is an easy way to encourage student voice.

Connecting with YouTube







- Creating a PBIS channel can be a great way to teach social skills, reteach expectations, and celebrate your school community.
- Regular video updates are a must. Involve your students and staff several times each month to keep your channel relevant.
- Film festivals can be powerful strategies.

A person is silhouetted against a starry night sky. The Milky Way galaxy is visible, stretching across the sky from the bottom center towards the top. The person is standing on a small rock or mound in the foreground, looking up at the stars. The sky is dark with many small stars and the bright, colorful band of the Milky Way.

Exploring Social Media Platforms

Which social media platforms are right for you?

Video Sharing Platforms

-  Embed videos on Facebook
-  Share videos via Vine
-  Broadcast live events via Periscope
-  Share videos via Instagram
-  Develop a PBIS channel on YouTube
-  Homegrown PBIS Videos on Vimeo

Researching via Pinterest

- An easy way to gather ideas for incentives, poster projects, and celebrations.
- Through the creation of PBIS boards you can reach a unique audience of parents and educators.
- Easy to overlook, but recommended to make your research efforts more efficient.

A silhouette of a person standing on a rock, looking up at a starry night sky with the Milky Way galaxy visible. The text is overlaid on the upper portion of the image.

Strategies to Support Your PBIS Efforts

Ideas shared by educators through #pbischat



Matt Bush

@mbush36

 Follow

A1: Social Media (Facebook, Twitter, Instagram) to let community see what is taking place [#180days](#) [#smcards](#) To connect !!! [#pbischat](#)

8:09 PM - 19 Apr 2016



Ryan Rismiller

@ryanrismiller

 Follow

A1: social media is about the celebration. Catching Ss doing good. Being representatives of the school [#pbischat](#)

8:10 PM - 19 Apr 2016





Laura Farmer

@laurarfarmer

 Follow

A1: We are in the process of rolling out #PBIS, but I could see big benefits. School chats for parents- #pta lead chats, #hashtags #pbischat

8:12 PM - 19 Apr 2016

   2



Nanci W. Johnson

@NanciJohnson2

 Follow

A1 Great that use of SM is a chance to model rules of the cyber super highway #pbischat twitter.com/Billzluv1/stat...

8:13 PM - 19 Apr 2016

   3



Scott Eckman

@Scott_Eckman

 Follow

A1: teams are able to learn from each other. We work to gain teacher and community followers to keep pushing message

[#pbischat](#)

8:15 PM - 19 Apr 2016



Ryan Rismiller

@ryanrismiller

 Follow

A1.1: with hashtags it makes it easier to capture moments through programs like [@Storify](#) in order to share with stakeholders [#pbischat](#)

8:14 PM - 19 Apr 2016





Brenda Osborne

@Billzluv1

 Follow

A2 Social Media builds relationships! Kids talk to me on [@edmodo](#) and I can give out badges to reinforce positive behaviors. [#pbischat](#)

8:19 PM - 19 Apr 2016

   1



Matt Bush

@mbush36

 Follow

A3: We are school-wide 1-1, began teaching digital citizenship and digital empathy and have blended it into our school-wide matrix [#pbischat](#)

8:23 PM - 19 Apr 2016

  2  4



Chris Hubbuch

@ChrisHubbuch

 Follow

A3: Student-led instagram account to spread the good around school! tigerpbis.org/2016/03/Instag... @MissCamlinESMS
#pbischat

8:32 PM - 19 Apr 2016



Chris Hubbuch

@ChrisHubbuch

 Follow

A6: Technology allows you to connect & learn virtually with Skype, Google Hangout, or Voxer. Isolation is a choice.
#FreeYourPD #pbischat

8:49 PM - 19 Apr 2016



1



1

What are
your goals
following
this session?



Chris Hubbuch, Ed.D.

St. Joseph School District

chris.hubbuch@sjsd.k12.mo.us

 [@DrChrisHubbuch](https://twitter.com/DrChrisHubbuch)

Keelie Stucker

Congress Middle School

stuckerk@parkhill.k12.mo.us

 [@KeelieStucker](https://twitter.com/KeelieStucker)

Michael Auer

Hook Center for Educational Renewal

auerm@missouri.edu

 [@MichaelAuer6](https://twitter.com/MichaelAuer6)

Contact Us!

