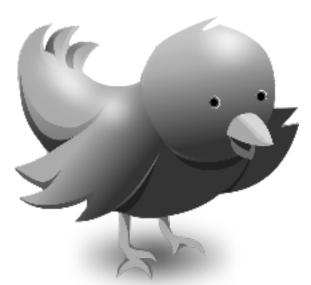
Twitter: Marketing & Personalized PD: TASL Road Trip East, June 13, 2017

Session Description: Twitter is a great tool to both market your library and for anywhere/anytime personalized professional development for you. Learn how to set up a twitter account, find good people to follow, relevant education chats, and how to use it to share the awesome things happening in your school or library!

Slides: goo.gl/KVSEF

1. Why use twitter for PD?

- Hashtags
 - #edchat
 - #tlchat
 - #edtech
 - #libchat
 - #gafe4littles
 - #eessoars2016
- Live chats
 - <u>http://tlchat.wikispaces.com</u>
 - Calendar of twitter chats.
 - <u>Cybraryman calendar</u>
 - Consider using <u>tweetdeck.twitter.com</u> to monitor livechat
- Follow librarians, authors and educators you admire.
 - <u>@joycevalenza</u>
 - <u>@coolcatteacher</u>
 - @The_Pigeon
 - <u>@MrSchuReads</u>
 - <u>@TASLTN</u>



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2. <u>Why use it to share your library?</u>

- Examples:
 - <u>@EESRavensLib</u>, --Just started this school year!
 - <u>@Library_pes</u>
- Ways to market your library/school via twitter-
 - Student work/recognition
 - Update parents on school events
 - Share pics & vids of kids
 - <u>Choose a hashtag for your</u> <u>library</u> or school
 - <u>Tweet multiple times! &</u> retweet/reply

3. <u>Get Started!</u>

- Signing up/Signing on to twitter:
 - Choose a profile name. This is the name you'll be known as on Twitter (also know as your @name).
 - Add a photo of you
 - Complete your bio.
 - Add your website address.
 - Follow some people.
 - Get tweeting.
 - Don't forget the hashtag!