



The Social Revolution

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Promoting Excellence and Innovation in Science Teaching and Learning for All

The Social Revolution

It's Not a Passing Thing

... but your association will be
if you're not part of it

<http://www.youtube.com/watch?v=ndAoII0FPhQ>

Why Should You Use Social Media to Reach the Science Ed Community?

From *HUFF POST Education*, February 5, 2013

http://www.huffingtonpost.com/2013/01/08/teachers-gravitate-to-social-networking_n_2433747.html

- Educators' social-network membership mirrors that of the general population
- Membership among educators increased from 61% to 82% between 2009 and 2012, with female educators showing slightly more online activity than males, and younger educators tending to use social networks more than their older colleagues
- The most popular network among respondents to a survey was Facebook, with 85% usage. LinkedIn (41%) and Twitter (39%) were runners-up.
- The top activity for educators on social networks is connecting with friends and family, in line with that of the population at large. But the second-biggest use, at 82%, is to share information and resources.

Start by Defining Your Goals

- **Engage** your community in your mission
- **Deliver** content/news
- **Gather** your members (online, at conferences)
- **Educate** and share resources

What Channels Should You Be In?

- **Facebook:** Most of us are there or know someone who is; they know their audience better than anyone and can facilitate extremely well-targeted marketing; Facebook controls our online interactions without many of us even knowing it; many of us sign in via FB rather than using log-ins
- **Twitter:** Great way to get news out, perfect for updates during conferences (make people aware of cancelations, etc.), **essential** for monitoring customer service issues
- **LinkedIn:** Where many of us conduct business. Establish a presence there and ask work colleagues to network with you in that platform if you are not comfortable in the Facebook arena.
- **Pinterest:** Harder to use effectively, but very good if you have the time. Place visual content there. Tends to be good for reaching your female audience
- **Google+:** Don't ignore it. You need to place your content there for SEO.
- **Instagram:** We hear all the cool kids are there now.
- **Vine:** Short videos for Twitter. Good for soundbites and other snackable content.
- **YouTube:** Video sharing. If you've got lessons/demos/conference materials, etc., put them there.

There are many others; get into as many channels as you can reasonably keep up-to-date. We'd love to hear how you use them. What's working? Our social media director would love to hear from you!

Question: How are your organizations using social media outposts now?

Question: Does your organization use Facebook, Twitter, LinkedIn, etc. in different ways or with different purposes?

Content, Content, Content

Forget traditional marketing. Spend your time creating shareable content, and your message will be passed among the right people.

- Write a white paper and talk about it on LinkedIn.
- Get a book reviewed by an influencer in your community and post the review.
- Take some blog entries, dump them into a word cloud maker, create a tweet pic, and link it to your site.
- Interview your executive staff or senior leaders and post it on YouTube.
- Find out what your members really like and create a Pinterest board for them. e.g., a lot of them like to garden, so start a Pinterest board of classroom gardens.
- Share memes. Pages like “Science Is a Verb” post a lot of good ones, share from there.

Get Involved Personally Use Your Own Voice: Be Genuine

In most of the channels, you can toggle between your association's persona and your own—some call it an avatar. This gets technical, and we can show you personally how to do that if you manage a page.

Get Involved Personally

Use Your Own Voice: Be Genuine

Facebook

- When your association posts something that strikes you, “like” it, comment on it (“how nice to see a great educator like Page Keeley writing a new book”), or share it to your personal page.
- Post a comment on your page. Are you attending a conference? Participating in the Google Science Fair? Just read a great Sci-ed research report? Strike up a conversation!
- Friend each other and network. It doesn’t have to be all work. Talk about your latest chemistry project, etc.
- “Like” NSTA, other NSTA state chapters or associated groups, affiliates (NSELA, etc), and other mission-driven pages (AAAS, NCTM, etc.). Learn about what they are doing, and share our information with them if it’s pertinent.

Get Involved Personally

Use Your Own Voice: Be Genuine

Twitter

- Follow your association on Twitter
- Follow hash tags (e.g., #nsta for general NSTA news, #STEM, #NGSS)
- Retweet tweets that strike your fancy.
- Follow thought leaders (Scientific American, Arne Duncan, Teshia Birts, etc.)
- Follow each other (exchange twitter handles).

Get Involved Personally

Use Your Own Voice: Be Genuine

LinkedIn

- Join your LinkedIn group, as well as those of others, like NSTA
- Follow thought leaders
- Join, comment on, “like,” or post new discussions.
- Connect with each other and us.
- Post news about career-enhancing opportunities to other groups (e.g., a free webinar would be career-enhancing—a book for sale would not).

Monitor Your Organization's Online Presence

- Watch your Twitter feed, and publicly respond to complaints, thank people who mention you, and so forth. People expect complaints lodged in the social realm to be addressed at least quickly.
- Get ahead of problems. For example, post cancelled sessions, ahead of time on your social channels.
- Pay attention to Facebook/LinkedIn/etc. comments, messages, and so forth. Respond publicly when people address you publicly. Even if it's simply to say, "Thanks for your input, and you can give us further details at membership@myassociation.org."
- Get to know your thought leaders and "brand ambassadors."
- Set up a Google Alert for you association's name.
- Ask anyone who posts/tweets/discusses in relation to your association to put language into their profile making it clear that their opinions/tweets/posts are their own.

Protect Yourself

- Remember that what you put online never goes away. **Ever.**
- If your association/school has guidelines, read them!
- Know your school district's rule. Stay on the right side of the law.
- Install Facebook's "graph search." It's still in beta testing, but you can request it. You can use it to find things like *every picture posted of you in Facebook by anyone...EVER*. Don't like a picture? Untag yourself, report it, or ask to have it taken down. Do this before your kids, students, or boss gets graph search.
- Look into third party authentication for FB, Twitter, and Google. It's technical and not for everyone, but can prevent hacking into your accounts. It also prevents people from using your account for their own hacking. Stop getting those tweets that say "dude! Look at this video of you." And stop those same people from sending them in your name.
- Set up a Google alert on your own name.
- View your profiles the way the public does. Make sure it's professional, etc.

Stay In Touch!

We want to hear from you! Please ask us questions, tell us what's working for you, etc.

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