Tell Your Story Year Round: End The Scramble for Student Participation
Telling Your Story

• What is currently working?
• What isn’t working?
Telling Your Story

• What do you want to tell?
• How do you want to tell it?
What to Talk About

- Projects
- Student profiles
- Success stories
- What else?
How to Tell Your Story

• Website / Blog
• Publications / Newsletters
• Physical Displays
• Social Media
Nuts and Bolts

- Graphic Standards
- Template Design
- Readability (font size, style, reader cues)
- 21\textsuperscript{st} CCLC logo
- Photo Releases
Websites

• Piggy back off school or district site
• Infrastructure in place

Blogs

• Easier access
• Interactive
• Schools might limit access
Free Blog Hosts

• www.blogger.com
• wordpress.com
• edublogs.org
E-newsletter Management

- Vertical Response
- Constant Contact
- Mail Chimp
- *There are lots more....*
Displays
Social Media
Teen Social Media Use in 2012

Source: Pew Internet & American Life Project
Facebook

**Page**
- For public presence
- Visible to everyone by default (unlike your profile)
- Posts show up in feed of people who “like” the page

**Group**
- Small-group communication
- Discussion, organizing activities
- More privacy settings
- Posts show up in feed of group members
Some Examples
Twitter

- Microblogging site
- Messages of up to 140 characters
- Words to know:
  - Handle
  - Hashtag
Instagram

- Online photo and video sharing
- Integrates with Facebook, Twitter, and more
Taming the Chaos
Keep a Log
# Editorial Calendar

<table>
<thead>
<tr>
<th>Event</th>
<th>Newsletter</th>
<th>Website</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Night</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Profile</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robotics Tournament</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Editorial Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Event</th>
<th>Details</th>
<th>More Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/15</td>
<td>Robotics Tournament</td>
<td>20 programs competing; get pictures!</td>
<td><a href="http://www.ilfirst.org/frc.html">http://www.ilfirst.org/frc.html</a></td>
</tr>
</tbody>
</table>

## Newsletter

<table>
<thead>
<tr>
<th>Content</th>
<th>Responsible</th>
<th>Due</th>
<th>Status/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article</td>
<td>Danny M.</td>
<td>9/22/13</td>
<td>In progress</td>
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</tbody>
</table>

## Website

<table>
<thead>
<tr>
<th>Content</th>
<th>Responsible</th>
<th>Due</th>
<th>Status/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post article on website</td>
<td>Laura</td>
<td>9/25/13</td>
<td></td>
</tr>
</tbody>
</table>

## Social Media

<table>
<thead>
<tr>
<th>Content</th>
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<th>Due</th>
<th>Status/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link to article/post pictures</td>
<td>Laura</td>
<td>9/25/13</td>
<td></td>
</tr>
</tbody>
</table>
Twitter Management

• Dashboards
  – Hootsuite
  – Tweetdeck
• Schedule tweets
• Integrate social media
• Keep track of different accounts
Scheduling Facebook Posts

When should students watch movies in the classroom? Is it a way to keep students occupied when there is a substitute teacher? Now some teachers are using film to foster critical thinking skills.

Teachers Look to Film to Foster Critical Thinking
http://www.edweek.org/ew/article...

Proponents of teaching film studies in the K–12 classroom say it boosts students’ complex literacy skills and dovetails with the new common standards.

2013 August 17 10 AM 30

I L L I N O I S Q U A L I T Y A F T E R S C H O O L
A Warning About Scheduling Posts
Activity

• 15 minutes on editorial calendar
• Try to explore media you haven’t used before
Questions?
Insights?