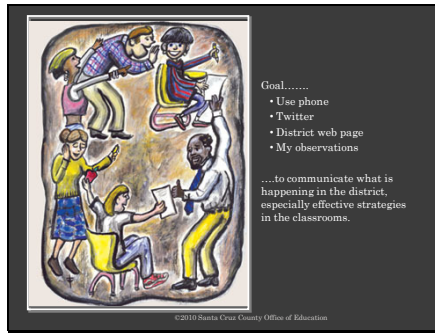


Slide 1



Hello,
This presentation will show you an effective use of Twitter on a District web page. My name is Kevin Silberberg. I am the Superintendent of the Standard School District. I collect data using my observations around the district then use Twitter and our district web page to communicate out to our community.

Slide 2



My goal in this presentation is to show how these technologies (used together) will effectively broadcast what you want your community to know with just text, or text and pictures.

Slide 3



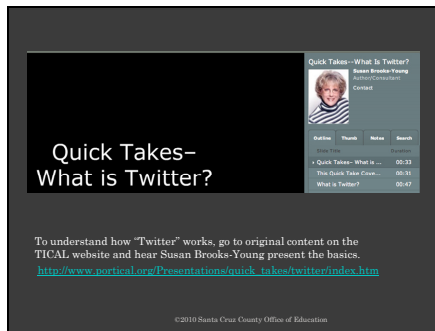
Phones are optional for this strategy. I use a phone that takes pictures and has a keyboard. I can send from the classroom, an account of what I am doing and what I am observing. The iPhone has an application to go directly to twitter.com and makes this process really easy.

Slide 4



Twitter is a social website that allows anyone to tell the world “what’s happening.” You are allowed 140 characters and the ability to embed a photo. I usually take a picture and add text to show and tell. In the settings tab, I can set up the Twitter information to be pushed to our district web page.

Slide 5



My friend Susan Brooks Young has an excellent presentation on “Twitter” at the highlighted link.

Slide 6



Here is our district web page. The red arrow shows the section that contains my latest “tweets.” The technical ability to embed this feed is usually left to your webmaster. I try to update these text every other day. Fresh information on your webpage is crucial. Twitter is easy and helps accomplish this.

<http://www.portical.org/Presentations/silberberg2/#twitter>

Slide 7



CLASSROOM VISITS

As superintendent, I get around the district and see many classroom strategies that should be highlighted. I take pictures with my phone, upload with my observation, and use Twitter to highlight effective strategies. After one time set up, it happens automatically.

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Each district has a focus. Ours is engagement. I want to highlight those classrooms that I witness high levels of engagement and tell what I witnessed. This is crucial to send the message of what we as administrators desire in the classroom.

Slide 8



You can see an example of this in action at the Standard School District website.

<http://www.standard.k12.ca.us/>

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Come and visit our district web page. Our goal is that it is the most up to date web page possible! Using Twitter and other technologies, this is easier than ever.

Slide 9

Resources on portical.org to follow-up:

- [Twitter Quick Take](#)
- [Classroom walkthrough/observation tools](#)



COLLECT • CONNECT • COMMUNICATE

Using Twitter to Highlight Classroom Effectiveness

Kevin Silberberg Ed.D
Superintendent, Standard School District

Thank you and happy "tweeting"



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<http://www.portical.org/Presentations/silberberg2/#twitter>