10 Twitter Tips for Classrooms, Teachers and Schools

by Ross M. McGill
Ross McGill

- Deputy Headteacher
- Blogger
- Author / Speaker
- Teacher Trainer
Objectives:
1. Social journey...
2. 10 Strategies.
3. What works?
Share your thoughts ...

@TeacherToolkit

#NDLE17
Straw poll ...
no. 10
Identify a purpose ...
Redundancy!
Meet Freddie (1lb 9ozs)
Meet Freddie (1 lb 9 ozs)
Frederick Warbrook McGill

Freddie was born on Saturday 21st May 2011 @ 17:45pm, 26 weeks +2, weighing just 730 grams (1lb 10oz). He was born 11½ weeks premature. Prior to birth, Freddie was transferred from Royal Free in London to the NICU (Neonatal Incubation Care Unit) at the William Harvey Hospital in Ashford, Kent, the only incubator available, 86 miles away & delivered! We traveled to visit him every day & finally, after 36 days & an exhausting 3000 miles, he was transferred to Ramset Hospital, just 4 miles away from home. Six weeks later, after a total of 12 weeks (83 days) at hospital, Freddie was finally allowed to go home, on oxygen support for his due date - his 6th birthday! His weight today, is 8400 grams (18lbs 6oz) & his next weight recording is 1.12.12. He has had 2 hernia operations at Great Ormond Street and is due another at his 4th hospital. This is our story...

Winter 2014

I've been meaning to update Freddie's blog for several weeks. I continue to receive emails for families who read Freddie’s blog as a source of inspiration, so this gives me the passion to keep it alive and updated.

I write this on Christmas Eve 2014. On that note, I do hope Freddie reads this one day ...

Freddie is a joy. He is playing, laughing and cracking jokes, as well as having himself and my wife running around the house playing trains! He is obsessed with Thomas The Tank Engine. Over the past 6 months, Freddie has thrived at nursery and we have managed to find him a school for 2016. He has rarely been ill, other than a winter cold and managed to pass his final hearing test as a neonatal child.

Here are some photos of Freddie from June 2014 to December 2014.
Website traffic:

228,058 hits

as of 15/06/15
“If not now, when?”
“If not you, who?”
@TeacherToolkit was born.

User ID #180,327,352
1. Personal or professional?
2. Reflection.
@TeacherToolkit
Assistant Headteacher & aspiring Deputy Headteacher, passionate about learning. Currently blogging for the @GuardianTeacher Network & blogger for EON! School Free School. I was an @ASEUK Council representative for the London region. In 2004, I won the Guardian Award for Teacher of the Year in a Secondary School in London. @Teachingcape, former @SATD Lead Practitioner. Creator of #SLChat. Join the 6,000 others who follow me on @TeacherToolkit.

Monday, 10 September 2012

@TeacherToolkit is Moving...

This blog will soon be closing. I have moved most of it's content over to my new website. www.TeacherToolkit.me

Please join me at this new address.

Posted by Brian Morrissey McGill

Contact me

Fill out my form!

Twitter

Popular Posts

#SLChat Poll - Sunday 9th September

The poll for #SLChat is now open. Please click #SLChat.

Posted by Brian Morrissey McGill

Attendance

20112

Follow @TeacherToolkit 62,267 followers

Follow me on Pinterest

Follow me on Twitter

Thursday, 30 August 2012

What makes an outstanding school?

@GuardianTeach

My latest guest in the Guardian. I didn't think I had anything more to say, but I have decided to elaborate on this ARB strategy beh...
Website traffic: 23,058 hits as of 15/03/12
What to say?

1. There is readership for anything and everything!

1. What is it you will write about? Be consistent.

1. Track content and find out what interests people.
Brand yourself ...
Branding

My first Twitter logo
19th of August 2010

Adjusted one year later.
August 2011
Branding

My own photo
August 2008

Photo adapted for Twitter handle.
August 2011
... created a WordPress website.

(August 2012)
I'm a Storyteller by @TeacherToolkit

How do you capture students' attention when the weather outside the classroom is uninviting? Continue reading →

Share this now:

Like
Tweet
Pin
Share

FEATURED BLOGS

The Digital Education Show UK 2015

I will be speaking at The Digital Education Show, at Olympia in London on 2 July 2015. Continue reading →

Share this now:

Like
Tweet
Pin
Share

MEMORI'S OF A TEACHER

The story of a teacher from the 1950's ...

THE 5 MINUTE LESSON PLAN

... Who is behind @TeacherToolkit ...
2012 ... 1 milion
TE@CHER TOOLKIT
The most followed teacher on Twitter in the UK

TE@CHER TOOLKIT
The Most Influential Blog on Education in the UK

TE@CHER TOOLKIT
Classroom Ideas, Teacher Training, School Resources
Share/Compare...

When did you last use social media professionally?
Digital Activity
Post a short video on Twitter:
Tag ‘@TeacherToolkit’
include the hashtag #TTkitCPD

“... I use social media to enhance my teaching because ...”
Consistency
Why do followers come to you?
This or that?

10 Social Media Secrets - I reveal all at #BETT2017 this week!

buff.ly/2k3db5u

Morning keynote: Teacher Toolkit

28 January, 2017  11:45  12:15

Keynote Speakers:

Ross McGill (@TeacherToolkit) shares what works using social media analytics to help you grow your own organic (and global) audience.

Chairperson:

Ross McGill

Most Followed Teacher on Twitter in the UK

3:07 PM - 25 Jan 2017
Organic growth ...

Growing an audience is all about consistency.

1. Twitter handle; **easy to identify** and name.
2. A logo that is **consistent** on your profile.
3. The same name / logo used on **other platforms**.
4. Push out **professional content** = readers expect.
5. **Interact** = not just one way.
Location of followers

- UK: 77.4%
- USA: 8.2%
- Australia: 2%
- Canada: 1%
- Ireland: 1%
- UAE: 1%
- Spain: 1%
- India: 1%
- South Africa: 1%
- New Zealand: 1%

Other locations:
- England, UK
- Wales, UK
- Scotland, UK
- New South Wales, Australia
- California, USA
- Texas, USA
- New York, USA
- Ontario, Canada
- Northern Ireland, UK
- Victoria, Australia
- North Carolina, USA
- British Columbia, Canada
- Dubai, UAE
- Somewhere, Australia
- Florida, USA
- Somewhere, Ireland
- Somewhere, USA
- Massachusetts, USA
- Dublin, Ireland
Clarity ...

Be clear about what you do
Reciprocation.

1. There is a **value** in giving to others.
2. **People respond well** to other people, when the ‘**rule of reciprocation**’ is followed.
3. The rule of reciprocation should be applied when **building identity**. Share, share, share!
Twitter Academic Research

Are you a ME informer or a IN former?
Analysis:

... research shows 2 common types of user behaviour:

1. the **content** of the posted messages and

2. exposed **differences** between users.
Analysis:

... two different types of “content camps”

1. A majority of users focus on self or,

2. A smaller set of users driven by sharing information.
ME informer vs. IN former

1. Self-focused
2. Self-indulgent
3. Seek attention
4. Want more followers
5. ‘RT me please’.
ME informer vs. IN former

1. Share-focused
2. Content-builder
3. Resource contributor
4. Gives others ‘shout-outs’
5. RTs others.
Digital Activity
How many?
**Teachers / Parents:** how many social media platforms do you know?

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Frequency.
September 2013: 50%+ increase in traffic
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<tr>
<th>Country</th>
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<td>868,340</td>
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<td>France</td>
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<td>New Zealand</td>
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<td>Malaysia</td>
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<td>India</td>
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<td>Egypt</td>
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Stats for 2016

Posting Activity

Latest Post Summary

It's been 6 hours since Can OfSTED improve? was published. Here's how the post has performed so far...

- Views: 307
- Likes: 0
- Comments: 0

Today's Stats

- Views: 4,444
- Visitors: 2,499
- Likes: 0
- Comments: 2

All-time posts, views, and visitors

- Posts: 788
- Views: 4,997,249
- Visitors: 2,322,850
- Best Views Ever: 11,288

September 27, 2015
When do I tweet?  What platforms do I use?
88,828 followers as of 3/17/2015 (days shown in Pacific time)

Interests
Most unique interests
79% Education news and general info
34% Online education
7% Adult education
2% Business in Asia

Location
Top countries and states
UK

Gender
63% F
37% M

Your followers also follow
48% Tes
Bounce Rate:
Share/compare...

What **one** piece of social media advice would you offer?
Respond / Reply
Frequency patterns

Tweet interactions from January 2014 to March 2014
Interactions:

28 day summary with change over previous period

Tweets: 942 (down 17.5%)
Tweet impressions: 5.31M (down 13.5%)
Profile visits: 49.5K (up 32.1%)
Mentions: 3,445 (up 18.2%)
Followers: 155K (up 2,079)

Jan 2017 - 24 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 77.9K impressions
3 things for every school in 2017?
1. Remove OfSTED banners from gates
2. Stop emails from 7pm - 7am
3. Integrate staff CPD into timetable.

Top mention earned 2,726 engagements
Mrs J M Clark
@mrsjmcclark - Jan 13
Set my first takeaway homework today to help year 11s focus their revision. Thank you @TeacherToolkit biology takeawayhomework pic.twitter.com/jiVxT2fxwp

JAN 2017 SUMMARY

Tweets: 775
Tweet impressions: 4.46M
Profile visits: 40.1K
Mentions: 2,609
New followers: 1,868
Your Tweets earned **7.3M impressions** over this 28 day period.

During this 28 day period, you earned **255.5K impressions per day**.

Teacher Toolkit @TeacherToolkit - 27m
If I Were Secretary of State for Education...
 teachertoolkit.co.uk/2017/06/10/sec... via @TeacherToolkit
View Tweet activity

Teacher Toolkit @TeacherToolkit - 2h
Teachers / Parents vs. Students: how many #SocialMedia platforms can you name? via @TeacherToolkit
 buff.ly/216oFQ1 #edtech #eSafety
 pic.twitter.com/njyWgmvwZ7e
View Tweet activity

**Tweets**

- Teacher Toolkit @TeacherToolkit - 27m
- Teacher Toolkit @TeacherToolkit - 2h

**Top Tweets**

- Teacher Toolkit @TeacherToolkit - 27m
- Teacher Toolkit @TeacherToolkit - 2h

**Tweets and replies**

- Teacher Toolkit @TeacherToolkit - 27m
- Teacher Toolkit @TeacherToolkit - 2h

**Promoted**

- Teacher Toolkit @TeacherToolkit - 27m
- Teacher Toolkit @TeacherToolkit - 2h

**Impressions**

- Teacher Toolkit @TeacherToolkit - 27m: 2,260
- Teacher Toolkit @TeacherToolkit - 2h: 5,911

**Engagements**

- Teacher Toolkit @TeacherToolkit - 27m: 21
- Teacher Toolkit @TeacherToolkit - 2h: 222

**Engagement rate**

- Teacher Toolkit @TeacherToolkit - 27m: 0.9%
- Teacher Toolkit @TeacherToolkit - 2h: 3.8%

**Engagements**

- 1.1% engagement rate
  - Jun 10

**Link clicks**

- 42.6K
  - 670 link clicks
  - Jun 10
Reasons for leaving?
Engagements
Showing 28 days with daily frequency

Engagement rate
1.3%
Jan 25
0.9% engagement rate

Link clicks
31.8K

On average, you earned 1.1K link clicks per day
On average, you earned **272 likes** per day

Retweets

On average, you earned **158 Retweets** per day

Replies

On average, you earned **38 replies** per day
Analytics

Hallmarks of content that are genuinely engaging:

1. People will retweet you.
2. People will @mention you.
3. People will favourite your content.
4. People will follow you.
Digital Activity
Tweet your digital advice to: @TeacherToolkit
include the hashtag #TTkitCPD

Why should teachers tweet professionally?
Resources
5 Million Readers

Reading Time: 3 minutes.
What impact can teachers have across the world?
Teaching and Learning:

1. Pose, Pause, Pounce. Bounced by @TeacherToolkit
2. Can signs be used to improve teaching and learning? by @TeacherToolkit
3. Questioning — Moving from Good to Outstanding by @TeacherToolkit
4. What would school life be like without bells? by @LancsLassRach
5. *Rapid Progress in my classroom: How it is made and how do I know it? *Klogsync
6. How to move your teaching on from ‘requires improvement’ by @TeacherToolkit
7. My life without a red pen would be... by @Mike_Gunn
8. Reducing TeacherTalk in formal observations by @TeacherToolkit
9. Why I’m placing *LearningWalks in Room 101 by @TeacherToolkit
10. *Pygmalion teacher, expectancy-effect by @TeacherToolkit
11. *TeaToks and Matress: The Ugly Truth by @TeacherToolkit
12. Progress over time *PUTeaching by @TeacherToolkit
13. I want to be a *SmartAss by @TeacherToolkit
14. The visual anatomy of a *GreatTeacher by @TeacherToolkit
15. Lesson reflection and review by @TeacherToolkit
16. The role of lesson observations by @TeacherToolkit
17. Stepping away from observational judgements by @TeacherToolkit
18. Improving reading speed: therefore, reducing marking time by @TeacherToolkit
19. The *RugbyTruth revisited: Marking, monitoring and progress by @TeacherToolkit
20. 30 simple questions by @TeacherToolkit
21. Outstanding Reflections by @TeacherToolkit
22. Can observers spot good teaching? by @Teacher Toolkit for *GreatEDebate
23. Where do observations go from here? by @Teacher Toolkit
24. Getting it right: The importance of observations by @TeacherToolkit (Part 1/2)
25. Getting it right: the value of observations by @TeacherToolkit (Part 2/2)
26. 5 warning signs of a *LousyTeacher by @TeacherToolkit
27. A culture of lesson observation by @Adam_Snell
28. 50 forward-planning questions by @TeacherToolkit
29. 10 reasons to love *newwork by @TeacherToolkit
30. How would you like to be observed? by @TeacherToolkit
31. Where do observations go from here? Going beyond CDRs by @TeacherToolkit
32. Teachers and Lesson Observations by @DrMattCleary
33. Observation as a Tool to Enhance Teacher Learning. Part 2 by @DrMattCleary
34. The Marking Frenzy by @TeacherToolkit
35. The 5 Wonders of Teaching by @TeacherToolkit
36. Lesson Plan Research by @Angel_Solutions
37. A Valid Landscape for Teaching and Learning by @Teacher Toolkit
38. To Grade or Not to Grade? by @TeacherToolkit
39. Consolidate Your Blueprint For New Teachers by @TeacherToolkit
40. The Power of Not Yet by @TeacherToolkit
41. Taking A Look at books by @TeacherToolkit
42. A Common Sense Approach to Marking Workload by @TeacherToolkit
43. Constantly Tweaking Teaching and Learning by @TeacherToolkit

Ofsted:

1. What makes an Outstanding school? by @TeacherToolkit
2. Should Ofsted exist? by @ReidOCameron
3. Outstanding teaching using the new framework by @TeacherToolkit
4. Notes on the new Ofsted framework: how to be outstanding by @TeacherToolkit
5. Thwart the Grim Reaper: Ofsted reworks 2013 by @TeacherToolkit
6. Grab Outstanding lessons with both hands!
7. 5 *Grim Reaper facts about *Ofsted for the teacher by @TeacherToolkit
8. *OfstedNews updates for all teachers: *Grim Reaper
9. A leadership experience of *Ofsted *SecretOfsted
10. Why lesson feedback can be divisive? *SecretOfsted
11. There is no such thing as an Outstanding (one-off) lesson! *Grim Reaper
12. *Yamoose (*I’m off... to a meeting with @OfstedNews
13. *SecretOfsted: A special school experience for @OfstedNews
14. An edu-blogger mandate for @OfstedNews
15. When observations go wrong: *SecretOfsted by @TeacherToolkit
16. How can @OfstedNews win over teachers?
17. Hurrah for @OfstedNews! *NoMoreGrades by @TeacherToolkit
18. What are @OfstedNews Now Saying? by @TeacherToolkit
19. Observing the Observers: @OfstedNews by @TeacherToolkit
20. Overall Effectiveness by @TeacherToolkit: *SecretOfsted
21. 10 @OfstedNews MythBusters by @Teacher Toolkit
22. @HarfordSear’s Message for @OfstedNews Inspectors
23. No More Grades. A Suggestion by @Teacher Toolkit

Department for Education:

1. Policy review: are schools facing an autumn of discontent? by @TeacherToolkit
2. What “Gove’s up, must “Gove down! My top 10 Gove faux-pas by @Teacher Toolkit
3. The day I met Mr. Gove, by Assistant Headteacher, @Cherylykd
4. A *QTS letter to *EducationGovUK: Dear DfE by @TeacherToolkit
5. The social-media epoch is out-dating Ofsted and The Department for Education by @TeacherToolkit
6. Gove Political Pasts by @TwistedTwee *GovePants
7. A 5-point plan for incoming DfE @NickyMorgan1
8. 7 facts Teachers are Sick of Hearing from Politicians by @Teacher Toolkit
9. Support The Arts! by @Teacher Toolkit
10. The Workload Challenge Report by @EducationGovUK
Wait!

INTELLECTUAL PROPERTY REMOVALS
Protect yourself ...
Scheduling & Analytics
Tweetdeck:
Buffer allows you to time-stagger content.

You can use Buffer analytics to track data.
Today

The Ladybird Book of Edu-Twitter by @primaryperchival via @TeacherToolkit
#ukedchat http://buff.ly/2krz5SH

13:39 (GMT) via Extension teachertoolkit@me.com

Want to gain more traffic to your blog? >> 10 Coding Tips for Bloggers by @TeacherToolkit http://buff.ly/2kQ08fy

17:03 (GMT) via Extension teachertoolkit@me.com

Interested in education? Read: 23 Think Tanks Every Teacher Should Know > Catch up here: http://buff.ly/2k1Tdlk

19:54 (GMT) via IFTTT teachertoolkit@me.com
Schedule for this Twitter profile
You've set up 21 posting times across 2 posting schedules.

So, when would you like your posts to be sent? Choose your timezone, schedule your times and we'll make sure your posts are sent out even when you're asleep! You can customize your schedule for each profile.

Perhaps keen for 12 hour AM/PM time? You can change it here.

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
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Post at these 10 times **Every Weekday**:

- 07 02
- 07 42
- 08 44
- 12 19
- 13 39
- 17 03
- 19 07
- 19 54
- 20 23
- 21 41

Add Posting Time
Optimal Scheduling

Discover the best times to share content on social media.

@TeacherToolkit (Twitter)

Number of times to post each day:

5

Calculate times
Your Optimal Schedule

Your 10 optimal posting times (City of London - United Kingdom):

00:26  20:07  21:23
03:23
10:22
12:06
13:19
14:00
15:32
18:28

Replace Existing Schedule

You can change your schedule manually or run the Optimal Timing Tool at any time. Learn More
Tomorrow’s blog:

England’s teachers work the longest hours and get paid one of the worst salaries in OECD countries. #DoingItForTheKids
Digital Activity
Start thinking …

What do you share online?
Think of something you have shared online ...

1. What was the information?
2. Work or personal view?
3. Work or personal platform?
4. Would your mother approve?
5. Would your boss approve?
6. Were you calm or angry?
7. Would you put the status on a t-shirt?
Top 10 Lists
101 Female Educators to Follow on Twitter

Reading Time: 20 minutes.
Which female educators would you recommend following on Twitter?

#101FemaleEducators

Reading Time: 18 minutes.
This list of educators are people I draw inspiration from on Twitter.

101 Great Teachers to Follow on Twitter

Reading Time: 15 minutes.
Where would I be without Twitter? Where would my own extended (PLN) Professional Learning Network be without the 140 character...
5 Tips To Grow Followers

How can you grow an organic audience on social media?

Reading Time: 4 minutes.

10 Ways to Collect Audience Data

How can you easily collect data about your audience?

Reading Time: 2 minutes.

18 Think Tanks Every Teacher Should Know

Who are the think tanks that influence government policy and what influence do they have on education pedagogy?
Teach 100 ranks over 10,000+ educational blogs across the world.

Ranked No.1 blog in the UK
2nd January 2015

Dear Mr McGill

The Debrett’s 500 — inspiring, achieving and making a difference

I am delighted to inform you that you have been nominated for inclusion in the Debrett’s 500 as one of the most influential people in your field.

Published exclusively in association with The Sunday Times, the Debrett’s 500 is an annual list of the 500 most influential people in Britain. The list features those who have inspired, achieved and instigated change beyond expectation throughout the past year.

The 2015 Debrett’s 500 will be revealed on 25th January in The Sunday Times and celebrated at an event on the 26th January. The enclosed invitation provides further details of both the Debrett’s 500 and the party, which we very much hope you will be able to join us for.

Congratulations on a well-deserved nomination.

With very best wishes,

Joanne Milner
Chief Executive
Don’t feed the trolls!
Dina @TeacherToolkit who the do you think you are?????????????????????????????????????????????????? bekhammmmmmm??????????????
@TeacherToolkit She doesn't think it's a good thing, it's a terrible thing, you must be awful to work with.

20/10/2013 23:22
Tips for new bloggers 10: Criticising people without naming them is not politer, it's just cowardly.
A book on 1001 ideas for O/S lessons is obsolete, arrogant, fake, largely made up, gives credibility to grading lessons, hence offensive...
Just consider what happens already. We have @TeacherToolkit who regularly threatens to report people to their Headteachers.

6:23 PM - 6 Nov 2016
Ross Morrison McGill has a series of ‘five minute’ plans on his website, where you can buy into, as he puts it: “The 5-Minute concept philosophy.” This is like someone who suffers from [REDACTED] turning it into a philosophy. McGill is monetising, not philosophising.
In summary ...
10 = Purpose
9 = Branding
8 = Consistency
7 = Clarity
6 = Frequency
5 = Respond / Reply
4 = Resources
3 = Scheduling / Analytics
2 = Top 10 lists
1 = Trolls
Tips for Classrooms
Did You Know?

1. 65% of children aged 12 to 15 own a smartphone.
2. 1 in 4 children receive unwanted images on the subject of sex.
3. 21% of reports to CEOP (2012) = sharing of self-created indecent images.
4. 26% of 12-15 year-olds know someone who’s been bullied online.
5. 87% of children go online at home.
6. 57% of children worry about coming across porn or violence.
7. 43% of teenagers post information online they later regret.
8. 51% of teenagers reveal information that could be used to identify.

Source: InternetMatters.org
10 Tips for Managing Social Media:

1. Keep private profiles protected.
2. Keep public profiles professional.
3. Public or private? ‘Pause before you post’. (The ‘t-shirt theory’)
4. Model good social-media behaviour to young people.
5. Be clear about you and your purpose.
7. Protect passwords and manage your security.
9. Maintain ‘private’ profiles to your network.
10. Ask friends / family not to ‘tag’ = compromise professional persona.
10 Tips for Tweeting Teachers:

1. Create a **professional** account.
2. (Twitter ID). Make sure it is **easy to remember**.
3. Define a **purpose**.
4. **Think** about what to tweet and who to follow!
5. Start small; interact; give feedback; **be polite and patient**!
6. Understand basic **acronyms** and simple HTML language.
7. Update status; connect; **share**.
8. **Consider** what works / what doesn’t.
9. Don’t become a slave! Use social media tools to **get your life back**.
10. **Never engage** with trolls. Mute or block.
Tips for Schools
10 Ways to Protect Schools from a Social-Media Crisis

1. Get a robust social media policy in place
2. Appoint a dedicated social media champion
3. Keep the conversation going with students
4. Establish a direct route into the safeguarding / police.
5. Involve the parents / train them.
6. Get staff trained in use of social media
7. Keep on top of current affairs
8. Ensure you have a crisis plan in place
9. Get your staff skilled up on social media advice
10. Remember actions speak louder than words ...
10 Tips for Blogging Teachers:

1. Success does not happen instantly.

2. Persistence; patience; content and consistency is key.

3. The content you write about will evolve, but it must suit you.

4. There is always something to blog. Stay true to your values and vision.

5. There is more to a successful blog than just content!

6. You must understand basic HTML language.

7. Writing for other people will encourage people to read your blog.

8. Literacy! Blogging has enhanced my reading and writing.

9. Your colleagues WILL read your blog. Transparent or anonymous?

10. Use social media tools to get your life back.
“We asked 55 middle leaders for 2 adjectives to describe @TeacherToolkit CPD. They said it was: engaging, thought-provoking, inspirational, energising, dynamic, challenging and empowering.”

Deputy Headteacher, Swanlea School.

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