

# Revolutionizing School PR in the Twitterverse!

MO SW-PBS Summer Institute

@kevinglowery

Kevin Lowery, Principal

June 2016

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FOR STUDENT ENGAGEMENT



Bob Matthews @PBIS\_Aplus 5/6/16  
@KevinGLowery enjoying and  
tweeting the LHS Choirs concert  
#lhsbuzz



Edit profile

Kevin G. Lowery

@KevinGLowery

I am the principal of America's greatest high school~LEBANON HIGH SCHOOL~a Powerful Learning Community that is home to more than 1450 spectacular Yellowjackets!

Lebanon, MO USA

[lebanon.k12.mo.us/lhs](http://lebanon.k12.mo.us/lhs)

Born on August 27, 1964

3,573 FOLLOWING

3,895 FOLLOWERS

# BUZZ— WORTHY

## Why Twitter and Why Now?

“Social media is the information currency of the modern age.”  
Art Hains

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## Twitter Exec Reports that Educators Dominate the Twitter-sphere



Creative Commons

**ALL A-TWITTER:** Educators like to tweet! Out of the 1/2 billion tweets that post every day, 4.2 million are related to education, according to Brett Baker, an account executive at Twitter.com. To put this in perspective, while you read this past sentence, over 3,000 edu-related tweets have flown across the Twitterverse.

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# Why you might not be using Twitter...

...I am a technophobic educator.

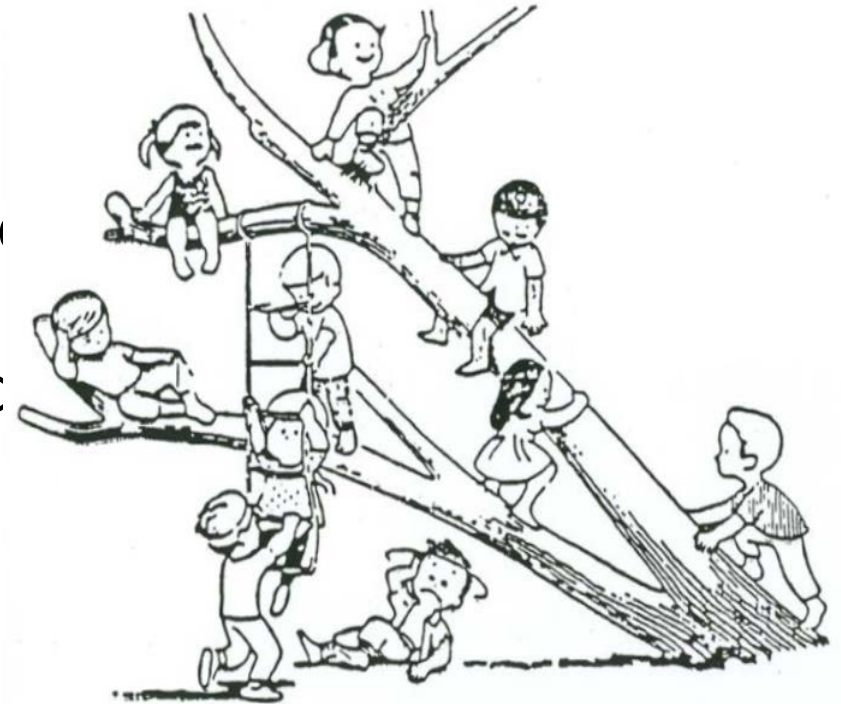
“One day I’ll learn how to use social media.”

...I am too cautious of an educator.

“I’ve seen technology trends come and go.”

...I am the lone ranger.

“If I am going to be the only one in my school using it, I might as well not use it at all.”



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# What You Need to Know About Twitter

1. How Twitter works
2. Twitter lingo
3. Twitter features
4. Social engagement with Twitter
5. Best practices for using Twitter
6. Getting started with Twitter



Kevin G. Lowery  
@KevinGLowery

Congratulations to Hannah Lowery on her 11th consecutive school year of perfect attendance!

[#lhsbuzz](#) [@LebanonR3](#)



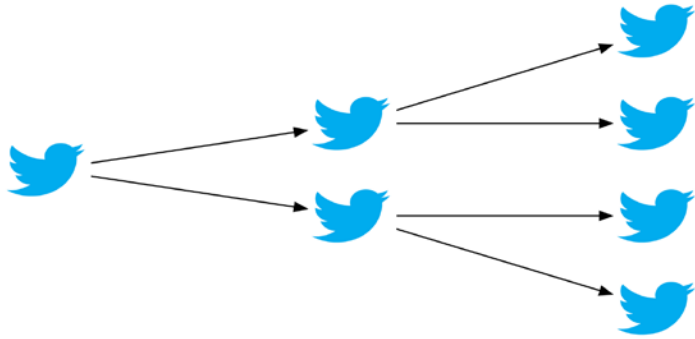
Kevin G. Lowery @KevinGLo... 4/25/16

Here's Gavin Lowery just having a great day. And he makes all of my days great!

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# How Twitter Works



- Twitter is a microblogging INSTANT messaging service for the masses
- Anytime, anywhere, for any reason
- Powerful messages are limited to 140 characters
- You can post to Twitter and have it automatically post to Facebook
- Posting is simple--I prefer the mobile app
- When a username is preceded by the @ symbol it becomes a link
- Moving from one-to-one exchange to a public interchange
- #keywords also become links (does your school have a hashtag?)
- Retweeting is a standard practice that gives credit to the original author

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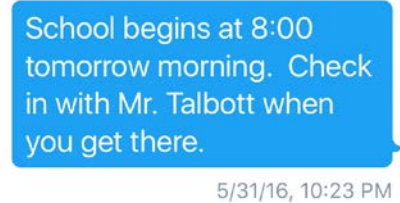
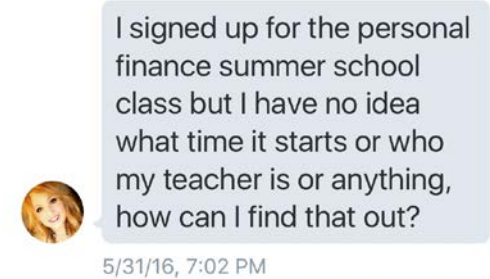
3,572 FOLLOWING

3,895 FOLLOWERS

# Twitter Features



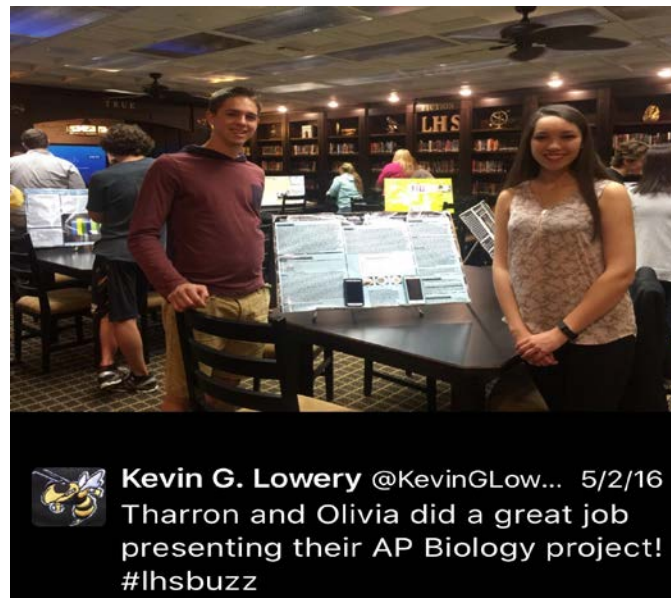
- Following and Followers
- Direct Messages (an email program built into Twitter)
- Twitter search for people, keywords, subjects, and places
- Trending topics---the ten topics being mentioned most on Twitter
- Latest news



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# Ongoing Social Engagement with Twitter

- Easily increase awareness of school activities, events, and learning
- Receive direct feedback from school and community members
- Encourage collaboration by asking questions and starting conversations
- Help others advocate for your school



I would like to thank **Kevin G. Lowery** for welcoming me into the Lebanon High School this morning! Your building is simply amazing! I'm still telling everyone about your fabulous library! The staff and students were so respectful and friendly! It's evident that you make the students your number 1 priority with the help of much community support. You and the Lebanon School District are making a huge impact in the lives of your students! Lebanon should be very proud!!

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# Best Practices for Using Twitter

- Engaging mentors and followers
- 140-character professional development
  - search keywords
  - follow experts
- Networking
- Solving Problems



Kevin G. Lowery  
@KevinGLowery

It was an honor to learn from @gcouros at today's #GOInnovate16 Summit! #lhsbuzz @LebanonR3



Kevin G. Lowery  
@KevinGLowery

School should be the best seven hours of any kid's day! How many of our kids would say that's true for them? #GOInnovate16

6/2/16, 9:09 AM



Jay B Roth  
@CognitiveCoachJ

@FHS\_Principal @KevinGLowery @CraigLCarson HAHA! The polarity of evaluation: growth AND measurement. Unfortunately Ts only see measurement

6/2/16, 9:29 AM

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# So, why should I use Twitter?

- To build community
- To engage people and connect with them
- To communicate important information
- To provide value
- To preserve a historical record
- To maintain a school portfolio
- To promote your school like never before

## Lebanon High School Receives National Student Council Award



For its exemplary record of leadership, service, and activities that serve to improve the school and community, Lebanon High

School Student Council has been



Kevin G. Lowery @KevinGLo... 4/14/16

awarded a 2016 National Council of Excellence Award by the National Association of Student Councils (NASC).  
Our @LebanoStuCo is one of only eleven student councils in Missouri to receive this national award!  
#lhsbuzz

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Lebanon will be taking on Hillcrest in district tournament action on Thursday at 4:30 in Willard!  
#lhsbuzz



 **Kevin G. Lowery**  
@KevinGLowery

It's a packed house at the Wallace Building for today's Rotary Academic Recognition Luncheon!  
#lhsbuzz @LebanonR3



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# Why would Educators use Twitter?



Twitter is more than just  
"What's happening?"  
Educators can use Twitter to...



Share resources with other educators.

@ambercoggin: Check out this cool website for interactive games in all subjects.  
<http://www.e-learningforkids.org>

@brainpop: Join us for a free webinar at 4:30 & learn how to make your IWB lessons "pop!" <http://t.co/YYppkNCL>

Participate in real-time online Professional Development.

Communicate with parents.

@CollierES: Make-up pictures will be taken Friday. All students must be in uniform.

@MobilePublicSch: Regular Board meeting tonight - Morningside Ele. or view via live stream from our website 6 pm- [www.mcps.com](http://www.mcps.com)

Get updates from other educational organizations.



 **Kevin G. Lowery** @KevinGLow... 5/3/16  
Here's another proud principal moment! Congratulations once again to Luke and Morgan!  
#lhsbuzz #lhsMAGNET

 **Kevin G. Lowery**  
@KevinGLowery

Congrats to Kelsey Winfrey on being named a finalist for the 2016 @OzarksOzone Female Athlete of the Year! #lhsbuzz

**The Female Athlete of the Year Finalists are:**  
Ari Acuff, Kickapoo  
Brooke Stanfield, Republic  
Kelsey Winfrey, Lebanon  
Claire Workman, New Covenant/Summit Prep





Kevin G. Lowery  
@KevinGLowery

Jacket Nation is preparing for the debut of LHSU and it's going to be incredible for our serious minded students!



5/19/16, 2:50 PM



Go Yellowjackets!

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Kevin G. Lowery @KevinGLo... 4/24/16  
Here is another awesome group of STAR students and staff for the month of April! Thanks for being the best! #lhsbuzz



Kevin G. Lowery @KevinGLo... 4/29/16  
Congratulations to this year's John Philip Sousa Award recipient Solara Martin! @lebanonbands #lhsbuzz



Kevin G. Lowery @KevinGLow... 5/2/16  
Congratulations to our Yellowjacket of the Week, freshman Aubrey Brooks! #lhsbuzz



Kevin G. Lowery @KevinGLo... 4/17/16  
Hey parents, your children are on their way home from After Prom!  
#lhsbuzz



Kevin G. Lowery @KevinGLo... 4/16/16  
The LHS admin team always has a good time no matter where we are but especially at Prom! #lhsbuzz



Kevin G. Lowery @KevinGLo... 4/27/16  
Congratulations to these LHS athletes on signing their letters of intent to play college sports next year! #lhsbuzz

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# 1. Decide your purpose. Why are you using Twitter?

Some Twitter users utilize the social media site to build their company brand or generate leads. There are bloggers who use the platform to share ideas and articles and to see what others are writing about. Some people check Twitter for news, while others want to see what celebrities or friends are up to.

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**2. Focus on your passion.** There are millions of Twitter users tweeting thousands of pieces of information every second. It is easy to get overwhelmed by and lost in the noise. Rather than trying to soak it all in and repurpose everything, focus on your passion.

Don't be a jack of all Twitter subjects and a master of none. Tweets surrounding your passion are going to be stronger. Plus, you will attract users who have similar interests. If you don't focus, you will attract meaningless followers, if any at all.

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**Kevin G. Lowery** @KevinG... 5/18/16  
Congrats to the Lady Yellowjackets on capturing our soccer program's very first district championship! #lhsbuzz



← ↻ 21 ❤️ 72 📱

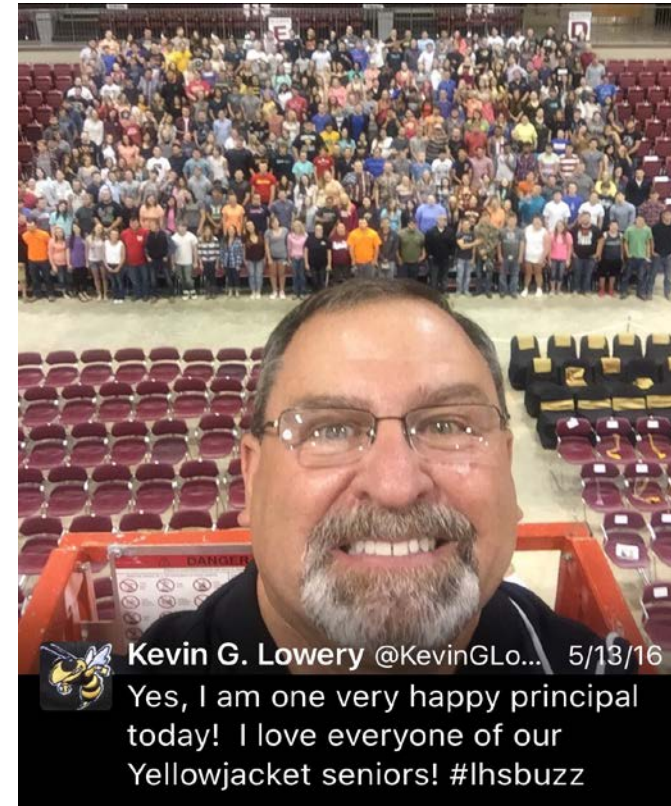


**Kevin G. Lowery** @KevinGLo... 5/20/16  
I do NOT like the darkness of summer! #lhsbuzz

**3. Define your brand.** Once you have zeroed in on your purpose and passion, decide how you want the Twitter world to view you.

Do you want to specialize in one subject to attract a targeted audience? Or do you want to be more general, tweeting about numerous topics? Do you want your tweets to be funny and casual or very professional? Is your goal to be a thought leader or celebrity? This will give you direction on who to follow and what to tweet.

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**4. Determine your strategy.** Is your strategy to *communicate*?

If your goal is to influence, promote or sell, your strategy should be communication based. You are going to want to attract attention. To attract attention, you are going to need to tweet, direct message, engage with other users and focus on getting information out in the Twitter world.

Is it to *listen*?

If you are using Twitter to keep up on news, learn, provide customer service or perform market analysis, your strategy should be to listen. You are going to want to decide who will provide the content you're interested in and follow them. You will also want to learn how to utilize filtering tools, including hashtags and Twitter lists.

**5. Learn how to use Twitter.** Reading this article and articles like it is a good first step. However, to really learn how to utilize Twitter, you're going to need to get your hands a little dirty and roll up your sleeves.

1. Go to [Twitter.com](https://twitter.com), and create a free account.
2. Learn Twitter terminology. When you post something, it's a tweet. When you repost something from another user, it's a retweet or RT. Trending topics, or TT, are topics discussed by many users at a given time. You can Favorite a tweet by clicking on the star. That is a great way to recognize someone for sharing your content.

**MO SW-PBS:**

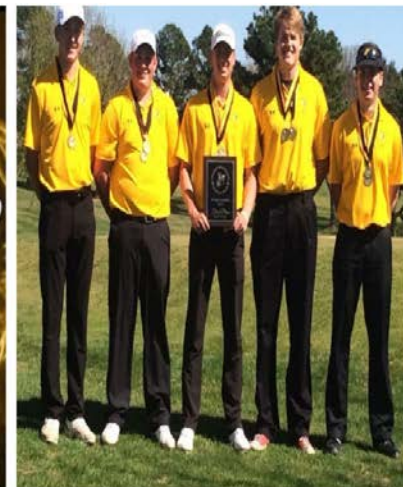
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Missouri  
Department  
of Elementary  
and Secondary  
Education



**Kevin G. Lowery** @KevinLo... 5/10/16  
Congratulations to LHS on once again earning SWPBS Gold from DESE--that's five years in a row!  
@LebanonR3 #lhsbuzz



**Kevin G. Lowery** @KevinLow... 5/2/16  
Good luck to the varsity Yellowjacket golf team at the district match today! #lhsbuzz

## 6. Grab your name, brand or persona. (@KenKroque)

When you are signing up, you will need to decide your Twitter name, which is how people will tag you in tweets and ultimately how you will be known on Twitter. Mine is my name, @KenKroque. If you can't get your own name, add your passion or function like @KenKroqueSells or something. My company address is @InsideSales. Choose something that fits you or your business.



Edit profile

**Kevin G. Lowery**

@KevinGLowery



***Go Yellowjackets!***

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**7. Take a good picture.** Use a close-up headshot of yourself or a logo of your business. This image will show up on your profile page and next to any comment you make on Twitter. You want people to recognize you. Make sure the image is clear and well-lit, with your face in the center. (Or you can be off-center, like me, if you are a little different.) You want to avoid having other objects beside you in the picture.

If you are using a logo, try not to make it too wordy, or it will not be readable at the small image size. Your image can be formatted as a jpg, gif or PNG. The size limit for upload is 700KB. Twitter reformats the image for the profile picture and the smaller image that goes next to comments.



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