MABE

MARYLAND ASSOCIATION OF BOARDS OF EDUCATION

Getting on Board with Social Media

2016 Annual Conference

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vintage social networking
LinkedIn
Pinterest
YouTube
foursquare
Instagram
Imgur
reddit
WordPress
Skype
Twitter
Tumblr
Facebook
ADDRESS
http://wronghands1.wordpress.com
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Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	*72%*
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than $30,000/yr	73
$30,000-$49,999	72
$50,000-$74,999	66
$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	*23%*
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than $30,000/yr	21
$30,000-$49,999	19
$50,000-$74,999	25
$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.

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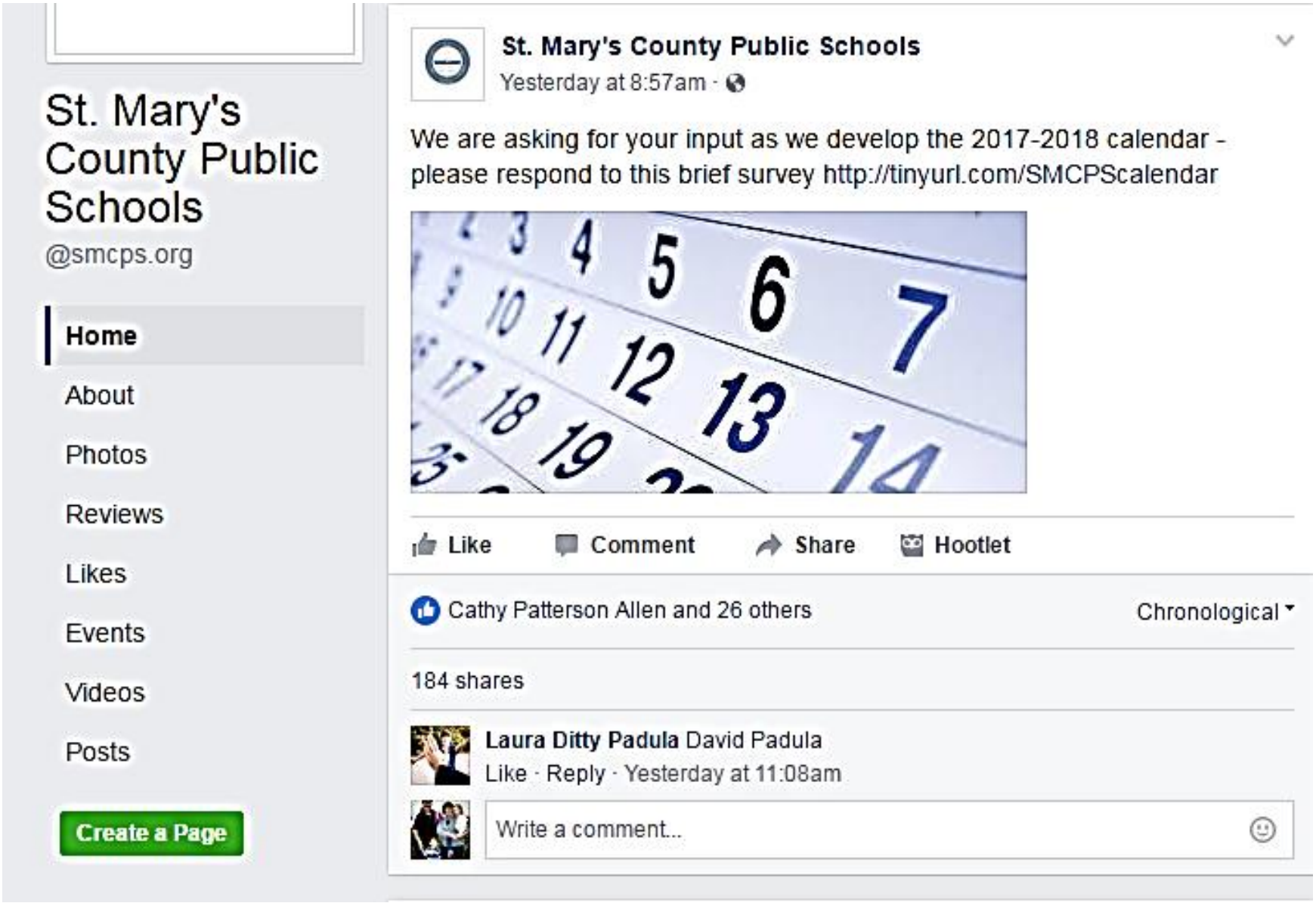
Facebook – major source of school system news for community



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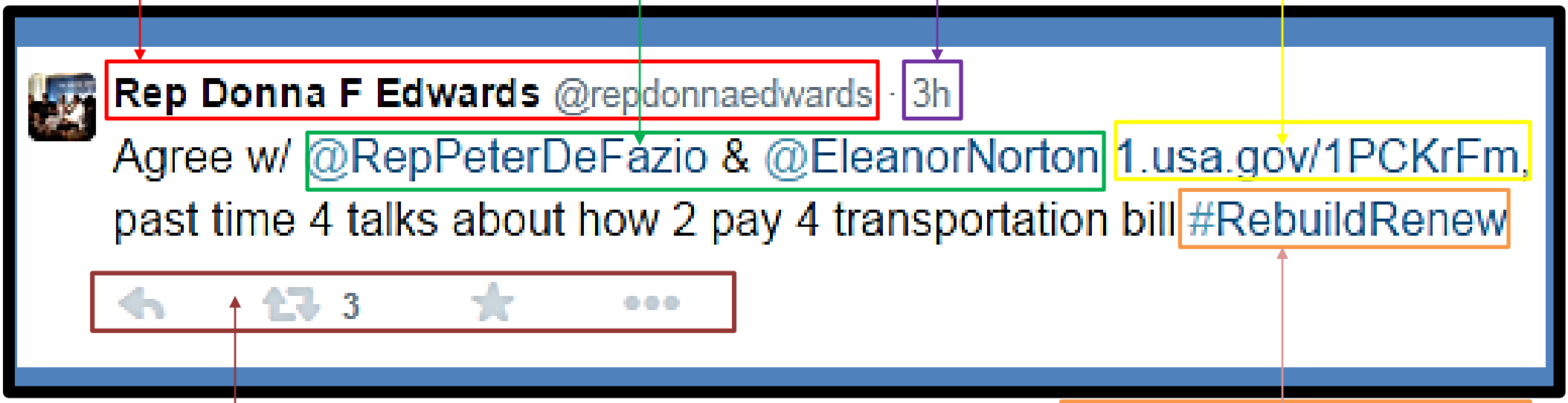
Twitter: Decoding a Tweet

User & username

Tweet Age or Date - Click to see who interacted with this tweet (replied, retweeted, etc.)

A “mention” – using an @ symbol followed by a username will insure that your tweet shows up on that user’s profile.

Internet Link – Link to website, video or article.



Interact with this tweet (reply, retweet to share on your profile, favorite it, or click “more” to see other options.

Hashtag – Putting # before a word or phrase enables others to search for tweets on the same topic. A frequently used hashtag is said to be “trending”.

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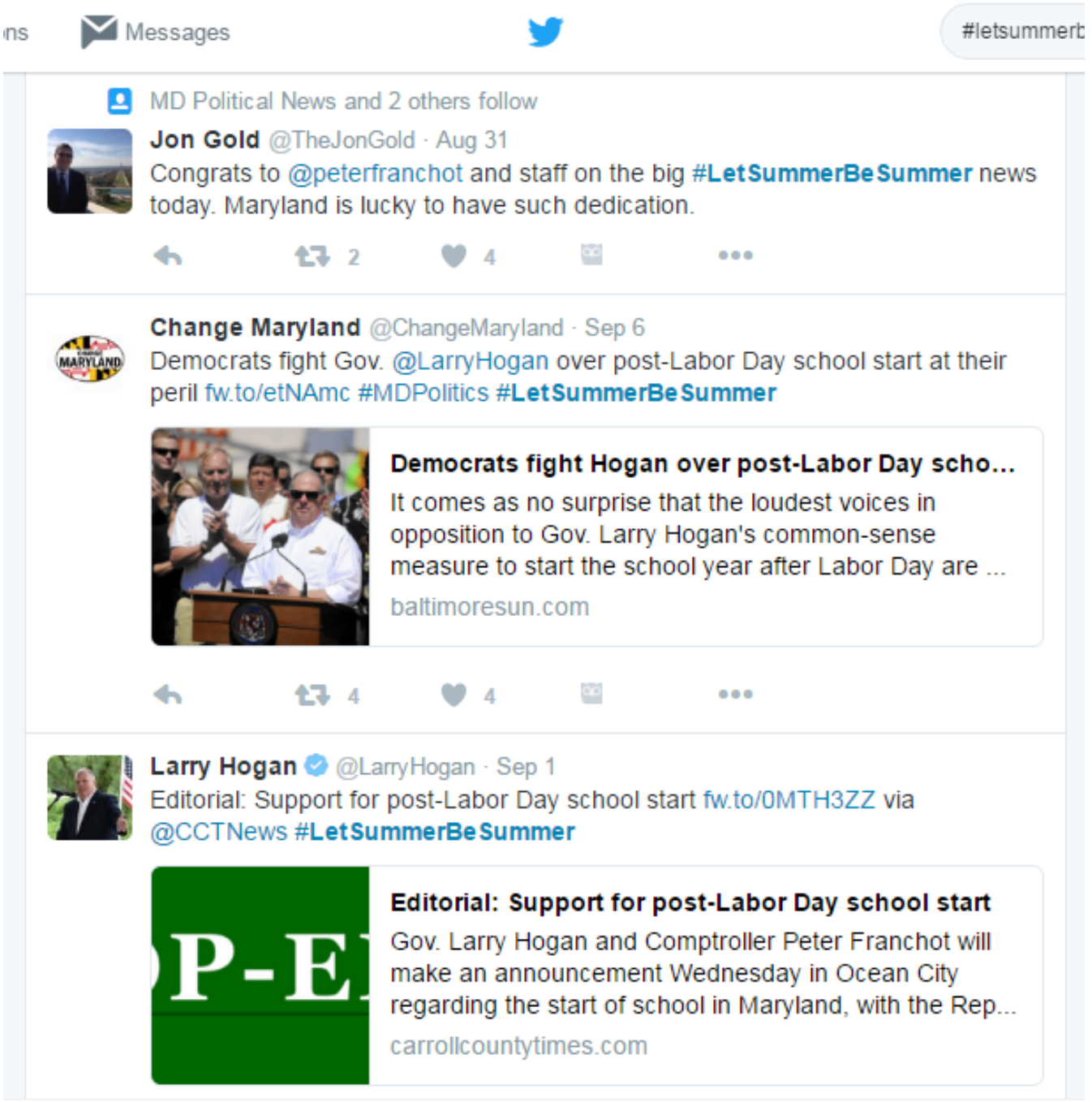
Twitter: #Hashtag = Tweets on the same topic



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Twitter AACPS using a hashtag to share good news.

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Lorenzo Hughes, Ph.D @Eduk8n · Oct 1

Post-Labor Day start... a local decision!
mobile.digitaledition.baltimoresun.com/infinity/artic… via @sharethis

Board dissents on school starts

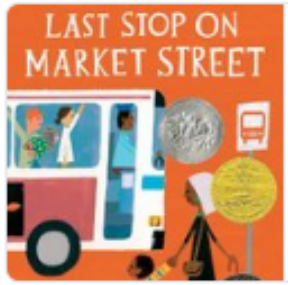
Board dissents on school starts

mobile.digitaledition.baltimoresun.com

Lorenzo Hughes, Ph.D Retweeted

Cecily W. Blijd @Cwblijd · Oct 1

Children's Books That Tackle Race and Ethnicity nyti.ms/2cJEhrv plus Dr. Noguera's books found here: americanreading.com/products/ccss-…



Children's Books That Tackle Race and Ethnicity

A reading list for kids of all ages.

nytimes.com

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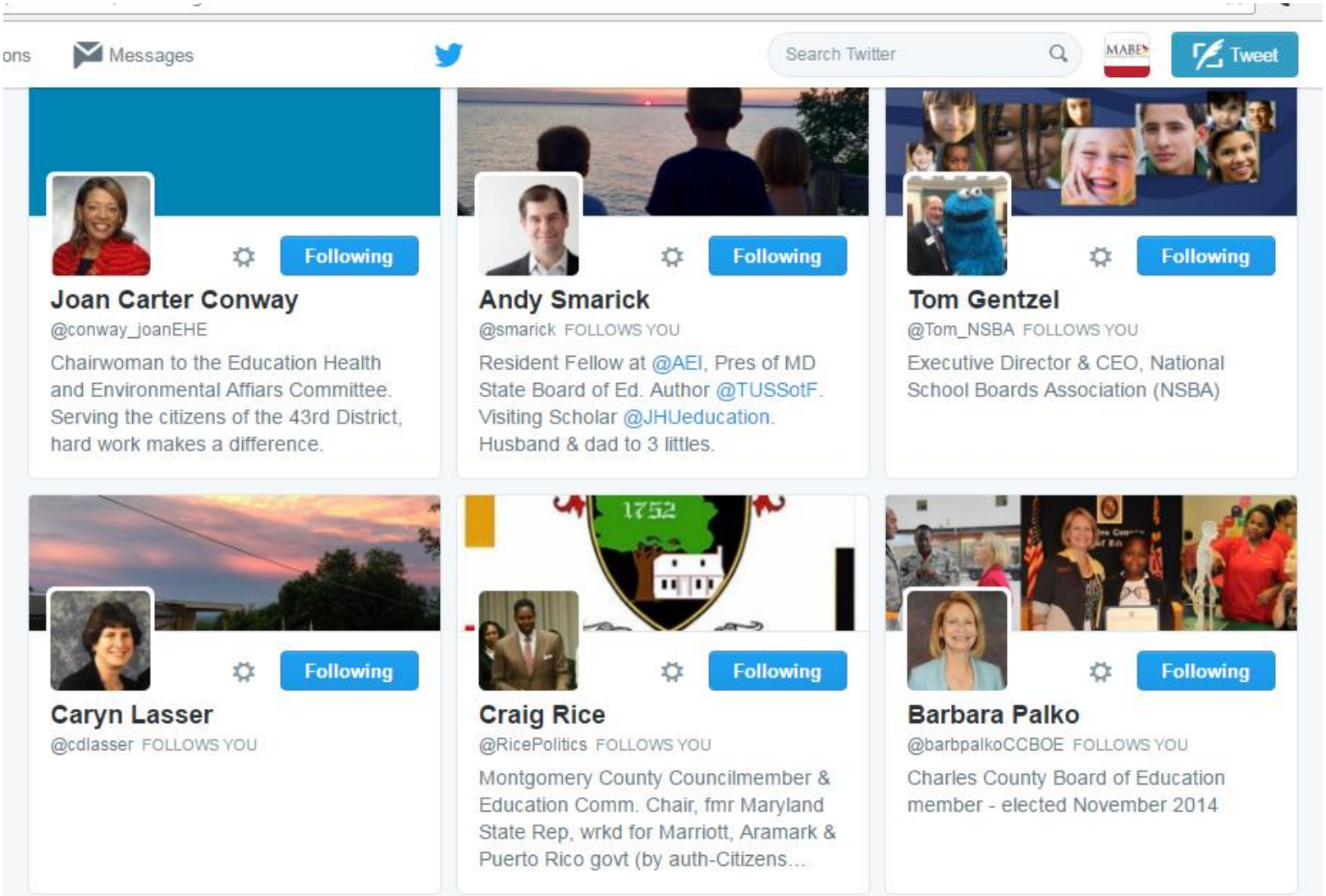
Who to follow? Go to MABE's Twitter page, click on "following" and choose from among those.



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