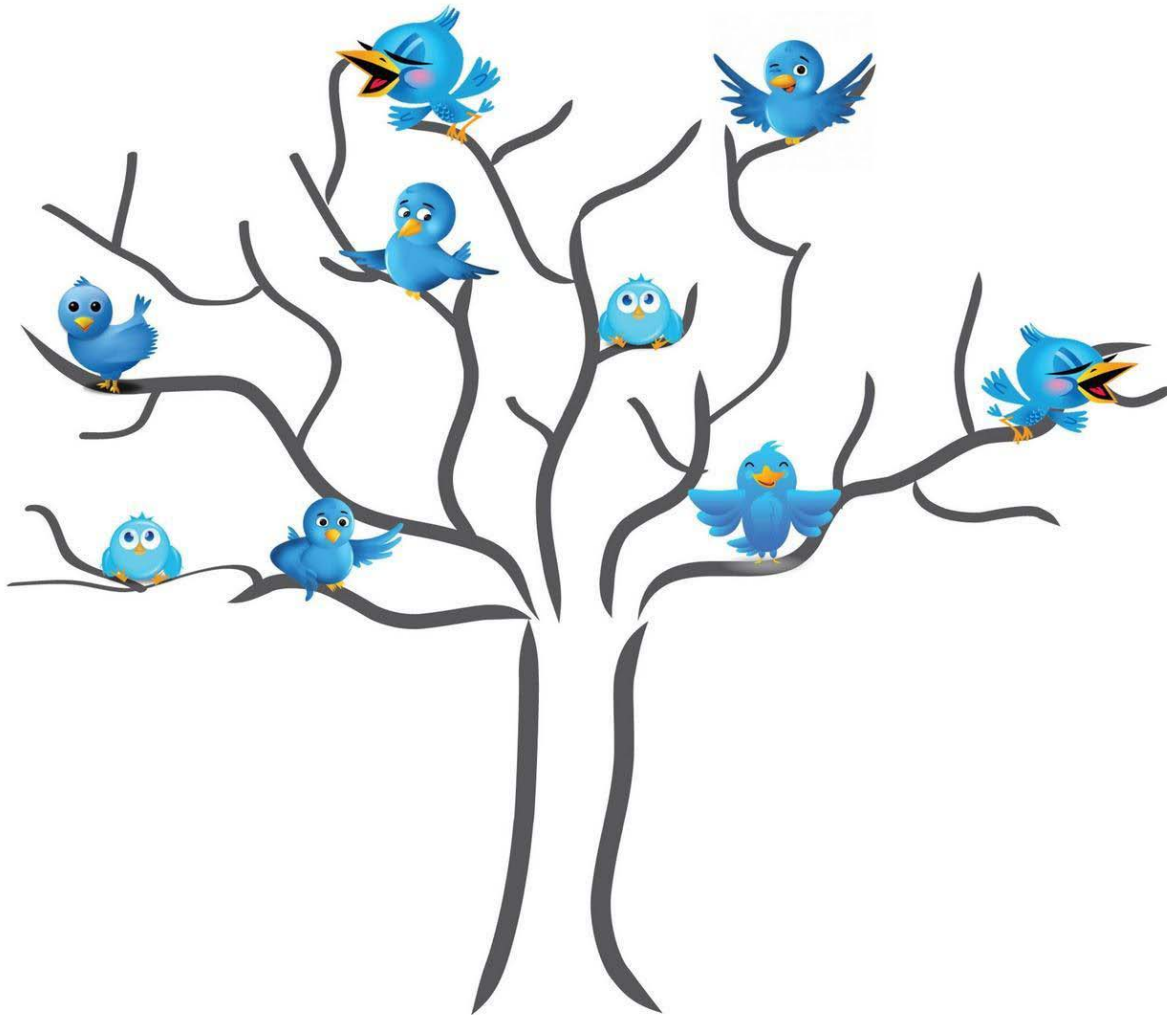


# Enter the World of Social Media

June 13, 2013



#MOSWPBS  
#PBIS

MO SW-PBS Summer Institute Training - Session 6E

# Today's Presenters

**Chris Hubbuch,**

*Middle School Principal*

chubbuch@estigers.k12.mo.us

 @ChrisHubbuch

**Michelle Nebel,**

*Instructional Technology Coach*

mnebel@estigers.k12.mo.us

 @mnebel



**EXCELSIOR SPRINGS**  
S C H O O L D I S T R I C T  
— Together, Achieving Excellence —



**EXCELSIOR SPRINGS MIDDLE SCHOOL**  
*Professional Development Blog* #ESSD40PD  
 WORKING AS A LEARNING COMMUNITY TO DEVELOP STUDENTS FOR THE 21ST CENTURY • "LEARNERS TODAY, LEADERS TOMORROW"

HOME | COLLABORATION | INSTRUCTION | TECHNOLOGY | ASSESSMENT | INTERVENTION | EDUCATOR VIDEOS | NEW TEACHERS | CONNECTED EDUCATORS

JUNE 1, 2013  
**Overview of ESSD40 Training Sessions**

**MO SW-PBS Summer Training Institute 2013**

**PAY IT FORWARD**  
 WITH SW-PBS FOR SCHOOL SUCCESS

**LINKS & RESOURCES**

- Mission, Vision & Values
- District PD Plan
- Tiger PBIS Blog

**ESMS UPDATES**

- Daily Announcements
- Find us on Facebook
- Follow us on Twitter

**PD BLOG ARCHIVE**

- ▼ 2013 (30)
  - ▼ June (1)
    - Overview of ESSD40 Training Sessions
  - ▶ May (5)
  - ▶ April (3)
  - ▶ March (9)
  - ▶ February (6)
  - ▶ January (6)
- ▶ 2012 (49)



[Tigerpd.blogspot.com](http://Tigerpd.blogspot.com)



Our Purpose

# Get Connected

<http://bit.ly/ZloT6g>

Entering the World of Social Media



[Tigerpbis.blogspot.com](http://Tigerpbis.blogspot.com)

#MOSWPBS

# Who...



<http://bit.ly/131Asly>

## ...is here?

## ...is already connected?

# Ready, Set...

# ...Tweet

Username or email

Password

Remember me · [Forgot password?](#)

New to Twitter? Sign up

Full name

Email

Password

<http://bit.ly/131Asly>



# Why Tweet?



<http://bit.ly/11h9xRu>



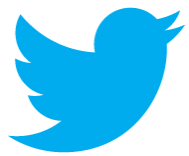




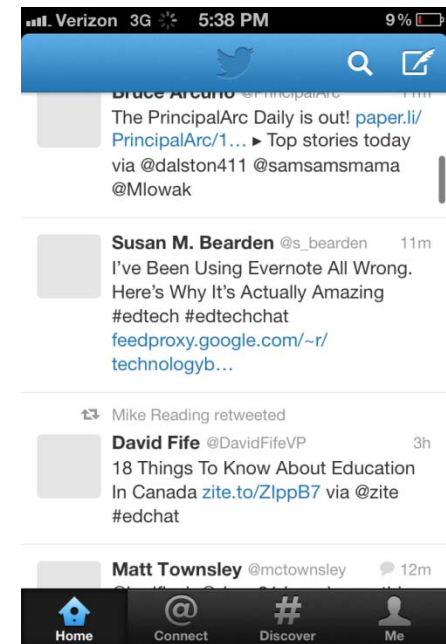
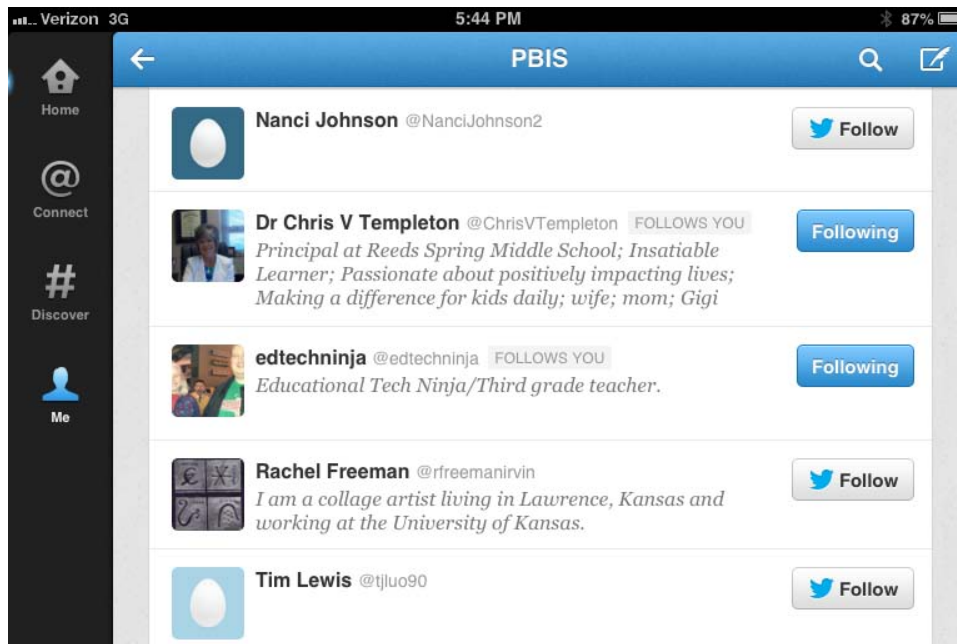
# Decoding a Tweet



Graphic from  @EdTechSandyK from her blog post at <http://bit.ly/YyNbyq>



# Where are you going?



# Why should I follow?

- Are you an educator?
- Are you human?
- What are your interests?
- Do you have a blog?



Debbie Gatrel  
@MrsGatrel FOLLOWS YOU

3 TWEETS   11 FOLLOWING   13 FOLLOWERS

Following

This is a screenshot of a Twitter profile for Debbie Gatrel. The profile picture is a green square with a white egg. The name is 'Debbie Gatrel' and the handle is '@MrsGatrel'. It shows 'FOLLOWS YOU' in red. Below the name are statistics: 3 TWEETS, 11 FOLLOWING, and 13 FOLLOWERS. At the bottom right is a 'Following' button.



Barb Jamison  
@bjam10 FOLLOWS YOU

0 TWEETS   16 FOLLOWING   20 FOLLOWERS

Following

This is a screenshot of a Twitter profile for Barb Jamison. The profile picture is a blue square with a white egg. The name is 'Barb Jamison' and the handle is '@bjam10'. It shows 'FOLLOWS YOU' in red. Below the name are statistics: 0 TWEETS, 16 FOLLOWING, and 20 FOLLOWERS. At the bottom right is a 'Following' button.

# Why should I follow?

- Profile picture
- Real name
- Interesting bio
- Link to blog
- Location



A screenshot of a Twitter profile for Laura Gilchrist. The background image shows a woman smiling in a room with rows of metal lockers. The profile picture is a circular inset of the same woman. The text on the profile includes her name, handle, bio, location, and follower statistics.

**Laura Gilchrist**  
@LauraGilchrist4 FOLLOWS YOU  
Sci/SS 6th gr tchr A #MOedchat moderator #EdcampKC co-org.  
Passions-Photography, Nature/Birds and Let the learners  
lead-whether they be Ss (classrm) or Ts (PD)!  
Kansas City, MO (North) · lauragilchrist.blogspot.com

4,987 TWEETS    1,689 FOLLOWING    2,256 FOLLOWERS    



A screenshot of a Twitter profile for Bill Powers. The background image shows a young child in an orange hoodie. The profile picture is a circular inset of a man and a child. The text on the profile includes his name, handle, bio, location, and follower statistics.

**Bill Powers**  
@MrPowersCMS FOLLOWS YOU  
Husband to greatest wife of all time - Dana. Father of my pride and joy  
- Seely. Cherokee Middle School principal Springfield, Missouri.  
Tweets are my own.  
Springfield, Missouri · cmslearning1.wordpress.com

19,302 TWEETS    1,513 FOLLOWING    2,185 FOLLOWERS    

# Who should I follow?

<http://bit.ly/17jNQHn>



**Tweets**

People



Top photos




Top videos



Trends · Change

Results for PBIS

Tweets Top / All / People you follow

- 
**Tom Whitford** @twhitford 20h  
 #wischat A4: Celebrations= Reading Millionaires, Book it Challenge, Attendance, Caught Being Good (PBIS) MAP Growth, Good Citizenship  
 Expand
- 
**Bill Burkhead** @NormandinBill 1 Jun  
 Any MA or RI schools using PBIS program in the middle school setting? #machat #edchat #education  
 Expand
- 
**Eric Townsley** @EricTownsley 31 May  
 PBIS reward time! pic.twitter.com/hM46TL0pSZ  
 View photo
- 
**Darin Jolly, Ed.D.** @drjolly 28 May  
 @PrincipalDurham We're also implementing Positive Behavior Instructional Support #PBIS on our campus  
 View conversation
- 
**Matt Renwick** @ReadByExample 27 May  
 Responsive Language for Positively Affecting Students! Learning wp.me/p1ZBJY-14T #choicewords #edchat #pbis #cpchat  
 Expand
- 
**Derek McCoy** @mccoyderek 7 May  
 #edfocus A5 We have our PBIS team on the task. We have engaged them to come up with training for the school  
 Expand





**Tom Hierck**  
@thierck FOLLOWS YOU

Educator, Grandpa, Father, Husband, Author ([tinyurl.com/3bxuyes](http://tinyurl.com/3bxuyes)),  
Presenter, Solution Tree Associate, Leadership + Learning Center  
PDA, lifelong learner.  
Vancouver, BC · [tomhierck.com](http://tomhierck.com)

1,023  
TWEETS
178  
FOLLOWING
1,116  
FOLLOWERS


Following

### Tweets



**Tom Hierck** @thierck 6h

@LorindaKline Thanks Lorinda. I appreciate the sharing and am pleased to hear of the alignment with the WCS mission. Have a great day!

[View conversation](#)



**Tom Hierck** @thierck 31 May

@Heart\_Coleman @Chi\_educate and I would love to come work with you and your team to create positive outcomes: [pages.solution-tree.com/index.php/email...](http://pages.solution-tree.com/index.php/email...)

Expand




**Tom Hierck** @thierck 30 May

Excellent post by @carmela\_janni [carmelaianni.wordpress.com/2013/05/28/the...](http://carmelaianni.wordpress.com/2013/05/28/the...) Set the bar high and create the plans so ALL kids can exceed it!


[View photo](#)


### Following




**SipleySchool** @SipleySchool


This is the official Twitter for Sipley School located in Woodridge, Illinois.


Follow




**Dr. Anthony Muhammad** @newfrontier21



Follow



**Jen Turner** @tchrgirl


I am a Vice-Principal who is interested in creating a positive school culture that cultivates risk-taking and celebrates learning. Lover of life and laughter.



Follow



**Dan Rockwell** @Leadershipfreak


My dream is when people see me they think that guy made my life better. Presenter, author, MBA, happily married. Personal info: <http://t.co/Zw5UKkoG>



Following



**Dennis Sparks** @DennisSparks


Emeritus executive director of NSDC. Supports principals/teacher leaders in the continuous improvement of learning. Hospice volunteer/walker/photographer.



Following




**Dr. Debb Oliver** @debboliver


Education innovator, Instructional technology & content development coach with an insatiable appetite for learning.


Follow



**Simon Sinek**  @simonsinek

To run & jump & laugh & cry & love & hope & imagine...to experience as much as I can all for one purpose: to inspire. TED: <http://bit.ly/dcDsbx>


Follow

Home @ Connect # Discover Me


Tweets >

Following >

Followers >



Favorites >



**Lists** >





View all photos and videos >



Lists Subscribed to / Member of Create list


**Admin PLN** by Chris Hubbuch  10 members 


**Inspiration** by Chris Hubbuch  5 members 

**K-12 Admin** by Chris Hubbuch 124 members 

**MS/JH Admin** by Chris Hubbuch 64 members 

**PBIS** by Chris Hubbuch  **#PBIS topics** 30 members 

**ESSD40** by Michelle Nebel 54 members 

 Back to top ↑



Tweets

People



Top photos



Top videos



Who to follow · Refresh · View all



Chris Lehmann @chrislehmann Follow



Michael Fullan @MichaelFullan1 Follow



Steve Hargadon @stevehargadon Follow

Find friends

Trends · Change

Results for #moedchat

Tweets Top / All / People you follow



Chris Hubbuch @ChrisHubbuch 1m Finalizing the presentation for #MOSWPBS - Help us out with this simple question: "Why tweet?" #moedchat #PBIS @mnebel Expand



Julie Nilsson Smith @julnilsmith 30 May I tell other Ts that Twitter is a constant river of PD - you can approach with a spoon or a bucket, 24/7. #moedchat Retweeted 23 times Expand



Michelle Nebel @mnebel 35m @CaseyEchelmeier Another recommendation is to follow hashtags such as #moedchat (Missouri Educators) View conversation



Stephanie Madlinger @cyberteacher 8h Educators: #profdev offered daily this summer ~ Promethean, Smart & Support Staff Academy this week csd.org /tele\_summer\_20... #IWB #MOedchat Expand



Bill Powers @MrPowersCMS 8h 14 Simple Strategies to Be More Positive jongordon.com/positive-tip-b... via @jongordon11 #leadership #moedchat Expand



Bob Dillon @ideaguy42 23h Great list of MO Educators on Twitter ow.ly/IDgaX; Please add new information. Looking for a PLN? #moedchat Retweeted by Bill Powers Expand

#MOSWPBS #PBIS #MOEDCHAT

Say something!

Tweet about one thing you learned  
at Summer Institute.

<http://bit.ly/15A9WT1>

# Applying a Filter

Search for a hashtag...

Find an interesting tweet? RT

# Managing Abundance



<http://bit.ly/1aXWyzs>



# hootsuite™

Compose message...

chubbuch (Twitter) x Leadership Feeds x PBIS x Collaboration x NCHAT x Quick Reviews x Satchat x ESSD x #edfocus x +

+ Add Stream + Add Social Network

#msadmin Search

- SteveG\_TLC** 4:22pm via Web  
This is an awesome schedule for a new school, opening in fall 2013: [learningstorm.org/daily-schedule/](http://learningstorm.org/daily-schedule/) #plpnetwork #msadmin #cpchat
- WadeSKerns** 2:41pm via HootSuite  
Should schools expel suspensions? [ow.ly/IDf6M](http://ow.ly/IDf6M) #edchat #msadmin
- SteveG\_TLC** 12:15pm via Web  
Please comment on this 11-year-old's second-ever blog post "Being an American kid in Nigeria" [wiltoday.wordpress.com/2013/06/03/ame...](http://wiltoday.wordpress.com/2013/06/03/ame...) #plpnetwork #msadmin
- SteveG\_TLC** 11:54am via Web  
"Being an American Kid in Nigeria" Blog by a thoughtful & articulate 11-yr-old [wiltoday.wordpress.com/2013/06/03/ame...](http://wiltoday.wordpress.com/2013/06/03/ame...) #plpnetwork #cpchat #msadmin #edchat

#cpchat Search

- gmbondi** 6:58pm via TweetDeck  
BYOD program + intro to advanced iPad classes : "5 Free Online Courses For Tech-Sawy Teachers" [bit.ly/Zp7pJL](http://bit.ly/Zp7pJL) #cpchat #bcd #abed
- gmbondi** 6:55pm via TweetDeck  
Interesting 'how to' re: launching a school BYOD: "5 Free Online Courses For Tech-Sawy Teachers" [bit.ly/Zp7pJL](http://bit.ly/Zp7pJL) #cpchat #edchat
- dlourcey** 8:26am via Diigo extension for Chrome  
60 Educational Apps in 60 Minutes [bit.ly/LF5Gsw](http://bit.ly/LF5Gsw) #edchat #ncadm #nced #cpchat  
Retweeted by ncvps
- gmbondi** 6:51pm via TweetDeck  
Reframing dialogue for digital natives: "Dialogic Teaching In Pursuit of 21st Century Learning" [bit.ly/13hijC4](http://bit.ly/13hijC4) #cpchat #edchat #bcd

#atplc Search

- cjakicic** 10:56am via Twitter for iPhone  
Becky makes the point that working as a group is not the same thing as working with a team #atplc  
Retweeted by teachhill
- cjakicic** 10:43am via Twitter for iPhone  
Getting really clear about the difference b/w focus on learning rather than teaching #atplc  
Retweeted by teachhill
- cjakicic** 10:23am via Twitter for iPhone  
Becky DuFour gets the group excited--whether new to the process, or just here to learn more... #atplc  
Retweeted by teachhill
- curriculumblog** 5:24pm via Camera on iOS  
I Love This Visual #atplc [pic.twitter.com/smHzubT5t](http://pic.twitter.com/smHzubT5t)





TweetDeck User stream preview

From: [Social Media Icons]

What's happening? DRAG MEDIA AND LINKS HERE

140 [Send]

All Friends	Search: tech	Search: inception	Search: caribana	Search: amemoryyoucantforget
<p>RT @BeckyMcCray: This could be my business plan. RT @knealemann: Imagine. Create. Share.</p> <p>liz Strauss, (+) Sat 31 Jul 11:01 via TweetDeck</p> <p>The oak sleeps in the acorn; the bird waits in the egg; and in the highest vision of the soul a waking angel stirs. ~James Allen</p> <p>Lori Moreno, (+) Sat 31 Jul 11:01 via SocialDolph</p> <p>From 1 of the best blogs out thru Heraclitus Top 3 Tips 4 Living a Richer &amp; Happier Life <a href="http://dld.bz/j2Ha">http://dld.bz/j2Ha</a></p> <p>Chillami, (+) Sat 31 Jul 11:01 via SocialDolph</p> <p>Look at all that @shashib has made happen ... <a href="http://is.gd/dUWRW">http://is.gd/dUWRW</a></p> <p>liz Strauss, (+) Sat 31 Jul 11:01 via TweetDeck</p>	<p>Norcent DCS-1050 10.0 Megapixel Digital Camera Review. « Tracis Blog <a href="http://dlvr.it/3Dw4f">#tech #mobile #fb</a></p> <p>MacGanjour, (+) Sat 31 Jul 11:01 via Twiterrific</p> <p>NITEK NORTHERN INFORMATION TECH CAMPTR1 CAMERA SURGE PROTECTOR SINGL is only \$36.99 at #fb <a href="http://bit.ly/b6wfcZ">http://bit.ly/b6wfcZ</a></p> <p>Surveillent5, (+) Sat 31 Jul 11:01 via API</p> <p>I got hired as a lab tech, but these days I feel like a salesperson. I don't like being a salesperson.</p> <p>CasemanXP, (+) Sat 31 Jul 11:01 via Twitter for Android</p> <p>Martin Tech Forum - View Profile: <a href="http://is.gd/dUWSH">ramiro36fuller &gt;&gt; http://is.gd/dUWSH</a></p> <p>jaredwright77, (+) Sat 31 Jul 11:01 via Ping.fm</p> <p>&gt;&gt; { Sergio Kindle monster hit</p>	<p>Saw inception yesterday and it was amazing!!! What do you think was he dreaming or awake at the end of the movie?</p> <p>TheRealAndell, (+) Sat 31 Jul 11:01 via mobile web</p> <p>Vettel Hayley Nichole Williams <a href="http://easytunes.priort.com/code-for-free-artwork-on-itunes.html">http://easytunes.priort.com/code-for-free-artwork-on-itunes.html</a> Inception</p> <p>Norene2230, (+) Sat 31 Jul 11:01 via web</p> <p>udaaaaahhh RT @handianalf: ada yang udah nonton inception? RT dong</p> <p>marianaomii, (+) Sat 31 Jul 11:01 via TweetDeck</p> <p>Tut tut tut still haven't seen inception "sucks teeth" meeeehh!</p> <p>paperflash, (+) Sat 31 Jul 11:01 via twidroid</p>	<p>RT @teeography: Gosh 3 hrs sleep #caribana</p> <p>ThatGirlAisha, (+) Sat 31 Jul 11:01 via UberTwitter</p> <p>Clr Michael Thompson (@ward37) and Rocco Rossi (@roccothevoteIO) at #Caribana parade. #Toronto #TOvotes #voteIO <a href="http://twitpic.com/2acuz5">http://twitpic.com/2acuz5</a></p> <p>yazmazia, (+) Sat 31 Jul 11:01 via web</p> <p>Who's doing Caribana today?</p> <p>slimkidchris, (+) Sat 31 Jul 11:01 via Echofon</p> <p>RT @HarvirGrewal: i wanna go to caribana!</p> <p>brielson, (+) Sat 31 Jul 11:01 via Echofon</p>	<p>#aMemoryYouCantForget @dcorsey and his "Coca Cola Boys" outfit...smh</p> <p>EastTxChevyRida, (+) Sat 31 Jul 11:01 via Tweep</p> <p>#amemoryyoucantforget the nite b4 my wedding i had a 3some wit the bridesmaid &amp; this bad ass stripper bitch</p> <p>AvanteRose, (RT by ThisizinFamous), (+) Sat 31 Jul 11:01 via web</p> <p>#planetjedwardalbum #amemoryyoucantforget <a href="http://cooltunes.priort.com/free-itunes-codes-promotions.html">http://cooltunes.priort.com/free-itunes-codes-promotions.html</a> #imissdbsk</p> <p>Sarina4986, (+) Sat 31 Jul 11:01 via web</p> <p>McFlys very first single going to no1 #amemoryyoucantforget #McFly7thbirthday</p> <p>amymctlygirl, (RT by McFlyCaroline), (+) Sat 31 Jul 10:57</p> <p>#amemoryyoucantforget THAT</p>





Home Community Publishers Blog Help About

## Your News. Delivered.

The better way to organize, read and share the content of your favorite sites.

More than 3,000,000 Google Reader users have switched to feedly.



# Cover Stories

FROM  
BILL BRANNICK  
DR. JUSTIN TARTE  
BIG THINK  
& MORE




# Twitter



Search bar and menu icon

Flipboard Account  
Tap to create or sign in...



# MindShift



# Education Week

Thirteen-Year-Old Wins National Spelling Bee With 'Knaidel'

[blogs.edweek.org](http://blogs.edweek.org)

# Harvard Business Review

Develop Your Signature Voice

[blogs.hbr.org](http://blogs.hbr.org)

# Kansas City Star

Kansas Legislature pushes toward a close

[kansascity.com](http://kansascity.com)

# Big Think

The Coming of Post-Translational Society

[bigthink.com](http://bigthink.com)

# News






What are  
your goals  
following  
this session?



# Resources to Get Connected

[HOME](#)[COLLABORATION](#)[INSTRUCTION](#)[TECHNOLOGY](#)[ASSESSMENT](#)[INTERVENTION](#)[EDUCATOR VIDEOS](#)[NEW TEACHERS](#)[CONNECTED EDUCATORS](#)

## CONNECTED EDUCATORS

### Social Media Resources

- [Building A PLN on Twitter](#) (Tom Whitby)
- [10 Steps for Educators New to Twitter](#) (Justin Tarte)
- [How to Decode a Tweet](#) (Sandy Kendell)
- [Why Twitter is the Hub of My PLN](#) (Jennie Snyder)
- [Twitter Connects and Expands – I've Got Proof!](#) (Bruce Arcurio)
- [Twitter is More Than Honey Boo Boo Child](#) (Bill Ferriter)
- [Less Talk About Twitter, More Asking About Learning](#) (George Couros)
- [Chance Favors the Connected Mind](#) (Debra Finger)
- [Social Media in Education: Who is it REALLY About?](#) (Chris Wejr)
- [Twitter for Professional Learning – TCEA 2013](#)
- [5 Baby-Steps for Using Twitter to Begin a Personal Learning Network](#) (J. Robinson)
- [So, you're on Twitter](#) (Tony Baldasaro)
- [Social Media for Administrators](#) (George Couros)
- [Know your Twitter etiquette](#) (Jonny Lis)
- [A Consequence of Connectedness](#) (Tom Whitby)
- [Inspiration in 140 Characters](#) (Sean Junkins)
- [Personal learning networks: Advice from the trenches](#) (Tom Murray)
- [Are Twitter and educational standards divorced?](#) (Isaac Pineda)
- [The Beginners Guide to Twitter - Modern Lessons](#)
- [Twitter as a Powerful Educational Tool](#) - (Alan November)
- [Give Someone a Push](#) (Jessie McLean)
- [Robust Voices Will Strengthen Your PLN](#) (Shawn Blankenship)

### LINKS & RESOURCES

- [Misson, Vision & Values](#)
- [District PD Plan](#)
- [Tiger PBIS Blog](#)

### ESMS UPDATES

- [Daily Announcements](#)
- [Find us on Facebook](#)
- [Follow us on Twitter](#)

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  - ▶ April (3)
  - ▶ March (9)
  - ▶ February (6)
  - ▶ January (6)
- ▶ 2012 (49)

### PROFESSIONAL DEVELOPMENT OPPORTUNITIES

#### June 5, 2013

- [#sbgchat](#) (8 pm on Twitter)
- [#educcoach](#) (9 pm on Twitter)

#### June 6, 2013

- [#moedchat](#) (9 pm on Twitter)



# Contact Information

**Chris Hubbuch,**

*Middle School Principal*

chubbuch@estigers.k12.mo.us

 @ChrisHubbuch

**Michelle Nebel,**

*Instructional Technology Coach*

mnebel@estigers.k12.mo.us

 @mnebel

