



**Sunday, July 9**

**7:30-8:45 AM**

**Pennsylvania Convention Center**

**109 AB**



**#npc17**

# **Social Media 3.0:**

**Developing a Connected Mindset  
Through Intentional Practice**

**2017 NATIONAL  
PRINCIPALS  
CONFERENCE**



*@danbutler*

# Intended Outcome

School leaders will understand how social media and web-based tools are used to enhance communication, improve public relations and personalized professional learning efforts while fostering positive relationships.



# Back to Back | Face to Face

- As a leader in your building or district, what do you believe is your most important responsibility?



# Back to Back | Face to Face

- If you could invest all of your time, effort, and energy in one area, what would it be and why?













Celebrate  
the great

Build culture

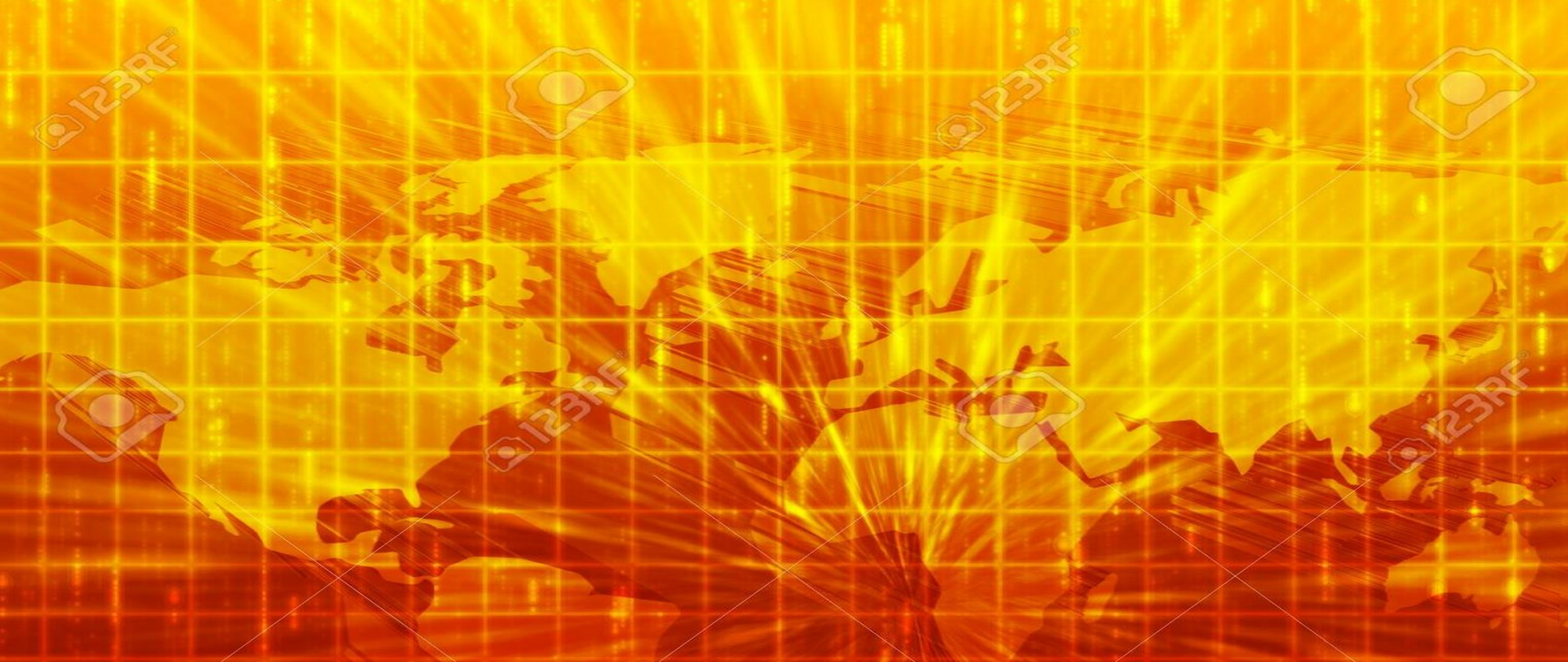
Control the  
message

Family  
engagement

purpose

Personalize  
Learning





# **NEWSFLASH**

# Connecting with Epworth Elementary School



#eesbobcats

To receive messages via text, text **@epwo** to **81010**. You can opt-out of messages at anytime by replying, 'unsubscribe @epwo'.

Trouble using 81010? Try texting **@epwo** to (712) 264-5499 instead.



Enter this number

Text this message

## Text Message Alerts



*facebook.com/  
EpworthElem*



*instagram.com/  
EpworthElem*



*@EpworthElem  
#eesbobcats*

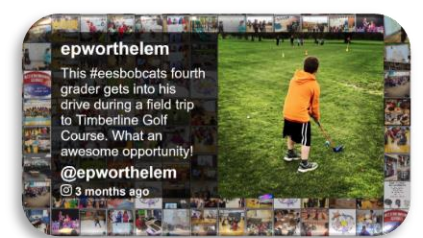


*ees.wdbqschools.  
org*



simplify.









**epworthelem**

Fourth graders assist  
kindergarteners with cup  
stacking at  
#eesbobcats. Excellent  
progress is being made!

**@epworthelem**

**3 months ago**



Epworth Elementary  
School #1094-01  
University of Iowa  
Children's Hospital











**#IAedchat**

**#edchat**

**#leadupchat**

**#tlap**

**#cpchat**

**#npc17**

**#growthmindset**

**#satchat**

**#eesbobcats**

# Accessing #Hashtags

The image shows a browser window displaying the TweetDeck website. The browser's address bar shows the URL <https://about.twitter.com/products/tweetdeck>. The page features a blue header with the Twitter logo, a search bar, and a 'Sign in' button. Below the header, the main content area is dark with the 'TweetDeck' logo and the tagline 'The most powerful Twitter tool for real-time tracking, organizing and engagement.' A red button labeled 'Sign in on the web' is positioned below the tagline. To the right of the text are several icons representing different features: a list of accounts, a magnifying glass, a control panel with sliders, a bowl, and a power cord. Below this, three columns of text describe the platform's capabilities: 'Create a custom Twitter experience.', 'Find exactly what you're looking for.', and 'Tweet together.' At the bottom, a screenshot of the TweetDeck application interface is shown, displaying a grid of custom timelines with various tweets and a search bar. An audio player is visible at the very bottom of the page.

**TweetDeck**  
The most powerful Twitter tool for real-time tracking, organizing and engagement.

Sign in on the web

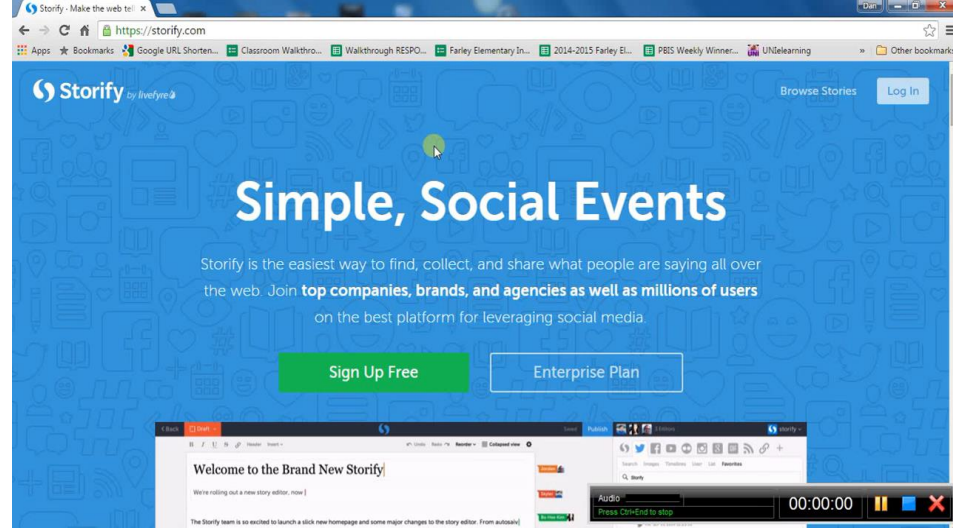
**Create a custom Twitter experience.**  
Organize and build custom timelines, keep track of lists, searches, activity and more—all in one interface.

**Find exactly what you're looking for.**  
Create searches to track topics, events and hashtags. Refine the results with filters.

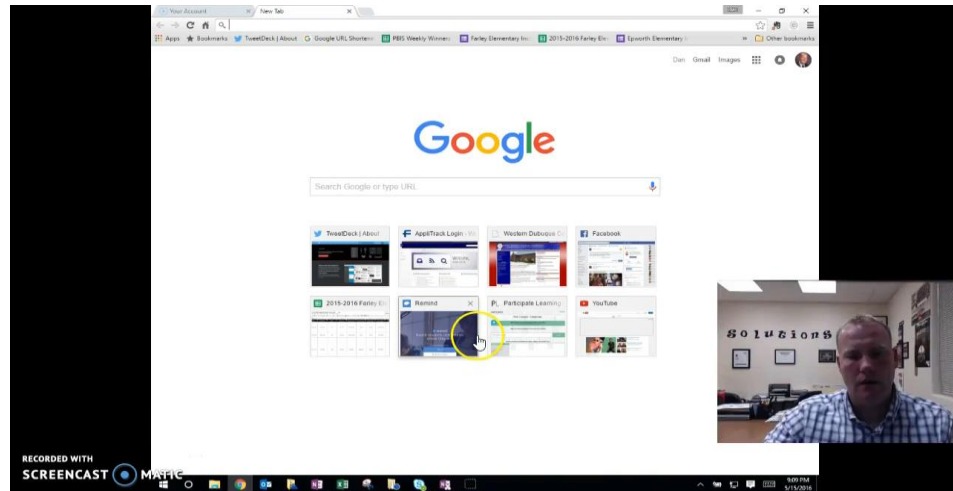
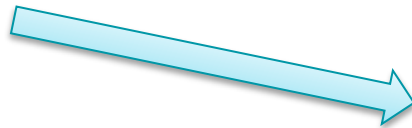
**Tweet together.**  
Share an account with your team, without sharing your

# Archiving #Hashtags

## Storify



# Participate Learning



**Instructional  
coaching  
corner**  
The Podcast  
[www.instructionalcoachingcorner.com](http://www.instructionalcoachingcorner.com)

**LIVE  
HAPPY  
NOW**



CREATING  
**DISNEY MAGIC**  
WITH LEE COCKERELL



**My #  
BAD**

**#IAedchat**  
Sunday  
8pm CST



[tinyurl.com/iaedchat](http://tinyurl.com/iaedchat)





# Voxer

- Mobile phone app (walkie talkie app for smartphones)
- Voice messaging w/ voice clips, text, and pictures



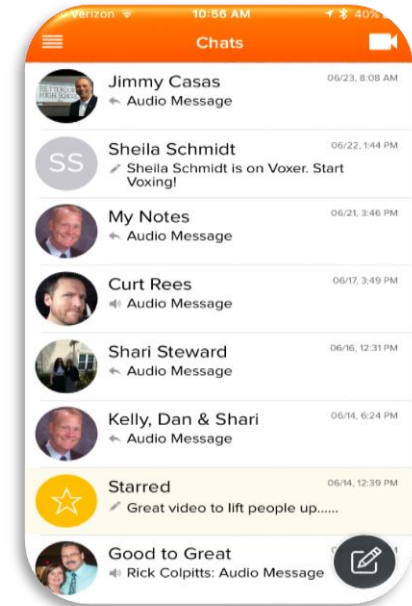
**voxer**

# Voxer

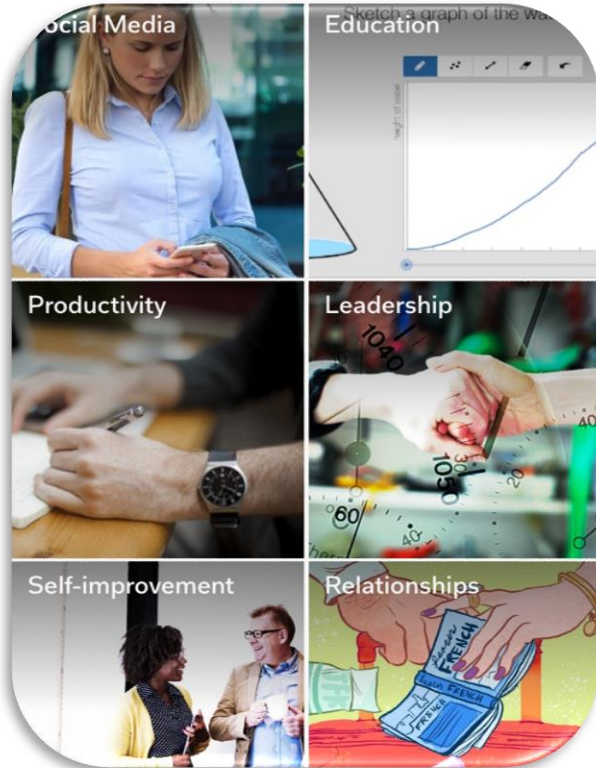
- Easy, quick communication w/ individuals and groups
- Increased collaboration
- Book studies



**voxer**



# Flipboard



# Maximize Your Impact

1. Define your purpose
2. Meet your people where they are
3. Foster a growth mindset toward connectivity/improvement





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# Resources

[Intro to Tweetdeck \(video\)](#) | [Storify Tutorial \(video\)](#)

[Google Forms \(video\)](#) | [Intro to Participate Learning \(video\)](#)

[Voxer 101 \(video\)](#) | [Voxer 101 Part 2 \(video\)](#) via [@joe\\_mazza](#)

[FES: We Are Amazing \(video\)](#) | [Twitter Chat List](#)





# Thank You



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[danpbutler](https://voxer.com/danpbutler)



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

