

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](http://goo.gl/KVSEF)

1. Why use twitter for PD?

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

2. Why use it to share your library?

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

3. Get Started!

- [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!



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