

Tweet Archive on #edtechchat since:2013-11-25  
From 11/26/2013 - 11/26/2013

**iplante:** @JenCESUVT Hey Jen! #edtechchat  
11/26/2013 1:04:56 AM

**Joesanfelippofc:** @ReadByExample Hey Matt! #edtechchat  
11/26/2013 1:04:57 AM

**atragg:** @EdTech\_Stories @iplante I need the reminder or I'll forget! #edtechchat  
11/26/2013 1:05:00 AM

**chards74:** A1 If you don't someone else will for you. #edtechchat  
11/26/2013 1:05:01 AM

**VanessaAJackson:** Jumping between #edtechchat & #flipclass tonight. Love Tweetdeck!  
11/26/2013 1:05:02 AM

**KatrinaStevens1:** A1 Students/faculty want to feel part of something bigger than themselves—school brand helps that connection. #edtechchat  
11/26/2013 1:05:02 AM

**KatrinaStevens1:** RT Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:05:02 AM

**MathNeil:** Tammy from Florida. (MS Math) #edtechchat  
11/26/2013 1:05:05 AM

**EdTech\_Stories:** #edtechchat William from Tech Stories in UK... Keen to hear how educators could and should be marketing themselves and promoting their brand  
11/26/2013 1:05:06 AM

**TonySinanis:** @JenCESUVT OH YEA!! My girl is in the HOUSE! Hey Jen- so psyched you are here with us! #edtechchat  
11/26/2013 1:05:06 AM

**SecondDirect670:** A1 if you don't tell it, someone else will! #edtechchat  
11/26/2013 1:05:07 AM

**iplante:** @mattbergman14 Welcome Matt #edtechchat  
11/26/2013 1:05:09 AM

**iplante:** Branding means more on my plate...oh wait I am already doing it for my school :)) #edtechchat  
11/26/2013 1:05:11 AM

**KatrinaStevens1:** @SOMSLibrary Welcome, Elissa! #edtechchat  
11/26/2013 1:05:12 AM

**emlevine25:** Hi! I'm a pre service teacher from Elizabethtown College in PA. I'm majoring in Early Childhood Education and special education #edtechchat  
11/26/2013 1:05:20 AM

**nathan\_stevens:** @ajpodchaski @KatrinaStevens1 @jdferries @Joesanfelippofc aaahhhhhh!!!!!!! Don't we all yell when someone says the secret word #edtechchat

11/26/2013 1:05:20 AM

**Kairosedtech:** A1: It's very important because there's great things happening that can inspire others to do similar or better things #edtechchat

11/26/2013 1:05:21 AM

**RckStrPrincipal:** Pumped to see so many people from my PLN in #edtechchat

11/26/2013 1:05:22 AM

**wkrakower:** @KatrinaStevens1 Mark your calendar November 22, 2014. #edtechchat

11/26/2013 1:05:23 AM

**KatrinaStevens1:** @cateked Welcome, Cathy! #edtechchat

11/26/2013 1:05:26 AM

**schneiderb:** @TonySinanis Many reasons but in the #indyschool world very important for admission and advancement. #edtechchat

11/26/2013 1:05:28 AM

**gonzogarcia:** RT @iplante: @gonzogarcia glad to have a #caiscot tweeter here! #edtechchat

11/26/2013 1:05:28 AM

**kylefcs:** Kyle Network Admin from Philly. Chromebook Commodore I'll be paying attention as much as I can tonight #edtechchat

11/26/2013 1:05:29 AM

**iplante:** @VanessaAJackson awesome! #edtechchat

11/26/2013 1:05:29 AM

**riversidescool:** #edtechchat from Alberta Canada

11/26/2013 1:05:30 AM

**thomascmurray:** RT @ajpodchaski: Welcome to all our friends visiting from #vachat tonight for the #edtechchat on Brinading your school!

11/26/2013 1:05:32 AM

**DocPages:** #edtechchat Shawn Page Hollister Middle School

11/26/2013 1:05:34 AM

**sadieclorinda:** A1: In an area like St. Louis with LOTS of great districts, it's important to stand out from the crowd #edtechchat

11/26/2013 1:05:34 AM

**ScottCapro:** @iplante What a great experience at #edcampnj with you! #edtechchat

11/26/2013 1:05:34 AM

**JustinMann\_:** RT @TonySinanis: Q1: Why is it important to tell, or brand, your district's story? #edtechchat

11/26/2013 1:05:38 AM

**KatrinaStevens1:** @schneiderb @s\_bearden Glad to have you, Brendan! #edtechchat

11/26/2013 1:05:40 AM

**ToscaKilloran:** 2am in Bonn Germany- will do my best to tag along!! #edtechchat

11/26/2013 1:05:41 AM

**iplante:** @MathNeil Glad to have you here Tammy #edtechchat  
11/26/2013 1:05:42 AM

**TonySinanis:** @Jeff\_Zoul Hey Jeff- thank you so much my friend! Happy Thanksgiving to you too! So glad youre here for #edtechchat  
11/26/2013 1:05:43 AM

**mia\_sarx:** Graphic for SAMR model of edtech implementation. #edtechchat  
<http://t.co/djN6B8VqEV>  
11/26/2013 1:05:43 AM

**ajpodchaski:** A1: Buildings, books, or even curriculum can't really inspire, but a story can move mountains #edtechchat  
11/26/2013 1:05:45 AM

**cybraryman1:** A1 Real estate values! Many people move to area because of schools' reputations #edtechchat  
11/26/2013 1:05:48 AM

**jswilliams:** A1: Telling our story reminds us why we are here. For the students.  
#edtechchat  
11/26/2013 1:05:50 AM

**ToddAHoffman:** RT @KatrinaStevens1: RT Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:05:50 AM

**mmiller7571:** @thomascsmurray @Joesanfelippofc @TonySinanis good to put that disclaimer out from the beginning Tom. Good thinking:) #EdTechChat  
11/26/2013 1:05:51 AM

**KatrinaStevens1:** @ScottCapro Welcome, Scott! #edtechchat  
11/26/2013 1:05:51 AM

**posickj:** A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat  
11/26/2013 1:05:52 AM

**doccarpenter:** a1. very important, b/c if you don't do it, fox news, the supposed edreformers etc. will #edtechchat  
11/26/2013 1:05:54 AM

**kfostertweet:** A1: "Brand" equals a community to belong to. #edtechchat  
11/26/2013 1:05:54 AM

**USMDrama:** Adam - Milwaukee - Drama teacher #edtechchat  
11/26/2013 1:05:58 AM

**TonySinanis:** RT @posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat  
11/26/2013 1:05:58 AM

**iplante:** @ScottCapro I loved our panel...have to do that more :)) #edcampnj  
#edtechchat  
11/26/2013 1:06:00 AM

**kfostertweet:** RT @posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat

11/26/2013 1:06:01 AM

**TonySinanis:** RT @doccarpenter: a1. very important, b/c if you don't do it, fox news, the supposed edreformers etc. will #edtechchat

11/26/2013 1:06:03 AM

**MToolin:** A1: If you don't tell the story, then someone else will. Controlling the news that is released can create a positive culture #edtechchat

11/26/2013 1:06:03 AM

**RckStrPrincipal:** #edtechchat A1: Because if YOU don't tell the story, someone from the outside can make one up!

11/26/2013 1:06:05 AM

**TonySinanis:** RT @kfostertweet: A1: "Brand" equals a community to belong to. #edtechchat

11/26/2013 1:06:06 AM

**KarenMMcGrath:** Hi! Karen from cape cod high school tech coordinator! #edtechchat

11/26/2013 1:06:06 AM

**kylepace:** @TonySinanis Always glad to get to join in on #edtechchat!

11/26/2013 1:06:07 AM

**s\_bearden:** School branding #ROCKSTAR alert! The fab @schneiderb is in the house! Check out <http://t.co/IDqUMRzKPH> 4 gr8 branding info! #edtechchat

11/26/2013 1:06:08 AM

**chip122772:** #edtechchat A1. With so much against public ed, we HAVE to sell ourselves!

11/26/2013 1:06:10 AM

**cateked:** A1: Community needs to support the schools. Branding helps them feel connected to them #edtechchat.

11/26/2013 1:06:11 AM

**profstrahler:** @ToddAHoffman great seeing someone else from Pittsburgh! #edtechchat

11/26/2013 1:06:11 AM

**schneiderb:** Great point! RT @posickj A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat

11/26/2013 1:06:13 AM

**Willard1960:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/djN6B8VqEV>

11/26/2013 1:06:13 AM

**BrandyPanagos:** @TonySinanis @iplante You want to highlight the good things at your school & work together to correct problems #edtechchat

11/26/2013 1:06:13 AM

**TedJGraham:** @TedJGraham: A1: To show our students and teachers what we do is great and important...we need more positive messages #edtechchat

11/26/2013 1:06:15 AM

**EricDaney:** A1: Whether the brand is good or bad it can be the first thing people associate with your school/district #edtechchat

11/26/2013 1:06:17 AM

**MrsCarterHLA:** A1: Hoping to be a good story as supposed to a bad one in light of all the recent iPad deployment debacles #edtechchat

11/26/2013 1:06:18 AM

**SOMSLibrary:** You need to tell your own story before someone else does #edtechchat

11/26/2013 1:06:20 AM

**iplante:** @emlevine25 welcome Emily! #edtechchat

11/26/2013 1:06:21 AM

**MadDawgMisty:** A1: Because you don't want someone else to try to tell your story for you. They might get the story wrong. #edtechchat

11/26/2013 1:06:23 AM

**Joesanfelippofc:** RT @EricDaney: A1: Whether the brand is good or bad it can be the first thing people associate with your school/district #edtechchat

11/26/2013 1:06:29 AM

**kodable:** A1: Just like with anything, you want to have an identity/culture your Ss, Ps, Ts and As can identify with #edtechchat

11/26/2013 1:06:31 AM

**CourtOConnell:** Q1 I think telling the story is important 4 our profession a educators. Also if you can tell the story you can attract resources #edtechchat

11/26/2013 1:06:33 AM

**mrgfactoftheday:** A1 - Without marketing, businesses aren't likely to succeed. Why does edu think they're any different? Control the message! #edtechchat

11/26/2013 1:06:35 AM

**s\_bearden:** @schneiderb Yay! So glad you could join us for tonight's #edtechchat on school branding!

11/26/2013 1:06:37 AM

**KatrinaStevens1:** @SecondDirect670 So true, Brent! A reputation will form--the question is do we want some say in it? #edtechchat

11/26/2013 1:06:41 AM

**Kairosedtech:** @schneiderb @TonySinanis Agreed! It's necessary to get other excited about joining the school #edtechchat

11/26/2013 1:06:41 AM

**Jeff\_Zoul:** A1 Always want to be proactive---so much better than being reactive! #edtechchat

11/26/2013 1:06:41 AM

**TonySinanis:** @kylepace so psyched to have you here Kyle- you do an awesome job of branding the learning experience for your community! #edtechchat

11/26/2013 1:06:42 AM

**mmiller7571:** RT @TonySinanis: Q1: Why is it important to tell, or brand, your district's story? #edtechchat

11/26/2013 1:06:43 AM

**KatrinaStevens1:** RT @SOMSLibrary: You need to tell your own story before someone else does #edtechchat

11/26/2013 1:06:47 AM

**lisaodavis:** A1 - So parents understand what the school is all about. What happens behind closed doors. #edtechchat

11/26/2013 1:06:49 AM

**philgriffins:** A1: because if you don't share/sell your brand someone will sell it 4 you. Imagine a classroom, you don't set tine someone will #edtechchat

11/26/2013 1:06:50 AM

**ToddAHoffman:** A1: Branding helps communicate the why of your school #edtechchat

11/26/2013 1:06:50 AM

**JustinMann\_:** Nailed it: RT @kodable: A1: Just like with anything, you want to have an identity/culture your Ss, Ps, Ts & As can identify with #edtechchat

11/26/2013 1:06:51 AM

**MathNeil:** A1: Branding gives commonality through the years. (Think school mascot) #edtechchat

11/26/2013 1:06:51 AM

**schneiderb:** @s\_bearden Thx Susan! You are too kind. :- ) #edtechchat

11/26/2013 1:06:52 AM

**iplante:** @ToscaKilloran Wow awesome! welcome #edtechchat

11/26/2013 1:06:54 AM

**ScottCapro:** @iplante Sooo empowering... was pumped for hours after... #edcampnj #edtechchat

11/26/2013 1:06:55 AM

**chip122772:** RT @posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat

11/26/2013 1:06:58 AM

**RckStrPrincipal:** RT @EricDaney: A1: Whether the brand is good or bad it can be the first thing people associate with your school/district #edtechchat

11/26/2013 1:06:58 AM

**twhitford:** #edtechchat #Branding is about selling the message of your school. Your vision. Why Parents would want their kids there. #SchoolVoice

11/26/2013 1:06:59 AM

**ShieldsMolly:** It's important to brand your SELF (and district) because of increased connectivity. Connections provide opportunities. #edtechchat

11/26/2013 1:06:59 AM

**SOMSLibrary:** RT @posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat

11/26/2013 1:07:01 AM

**ToscaKilloran:** RT @kfostertweet: A1: "Brand" equals a community to belong to. #edtechchat

11/26/2013 1:07:04 AM

**mattbergman14:** a1: seeing where you have been helps you navigate through the future #edtechchat

11/26/2013 1:07:04 AM

**jk17bps:** @KatrinaStevens1 #edtechchat agree it shows that common goal and vision important to work together knowing people there care on the journey

11/26/2013 1:07:05 AM

**doccarpenter:** a1. important to brand school for students, too. we compete for their attention, must tell compelling story #edtechchat

11/26/2013 1:07:06 AM

**Thewizard\_210:** It helps with parents student moving into your area. They want to know what school is best for their child#edtechchat

11/26/2013 1:07:06 AM

**iplante:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/djN6B8VqEV>

11/26/2013 1:07:07 AM

**atragg:** @emlevine25 Welcome, Emily! #edtechchat

11/26/2013 1:07:12 AM

**thomascmurray:** RT @twhitford: #edtechchat #Branding is about selling the message of your school. Your vision. Why Parents would want their kids there. #Sc...

11/26/2013 1:07:14 AM

**jbretzmänn:** A1: Seems like we could also start by asking Ss to consider their personal branding (my learning target posted daily). #edtechchat

11/26/2013 1:07:14 AM

**LearnBop:** RT @kfostertweet: A1: "Brand" equals a community to belong to. #edtechchat

11/26/2013 1:07:15 AM

**TonySinanis:** TRUE @Thewizard\_210: It helps with parents student moving into your area. They want to know what school is best for their child#edtechchat

11/26/2013 1:07:17 AM

**Joesanfelippofc:** RT @posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat

11/26/2013 1:07:18 AM

**EricDaney:** As many have already said, if you dont frame what you are about somebody else will. for better or worse #edtechchat

11/26/2013 1:07:19 AM

**nathan\_stevens:** A1 buy in is important 2 get projects started, building an image and brand is important get projects off the ground #glitterchat #edtechchat

11/26/2013 1:07:21 AM

**gonzogarcia:** A1: Every school needs to #differentiate themselves in some way. We all teach Chem, Algebra, Spanish, What makes us different? #edtechchat

11/26/2013 1:07:25 AM

**ScottCapro:** @KatrinaStevens1 Thank you Katrina! #edtechchat

11/26/2013 1:07:26 AM

**kylefcs:** A1: To get everyone involved in the school community on the same page. #edtechchat

11/26/2013 1:07:28 AM

**kfostertweet:** RT @doccarpenter: a1. important to brand school for students, too. we compete for their attention, must tell compelling story #edtechchat

11/26/2013 1:07:30 AM

**DarrenAbramson:** A1 Culture of a school can affect everything: attitudes, interest, cooperation. Important as much for inside as outside the org. #edtechchat

11/26/2013 1:07:34 AM

**iplante:** RT @jswilliams: A1: Telling our story reminds us why we are here. For the students. #edtechchat

11/26/2013 1:07:36 AM

**christybrenn:** #edtechchat A1: If you're not telling your story, who is?

11/26/2013 1:07:37 AM

**casas\_jimmy:** A1: B/C someone going 2 tell it, better it come from your community. Be proud of your school, but also show humility. #edtechchat

11/26/2013 1:07:38 AM

**martysnowpaw:** #edtechchat Once we have the brand strategy I will find someone to do the jingle :)

11/26/2013 1:07:38 AM

**Sumlendia:** Can someone repost Q1? Can't find and Tweetdeck moving too quickly! #edtechchat

11/26/2013 1:07:39 AM

**Karminrkr:** #edtechchat A1-without it, you leave it up to chance as to what others say about you

11/26/2013 1:07:39 AM

**SecondDirect670:** @KatrinaStevens1 Having your say is important! Need to direct and focus your vision for the school and direction to go. #edtechchat

11/26/2013 1:07:39 AM

**TonySinanis:** SO TRUE=> @jbretzmann: A1: Seems like we could also start by asking Ss to consider their personal branding. #edtechchat

11/26/2013 1:07:41 AM

**Kairosedtech:** @ajpodchaski Agreed! 1 image = 1,000 words but 1 good story = 1,000 images #edtechchat

11/26/2013 1:07:41 AM

**mmiller7571:** A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat (via @posickj) what Jay said:)

11/26/2013 1:07:44 AM

**AllisonHoganESD:** #edtechchat So glad to join the chat tonight from Jacksonville, FL

11/26/2013 1:07:44 AM

**lisaodavis:** A1 - Students need to know too. #edtechchat

11/26/2013 1:07:47 AM

**s\_bearden:** RT @TonySinanis: Q1: Why is it important to tell, or brand, your district's story? #edtechchat



11/26/2013 1:07:48 AM

**nathan\_stevens:** @kylefcs the name is sticking #edtechchat  
11/26/2013 1:07:50 AM

**KatrinaStevens1:** @chip122772 So true that educators haven't really owned our own story amidst all of the #edreform talk. #edtechchat  
11/26/2013 1:07:50 AM

**MaineSchoolTech:** I think branding demands transparency and creates a common goal. THIS is what we do...so we ALL better do it. And do it well. #edtechchat  
11/26/2013 1:07:53 AM

**ajpodchaski:** @KS\_EdMktg @KatrinaStevens1 no confessions necessary - but a great way to join #edtechchat  
11/26/2013 1:07:54 AM

**Joesanfelippofc:** @Thewizard\_210 Great point...good chance to promote! #edtechchat  
11/26/2013 1:07:58 AM

**8Amber8:** #edtechchat A1: b/c someone else already is!  
11/26/2013 1:07:59 AM

**JustinMann\_:** @Sumlencia Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:08:04 AM

**kylepace:** @TonySinanis Thanks Tony! If we don't tell the stories of what's happening in our schools/districts, someone else will. #edtechchat  
11/26/2013 1:08:07 AM

**sadieclorinda:** @jbretzmann Great learning target...we do personal SWOT analysis in class...considering personal brand is important! #edtechchat  
11/26/2013 1:08:09 AM

**hernick\_:** A1 : for us in the indy-school world, branding = value, recruitment, and students #edtechchat  
11/26/2013 1:08:09 AM

**cateked:** A1: Education is complex. Branding gives opportunity to start the conversation. #edtechchat.  
11/26/2013 1:08:10 AM

**emlevine25:** what was Q1? #edtechchat  
11/26/2013 1:08:13 AM

**SecondDirect670:** A1 Clarifies your purpose for your Ss Ts and Ps! #edtechchat  
11/26/2013 1:08:13 AM

**TonySinanis:** BOOM @8Amber8: #edtechchat A1: b/c someone else already is!  
11/26/2013 1:08:13 AM

**ToddAHoffman:** @jswilliams I think it's even beyond that. We all do that but branding helps define unique traits of a school #edtechchat  
11/26/2013 1:08:13 AM

**RckStrPrincipal:** Everyone should just say, "A1: DITTO" #edtechchat

11/26/2013 1:08:14 AM

**Joesanfelippofc:** @christybrenn Maybe the wrong people! #edtechchat  
11/26/2013 1:08:16 AM

**8Amber8:** RT @twhitford: #edtechchat #Branding is about selling the message of your school. Your vision. Why Parents would want their kids there. #Sc...  
11/26/2013 1:08:16 AM

**kfostertweet:** RT @KatrinaStevens1: @chip122772 So true that educators haven't really owned our own story amidst all of the #edreform talk. #edtechchat  
11/26/2013 1:08:16 AM

**ReadByExample:** A1: Public schools aren't the only game in town. We need to advocate for ourselves, highlight what we do well. No one else will. #edtechchat  
11/26/2013 1:08:20 AM

**iplante:** Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:08:20 AM

**KatrinaStevens1:** @kylepace @TonySinanis And we're always glad to have you, Kyle and Tony! #edtechchat  
11/26/2013 1:08:20 AM

**FASquire:** Hey #edtechchat, it's Frannie from Prince Edward Island following.  
11/26/2013 1:08:20 AM

**doccarpenter:** RT @8Amber8: #edtechchat A1: b/c someone else already is!  
11/26/2013 1:08:21 AM

**JustinMann\_:** @emlevine25 Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:08:22 AM

**MadDawgMisty:** A1: Because our society tends to judge a book by it's cover. Your cover should be grab their attention. #edtechchat  
11/26/2013 1:08:23 AM

**KatrinaStevens1:** @KarenMMcGrath Welcome, Karen! #edtechchat  
11/26/2013 1:08:34 AM

**lisaodavis:** RT @MadDawgMisty A1: Because our society tends to judge a book by it's cover. Your cover should be grab their attention. #edtechchat  
11/26/2013 1:08:35 AM

**ckoos1:** So true! "@posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat"  
11/26/2013 1:08:35 AM

**KS\_EdMktg:** #edtechchat A1. Since public schools are now competing for resources with charters, branding will be important to attract students & parents  
11/26/2013 1:08:37 AM

**EricDaney:** @RckStrPrincipal "ditto" #edtechchat  
11/26/2013 1:08:39 AM

**kylefcs:** @nathan\_stevens I'm slowly getting used to it. Still not sure if I shouldn't be General Google or General Chromebook #edtechchat

11/26/2013 1:08:39 AM

**jk17bps:** #edtechchat A1 we all need to have a common voice and vision to rally behind, true leaders use it to unite a group and move toward a goal

11/26/2013 1:08:39 AM

**riversidescool:** Good point- who better to tell the story?"@chip122772: #edtechchat A1. With so much against public ed, we HAVE to sell ourselves!"

11/26/2013 1:08:44 AM

**CourtOConnell:** .@lisaodavis yes! And when and how do we do that? #edtechchat

11/26/2013 1:08:45 AM

**statesideelem:** RT @ajpodchaski: A1: Buildings, books, or even curriculum can't really inspire, but a story can move mountains #edtechchat

11/26/2013 1:08:45 AM

**TheWeirdTeacher:** #edtechchat A1- Get the community invested and give the district a face and voice.

11/26/2013 1:08:46 AM

**TedJGraham:** A1: Sharing the story allows for collaboration across the education world, we're all in this together #edtechchat

11/26/2013 1:08:47 AM

**s\_bearden:** A1: Because if you don't tell your school/district story, someone without your school's best interests at heart will! #edtechchat

11/26/2013 1:08:50 AM

**twhitford:** #edtechchat If you don't promote your message, someone else will. Share the things that very few see about your school.

11/26/2013 1:08:52 AM

**SecondDirect670:** @ReadByExample Amen - as competition increases you have to set yourself apart. #edtechchat

11/26/2013 1:08:52 AM

**profstrahler:** A1: Branding creates an identity for your district & helps with the overall mission #edtechchat

11/26/2013 1:08:52 AM

**philgriffins:** Branding, isn't that another way of helping share your vision?

#communication #vachat #edtechchat

11/26/2013 1:08:53 AM

**USMDrama:** A1: As a Drama teacher, I teach Ss the importance of telling a story. Stories are how we connect with others. #edtechchat

11/26/2013 1:08:54 AM

**iplante:** Yes #edtechchat on fire again tonight, but we archive <http://t.co/UBJcWTdq2n>..join in as you can ...your voice matters

11/26/2013 1:08:59 AM

**ToddAHoffman:** @kfostertweet Yes! It provides a deeper connection to a school community! #edtechchat

11/26/2013 1:09:01 AM

**KatrinaStevens1:** @emlevine25 Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:09:01 AM

**kylepace:** "@iplante: Q1: Why is it important to tell, or brand, your district's story? #edtechchat"  
11/26/2013 1:09:01 AM

**8Amber8:** RT @mmiller7571: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat (via @posickj) ...  
11/26/2013 1:09:03 AM

**TedJGraham:** RT @USMDrama: A1: As a Drama teacher, I teach Ss the importance of telling a story. Stories are how we connect with others. #edtechchat  
11/26/2013 1:09:03 AM

**s\_bearden:** RT @iplante: Q1: Why is it important to tell, or brand, your district's story? #edtechchat  
11/26/2013 1:09:03 AM

**ArleneDeMontign:** RT @USMDrama: A1: As a Drama teacher, I teach Ss the importance of telling a story. Stories are how we connect with others. #edtechchat  
11/26/2013 1:09:05 AM

**MODALresearch:** RT @kodable: A1: Just like with anything, you want to have an identity/culture your Ss, Ps, Ts and As can identify with #edtechchat  
11/26/2013 1:09:05 AM

**jillgrafton:** RT @twhitford: #edtechchat If you don't promote your message, someone else will. Share the things that very few see about your school.  
11/26/2013 1:09:06 AM

**mmiller7571:** Only 8 min. In and @TonySinanis @Joesanfelippofc are rocking #EdTechChat "How to Brand Your School" check it out!  
11/26/2013 1:09:09 AM

**wkrakower:** A1 Give it an identity that people can relate to, make it become part of the community. #edtechchat  
11/26/2013 1:09:10 AM

**Thewizard\_210:** A1 if you don't others will, and those others don't always speak the truth. #edtechchat  
11/26/2013 1:09:11 AM

**Joesanfelippofc:** @8Amber8 Absolutely. Control the message. Q2 coming up in 1 minute... #edtechchat  
11/26/2013 1:09:11 AM

**christybrenn:** Used to say that kids going home @ end of day=best PR. Now have the ability to share #stuvoice & learning throughout the day #edtechchat  
11/26/2013 1:09:14 AM

**schneiderb:** RT @s\_bearden A1: B/c if you don't tell your school/district story, someone without your school's best interests at heart will! #edtechchat  
11/26/2013 1:09:14 AM

**TonySinanis:** @TedJGraham that is a great point Ted- power in numbers! #edtechchat

11/26/2013 1:09:17 AM

**KentPolen:** Often educators don't market themselves. Must change that. Market ourselves and our schools. Good marketing=more value #edtechchat

11/26/2013 1:09:18 AM

**lisaodavis:** @CourtOConnell It needs to come from everyone - Admins, teachers, parents and students! #edtechchat

11/26/2013 1:09:20 AM

**doccarpenter:** a1. have to be proactive to tell positive story. if there is no positive narrative, when problems occur, they become overblown #edtechchat

11/26/2013 1:09:21 AM

**Thewizard\_210:** RT @chip122772: #edtechchat A1. With so much against public ed, we HAVE to sell ourselves!

11/26/2013 1:09:21 AM

**MathNeil:** @iplante Thanks. Best place to be on Monday nights. #edtechchat

11/26/2013 1:09:22 AM

**atragg:** RT @iplante: Q1: Why is it important to tell, or brand, your district's story? #edtechchat

11/26/2013 1:09:23 AM

**BluntEducator:** New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:09:23 AM

**Joesanfelippofc:** RT @profstrahler: A1: Branding creates an identity for your district & helps with the overall mission #edtechchat

11/26/2013 1:09:25 AM

**JRen379:** A1: I'm in an early education school, so we have a lot of "day care" competitors. Important to show what we got. #edtechchat

11/26/2013 1:09:26 AM

**Kairosedtech:** A1: School branding is somehow bringing marketing into a phenomenal cause: #education #edtechchat

11/26/2013 1:09:28 AM

**ReadByExample:** "@SecondDirect670: @ReadByExample Amen - as competition increases you have to set yourself apart. #edtechchat" you got it

11/26/2013 1:09:31 AM

**kodable:** @kylefcs @nathan\_stevens hah! I like General Google, but Chromebook Commodore has a nice ring to it :P #edtechchat

11/26/2013 1:09:32 AM

**MAMS\_Principal:** #edtechchat a1: this way we control the message and use it to celebrate all that's good in our schools and classrooms

11/26/2013 1:09:32 AM

**TonySinanis:** SO TRUE=> @profstrahler: A1: Branding creates an identity for your district & helps with the overall mission #edtechchat

11/26/2013 1:09:33 AM

**EdTech\_Stories:** #edtechchat @iplante Have a few ideas about branding & power of positive PR in this "Culture in Edu" report <http://t.co/E0alAPt93g>  
11/26/2013 1:09:34 AM

**ncara:** @iplante There are so many good things that happen in schools - The stories need to be shared #edtechchat  
11/26/2013 1:09:35 AM

**KatrinaStevens1:** RT @hernick\_: A1 : for us in the indy-school world, branding = value, recruitment, and students #edtechchat  
11/26/2013 1:09:36 AM

**jk17bps:** RT @ckoos1: So true! "@posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat"  
11/26/2013 1:09:37 AM

**wmchamberlain:** #edtechchat branding isn't very important in the poor, rural communities. Students rarely have choice there.  
11/26/2013 1:09:37 AM

**mstagliano02:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat  
11/26/2013 1:09:40 AM

**nathan\_stevens:** A1 have always branded myself as a mobile maverick for the past 10 years, it helped that palm branded me #edtechchat  
11/26/2013 1:09:42 AM

**MaineSchoolTech:** In Maine, @waynflete has a mission and lives that mission. It is defined by great relationships that support amazing education. #edtechchat  
11/26/2013 1:09:42 AM

**iplante:** RT @ncara: @iplante There are so many good things that happen in schools - The stories need to be shared #edtechchat  
11/26/2013 1:09:44 AM

**TCMSPrincipal:** A1: Branding you school means promoting the successes of your students and staff #edtechchat  
11/26/2013 1:09:45 AM

**TonySinanis:** RT @twhitford: #edtechchat If you don't promote your message, someone else will. Share the things that very few see about your school.  
11/26/2013 1:09:45 AM

**martysnowpaw:** #edtechchat School Districts have to be prepared to be political and sell the product when budgets are voted on.  
11/26/2013 1:09:45 AM

**Jeff\_Zoul:** A1 People learn from stories. Much more readily than from facts & figures. We need to tell--and SHOW--who we are and what we do #edtechchat  
11/26/2013 1:09:46 AM

**rchan736:** Sorry I am late. My name is Rebecca Chan and I am a preservice teacher. #edtechchat  
11/26/2013 1:09:49 AM

**kylefcs:** A1: To let people who don't know who you are, get curious about you. #edtechchat

11/26/2013 1:09:49 AM

**iplante:** RT @EdTech\_Stories: #edtechchat @iplante Have a few ideas about branding & power of positive PR in this "Culture in Edu" report <http://t.co...>

11/26/2013 1:09:50 AM

**kcaldew:** A1: It's a great way to showcase all the wonderful work your Ts and Ss are doing. #edtechchat

11/26/2013 1:09:53 AM

**TonySinanis:** YES! @philgriffins: Branding, isn't that another way of helping share your vision? #communication #vachat #edtechchat

11/26/2013 1:09:55 AM

**AllisonHoganESD:** @s\_bearden you bet! Who knows what stories they will tell too! #edtechchat

11/26/2013 1:09:56 AM

**Joesanfelippofc:** Q2 coming up in 1 minute... #edtechchat

11/26/2013 1:09:56 AM

**DocSig:** Chilling after a great day with @casas\_jimmy at my school- Robert HS AP, MO #edtechchat

11/26/2013 1:09:56 AM

**melburnor:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:09:59 AM

**TonySinanis:** RT @Joesanfelippofc: Q2 coming up in 1 minute... #edtechchat

11/26/2013 1:10:01 AM

**SecondDirect670:** RT @TCMSPrincipal: A1: Branding you school means promoting the successes of your students and staff #edtechchat Excellent!!

11/26/2013 1:10:06 AM

**ajpodchaski:** @AllisonHoganESD Thanks for joining us #edtechchat

11/26/2013 1:10:08 AM

**SOMSLibrary:** Late dinner with family. Will join in later #edtechchat

11/26/2013 1:10:11 AM

**Kairosedtech:** A1: For private schools, branding is huge. In Mexico, there's a lot of competition between private schools #edtechchat

11/26/2013 1:10:11 AM

**mmiller7571:** RT @twhitford: #edtechchat #Branding is about selling the message of your school. Your vision. Why Parents would want their kids there. #Sc...

11/26/2013 1:10:12 AM

**philgriffins:** #vachat we have joined #edtechchat tonight! Make sure you use the correct #

11/26/2013 1:10:15 AM

**FASquire:** @thomascsmurray are you moderating #edtechchat?

11/26/2013 1:10:15 AM

**twhitford:** #edtechchat you can't count on the Elem Ss to sell the message. When they come home they say, "we didn't do much." or Recess was fun.  
11/26/2013 1:10:15 AM

**statesideelem:** A1telling the story keeps your vision strong and moves it forward!  
#edtechchat  
11/26/2013 1:10:18 AM

**TheWeirdTeacher:** #edtechchat A1- Schools need all the positive marketing we can get. Might as well create it ourselves.  
11/26/2013 1:10:18 AM

**TonySinanis:** RT @Kairosedtech: A1: For private schools, branding is huge. In Mexico, there's a lot of competition between private schools #edtechchat  
11/26/2013 1:10:19 AM

**USMDrama:** A1: Facts and statistic are great, but they don't get people excited and engaged! Stories connect our communities together. #edtechchat  
11/26/2013 1:10:19 AM

**atragg:** @emlevine25 Q1: Why is it important to tell, or brand, your district's story?  
#edtechchat  
11/26/2013 1:10:21 AM

**iplante:** Branding isn't selling it is telling what is true...that is the best sell #edtechchat  
11/26/2013 1:10:22 AM

**jswilliams:** A1: The world is made up of stories of what it means to be human. Tell your district's story. #edtechchat  
11/26/2013 1:10:23 AM

**techie\_teach:** A1: If YOU don't tell your school's story, then who will? #edtechchat  
11/26/2013 1:10:23 AM

**doccarpenter:** @wmchamberlain is branding also about making kids see the purpose of school? if so, relevant in any context? #edtechchat  
11/26/2013 1:10:26 AM

**christybrenn:** RT @kcaldew: A1: It's a great way to showcase all the wonderful work your Ts and Ss are doing. #edtechchat  
11/26/2013 1:10:28 AM

**s\_bearden:** A1: Branding helps the stakeholders understand your school's mission and build positive relationships! #edtechchat  
11/26/2013 1:10:30 AM

**ransomtech:** MT @kylepace: Gr8 #edtechchat topic 4 tonight on branding ur school/district. Be sure to check it out starting at 8pm EDT. #nyscate13  
11/26/2013 1:10:30 AM

**RckStrPrincipal:** #edtechchat A1: Also lets your transparency build integrity and reputation in public  
11/26/2013 1:10:31 AM

**kodable:** So true! RT @TheWeirdTeacher: #edtechchat A1- Get the community invested and give the district a face and voice.



11/26/2013 1:10:32 AM

**thomascmurray:** We asked @TonySinanis and @Joesanfelippofc to moderate #edtechchat tonight because they LIVE their story for all to see. #truth

11/26/2013 1:10:38 AM

**Joesanfelippofc:** RT @RckStrPrincipal: #edtechchat A1: Also lets your transparency build integrity and reputation in public

11/26/2013 1:10:38 AM

**TonySinanis:** GREAT DISTINCTION=> @iplante: Branding isn't selling it is telling what is true...that is the best sell #edtechchat

11/26/2013 1:10:41 AM

**shevtech:** @wmchamberlain But branding can increase students' affiliation with school - which builds community #edtechchat

11/26/2013 1:10:42 AM

**emlevine25:** A1: so people coming into the district have an idea of the philosophy behind the school. make them feel welcome! #edtechchat

11/26/2013 1:10:43 AM

**DaisyDyerDuerr:** A1 But in all honesty.....it wasn't until @NMHS\_Principal SPELLED it out that it "Clicked" w/ me! Power of people! #edtechchat

11/26/2013 1:10:52 AM

**SecondDirect670:** RT @TonySinanis: GREAT DISTINCTION=> @iplante: Branding isn't selling it is telling what is true...that is the best sell #edtechchat

11/26/2013 1:10:53 AM

**rchan736:** A1 To show what your school can offer to the students that attend there. #edtechchat

11/26/2013 1:10:53 AM

**lisaodavis:** Even within a district, schools can have different cultures or brands. #edtechchat

11/26/2013 1:10:53 AM

**MrsCarterHLA:** A1: I have recently seen a huge turn around in communities opp of our school, great 2 kno we changed our image 4 the better #edtechchat

11/26/2013 1:10:54 AM

**mattbergman14:** I'm at the Milton Hershey School. We are always sharing our story and mission. It is truly inspiring to help kids in poverty #edtechchat

11/26/2013 1:10:56 AM

**martysnowpaw:** #edtechchat Twitter and Social Media can be used for organizing and advocacy

11/26/2013 1:10:57 AM

**KentPolen:** @schneiderb or leave it up to non educators to market our profession based upon their perception #edtechchat

11/26/2013 1:10:57 AM

**KarenMMcGrath:** Although branding & marketing yourself is important, nothing says great school like turning out well prepared students #edtechchat

11/26/2013 1:10:57 AM

**schneiderb:** Yes! RT @TonySinanis GREAT DISTINCTION=> @iplante: Branding isn't selling it is telling what is true...that is the best sell #edtechchat

11/26/2013 1:10:58 AM

**techie\_teach:** Sorry I'm late! hello #edtechchat - Eva, integration tech specialist from Pascagoula Schools @pascagoulaschs

11/26/2013 1:11:02 AM

**Joesanfelippofc:** Q2: What does branding your school district mean to you?  
#edtechchat

11/26/2013 1:11:02 AM

**Joesanfelippofc:** RT @thomascsmurray: We asked @TonySinanis and @Joesanfelippofc to moderate #edtechchat tonight because they LIVE their story for all to see....

11/26/2013 1:11:07 AM

**thomascsmurray:** A1: Your message is being told. Why not take the lead?!?  
#edtechchat

11/26/2013 1:11:08 AM

**TonySinanis:** GREAT POINT=> @lisaodavis: Even within a district, schools can have different cultures or brands. #edtechchat

11/26/2013 1:11:10 AM

**Kairosedtech:** @doccarpenter @wmchamberlain What a greta point! It's showing them the gold that is being taken out! #edtechchat

11/26/2013 1:11:10 AM

**pricechris:** A1 ~ your story can inspire teachers, change public perception, and be a because of hope #EdTechChat

11/26/2013 1:11:14 AM

**twhitford:** RT @Joesanfelippofc: Q2: What does branding your school district mean to you? #edtechchat

11/26/2013 1:11:14 AM

**KS\_EdMktg:** #edtechchat A1. Just like a business "elevator pitch", if people don't know what you stand for, you miss opportunity for them to support you

11/26/2013 1:11:15 AM

**Stephanie\_Gordy:** Stephanie, Regional Education Service Agency Executive Director, Georgia. #edtechchat Excited about tonight's chat.

11/26/2013 1:11:15 AM

**EdTech\_Stories:** @twhitford #edtechchat #Branding #SchoolVoice Well put and "selling" being the key word! You can do great work but needs to be promoted well

11/26/2013 1:11:16 AM

**teachertech\_net:** FREE 300+ page App Guide for teachers RT -  
<http://t.co/WhhDetZfwZ> #edtechchat

11/26/2013 1:11:16 AM

**chip122772:** RT @lisaodavis: Even within a district, schools can have different cultures or brands. #edtechchat

11/26/2013 1:11:22 AM

**MaineSchoolTech:** Branding can also be a great aspirational technique. We are going to be a 21st C school can lead to change. Fulfill that promise #edtechchat

11/26/2013 1:11:22 AM

**Joesanfelippofc:** @thomascsmurray @TonySinanis Thanks Tom! #edtechchat

11/26/2013 1:11:23 AM

**JustinMann\_:** A1: A strong brand is incredibly important, it's your armour that protects you in the tough times. #edtechchat

11/26/2013 1:11:29 AM

**philosophypaul:** RT @s\_bearden: A1: Branding helps the stakeholders understand your school's mission and build positive relationships! #edtechchat

11/26/2013 1:11:30 AM

**KatrinaStevens1:** @Jeff\_Zoul Completely agree. In this age of social media, we can show clips of student work, projects, community work. #edtechchat

11/26/2013 1:11:31 AM

**SecondDirect670:** @martysnowpaw Like that - organizing and advocacy! #edtechchat

11/26/2013 1:11:32 AM

**ncara:** Students, leaders and Ts do great work each day- Share it with photos, results, stories, future applications #edtechchat

11/26/2013 1:11:33 AM

**chards74:** A2 Selling the message. Hard to do sometimes getting all involved with the process. #edtechchat

11/26/2013 1:11:36 AM

**8Amber8:** RT @ncara: @iplante There are so many good things that happen in schools - The stories need to be shared #edtechchat

11/26/2013 1:11:38 AM

**kodable:** RT @JustinMann\_: A1: A strong brand is incredibly important, it's your armour that protects you in the tough times. #edtechchat

11/26/2013 1:11:39 AM

**TonySinanis:** RT @ncara: Students, leaders and Ts do great work each day- Share it with photos, results, stories, future applications #edtechchat

11/26/2013 1:11:39 AM

**nathan\_stevens:** What does everyone use the keep their glitter from clumping? #glitterchat #edtechchat

11/26/2013 1:11:40 AM

**TheWeirdTeacher:** @RckStrPrincipal DITTO!!! #edtechchat

11/26/2013 1:11:41 AM

**CallahanLuke:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/djN6B8VqEV>

11/26/2013 1:11:42 AM

**pricechris:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:11:43 AM

**iplante:** If you don't have a story to tell...you are doing something wrong #edtechchat  
11/26/2013 1:11:46 AM

**mmiller7571:** These guys are going to break Twitter tonight! @Joesanfelippofc  
@TonySinanis #EdTechChat really good thoughts and ideas tonight  
11/26/2013 1:11:47 AM

**MathNeil:** @wmchamberlain I disagree. All students need something positive to hold on to or there is no hope for future. #edtechchat  
11/26/2013 1:11:48 AM

**KDesjaden:** RT @ncara: Students, leaders and Ts do great work each day- Share it with photos, results, stories, future applications #edtechchat  
11/26/2013 1:11:51 AM

**s\_bearden:** School Branding Tip: follow the #ismarketing, #edsocialmedia, #schoolpr hashtags 4 great info about school marketing. #edtechchat  
11/26/2013 1:11:52 AM

**Joesanfelippofc:** @EdTech\_Stories @twhitford Absolutely agree #edtechchat  
11/26/2013 1:11:52 AM

**Jeff\_Zoul:** @TonySinanis @iplante Even better than telling, it helps to not only tell, but "show" #edtechchat  
11/26/2013 1:11:53 AM

**casas\_jimmy:** A1: Important to take time to tell your story. Builds community , pride & models a standard of excellence. #edtechchat  
11/26/2013 1:11:56 AM

**thomascmurray:** @FASquire - Not tonight. @Joesanfelippofc and @TonySinanis are mods of #edtechchat tonight  
11/26/2013 1:11:56 AM

**MToolin:** @s\_bearden I agree! It also helps to increase buy-in and a recommitment to improving student achievement #edtechchat  
11/26/2013 1:11:57 AM

**KatrinaStevens1:** A2 District branding > consistent and clear positive message of student achievement and well being. #edtechchat  
11/26/2013 1:12:02 AM

**KatrinaStevens1:** Q2: What does branding your school district mean to you? #edtechchat  
11/26/2013 1:12:02 AM

**JustinMann\_:** RT @casas\_jimmy: A1: Important to take time to tell your story. Builds community , pride & models a standard of excellence. #edtechchat  
11/26/2013 1:12:06 AM

**kylefcs:** @nathan\_stevens More glitter? #edtechchat #glitterchat  
11/26/2013 1:12:06 AM

**lisaodavis:** RT @casas\_jimmy A1: Important to take time to tell your story. Builds community , pride & models a standard of excellence. #edtechchat

11/26/2013 1:12:07 AM

**iplante:** Twitter, FB, Instagram...all part of sharing message of @EHSSouthport  
#edtechchat #ehsthpt

11/26/2013 1:12:11 AM

**jk17bps:** #edtechchat A1 also shares with your community, gets more people involved in the best interests of our kids

11/26/2013 1:12:12 AM

**profstrahler:** A1: I also think about school pride, which a strong brand can help with building that community of supporters #edtechchat

11/26/2013 1:12:12 AM

**chip122772:** #edtechchat A2. Telling our story, sharing the positives, building community.

11/26/2013 1:12:14 AM

**Joesanfelippofc:** RT @casas\_jimmy: A1: Important to take time to tell your story. Builds community , pride & models a standard of excellence. #edtechchat

11/26/2013 1:12:14 AM

**Thewizard\_210:** In some areas the school is the center of the community. It's the axle to the wagon wheel. #edtechchat

11/26/2013 1:12:15 AM

**kodable:** @nathan\_stevens Add a bit of saline solution or water :) #glitterchat  
#edtechchat #snarkchat

11/26/2013 1:12:21 AM

**kfostertweet:** RT @KatrinaStevens1: Q2: What does branding your school district mean to you? #edtechchat

11/26/2013 1:12:21 AM

**wmchamberlain:** @doccarpenter I think the branding effort is used to promote sports in schools. 'Good schools' have 'good teams' #edtechchat

11/26/2013 1:12:21 AM

**TonySinanis:** A2- Branding has allowed us to flatten the walls of our school & become one w/ the community- common goals & vision! #edtechchat

11/26/2013 1:12:22 AM

**cybraryman1:** @DaisyDyerDuerr: Couple of years ago when @NMHS\_Principal saw my Cybrary Man polo he said I was branding! #edtechchat

11/26/2013 1:12:28 AM

**ncara:** Remind ppl of the tie in of day to day work of schools to the overall school mission, vision #edtechchat

11/26/2013 1:12:29 AM

**kemnitzer3:** #edtechchat A2: Focus on instruction and best practice. Highlight what education truly looks like on a daily basis.

11/26/2013 1:12:30 AM

**CallahanLuke:** Lurking during #edtechchat is wonderful...Ideas aplenty.

11/26/2013 1:12:30 AM

**jswilliams:** A2: Branding is great. I love it. But don't let branding become empty sloganeering. #edtechchat  
11/26/2013 1:12:31 AM

**chip122772:** RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat  
11/26/2013 1:12:32 AM

**Sumlendia:** A1: If you don't then someone else will. Why let someone else determine what's true & good? #edtechchat  
11/26/2013 1:12:32 AM

**KatrinaStevens1:** Too true! @martysnowpaw School Districts have to be prepared to be political and sell the product when budgets are voted on. #edtechchat  
11/26/2013 1:12:33 AM

**mmiller7571:** RT @Joesanfelippofc: Q2: What does branding your school district mean to you? #edtechchat  
11/26/2013 1:12:35 AM

**s\_bearden:** Be sure to follow @schneiderb if you are interesting in learning more about school marketing! <http://t.co/IDqUMRzKPH> #edtechchat  
11/26/2013 1:12:35 AM

**mrgfactoftheday:** A2 - School choice keeps us afloat - we have to continue to make the case we are the best school in the area #edtechchat  
11/26/2013 1:12:35 AM

**schneiderb:** @Joesanfelippofc A2: Have consistent, true brand stories/ideas that everyone can share to keep the message consistent. #edtechchat  
11/26/2013 1:12:36 AM

**kodable:** RT @KatrinaStevens1: Q2: What does branding your school district mean to you? #edtechchat  
11/26/2013 1:12:37 AM

**Joesanfelippofc:** @casas\_jimmy 100% agree. Build it...tell it...sell it!! #edtechchat  
11/26/2013 1:12:37 AM

**TonySinanis:** AMEN=> @Thewizard\_210: In some areas the school is the center of the community. It's the axel to the wagon wheel. #edtechchat  
11/26/2013 1:12:37 AM

**iplante:** A picture is worth a thousand words...pictures can show plenty of snapshots of what it is you "say" you are doing #edtechchat  
11/26/2013 1:12:38 AM

**Kairosedtech:** A2: Branding our school is an intrinsic way to brand yourself as a school leader. #edtechchat  
11/26/2013 1:12:38 AM

**wmchamberlain:** @shevtech I think the branding effort is used to promote sports in schools. 'Good schools' have 'good teams' #edtechchat  
11/26/2013 1:12:45 AM

**pricechris:** Late and 1st timer from Huntsville, TX #hisdhornets #EdTechChat

11/26/2013 1:12:46 AM

**ajpodchaski:** @rchan736 No worries jump right in, we are almost at Q2 #edtechchat  
11/26/2013 1:12:47 AM

**EdTech\_Stories:** @gonzogarcia #edtechchat Agree! Even the best schools need to do this - Harvard for future Fortune 500; Stanford for Startup ad future IPO  
11/26/2013 1:12:47 AM

**christybrenn:** @8Amber8 Can change the convo from What did you do today-nothing to Tell me about.... I saw you were doing... #edtechchat  
11/26/2013 1:12:50 AM

**nathan\_stevens:** @Joesanfelippofc A2 branding gives you a direction to explore. When following a path, it is easy to get support #edtechchat #brandme  
11/26/2013 1:12:52 AM

**s\_bearden:** RT @KatrinaStevens1: Q2: What does branding your school district mean to you? #edtechchat  
11/26/2013 1:12:52 AM

**twhitford:** #edtechchat A2: Selling the message of your district isn't abt deceit its abt transparency & promoting great reasons to B in your district  
11/26/2013 1:12:53 AM

**RckStrPrincipal:** #edtechchat A2: Branding the district means making the vision a reality for all to see.  
11/26/2013 1:12:54 AM

**pricechris:** RT @s\_bearden: A1: Branding helps the stakeholders understand your school's mission and build positive relationships! #edtechchat  
11/26/2013 1:12:56 AM

**MODALresearch:** Is school branding important for student success? Tonight's #edtechchat discusses!  
11/26/2013 1:12:58 AM

**martysnowpaw:** @USMDrama What is your districts story? Pro child, fighting for the communities children #edtechchat  
11/26/2013 1:12:58 AM

**Joesanfelippofc:** @TonySinanis @Thewizard\_210 Love that! #edtechchat  
11/26/2013 1:13:00 AM

**8Amber8:** RT @christybrenn: @8Amber8 Can change the convo from What did you do today-nothing to Tell me about.... I saw you were doing... #edtechchat  
11/26/2013 1:13:01 AM

**pricechris:** RT @RckStrPrincipal: #edtechchat A1: Also lets your transparency build integrity and reputation in public  
11/26/2013 1:13:05 AM

**fishtree\_edu:** The Age Of The Learner And A (Disruptive Mindset)  
<http://t.co/xXjJGEw35M> #edtechchat #cpchat  
11/26/2013 1:13:06 AM

**DaisyDyerDuerr:** @DaisyDyerDuerr: @pricechris Love that "Be a cause of Hope" #awesome #edtechchat

11/26/2013 1:13:07 AM

**TheWeirdTeacher:** #edtechchat A2- Putting our best face forward, showing the community teachers who work for and care for their children.

11/26/2013 1:13:08 AM

**nathan\_stevens:** RT @kodable: @nathan\_stevens Add a bit of saline solution or water :) #glitterchat #edtechchat #snarkchat

11/26/2013 1:13:09 AM

**wmchamberlain:** @MathNeil you equate branding with hope? #edtechchat

11/26/2013 1:13:12 AM

**BJMartinEIS:** RT @jswilliams: A1: Telling our story reminds us why we are here. For the students. #edtechchat

11/26/2013 1:13:15 AM

**thomascmurray:** RT @Joesanfelippofc: Q2: What does branding your school district mean to you? #edtechchat

11/26/2013 1:13:16 AM

**techie\_teach:** A2: Branding my school and school district means showing others just who AWESOME we are! #edtechchat

11/26/2013 1:13:19 AM

**statesideelem:** A1 Others do branding so well, why don't schools? #edtechchat

11/26/2013 1:13:21 AM

**doccarpenter:** @wmchamberlain i guess i'm more interested in what it should be than what it is, if that's what it is. #edtechchat

11/26/2013 1:13:25 AM

**Joesanfelippofc:** RT @DaisyDyerDuerr: @DaisyDyerDuerr: @pricechris Love that "Be a cause of Hope" #awesome #edtechchat

11/26/2013 1:13:25 AM

**sjsbates:** @wmchamberlain I'd say it's more important then. It's the difference b/t a community of winners or losers. #edtechchat

11/26/2013 1:13:27 AM

**KatrinaStevens1:** @MathNeil @wmchamberlain Branding in rural areas means something different: can promote opportunity, hope, belief for the kids. #edtechchat

11/26/2013 1:13:31 AM

**kodable:** A2: To brand your school means you have a common mission you all get behind & use as "true north" for decision making #edtechchat

11/26/2013 1:13:33 AM

**mattbergman14:** A2: in the 21st century we have to share our brand because we are now competing with cyber and charter schools #edtechchat

11/26/2013 1:13:36 AM

**philgriffins:** People also, especially those without children, need to see how education/schools have changed make sure your message goes out! #edtechchat

11/26/2013 1:13:37 AM

**ToddAHoffman:** RT @Joesanfelippofc: Q2: What does branding your school district mean to you? #edtechchat



11/26/2013 1:13:38 AM

**DarrenAbramson:** A2 At our University, I think of it as communicating values and goals. #edtechchat

11/26/2013 1:13:39 AM

**Sumlendia:** @wmchamberlain @shevtech Yes- we are good at branding based on sports. #edtechchat

11/26/2013 1:13:39 AM

**kylepace:** RT @casas\_jimmy: A1: Important to take time to tell your story. Builds community , pride & models a standard of excellence. #edtechchat

11/26/2013 1:13:41 AM

**ReadByExample:** A2: Branding can be taking advantage of free social media tools to showcase your school. Businesses, nonprofits do it well. #edtechchat

11/26/2013 1:13:41 AM

**AllisonHoganESD:** #edtechchat Q2: branding my school's message is important so that the message is clear and consistent among Ts, Ps and Ss. Together we can!

11/26/2013 1:13:42 AM

**sadieclorinda:** A2: It sets us apart from other districts in the area. We are branded as a District of Character. Gives our community pride. #edtechchat

11/26/2013 1:13:42 AM

**kfostertweet:** A2: District brand > show they care at the 50,000 foot level, AND for every student every day. A hard balance to portray #edtechchat

11/26/2013 1:13:51 AM

**TedJGraham:** A2: It means sending positive messages to create positive perception in our students' community-tells everyone they matter #edtechchat

11/26/2013 1:13:53 AM

**AnIowaTeacher:** #edtechchat A2: Branding is telling the story we want - the positives that happen every single day.

11/26/2013 1:13:53 AM

**MrsCarterHLA:** A2: the image of Tt that truly care about their Ss & what they are doing. A safe academic envir is at the top of priorities #edtechchat

11/26/2013 1:13:54 AM

**kylefcs:** A2: The brand should describe where you are going as a school. #edtechchat

11/26/2013 1:13:54 AM

**DonWettrick:** "Branding" can also mean BS packaged to impress the parents. Make sure the "brand" is authentic. #edtechchat

11/26/2013 1:13:55 AM

**martysnowpaw:** RT @Joesanfelippofc: @casas\_jimmy 100% agree. Build it...tell it...sell it!! #edtechchat

11/26/2013 1:13:56 AM

**s\_bearden:** Another gr8 resource for school branding info is @schoolmktg check out <http://t.co/rRKZiopU89> - also applies to public schools! #edtechchat

11/26/2013 1:13:56 AM

**Kairosedtech:** A2: The best way to brand something is to focus on the quality of the story that is being shared #edtechchat  
11/26/2013 1:13:56 AM

**iplante:** Q2: What does branding your school district mean to you? #edtechchat  
11/26/2013 1:13:59 AM

**ShieldsMolly:** School (and self) branding communicates what makes you unique & relevant. If you can't address both, you have some work to do :) #edtechchat  
11/26/2013 1:13:59 AM

**BJMartinEIS:** A1: telling our district's story helps keep us grounded; helped remind is why we are here - for students. #edtechchat  
11/26/2013 1:13:59 AM

**MathNeil:** @wmchamberlain I equate branding with a sense of pride. I equate pride with hope. #edtechchat  
11/26/2013 1:14:01 AM

**christybrenn:** A2: Imp distinction btw branding as political/marketing & sharing/storytelling Focus should always be on the students #edtechchat  
11/26/2013 1:14:02 AM

**twhitford:** @wmchamberlain @MathNeil I can see that though. The message in much of the media is the lack of hope in Public Schools. #edtechchat  
11/26/2013 1:14:03 AM

**Joesanfelippofc:** @AllisonHoganESD Clear and consistent...AND LOUD!!!!!! #edtechchat  
11/26/2013 1:14:04 AM

**rchan736:** Here is what the experts have to say about branding.  
<http://t.co/PaHmMIyveO> #edtechchat  
11/26/2013 1:14:08 AM

**posickj:** A2 Sharing all the successes and learning opportunities that our students and staff have each and every day. #edtechchat  
11/26/2013 1:14:08 AM

**wkrakower:** RT @iplante: Q2: What does branding your school district mean to you? #edtechchat  
11/26/2013 1:14:10 AM

**SecondDirect670:** @kodable Like the idea of a "true north" - a guide against which to measure your trajectory. #edtechchat  
11/26/2013 1:14:11 AM

**ScottCapro:** RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat  
11/26/2013 1:14:13 AM

**8Amber8:** Ooooooooo...this'll make ya think!! RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat  
11/26/2013 1:14:16 AM

**MToolin:** A2: It means showcasing the progress toward your shared vision; positive mission to involve all stakeholders #edtechchat

11/26/2013 1:14:16 AM

**GustafsonBrad:** Branding is also about vision; who we aspire to be and our shared beliefs. #edtechchat

11/26/2013 1:14:19 AM

**EdTech\_Stories:** @Joesanfelippofc @twhitford #edtechchat Think this applies to Edu as a profession - check out this "Teacher Re-Brand" <http://t.co/HO2KFciAo9>

11/26/2013 1:14:22 AM

**Joesanfelippofc:** RT @posickj: A2 Sharing all the successes and learning opportunities that our students and staff have each and every day. #edtechchat

11/26/2013 1:14:22 AM

**Jeff\_Zoul:** A2 Establishing standard of excellence. Let world know who we are, what we do, where we're going, & what values will lead us #edtechchat

11/26/2013 1:14:23 AM

**jdeek:** #edtechchat A2 -- Our district is growing so fast that it scares me. Hear so many stories about why they come. We are a light. Love it.

11/26/2013 1:14:26 AM

**CourtOConnell:** Q2 as a marketing transplant in EDU & now vice versa it's been a value I can bring 2 my team 2 be able 2 speak on behalf of both #edtechchat

11/26/2013 1:14:29 AM

**techie\_teach:** RT @8Amber8: Ooooooooo...this'll make ya think!! RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat

11/26/2013 1:14:29 AM

**gonzogarcia:** @statesideelem It comes down to \$\$\$ Big Branding costs, but good branding can be accomplished by schools #edtechchat

11/26/2013 1:14:30 AM

**cateked:** A2: Branding is more than a message. It's the feeling your school/dist. evokes and connections people make to it. #edtechchat #schoolpr

11/26/2013 1:14:33 AM

**riversidescool:** #edtechchat gives the community something to reflect on and celebrate

11/26/2013 1:14:34 AM

**ajpodchaski:** A2: Branding means showing others what we are really about - overcoming the misconceptions and rumors #edtechchat

11/26/2013 1:14:36 AM

**ncara:** @s\_bearden A2: Bringing vision, mission into daily, visible action - #edtechchat

11/26/2013 1:14:36 AM

**TonySinanis:** Here is my take on why BRANDING is important #edtechchat

<http://t.co/DuHgM9FQos>

11/26/2013 1:14:37 AM

**JRen379:** #edtechchat A2: Branding as actual school, rather than just "day care" sets our bar above the rest. We r NAEYC accredited & ppl need2 know th@!

11/26/2013 1:14:37 AM

**kfostertweet:** YES! MT @DonWettrick: "Branding" can also mean BS packaged to impress the parents. Make sure the "brand" is authentic. #edtechchat

11/26/2013 1:14:40 AM

**doccarpenter:** a2. how not to brand your district: many acronyms & lots of impenetrable jargon #edtechchat

11/26/2013 1:14:41 AM

**BrandyPanagos:** Q2 It's providing a virtual window into our school... whether you're in Madison or elsewhere. #edtechchat

11/26/2013 1:14:42 AM

**iplante:** RT @TonySinanis: Here is my take on why BRANDING is important #edtechchat <http://t.co/DuHgM9FQos>

11/26/2013 1:14:42 AM

**KatrinaStevens1:** @nathan\_stevens You have to toss it in with a little acetone and shake it. ; ) #glitterchat #edtechchat

11/26/2013 1:14:46 AM

**AnIowaTeacher:** RT @DonWettrick: "Branding" can also mean BS packaged to impress the parents. Make sure the "brand" is authentic. #edtechchat

11/26/2013 1:14:51 AM

**kennethdward:** A2 Branding makes people want to be part of it. More professional. Exciting. #edtechchat

11/26/2013 1:14:52 AM

**JustinMann\_:** I would add mission in there too: RT @GustafsonBrad: Branding is also about vision; who we aspire to be and our shared beliefs. #edtechchat

11/26/2013 1:14:53 AM

**TonySinanis:** SO TRUE=> @doccarpenter: a2. how not to brand your district: many acronyms & lots of impenetrable jargon #edtechchat

11/26/2013 1:14:58 AM

**tonnet:** RT @8Amber8: Ooooooooo...this'll make ya think!! RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat

11/26/2013 1:15:02 AM

**KatrinaStevens1:** Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/1nWeKk2uSX>

11/26/2013 1:15:03 AM

**profstrahler:** A2: Point of pride! And allows for creating a clear message and vision for the district #edtechchat

11/26/2013 1:15:04 AM

**ToddAHoffman:** A2: Branding @ECSInnovator means elevating the teaching profession & the level of conversation #edtechchat

11/26/2013 1:15:04 AM

**KatrinaStevens1:** RT @EdTech\_Stories: @Joesanfelippofc @twhitford #edtechchat Think this applies to Edu as a profession - check out this "Teacher Re-Brand" h...

11/26/2013 1:15:05 AM

**SecondDirect670:** RT @kennethdward: A2 Branding makes people want to be part of it. More professional. Exciting. #edtechchat

11/26/2013 1:15:07 AM

**Joesanfelippofc:** @BrandyPanagos Ohhh....I like that. A virtual window...so true!  
#edtechchat

11/26/2013 1:15:08 AM

**philgriffins:** @NRMEarlyCollege bad news spreads 7x faster than good news.

#edtechchat

11/26/2013 1:15:08 AM

**iplante:** RT @KatrinaStevens1: Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/1nWeKk2uSX>

11/26/2013 1:15:08 AM

**nathan\_stevens:** RT @KatrinaStevens1: @nathan\_stevens You have to toss it in with a little acetone and shake it. ; ) #glitterchat #edtechchat

11/26/2013 1:15:10 AM

**kodable:** @SecondDirect670 Absolutely! It guess you something to fall back on when asking "is this a good idea" & a goal at the same time #edtechchat

11/26/2013 1:15:12 AM

**ajpodchaski:** RT @KatrinaStevens1: Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/1nWeKk2uSX>

11/26/2013 1:15:12 AM

**LearnBop:** RT @wmchamberlain: @shevtech I think the branding effort is used to promote sports in schools. 'Good schools' have 'good teams' #edtechchat

11/26/2013 1:15:15 AM

**ReadByExample:** A2: Branding: Giving parents and community a window into the day-to-day learning happening inside the school. Sells itself. #edtechchat

11/26/2013 1:15:18 AM

**wkrakower:** A2 It allows people to become part of a community and become a share holder. #edtechchat

11/26/2013 1:15:21 AM

**MadDawgMisty:** A2: It is our little window to the world. #edtechchat

11/26/2013 1:15:24 AM

**Joesanfelippofc:** @philgriffins @NRMEarlyCollege It certainly does! #edtechchat

11/26/2013 1:15:27 AM

**kemnitzer3:** Branding should make your school unique #edtechchat

11/26/2013 1:15:27 AM

**christybrenn:** A2: Branding reminds me of @gcouros keynote at #edscape great learning should be like a viral video Branding emphasis on sharing #edtechchat

11/26/2013 1:15:28 AM

**mattbergman14:** @philgriffins school is much different than when we went, right? :) #edtechchat

11/26/2013 1:15:29 AM

**ncara:** RT @cateked A2: Branding is more than a message. It's the feeling school/dist. evokes, connections people make to it. #edtechchat #schoolpr

11/26/2013 1:15:30 AM

**Kairosedtech:** A2: Because people's perception is important, branding ensures they get the right impression #edtechchat

11/26/2013 1:15:31 AM

**USMDrama:** A2: A brand is a philosophy that the whole community strives to live up to. It is a promise the school makes to its families. #edtechchat

11/26/2013 1:15:32 AM

**lisaodavis:** RT @ReadByExample A2: Branding: Giving parents and community a window into the day-to-day learning happening inside the school.. #edtechchat

11/26/2013 1:15:33 AM

**KUbe71:** #edtechchat A2: BBranding provides vision and leads to community investment

11/26/2013 1:15:35 AM

**TonySinanis:** Branding isn't just about "Selling" yourself- it is about giving your school a voice- YOU tell your story! #edtechchat

11/26/2013 1:15:35 AM

**ToscaKilloran:** RT @TonySinanis: Here is my take on why BRANDING is important #edtechchat <http://t.co/DuHgM9FQos>

11/26/2013 1:15:37 AM

**KS\_EdMktg:** #edtechchat A2. Please keep in mind Branding captures the experience you'll offer. Not just catchphrases, colors & logos. Share mission.

11/26/2013 1:15:38 AM

**kylefcs:** RT @MadDawgMisty: A2: It is our little window to the world. #edtechchat

11/26/2013 1:15:40 AM

**thomascmurray:** A2: branding = publicly unifying the vision. #edtechchat

11/26/2013 1:15:40 AM

**Hist\_simulation:** #History Simulations main idea: put students in situations to understand why history happened. #edtechchat <http://t.co/yFi41yZVPv>

11/26/2013 1:15:40 AM

**Thewizard\_210:** A2 it means giving a voice to those who may not have a hill to stand on. #edtechchat

11/26/2013 1:15:47 AM

**MadDawgMisty:** A2: It is our window to the world. #edtechchat

11/26/2013 1:15:47 AM

**ajpodchaski:** RT @KS\_EdMktg: #edtechchat A2. Please keep in mind Branding captures the experience you'll offer. Not just catchphrases, colors & logos. Sh...

11/26/2013 1:15:48 AM

**TedJGraham:** RT @wkrakower: A2 It allows people to become part of a community and become a share holder. #edtechchat

11/26/2013 1:15:49 AM

**CourtOConnell:** .@doccarpenter yes! It's so hard not too but everyone has to remember this very important point! #edtechchat

11/26/2013 1:15:49 AM

**kcaldew:** A2: branding your school shows pride in your school and that you want to share that with the public. #edtechchat

11/26/2013 1:15:50 AM

**coopmike48:** RT @8Amber8: Ooooooooo...this'll make ya think!! RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat

11/26/2013 1:15:53 AM

**KentPolen:** Any good books or articles on branding schools? #edtechchat

11/26/2013 1:15:55 AM

**philgriffins:** @twhitford give parents something to talk about with their children. Make it easy and accessible! #edtechchat

11/26/2013 1:15:55 AM

**iplante:** We give a camera to a student each day to photograph what they want...share those photos out...true window into the school #edtechchat

11/26/2013 1:16:00 AM

**twhitford:** @TonySinanis @doccarpenter Agreed! We so often get caught up in our own knowledge that we forget to speak to our customers. #edtechchat

11/26/2013 1:16:01 AM

**schneiderb:** RT @ReadByExample A2: Branding: Giving Ps & Comm a window into the day-to-day learning happening inside school. Sells itself. #edtechchat

11/26/2013 1:16:02 AM

**SecondDirect670:** @TonySinanis Voice is the key - T voice, S voice and P voice #edtechchat

11/26/2013 1:16:05 AM

**CallahanLuke:** A2. Believe the school website in key to the whole operation and having all staff on board. Any exemplar examples of branding? #edtechchat

11/26/2013 1:16:05 AM

**KatrinaStevens1:** Amen! RT @BJMartinEIS A1: telling our district's story helps keep us grounded; helped remind is why we are here - for students. #edtechchat

11/26/2013 1:16:06 AM

**nathan\_stevens:** @ajpodchaski you could sat the same thing when replacing branding with glitter in that statement #glitterchat #edtechchat

11/26/2013 1:16:08 AM

**mmiller7571:** RT @kennethdward: A2 Branding makes people want to be part of it. More professional. Exciting. #edtechchat

11/26/2013 1:16:09 AM

**gonzogarcia:** A2: #eduBranding is not about debunking rumors, it's about sharing your Ss accomplishments, telling your story #edtechchat

11/26/2013 1:16:10 AM

**RobertDoBell:** RT @TonySinanis: Branding isnt just about "Selling" yourself- it is about giving your school a voice- YOU tell your story! #edtechchat

11/26/2013 1:16:12 AM

**Joesanfelippofc:** That's great...important to be out there! RT @thomascsmurray: A2: branding = publicly unifying the vision. #edtechchat  
11/26/2013 1:16:14 AM

**martysnowpaw:** @GustafsonBrad #edtechchat Have to have clearly articulated position and point of view... focused on the children  
11/26/2013 1:16:16 AM

**kylefcs:** RT @KS\_EdMktg: #edtechchat A2. Please keep in mind Branding captures the experience you'll offer. Not just catchphrases, colors & logos. Sh...  
11/26/2013 1:16:17 AM

**RckStrPrincipal:** RT @TonySinanis: Branding isnt just about "Selling" yourself- it is about giving your school a voice- YOU tell your story! #edtechchat  
11/26/2013 1:16:18 AM

**8Amber8:** RT @casas\_jimmy: A1: Important to take time to tell your story. Builds community , pride & models a standard of excellence. #edtechchat  
11/26/2013 1:16:18 AM

**KatrinaStevens1:** RT @DonWettrick: "Branding" can also mean BS packaged to impress the parents. Make sure the "brand" is authentic. #edtechchat  
11/26/2013 1:16:19 AM

**wmchamberlain:** RT @Sumlendia: @wmchamberlain @shevtech Yes- we are good at branding based on sports. #edtechchat  
11/26/2013 1:16:19 AM

**MathNeil:** A2: Branding district provides a starting place for parents who aren't tech savvy. #edtechchat  
11/26/2013 1:16:19 AM

**KKSOsafe:** RT @SecondDirect670: RT @TCMSPrincipal: A1: Branding you school means promoting the successes of your students and staff #edtechchat Excell...  
11/26/2013 1:16:22 AM

**dashendric:** MT "@kylepace: @TonySinanis: If we don't tell the stories of what's happening in our schools/districts, someone else will. #edtechchat"  
11/26/2013 1:16:24 AM

**coach57:** RT @KUbe71: #edtechchat A2: BBranding provides vision and leads to community investment  
11/26/2013 1:16:25 AM

**s\_bearden:** Social media: It's about the relationships! My guest post for <http://t.co/MbizXIp2BL> <http://t.co/tQGqkI61s2> #edtechchat  
11/26/2013 1:16:25 AM

**Tanna10:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat  
11/26/2013 1:16:27 AM

**kennethdward:** A2Makes people wonder what other good things are going on #edtechchat  
11/26/2013 1:16:27 AM

**gpescatore25:** Hope to catch one of my fave #rockstar principals @TonySinanis on #edtechchat before it's over tonight.



11/26/2013 1:16:27 AM

**8Amber8:** RT @AnIowaTeacher: #edtechchat A2: Branding is telling the story we want - the positives that happen every single day.

11/26/2013 1:16:27 AM

**CrazyQuilts:** RT @8Amber8: Ooooooooo...this'll make ya think!! RT @iplante: If you don't have a story to tell...you are doing something wrong #edtechchat

11/26/2013 1:16:28 AM

**mmiller7571:** RT @TonySinanis: Here is my take on why BRANDING is important #edtechchat <http://t.co/DuHgM9FQos>

11/26/2013 1:16:30 AM

**schneiderb:** RT @s\_bearden Social media: It's about the relationships! My guest post for <http://t.co/fkpLlKlc0c> <http://t.co/XpN4lprMV6> #edtechchat

11/26/2013 1:16:36 AM

**statesideelem:** A2Branding should mean your community seamlessly knows what your school is about. #edtechchat

11/26/2013 1:16:36 AM

**ajpodchaski:** @nathan\_stevens or coal #coalchat #edtechchat

11/26/2013 1:16:40 AM

**jk17bps:** #edtechchat A2 branding give you an identity, something to set you apart and lets community know what you value

11/26/2013 1:16:41 AM

**philgriffins:** @shevtech @wmchamberlain school pride is a positive side effect of branding your school! #edtechchat

11/26/2013 1:16:44 AM

**christybrenn:** @iplante LOVE it! #edtechchat

11/26/2013 1:16:45 AM

**ShieldsMolly:** MT "USMDrama: A brand is a philosophy that the whole community strives to live up to." #edtechchat Love that Adam!

11/26/2013 1:16:49 AM

**TedJGraham:** Absolutely true RT:"@iplante: If you don't have a story to tell...you are doing something wrong #edtechchat" #edchat

11/26/2013 1:16:51 AM

**TCMSPrincipal:** RT @iplante: We give a camera to a student each day to photograph what they want...share those photos awesome idea #edtechchat

11/26/2013 1:16:51 AM

**profstrahler:** With SM/online, it allows for digital storytelling & audience-centric approaches to interacting with your school's community #edtechchat

11/26/2013 1:16:51 AM

**techie\_teach:** RT @ajpodchaski: A2: Branding means showing others what we are really about - overcoming the misconceptions and rumors #edtechchat

11/26/2013 1:16:51 AM

**TonySinanis:** YES- IMPORTANT=> @statesideelem: A2Branding should mean your community seamlessly knows what your school is about. #edtechchat

11/26/2013 1:16:52 AM

**kylepace:** @8Amber8 I don't get why anyone would not want to do this. #edtechchat  
11/26/2013 1:16:52 AM

**KarenMMcGrath:** @KatrinaStevens1 #edtechchat I like this, as I am uncomfortable w/ the whole notion of "selling"-  
11/26/2013 1:16:53 AM

**JenCESUVT:** A2 Branding means matching the promise of your words with the delivery of your educational program #edtechchat  
11/26/2013 1:16:53 AM

**rchan736:** @philgriffins @twhitford It is important that students and their families feel welcomed #edtechchat  
11/26/2013 1:16:54 AM

**kodable:** RT @kylefcs: A2: The brand should describe where you are going as a school. #edtechchat  
11/26/2013 1:16:54 AM

**MadDawgMisty:** A2: Here is our brand...<http://t.co/xCk8vtdZH4> #edtechchat  
11/26/2013 1:16:56 AM

**nathan\_stevens:** @thomascsmurray and a little easier to get funding for projects that follow brand #edtechchat  
11/26/2013 1:16:56 AM

**SecondDirect670:** RT @statesideelem: A2Branding should mean your community seamlessly knows what your school is about. #edtechchat #corecouncil  
11/26/2013 1:16:56 AM

**Karminrkr:** #edtechchat a2 it means depicting what is real and having a purpose not using smoke and mirrors  
11/26/2013 1:16:59 AM

**KatrinaStevens1:** @DonWettrick Agreed--needs to be alignment w reality + some aspiration to be authentic. #edtechchat  
11/26/2013 1:16:59 AM

**EdTech\_Stories:** @8Amber8 @iplante #edtechchat Think of all the brands you like... Bet they have a compelling story - Get "Made to Stick" great book  
11/26/2013 1:16:59 AM

**TonySinanis:** AMEN @JenCESUVT: A2 Branding means matching the promise of your words with the delivery of your educational program #edtechchat  
11/26/2013 1:17:02 AM

**GustafsonBrad:** School branding is like wearing your heart where everyone can see it...it's about transparency & a common commitment. #edtechchat  
11/26/2013 1:17:03 AM

**kcaldew:** It also allows for community and parent involvement. #edtechchat  
11/26/2013 1:17:04 AM

**mattbergman14:** @kennethdward great point! Does your district have this philosophy? #edtechchat

11/26/2013 1:17:06 AM

**Joesanfelippofc:** Great point! RT @JenCESUVT: A2 Branding means matching the promise of your words with the delivery of your educational program #edtechchat  
11/26/2013 1:17:09 AM

**CallahanLuke:** @ReadByExample Great points...Who controls the message? Who "leads"? Webmaster? Tech specialist? Principal? #edtechchat  
11/26/2013 1:17:10 AM

**BJMartinEIS:** MT Great idea: @iplante: We give a camera to a student each day to photograph what they want... true window into the school #edtechchat  
11/26/2013 1:17:10 AM

**AnIowaTeacher:** #edtechchat A2: Branding gives our Ss a voice as well. They can tell our story as well, sometimes better!  
11/26/2013 1:17:14 AM

**SAtechnoChic:** RT @iplante: Branding isn't selling it is telling what is true...that is the best sell #edtechchat  
11/26/2013 1:17:15 AM

**TonySinanis:** @JenCESUVT we have a question about that coming up Jen- stick around! #edtechchat  
11/26/2013 1:17:21 AM

**KarenMMcGrath:** @KatrinaStevens1 I like to think if we r doing a good job educating kids, the school will sell itself #edtechchat  
11/26/2013 1:17:21 AM

**doccarpenter:** @twhitford @TonySinanis audience, purpose, occasion - we teach students to adjust communication accordingly, forget to ourselves #edtechchat  
11/26/2013 1:17:23 AM

**RckStrPrincipal:** #edtechchat Branding your school makes it stick in your public's mind. Like George on Seinfeld, "Co-stanza".  
11/26/2013 1:17:24 AM

**KUbe71:** RT @JenCESUVT: A2 Branding means matching the promise of your words with the delivery of your educational program #edtechchat  
11/26/2013 1:17:25 AM

**coach57:** Branding gives our teachers pride #edtechchat  
11/26/2013 1:17:26 AM

**philgriffins:** Something beyond the sports teams! #edtechchat  
11/26/2013 1:17:27 AM

**nathan\_stevens:** @ajpodchaski  
hahhahahahahhahahhahahahhaahha  
#snarkchat #edtechchat  
11/26/2013 1:17:28 AM

**CourtOConnell:** Q2. Great to see so many educators pointing out that branding is not all about selling! So true! #edtechchat  
11/26/2013 1:17:31 AM

**christybrenn:** RT @SecondDirect670: @TonySinanis Voice is the key - T voice, S voice and P voice #edtechchat  
11/26/2013 1:17:35 AM

**lisaodavis:** RT @christybrenn RT @SecondDirect670: @TonySinanis Voice is the key - T voice, S voice and P voice #edtechchat  
11/26/2013 1:17:40 AM

**ajpodchaski:** RT @TedJGraham: Absolutely true RT:"@iplante: If you don't have a story to tell...you are doing something wrong #edtechchat" #edchat  
11/26/2013 1:17:40 AM

**GustafsonBrad:** @Kairosedtech It sure helps! Where there is a question others will fill in the blanks. #EdTechChat  
11/26/2013 1:17:41 AM

**kcollazo:** RT @jonbergmann: help a high schl student by taking this survey about #flipclass for his report. #edchat #edtechchat <https://t.co/DCHnS2QVu...>  
11/26/2013 1:17:42 AM

**GedditHQ:** RT @CourtOConnell: Q2. Great to see so many educators pointing out that branding is not all about selling! So true! #edtechchat  
11/26/2013 1:17:43 AM

**MToolin:** A2 edbranding gives you a platform on which to reflect while capturing the present to inform the future #edtechchat  
11/26/2013 1:17:46 AM

**s\_bearden:** Branding your school means telling your story. Great stuff is happening in your school. Get the word out! #edtechchat  
11/26/2013 1:17:47 AM

**SAtechnoChic:** RT @s\_bearden: A1: Branding helps the stakeholders understand your school's mission and build positive relationships! #edtechchat  
11/26/2013 1:17:48 AM

**MarkEDeschaine:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/djN6B8VqEV>  
11/26/2013 1:17:50 AM

**iplante:** RT @kcalderrw: It also allows for community and parent involvement. #edtechchat  
11/26/2013 1:17:50 AM

**Joesanfelippofc:** @JenCESUVT But quit skipping ahead! That question is coming later! @TonySinanis reprimand in order! Ha! #edtechchat  
11/26/2013 1:17:51 AM

**jdeek:** #edtechchat A2 -- We are Apple Distinguished School. Technology is big? We are 1-1. Building relationships is what makes me prouder.  
11/26/2013 1:17:55 AM

**KatrinaStevens1:** @wmchamberlain @MathNeil I get that completely. Maybe it's more about rallying around a positive identity. #edtechchat  
11/26/2013 1:17:56 AM

**USMDrama:** @martysnowpaw Our story is simple. "The experience for a lifetime" Come to our school and look what you can accomplish! #edtechchat

11/26/2013 1:17:57 AM

**DonWettrick:** The students work should create the brand. Growing THEIR digital brand only strengthens the schools reputation. #edtechchat

11/26/2013 1:17:57 AM

**kcaldew:** @CourtOConnell Well it is! Just selling great work and dedication. :)

#edtechchat

11/26/2013 1:18:02 AM

**Joe\_Mazza:** Yes - 24/7 "@JenCESUVT: A2 Branding means matching the promise of your words with the delivery of your educational program #edtechchat"

11/26/2013 1:18:03 AM

**techie\_teach:** @TCMSPrincipal @iplante Oh I love this idea!! #edtechchat #MSedchat

11/26/2013 1:18:05 AM

**daydreamreader:** RT @gpescatore25: Hope to catch one of my fave #rockstar principals @TonySinanis on #edtechchat before it's over tonight.

11/26/2013 1:18:06 AM

**mattbergman14:** @MadDawgMisty I love this! #edtechchat

11/26/2013 1:18:07 AM

**8Amber8:** RT @TonySinanis: Here is my take on why BRANDING is important

#edtechchat <http://t.co/DuHgM9FQos>

11/26/2013 1:18:11 AM

**ToscaKilloran:** A2 I work in the IB <http://t.co/9ubHDrieE3> & am examining IB brand loyalty for my DEd #edtechchat

11/26/2013 1:18:18 AM

**CzapHil:** #edtechchat Every stakeholder actively builds the brand personally, socially, professionally

11/26/2013 1:18:19 AM

**SecondDirect670:** RT @DonWettrick: The students work should create the brand. Growing THEIR digital brand only strengthens the schools reputation. #edtechchat

11/26/2013 1:18:20 AM

**RACzyz:** @iplante:a camera to a student each day to photograph what they want...share those photos out...true window into the school #edtechchat Love it!

11/26/2013 1:18:21 AM

**ajpodchaski:** @KarenMMcGrath @KatrinaStevens1 Branding is not selling - it is showing - value, beliefs, actions #edtechchat

11/26/2013 1:18:22 AM

**BrandyPanagos:** @philgriffins Agreed! But sports sometimes draws them in...

#edtechchat

11/26/2013 1:18:23 AM

**doccarpenter:** a2. how about branding that includes words like "love," "joy," "community," "passion," #edtechchat

11/26/2013 1:18:25 AM

**BJMartinEIS:** RT @SecondDirect670: @TonySinanis Voice is the key - T voice, S voice and P voice #edtechchat

11/26/2013 1:18:30 AM

**BluntEducator:** We branded the principal one time for holding faculty meetings on Monday & Friday afternoons. Oh, not that kind of branding. #edtechchat

11/26/2013 1:18:32 AM

**s\_bearden:** RT @ajpodchaski: @KarenMMcGrath @KatrinaStevens1 Branding is not selling - it is showing - value, beliefs, actions #edtechchat

11/26/2013 1:18:33 AM

**cateked:** YES! RT @statesideelem: A2Branding should mean your community seamlessly knows what your school is about. #edtechchat

11/26/2013 1:18:34 AM

**iplante:** Branding shouldn't be work...it should just be tell the truth of what you do and why you do it #edtechchat

11/26/2013 1:18:38 AM

**KKSOsafe:** RT @Kairosedtech: A2: Branding our school is an intrinsic way to brand yourself as a school leader. #edtechchat

11/26/2013 1:18:39 AM

**kemnitzer3:** How many staff members can cite the school's vision statement?

#edtechchat

11/26/2013 1:18:40 AM

**TonySinanis:** Brands can evoke emotion @doccarpenter: a2. how about branding that includes words like "love," "joy," "community," "passion," #edtechchat

11/26/2013 1:18:42 AM

**USMDrama:** RT @DonWettrick: "Branding" can also mean BS packaged to impress the parents. Make sure the "brand" is authentic. #edtechchat

11/26/2013 1:18:42 AM

**statesideelem:** RT @DonWettrick: The students work should create the brand. Growing THEIR digital brand only strengthens the schools reputation. #edtechchat

11/26/2013 1:18:43 AM

**Joesanfelippofc:** @Joe\_Mazza @JenCESUVT Mazza is here!! Missed you at #edcampnj. Good to hear from you! #edtechchat

11/26/2013 1:18:48 AM

**Jeff\_Zoul:** A2 Branding: To communicate our mission (WHY we exist), our Vision (WHAT we hope to become), & our Values (HOW we must behave) #edtechchat

11/26/2013 1:18:48 AM

**KincerLisa:** @casas\_jimmy @kylepace Yes, enough negative press - have to share positives frequently, too! #edtechchat

11/26/2013 1:19:02 AM

**TonySinanis:** 8:19 – Q3 coming up in 1 minute... #edtechchat

11/26/2013 1:19:04 AM

**JustinMann\_:** RT @kemnitzer3: How many staff members can cite the school's vision statement? #edtechchat

11/26/2013 1:19:06 AM

**SecondDirect670:** @BrandyPanagos @philgriffins Athletics is a huge rallying point for many communities! #edtechchat  
11/26/2013 1:19:07 AM

**CallahanLuke:** @KatrinaStevens1 @BJMartinEIS good point. I strive to make our Ss the focal points of our posts to our site. All about Ss!! #edtechchat  
11/26/2013 1:19:10 AM

**wkrakower:** RT @TonySinanis: 8:19 – Q3 coming up in 1 minute... #edtechchat  
11/26/2013 1:19:11 AM

**DaisyDyerDuerr:** A2 We are branding a "Small Town School Providing a Global Education" Tech as an equalizer for Ss circumstance #edtechchat  
11/26/2013 1:19:15 AM

**BrandyPanagos:** @DonWettrick Check out our students' edubranding @bjpatriotpages and <http://t.co/h3hF5rmn52> #edtechchat  
11/26/2013 1:19:16 AM

**ReadByExample:** "@CallahanLuke: @ReadByExample Great points...Who controls the message? Who "leads"? Webmaster? Tech specialist? Principal? #edtechchat" Yes!  
11/26/2013 1:19:16 AM

**Joe\_Mazza:** @Joesanfelippofc @jencesuvt Hey pal - sorry we had a wedding for some good friends. Sounds like #edcampnj was awesome #edtechchat  
11/26/2013 1:19:20 AM

**philgriffins:** @mattbergman14 honestly, not enough. Rip van winkle could wake up, walk into school,& be comfortable. Need 2 share our evolution #edtechchat  
11/26/2013 1:19:20 AM

**jcordery:** RT: Great advice from a GREAT Leader! "@TonySinanis: Here is my take on why BRANDING is important #edtechchat <http://t.co/nzbbw9Y1TC>"  
11/26/2013 1:19:23 AM

**christybrenn:** Thoughts on branding @ district vs school level? Does/should it look different? All align to a cohesive mission statement/goal? #edtechchat  
11/26/2013 1:19:26 AM

**lisaodavis:** RT @DaisyDyerDuerr A2 We are branding a "Small Town School Providing a Global Education" Tech as an equalizer for Ss circ..#edtechchat  
11/26/2013 1:19:26 AM

**EdTech\_Stories:** @wmchamberlain @shevtech #edtechchat Creating shared identity like sports teams is important! Check out - <http://t.co/E0alAPt93g>  
11/26/2013 1:19:28 AM

**TonySinanis:** RT @DaisyDyerDuerr: A2 We are branding a "Small Town School Providing a Global Education" Tech as equalizer for Ss circumstance #edtechchat  
11/26/2013 1:19:31 AM

**Joesanfelippofc:** RT @BrandyPanagos: @DonWettrick Check out our students' edubranding @bjpatriotpages and <http://t.co/h3hF5rmn52> #edtechchat  
11/26/2013 1:19:31 AM

**jenmorack:** Great idea RT @iplante We give a camera to a student each day to photograph what they want...true window into the school #edtechchat

11/26/2013 1:19:32 AM

**techie\_teach:** A2: Branding is showcasing your awesomeness - from your teachers to your students to your parents and your admin! #edtechchat

11/26/2013 1:19:32 AM

**hernick\_:** q2: branding 2 me? teaching every day, sharing our work & amping the message during revisits #skininthegame #edtechchat

11/26/2013 1:19:32 AM

**iplante:** @BJMartinEIS lol thanks...it's called Shutterbug... #edtechchat

11/26/2013 1:19:33 AM

**ShieldsMolly:** A brand is not a product, but a district's opportunity to become more self-aware. Has to further self-awareness first. #edtechchat

11/26/2013 1:19:34 AM

**murphette316:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/djN6B8VqEV>

11/26/2013 1:19:35 AM

**ncara:** A2-Taking a lengthy strategic planning document & summarizing it briefly, slogan,etc-carrying it out daily in word, deed, action #edtechchat

11/26/2013 1:19:36 AM

**casas\_jimmy:** A2: Branding holds us accountable as leaders. If you are going to share your story be sure to share it with integrity. #edtechchat

11/26/2013 1:19:48 AM

**cateked:** A2: Brand is as important for internal audiences as external. Need all staff/students to feel part of the brand to carry it out. #edtechchat

11/26/2013 1:19:50 AM

**nathan\_stevens:** @ajpodchaski @KarenMMcGrath @KatrinaStevens1 or even directing. But in the climate we are in branding may equal selling #edtechchat

11/26/2013 1:19:52 AM

**8Amber8:** @EdTech\_Stories #edtechchat @gcouros has a great talk abt how we shld be sharing our stories, that it's ALL abt the relationships

11/26/2013 1:19:57 AM

**SecondDirect670:** @philgriffins @mattbergman14 Hope things look differently than when I was in school! #edtechchat

11/26/2013 1:20:00 AM

**ReadByExample:** @CallahanLuke More specifically, I think it starts with the top. Teach teachers, students how to be digital citizens. #edtechchat

11/26/2013 1:20:00 AM

**TonySinanis:** Q3: How do you use technology and social media in branding your school district? #edtechchat

11/26/2013 1:20:03 AM

**wmchamberlain:** @KatrinaStevens1 It is pretty hard to find kids at a school that thinks their school is bad. Same with parents. @MathNeil #edtechchat

11/26/2013 1:20:05 AM



**martysnowpaw:** RT @iplante: Branding shouldn't be work...it should just be tell the truth of what you do and why you do it #edtechchat  
11/26/2013 1:20:05 AM

**KatrinaStevens1:** @KarenMMcGrath I see branding as "selling" students on their own potential, believing they're part of something larger. #edtechchat  
11/26/2013 1:20:06 AM

**KarenMMcGrath:** RT @iplante: Branding shouldn't be work...it should just be tell the truth of what you do and why you do it #edtechchat  
11/26/2013 1:20:07 AM

**EdTech\_Stories:** Don't ever try to follow #edtechchat on your phone... Its hopeless!  
11/26/2013 1:20:09 AM

**web20classroom:** PR and Branding from the Administrator is actually pretty easy. The Administrator PR Machine: <http://t.co/eycG9p45kN> #edtechchat  
11/26/2013 1:20:11 AM

**ajpodchaski:** @CallahanLuke @ReadByExample It starts at the top, but all admins and eventually all fac & staff need to believe and follow #edtechchat  
11/26/2013 1:20:11 AM

**CallahanLuke:** @s\_bearden Love it! Succinct! #edtechchat  
11/26/2013 1:20:14 AM

**twhitford:** Boom! MT @TonySinanis: Brands can evoke emotion. Branding should include words like "love," "joy," "community," "passion," #edtechchat  
11/26/2013 1:20:14 AM

**CraigHamline:** A2: At Hamline "College Begins in Kindergarten!" Branding matters... <https://t.co/SuEMIARBVu> #edtechchat  
11/26/2013 1:20:15 AM

**fefehorn:** RT @kemnitzer3: How many staff members can cite the school's vision statement? #edtechchat  
11/26/2013 1:20:16 AM

**kennethdward:** A2 Branding requires consistent communications and always having the "brand" in mind when we communicate with stakeholders #edtechchat  
11/26/2013 1:20:18 AM

**kodable:** RT @TonySinanis: Q3: How do you use technology and social media in branding your school district? #edtechchat  
11/26/2013 1:20:20 AM

**Thewizard\_210:** Branding means showing the world what your students can do, and how amazing your teachers are #edtechchat  
11/26/2013 1:20:20 AM

**s\_bearden:** RT @TonySinanis: Q3: How do you use technology and social media in branding your school district? #edtechchat  
11/26/2013 1:20:21 AM

**riversidescool:** #edtechchat A2 we all have school goals and missions- Branding will allow the public to see what we do to fulfill those goals

11/26/2013 1:20:24 AM

**iplante:** make sure all the covey the message are sending the same message...that is the challenge #edtechchat

11/26/2013 1:20:31 AM

**christybrenn:** How many of your staff members could recite your school/district mission statement? #edtechchat

11/26/2013 1:20:33 AM

**kfostertweet:** @ReadByExample @CallahanLuke How to be citizens, period. #edtechchat

11/26/2013 1:20:34 AM

**Joesanfelippofc:** @Joe\_Mazza Good time. Great to meet some awesome people...and @thomascsmurray was there too. #edtechchat

11/26/2013 1:20:37 AM

**TonySinanis:** @wmchamberlain @KatrinaStevens1 @MathNeil not sure about that- I think schools leave many members disengaged! #edtechchat

11/26/2013 1:20:39 AM

**KUbe71:** "@kemnitzer3: How many staff members can cite the school's vision statement? #edtechchat" How many see it in practice system-wide Not enuf!

11/26/2013 1:20:40 AM

**lisaodavis:** A3 PTA uses SM to share info, events, support of our school #edtechchat

11/26/2013 1:20:41 AM

**BJMartinEIS:** RT @CraigHamline: A2: At Hamline "College Begins in Kindergarten!" Branding matters... <https://t.co/SuEMIARBVu> #edtechchat

11/26/2013 1:20:41 AM

**jenmorack:** Let the students help you brand! Great idea @iplante Wonderful on so many levels! #edtechchat

11/26/2013 1:20:46 AM

**JRen379:** A3:My director reaches out to local magazines to write articles about Ts doing great stuff in the school #edtechchat

11/26/2013 1:20:48 AM

**jcwastler:** A3: Twitter for connecting in real time; AlertNow and blog for sharing more detailed information #edtechchat

11/26/2013 1:21:00 AM

**kennethdward:** RT @CraigHamline: A2: At Hamline "College Begins in Kindergarten!" Branding matters... <https://t.co/SuEMIARBVu> #edtechchat

11/26/2013 1:21:02 AM

**twhitford:** RT @TonySinanis: Q3: How do you use technology and social media in branding your school district? #edtechchat

11/26/2013 1:21:02 AM

**KatrinaStevens1:** A3 Share positive stories focused on student accomplishments, meaningful use of tech, and connection to community. #edtechchat

11/26/2013 1:21:03 AM

**KatrinaStevens1:** A3 Twitter, Facebook, school and/or principal blog, links to video newsletter all work to promote school brand. #edtechchat  
11/26/2013 1:21:03 AM

**philgriffins:** @SecondDirect670 @BrandyPanagos yup, don't limit it @Joesanfelippofc talked about making sure 1:7 tweets is nonsport related #edtechchat  
11/26/2013 1:21:08 AM

**schneiderb:** A3. Not even sure where to start but depends on your goals. Work backward from the end and make sure you can measure your effort #edtechchat  
11/26/2013 1:21:08 AM

**Joe\_Mazza:** When we're using social media in our schools, we're proudly yelling what's happening out the front door for all to know #edtechchat  
11/26/2013 1:21:08 AM

**ajpodchaski:** @nathan\_stevens @KarenMMcGrath @KatrinaStevens1 it is just selling when you don't believe in what you are saying #edtechchat  
11/26/2013 1:21:10 AM

**kodable:** Winning is catching every question during #edtechchat #winning #KnockOnWood  
11/26/2013 1:21:10 AM

**iplante:** As an indy school...message is the key to getting what we do out to the masses, to bring the masses in the door #edtechchat #ehsthpt  
11/26/2013 1:21:11 AM

**kennethdward:** RT @Thewizard\_210: Branding means showing the world what your students can do, and how amazing your teachers are #edtechchat  
11/26/2013 1:21:13 AM

**MToolin:** @jenmorack @iplante Just set up a hashtag for the students to use with their photos on twitter and instagram > insta-window! #edtechchat  
11/26/2013 1:21:14 AM

**TheWeirdTeacher:** @philgriffins @mattbergman14 Oh man, that Van Winkle kid is ALWAYS late. #edtechchat #snarkchat  
11/26/2013 1:21:14 AM

**Joesanfelippofc:** @TonySinanis-ask another question...just saw a squirrel! #edtechchat  
11/26/2013 1:21:15 AM

**kylefcs:** A3: We use Facebook and Twitter #edtechchat  
11/26/2013 1:21:20 AM

**MadDawgMisty:** a2: Your brand is what people say about you when you leave the room. #edtechchat  
11/26/2013 1:21:22 AM

**s\_bearden:** RT @iplante: As an indy school...message is the key to getting what we do out to the masses, to bring the masses in the door #edtechchat #ehs...  
11/26/2013 1:21:22 AM

**CraigHamline:** One thing I love about Saint Paul Public Schools, is the branding! <http://t.co/Q8XtU8W0X9> #edtechchat

11/26/2013 1:21:23 AM

**MathNeil:** @wmchamberlain @KatrinaStevens1 If that is true, then Branding has worked at that school. #edtechchat

11/26/2013 1:21:26 AM

**TonySinanis:** A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>

11/26/2013 1:21:29 AM

**SecondDirect670:** A3 Social media and tech have been a challenge in our district - leaders wary of it #edtechchat

11/26/2013 1:21:30 AM

**RckStrPrincipal:** #edtechchat A3: Social media (facebook and twitter) used to deliver GOOD news and keep parents in the loop.

11/26/2013 1:21:30 AM

**pricechris:** A2 - brainy means that Ss, Ts and community know what to expect. What quality will be ensured. What excellence to be expected. #EdTechChat

11/26/2013 1:21:33 AM

**wkrakower:** A3 I would use Twitter, Facebook and Smore to brand my school or district. #edtechchat

11/26/2013 1:21:37 AM

**ReadByExample:** A3: Twitter/FB for day-to-day happenings, blogging for learning summaries and announcements. School webpage = Hub for all SM. #edtechchat

11/26/2013 1:21:41 AM

**jswilliams:** A3: We etched our Brand on all of our Chromebooks. (10,700) The Community can see our brand everyday. #edtechchat

11/26/2013 1:21:41 AM

**SPSantilli:** Branding = Transparency #edtechchat

11/26/2013 1:21:41 AM

**s\_bearden:** A3: School website, facebook, Twitter, Instagram, Vimeo, YouTube #edtechchat

11/26/2013 1:21:45 AM

**bjpatriotpapes:** RT @BrandyPanagos: @DonWettrick Check out our students' edubranding @bjpatriotpapes and <http://t.co/h3hF5rmn52> #edtechchat

11/26/2013 1:21:46 AM

**ajpodchaski:** RT @TonySinanis: Q3: How do you use technology and social media in branding your school district? #edtechchat

11/26/2013 1:21:46 AM

**TonySinanis:** @Joesanfelippofc LOL!! I did... Q3 is OUT there! #edtechchat

11/26/2013 1:21:47 AM

**Thewizard\_210:** Better question how can you use technology and social media in branding your school. #edtechchat

11/26/2013 1:21:47 AM

**kfostertweet:** Shoot. Missed Q3 #edtechchat

11/26/2013 1:21:48 AM

**ZachSnow:** Hey guys, popping in late. Zach, Instructional Tech from TX. Enjoying the talk about the importance of branding. #edtechchat

11/26/2013 1:21:49 AM

**iplante:** Q3: How do you use technology and social media in branding your school district? #edtechchat

11/26/2013 1:21:51 AM

**Soni42:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:21:51 AM

**mattbergman14:** @philgriffins Do you market your own classroom by sharing stuff with parents? #edtechchat

11/26/2013 1:21:54 AM

**AnIowaTeacher:** #edtechchat A3: Our web site has had many compliments on how well it works and keeps people in touch. Twitter feed us starting up as well.

11/26/2013 1:21:57 AM

**BrandyPanagos:** @christybrenn We have a PR manager that covers in-depth system news; our students have stake in our school's edubranding. #edtechchat

11/26/2013 1:21:58 AM

**thegravelygroup:** RT @s\_bearden: Branding your school means telling your story. Great stuff is happening in your school. Get the word out! #edtechchat

11/26/2013 1:21:59 AM

**MathNeil:** RT @iplante: Q3: How do you use technology and social media in branding your school district? #edtechchat

11/26/2013 1:21:59 AM

**LoriEmilson:** A3: School Facebook and Twitter accounts - always looking for ways to keep open lines of communication. #edtechchat

11/26/2013 1:22:01 AM

**TonySinanis:** GREAT SUGGESTIONS=> @s\_bearden: A3: School website, facebook, Twitter, Instagram, Vimeo, YouTube #edtechchat

11/26/2013 1:22:01 AM

**KatrinaStevens1:** RT Q3: How do you use technology and social media in branding your school district? #edtechchat

11/26/2013 1:22:03 AM

**KatrinaStevens1:** @wmchamberlain @MathNeil Wish that were true of all schools--I've visited a few where Ss and Ts had given up. #edtechchat

11/26/2013 1:22:10 AM

**philgriffins:** @SecondDirect670 @mattbergman14 not in some classes. Sometimes I see rows of desks with photocopies of mimeographed worksheets #edtechchat

11/26/2013 1:22:15 AM

**ajpodchaski:** A3: Your entire digital footprint is branding - web, social media, LMS - it all has to pull in the same direction #edtechchat

11/26/2013 1:22:15 AM

**ToscaKilloran:** A2 #edtechchat Branding to me is the umbrella ethos that guides the entire system. Such as Public VS International ed. What drives you?

11/26/2013 1:22:17 AM

**doccarpenter:** @christybrenn how many of your staff members had a say in creating said school/district mission statement? #edtechchat

11/26/2013 1:22:18 AM

**casas\_jimmy:** A3; Model trust by giving access to twitter to S's. Then create a hashtag #bettpride & then watch them tell the real story #edtechchat

11/26/2013 1:22:19 AM

**BostonTchr:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:22:20 AM

**TheWeirdTeacher:** #edtechchat A3- I've yet to work at a district with a good, friendly, easy to navigate website. My current is trying, but it's not great.

11/26/2013 1:22:20 AM

**Jeff\_Zoul:** A3 Our district hashtag (#engage109) helps to highlight our brand #edtechchat

11/26/2013 1:22:21 AM

**Joesanfelippofc:** A3: Twitter, FB, District App. Any way we can get the info to our people #edtechchat

11/26/2013 1:22:22 AM

**techie\_teach:** YES!! RT @SPSantilli: branding = transparency #edtechchat @WayneRodolfich

11/26/2013 1:22:23 AM

**cybraryman1:** A3 Use power & reach of Social Media to tell your story. Schools should have FB, Twitter... presence. Must accentuate posit. #edtechchat

11/26/2013 1:22:24 AM

**s\_bearden:** Q3: How do you use technology and social media in branding your school district? #edtechchat @kfostertweet

11/26/2013 1:22:24 AM

**Joesanfelippofc:** RT @s\_bearden: Q3: How do you use technology and social media in branding your school district? #edtechchat @kfostertweet

11/26/2013 1:22:29 AM

**EricDaney:** A3: Socialmedia is still dicey in some districts. The key is taking the message where the people are and that is social media. #edtechchat

11/26/2013 1:22:31 AM

**ncara:** @TonySinanis Collaborate w/ ppl in schools to tell story. Use variety of tools to reach ppl in school community #edtechchat

11/26/2013 1:22:33 AM

**chip122772:** #edtechchat A3, district/classroom twitters, Facebook pages, blogs.

11/26/2013 1:22:36 AM

**christybrenn:** @BrandyPanagos That's great! Love that students are involved  
#edtechchat  
11/26/2013 1:22:36 AM

**nathan\_stevens:** @TonySinanis I use the same user name for everything. People can find me. #edtechchat  
11/26/2013 1:22:37 AM

**profstrahler:** A3: School goals are identified & SM is used to help facilitate/meet those goals for each dept bc each has a unique audience #edtechchat  
11/26/2013 1:22:38 AM

**JRen379:** A3: We also have a FB pg and we have booths at events in our community. We have a mascot that attends games and such events. #edtechchat  
11/26/2013 1:22:39 AM

**ScottTechDir:** My district created a great movie with staff, parents, students to show who we are and what we stand for. #edtechchat  
11/26/2013 1:22:40 AM

**Kairosedtech:** @ReadByExample I like the formula. Our school doesn't do any SM :( #edtechchat  
11/26/2013 1:22:40 AM

**SecondDirect670:** @philgriffins @mattbergman14 Augghhh - not worksheets!!! #edtechchat  
11/26/2013 1:22:46 AM

**ajpodchaski:** RT @ScottTechDir: My district created a great movie with staff, parents, students to show who we are and what we stand for. #edtechchat  
11/26/2013 1:22:48 AM

**kodable:** A3: Create a school FB & Twitter page to share positive stories, relevant news, events, & start conversations w/ community #edtechchat  
11/26/2013 1:22:49 AM

**iplante:** A3 Instagram, FB, Twitter...all with links off website that don't require logins #edtechchat @EHSSouthport  
11/26/2013 1:22:50 AM

**twhitford:** Love that!! RT @Joesanfelippofc: A3: Twitter, FB, District App. Any way we can get the info to our people #edtechchat  
11/26/2013 1:22:53 AM

**USMDrama:** Now 1:1, we have to look at more than just our website. What's the message of our school in social media? Much bigger audience! #edtechchat  
11/26/2013 1:22:55 AM

**CraigHamline:** Social media keeps the good message moving forward. Schools get enough bad message questions. #edtechchat  
11/26/2013 1:22:55 AM

**Joesanfelippofc:** @ScottTechDir Love that idea! #edtechchat  
11/26/2013 1:22:56 AM

**GustafsonBrad:** A3 I like to think that meaningful technology integration is part of our brand & that it can't be separated from our story. #edtechchat

11/26/2013 1:22:56 AM

**DaisyDyerDuerr:** @TonySinanis U R THE Best at this Tony!! #edtechchat  
11/26/2013 1:22:57 AM

**TonySinanis:** GREAT IDEA=> @nathan\_stevens: @TonySinanis I use the same user name for everything. People can find me. #edtechchat  
11/26/2013 1:22:57 AM

**christybrenn:** @doccarpenter An even better question! #edtechchat  
11/26/2013 1:23:00 AM

**christybrenn:** RT @doccarpenter: @christybrenn how many of your staff members had a say in creating said school/district mission statement? #edtechchat  
11/26/2013 1:23:03 AM

**Kairosedtech:** RT @s\_bearden: Q3: How do you use technology and social media in branding your school district? #edtechchat @kfostertweet  
11/26/2013 1:23:05 AM

**BJMartinEIS:** A3: twitter mostly; digital school sign in front of building; teacher web pages; principal weekly blog #edtechchat  
11/26/2013 1:23:06 AM

**MToolin:** When is the last time a school's shared vision was revised?! #edtechchat  
11/26/2013 1:23:08 AM

**s\_bearden:** School blogs are a great way to get the word out about your school! #edtechchat  
11/26/2013 1:23:09 AM

**MathNeil:** A3: Websites, Facebook, @Remind101, put message where needed. #edtechchat  
11/26/2013 1:23:10 AM

**KarenMMcGrath:** A3: we use social media to communicate2 our school population check us out @SHSBlueKnights #edtechchat  
11/26/2013 1:23:11 AM

**jenmorack:** RT @TonySinanis: A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>  
11/26/2013 1:23:12 AM

**RckStrPrincipal:** #edtechchat A3: once again, DITTO. It is great to see so many schools now using social media  
11/26/2013 1:23:12 AM

**schneiderb:** A3 - Also it's not about the tools. It's about engagement and achieving your goals. #edtechchat  
11/26/2013 1:23:13 AM

**CurtRees:** RT @TonySinanis: Q3: How do you use technology and social media in branding your school district? #edtechchat  
11/26/2013 1:23:14 AM

**kfostertweet:** A3: So easy to make and share short videos highlighting good work. Share via Twitter, FB, Blog. #edtechchat



11/26/2013 1:23:16 AM

**chip122772:** #edtechchat A3 share as much great news as I/we can!

11/26/2013 1:23:18 AM

**ckoos1:** A3 I use Twitter and FB to share the great things our students & teachers are doing. It's all about connection! #edtechchat

11/26/2013 1:23:18 AM

**AnIowaTeacher:** #edtechchat A3: District still not using things much: there's still a lot of apprehension.

11/26/2013 1:23:19 AM

**GrantLichtman:** RT @DonWettrick: "Branding" can also mean BS packaged to impress the parents. Make sure the "brand" is authentic. #edtechchat

11/26/2013 1:23:21 AM

**techie\_teach:** RT Q3 please #edtechchat

11/26/2013 1:23:22 AM

**kemnitzer3:** @tonysinanis your tweets inspire me #edtechchat

11/26/2013 1:23:25 AM

**s\_bearden:** AMEN! RT @schneiderb: A3 - Also it's not about the tools. It's about engagement and achieving your goals. #edtechchat

11/26/2013 1:23:27 AM

**ReadByExample:** @Kairosedtech Check out "Why Social Media Matters" by Porterfield and Carnes. I found gr8 ideas for getting started. #edtechchat

11/26/2013 1:23:27 AM

**FASquire:** Proud of @peihsf for all they do to bridge home + school + community. I'm off to plan #edtechchat

11/26/2013 1:23:29 AM

**cateked:** A3: SM for branding: Our team, including @Jeff\_Zoul, @mikelubelfeld, @jmaraldo, created a District hashtag: #engage109. #edtechchat

11/26/2013 1:23:29 AM

**philgriffins:** @mattbergman14 i market the school. Tweets from all classes, special projects, weekly webcast that shows great stuff going on! #edtechchat

11/26/2013 1:23:29 AM

**Thewizard\_210:** A3 ours is only using the Ocala paper at the moment, what's a good start to technology branding #edtechchat

11/26/2013 1:23:30 AM

**Joe\_Teft:** RT @schneiderb: A3 - Also it's not about the tools. It's about engagement and achieving your goals. #edtechchat

11/26/2013 1:23:30 AM

**sadieclorinda:** A3: Facebook, Website at District level. Admins use Twitter. I use Google Sites to keep Ss, Ps informed #edtechchat

11/26/2013 1:23:33 AM

**JustinMann\_:** A3 My school didn't want a FB or twitter page because they felt it would damage their brand :( ..... hmmm #edtechchat

11/26/2013 1:23:34 AM

**kennethdward:** A3 Brand new broadcasting class in middle school. Web page. Electronic signage. #edtechchat

11/26/2013 1:23:34 AM

**Joesanfelippofc:** @RckStrPrincipal Agreed...find people where they live and bring your message to them! #edtechchat

11/26/2013 1:23:35 AM

**ajpodchaski:** @EricDaney Even is teachers don't use it for instruction, the district should have a presence #edtechchat

11/26/2013 1:23:35 AM

**mattbergman14:** @SecondDirect670 @philgriffins LOL! You graduated a few years ago, right? :) #edtechchat

11/26/2013 1:23:35 AM

**web20classroom:** Q3-One of the easiest and most impactful ways to brand your school is through Twitter. Things to consider: <http://t.co/xntJ0a3Apk> #edtechchat

11/26/2013 1:23:37 AM

**kylefcs:** A3: Make sure your school is properly represented when someone Googles your school. For many that is their first impression. #edtechchat

11/26/2013 1:23:43 AM

**iplante:** If you can't show it...you shouldn't be doing it #branding #edtechchat

11/26/2013 1:23:47 AM

**ZachSnow:** A3: I really feel like our district is doing a great job of communicating what's going on in the classrooms with twitter. #edtechchat

11/26/2013 1:23:47 AM

**mrc\_3PO:** RT @DonWettrick: The students work should create the brand. Growing THEIR digital brand only strengthens the schools reputation. #edtechchat

11/26/2013 1:23:50 AM

**rchan736:** Showing positive things about the school and their students. Having videos and pictures. #edtechchat

11/26/2013 1:23:51 AM

**DocSig:** A3- Twitter has been a HUGE tool in telling our story-sharing our good stuff #edtechchat

11/26/2013 1:23:53 AM

**Karminrkr:** RT @TonySinanis: A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>

11/26/2013 1:23:54 AM

**DarrenAbramson:** RT @s\_bearden: Q3: How do you use technology and social media in branding your school district? #edtechchat @kfostertweet

11/26/2013 1:23:56 AM

**Joesanfelippofc:** @web20classroom Thanks for joining us tonight, Steven! #edtechchat

11/26/2013 1:24:00 AM

**EricDaney:** A3: Twitter and Instagram can be awesome ways to show the everyday stuff that isn't P/T conferences and concerts #edtechchat

11/26/2013 1:24:01 AM

**TonySinanis:** @DaisyDyerDuerr thank you Daisy- my kids & staff make it easy- always awesome stuff going on at #Cantiague #edtechchat

11/26/2013 1:24:02 AM

**KatrinaStevens1:** @casas\_jimmy Hi Jimmy! Didn't see you slip into #edtechchat tonight. : )

11/26/2013 1:24:04 AM

**kodable:** @iplante @EHSSouthport OOO love the idea of using instagram! have you seen @kaymbuinc? Similar but made for Edu #edtechchat

11/26/2013 1:24:07 AM

**AnIowaTeacher:** @CallahanLuke <http://t.co/uAkAhjmSfD> #edtechchat

11/26/2013 1:24:08 AM

**atragg:** A3: My school is not using any social media yet. Anyone have any good blogs/articles for me to share with admin? #edtechchat

11/26/2013 1:24:08 AM

**TheWeirdTeacher:** #edtechchat But our parents are so low income for the most part that virtual branding isn't high on the list #DownerChat #sorryaboutthatchat

11/26/2013 1:24:11 AM

**T\_HEB:** #edtechchat A3 Broadcasting can be powerful but need to make sure that there is substance behind the message. Align goals and values.

11/26/2013 1:24:12 AM

**kennethdward:** A3 exciting new digital logo. #edtechchat

11/26/2013 1:24:12 AM

**kfostertweet:** @JustinMann\_ It damages the brand to NOT have social media connections. #edtechchat

11/26/2013 1:24:14 AM

**MadDawgMisty:** A3: YouTube, Twitter, Facebook, District website, District App etc... #edtechchat

11/26/2013 1:24:15 AM

**TonySinanis:** @kemnitzer3 thank you Ed- that means a lot! #edtechchat

11/26/2013 1:24:16 AM

**ncara:** A3: FB, Twitter, Website, blog, eblast, school app - Work to create robust communications channels within your school, district #edtechchat

11/26/2013 1:24:16 AM

**BrandyPanagos:** Q3 Web, Youtube, Twitter, Instagram, Facebook, and a new Vine... We'll find a way to use new mediums. It's a fun challenge. #edtechchat

11/26/2013 1:24:16 AM

**CallahanLuke:** A3. Up-to-date website, with pertinent info and a daily glimpse to what is taking place w/ Ss & curriculum. Its a lot of work! #edtechchat

11/26/2013 1:24:17 AM

**profstrahler:** Each SM tool has unique functions/audiences, so its important to identify which tools your audience is using to connect #edtechchat

11/26/2013 1:24:18 AM

**web20classroom:** @Joesanfelippofc Lurking and learning :) #edtechchat

11/26/2013 1:24:21 AM

**DaisyDyerDuerr:** "@ajpodchaski: @EricDaney Even is teachers don't use it for instruction, the district should have a presence #edtechchat" AGREE!

11/26/2013 1:24:21 AM

**McLane\_Ryan:** #edtechchat A3: Weekly video newsletter on YouTube, Twitter, Facebook Likes Page, digital newsletter. Reach many people.

11/26/2013 1:24:23 AM

**TonySinanis:** RT @McLane\_Ryan: #edtechchat A3: Weekly video newsletter on YouTube, Twitter, Facebook Likes Page, digital newsletter. Reach many people.

11/26/2013 1:24:31 AM

**CurtRees:** A3: We use school Facebook page to highlight positive events and pics of happy kids learning at school. #edtechchat

11/26/2013 1:24:35 AM

**ShieldsMolly:** Branding=Sharing. Share best practices that align with vision. Even without tech, the brand should be apparent through actions. #edtechchat

11/26/2013 1:24:36 AM

**mattbergman14:** @philgriffins @SecondDirect670 ouch! How many trees do we need to kill before we go digital? #edtechchat

11/26/2013 1:24:37 AM

**8Amber8:** RT @Joesanfelippofc: @TonySinanis-ask another question...just saw a squirrel! #edtechchat

11/26/2013 1:24:40 AM

**GedditHQ:** RT @web20classroom: Q3 Build your school brand on Twitter, good read! NIce share <http://t.co/2vPMHgoddz> #edtechchat

11/26/2013 1:24:42 AM

**RACzyz:** "@schneiderb: A3 - Also it's not about the tools. It's about engagement and achieving your goals. #edtechchat" agree!

11/26/2013 1:24:42 AM

**kylepace:** RT @TonySinanis: A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>

11/26/2013 1:24:43 AM

**Joesanfelippofc:** @web20classroom Ha! Good to have you if only for a bit...love your perspective. #edtechchat

11/26/2013 1:24:46 AM

**TonySinanis:** BRILLIANT=> @CurtRees: A3: We use school Facebook page to highlight positive events and pics of happy kids learning at school. #edtechchat

11/26/2013 1:24:48 AM

**SPSantilli:** Created Social Media Advisor @The\_Tech\_Lady position to help spread the message to our School Community-Twitter,Facebook,Google+ #edtechchat

11/26/2013 1:24:48 AM

**Joe\_Mazza:** One of my favorites -> @olhd123 & @PegKeiner created a district Twitter video to share vision of it's use <http://t.co/4XoS5UD9oi> #edtechchat  
11/26/2013 1:24:48 AM

**KatrinaStevens1:** @techie\_teach – Q3: How do you use technology and social media in branding your school district? #edtechchat  
11/26/2013 1:24:49 AM

**philgriffins:** Missed q3 help! #edtechchat  
11/26/2013 1:24:49 AM

**EricDaney:** @ajpodchaski Absolutely! how can you afford not to. Thats how their community is communicating #edtechchat  
11/26/2013 1:24:51 AM

**gonzogarcia:** A3: Show the world your #social side... <http://t.co/G3RY5ssaCn> #edtechchat  
11/26/2013 1:24:53 AM

**CurtRees:** RT @TonySinanis: A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>  
11/26/2013 1:24:55 AM

**EdTech\_Stories:** @8Amber8 @gcouros #edtechchat The #1 business skill in the next 5 years - <http://t.co/GzhD8NrLy2>  
11/26/2013 1:24:56 AM

**sadieclorinda:** A3: Our communications department creates videos weekly about different events in district. On our YouTube channel. #edtechchat  
11/26/2013 1:24:58 AM

**ajpodchaski:** @TonySinanis @Joesanfelippofc Just yell #glittersnark and we'll rush in to help :) #edtechchat  
11/26/2013 1:24:58 AM

**schneiderb:** @atragg Sorry to self-promote but my blog might help <http://t.co/03ELsEUd8A> #edtechchat  
11/26/2013 1:25:00 AM

**CallahanLuke:** @kylefcs Great point and takes about 5-minutes to do #edtechchat  
11/26/2013 1:25:02 AM

**USMDrama:** A3: We are having to get the message to our Ss...who they are online speaks directly to the kind of school we are. Not easy! #edtechchat  
11/26/2013 1:25:06 AM

**TepTech:** #edtechchat Make sure branding doesn't define your school. Your school should define your brand. It comes from inside your schools.  
11/26/2013 1:25:10 AM

**JustinMann\_:** @kfostertweet couldn't agree more! #edtechchat  
11/26/2013 1:25:12 AM

**philgriffins:** @mattbergman14 @SecondDirect670 how many you got? #edtechchat  
11/26/2013 1:25:14 AM

**Kairosedtech:** A3: I promote our school on an individual basis but I don't hold any official SM accounts for that purpose. #edtechchat

11/26/2013 1:25:18 AM

**8Amber8:** RT @TonySinanis: A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>

11/26/2013 1:25:18 AM

**ZachSnow:** A3: I have also been pleasantly surprised to see how some of our Ts are using Google+ Communities for their classrooms. #edtechchat

11/26/2013 1:25:18 AM

**KKSOsafe:** #edtechchat A2. Branding of a district should inspire and motivate the Ts, Ss and community in that district. Motivation and inspiration

11/26/2013 1:25:19 AM

**techie\_teach:** A3: Our district and individual schools have Facebook accounts for sharing our awesomeness! #edtechchat

11/26/2013 1:25:20 AM

**christybrenn:** A3: mostly teacher webpages, district/school websites...May be FB pages/groups for orgs not managed dir by district (ie PTO) #edtechchat

11/26/2013 1:25:21 AM

**TonySinanis:** @ajpodchaski @Joesanfelippofc We got this... #edtechchat is on FIRE tonight... get ready for the MIC DROP! :)

11/26/2013 1:25:21 AM

**s\_bearden:** @atragg YES! visit <http://t.co/Akn4fMPvgv> Here's a guest post I wrote: <http://t.co/Nngtmx507h> #edtechchat

11/26/2013 1:25:24 AM

**KatrinaStevens1:** @web20classroom @Joesanfelippofc You're always welcome, Steve! #edtechchat

11/26/2013 1:25:25 AM

**chcatalano:** A3:story will be told,it should come from u, Social Media is an incredible political motiv8r, can sway lrg grps in any direction #edtechchat

11/26/2013 1:25:26 AM

**SecondDirect670:** @mattbergman14 @philgriffins My daughter is still doing those now! That is in an AP Science class... #edtechchat

11/26/2013 1:25:30 AM

**Joesanfelippofc:** @TonySinanis @CurtRees Which one of you people invited Rees? I want names!!! #edtechchat

11/26/2013 1:25:30 AM

**nathan\_stevens:** @mattbergman14 @philgriffins @SecondDirect670 193 trees #snarkchat #edtechchat

11/26/2013 1:25:32 AM

**RckStrPrincipal:** really don't need the #edtechchat hashtag. out entire PLN is in here!

11/26/2013 1:25:33 AM

**DonWettrick:** Our story about our class getting invited out to #Stanford and how we brand ourselves: <http://t.co/cG57mGwqNP> #edtechchat

11/26/2013 1:25:34 AM

**mattbergman14:** @philgriffins @SecondDirect670 have you ever used Livebinders? I use them instead. #edtechchat  
11/26/2013 1:25:36 AM

**SilvaEric1:** A3: YouTube, Facebook, Twitter, Vine let you actually show what's going on compared to just words and it's free. #edtechchat  
11/26/2013 1:25:37 AM

**KatrinaStevens1:** RT @schneiderb: @atragg Sorry to self-promote but my blog might help <http://t.co/03ELsEUd8A> #edtechchat  
11/26/2013 1:25:38 AM

**TonySinanis:** RT @DonWettrick: Our story about our class getting invited out to #Stanford and how we brand ourselves: <http://t.co/cG57mGwqNP> #edtechchat  
11/26/2013 1:25:40 AM

**profstrahler:** SRU just ran an Instagram contest for great photos of the campus - saw high engagement with students #edtechchat  
11/26/2013 1:25:41 AM

**twitford:** @Joesanfelippofc @TonySinanis #edtechchat How do you avoid issues with posting Ss photos & videos?  
11/26/2013 1:25:43 AM

**iplante:** Many schools focus on websites...does that do enough? #branding #edtechchat  
11/26/2013 1:25:45 AM

**T\_HEB:** A3 #edtechchat Twitter & blogs are great to share the message especially when Ss have a voice in generating them. Ss are what matter.  
11/26/2013 1:25:46 AM

**KarenMMcGrath:** @ajpodchaski @nathan\_stevens @KatrinaStevens1 that is y I think it is more important 2 concentrate efforts on preparing students #edtechchat  
11/26/2013 1:25:46 AM

**doccarpenter:** edleadership article on using twitter for school branding, right link this time! <http://t.co/SdYh0MNy5f> #edtechchat  
11/26/2013 1:25:50 AM

**KUbe71:** RT @TepTech: #edtechchat Make sure branding doesn't define your school. Your school should define your brand. It comes from inside your sch...  
11/26/2013 1:25:52 AM

**kfostertweet:** RT @profstrahler: SRU just ran an Instagram contest for great photos of the campus - saw high engagement with students #edtechchat  
11/26/2013 1:25:59 AM

**SecondDirect670:** @mattbergman14 @philgriffins We have been using Livebinders more and more in our district. #edtechchat  
11/26/2013 1:26:03 AM

**Joesanfelippofc:** @twitford @TonySinanis Permission form to start the year. Opt out. #edtechchat  
11/26/2013 1:26:03 AM

**atragg:** @schneiderb Perfect! Thanks, Do not apologize... #edtechchat

11/26/2013 1:26:03 AM

**julnsmith:** Is it too late to join my buddies on #edtechchat ??

11/26/2013 1:26:03 AM

**GustafsonBrad:** Branding is more than a logo or video...it's an ethos thing; it should shout, "Kids first!" #edtechchat

11/26/2013 1:26:04 AM

**christybrenn:** RT @SilvaEric1: A3: YouTube, Facebook, Twitter, Vine let you actually show what's going on compared to just words and it's free. #edtechchat

11/26/2013 1:26:05 AM

**ToscaKilloran:** @BrandyPanagos #edtechchat YES!! Now starting my own Vine, find teachers reluctant. Need a coherent support system to help teachers brand.

11/26/2013 1:26:07 AM

**TonySinanis:** @twhitford @Joesanfelippofc our families have to OPT OUT if they don't want to have kids featured. #edtechchat

11/26/2013 1:26:09 AM

**Kairosedtech:** I believe taking on opportunities to present an #edtech conferences is a great way to brand your school #edtechchat

11/26/2013 1:26:10 AM

**techie\_teach:** A3: Our district also has a Twitter account - @pascagoulaschs - where we showcase the great things we do! #edtechchat

11/26/2013 1:26:11 AM

**ckoos1:** RT @profstrahler: SRU just ran an Instagram contest for great photos of the campus - saw high engagement with students #edtechchat

11/26/2013 1:26:13 AM

**mattbergman14:** @philgriffins that's awesome! Any pushback from admin? #edtechchat

11/26/2013 1:26:17 AM

**MathNeil:** RT @GustafsonBrad: Branding is more than a logo or video...it's an ethos thing; it should shout, "Kids first!" #edtechchat

11/26/2013 1:26:18 AM

**wkrakower:** RT @GustafsonBrad: Branding is more than a logo or video...it's an ethos thing; it should shout, "Kids first!" #edtechchat

11/26/2013 1:26:21 AM

**JustinMann\_:** A3 Too many school are still very scared of social media #headinthesand #edtechchat

11/26/2013 1:26:21 AM

**philgriffins:** A3: Twitter, you tube channel, weekly webcast, facebook... Now to create an instagram account! #edtechchat

11/26/2013 1:26:22 AM

**BJMartinEIS:** @profstrahler: SRU just ran an Instagram contest for great photos of the campus - saw high engagement with students #edtechchat LOVE THIS

11/26/2013 1:26:25 AM



**Joesanfelippofc:** Love that! RT @GustafsonBrad: Branding is more than a logo or video...it's an ethos thing; it should shout, "Kids first!" #edtechchat  
11/26/2013 1:26:26 AM

**CraigHamline:** A2: Tell the world about your school. Youtube and school tube do just that! <http://t.co/wctHFz6sPo> #edtechchat  
11/26/2013 1:26:39 AM

**KS\_EdMktg:** #edtechchat A3. Open community engagement ideally should be part of the school and district brand experience, right? Gotta commit to it. :)  
11/26/2013 1:26:40 AM

**KincerLisa:** RT @TonySinanis: A3- We tweet pics all day of our activities & then Storify it for all families #edtechchat SAMPLE: <http://t.co/1GJ6wb4cSb>  
11/26/2013 1:26:41 AM

**schoolmktg:** @s\_bearden hey Susan, just joined - late, and may be in-n-out . .  
.#edtechchat #schoolbranding  
11/26/2013 1:26:43 AM

**KatrinaStevens1:** @julnilsmith We'd love to have you! – Q3: How do you use technology and social media in branding your school district? #edtechchat  
11/26/2013 1:26:47 AM

**chip122772:** @twhitford @Joesanfelippofc @TonySinanis parent releases, no names used! #edtechchat  
11/26/2013 1:26:48 AM

**AnIowaTeacher:** RT @JustinMann\_: A3 Too many school are still very scared of social media #headinthesand #edtechchat  
11/26/2013 1:26:49 AM

**gonzogarcia:** @iplante It is not enough, Schools can do more, need to do more...  
#branding #edtechchat  
11/26/2013 1:26:49 AM

**CourtOConnell:** Q3 using social media to be responsive and helpful can do wonders  
#edtechchat  
11/26/2013 1:26:50 AM

**CallahanLuke:** @kfostertweet @ReadByExample Branding tougher than digital citizens. Requires concious effort to promote school, website, etc. #edtechchat  
11/26/2013 1:26:51 AM

**riversidescool:** So True"@s\_bearden: AMEN! RT @schneiderb: A3 - Also it's not about the tools. It's about engagement and achieving your goals. #edtechchat"  
11/26/2013 1:26:52 AM

**iplante:** So many edus on SM state their opinions their own to safeguard...should schools want their edus spreading their collective words? #edtechchat  
11/26/2013 1:26:53 AM

**Joesanfelippofc:** @BJMartinEIS @profstrahler Such a great idea! #edtechchat  
11/26/2013 1:26:54 AM

**kennethdward:** RT @GustafsonBrad: Branding is more than a logo or video...it's an ethos thing; it should shout, "Kids first!" #edtechchat

11/26/2013 1:26:57 AM

**Jeff\_Zoul:** @TonySinanis @twhitford @Joesanfelippofc Good idea---prefer the opt out versus opt in choice! #edtechchat

11/26/2013 1:26:58 AM

**twhitford:** @Joesanfelippofc @TonySinanis passive permission or do all parents have to return a form? #edtechchat

11/26/2013 1:27:01 AM

**TonySinanis:** A3- My Twitter journey took the experience from personalized PD to vehicle for telling our story! Over 100 parents following! #edtechchat

11/26/2013 1:27:03 AM

**ncara:** RT @JustinMann\_ A3 Too many school are still very scared of social media #edtechchat

11/26/2013 1:27:04 AM

**sadieclorinda:** @JustinMann\_ Ours included. Our superintendent uses it a lot, and uses it WELL! Principals are another story.... #edtechchat

11/26/2013 1:27:05 AM

**schneiderb:** @schoolmktg Randy! How are you? #edtechchat

11/26/2013 1:27:07 AM

**Thewizard\_210:** For those districts that have FB how do you handle the negative that can also comes with the technology #edtechchat

11/26/2013 1:27:09 AM

**iplante:** @gonzogarcia I agree! #edtechchat

11/26/2013 1:27:09 AM

**USMDrama:** A3: With my #flippedclass, I am able to share with parents the message of my classroom much more effectively. #edtechchat

11/26/2013 1:27:09 AM

**samkkelley:** Like! MT @iplante: We give a camera to a student each day to photograph what they want... true window into the school #edtechchat

11/26/2013 1:27:10 AM

**s\_bearden:** @atragg check out <http://t.co/rRKZiopU89> #edtechchat they have a great podcast and blogs! #edtechchat

11/26/2013 1:27:12 AM

**nathan\_stevens:** @iplante who looks at web sites anymore? Most sites are to cluttered and hard to find answers. SM is where it is at. #edtechchat

11/26/2013 1:27:17 AM

**kfostertweet:** Hard time managing multiple accts on FB & Instagram from phone. Twitter is so easy to tweet as me and as the school. Any tips? #edtechchat

11/26/2013 1:27:25 AM

**T\_HEB:** #edtechchat Just started a Twitter acct for my Ss after they brought it up on Th. They want to share their rdg. @45Flyers Give them a follow

11/26/2013 1:27:27 AM

**TonySinanis:** @Jeff\_Zoul @twhitford @Joesanfelippofc It works well & families know we always do our best to keep our kids safe! #edtechchat

11/26/2013 1:27:29 AM

**hernick\_**: a3: Ts, coaches + Marketing & Dev departments conenct w/ prospects, Ss, Ps, and alums - to keep us connected in hearts & minds #edtechchat

11/26/2013 1:27:30 AM

**kennethdward**: Branding is a frame of mind. A paradigm shift. #edtechchat

11/26/2013 1:27:32 AM

**Joesanfelippofc**: @TonySinanis That is great! #edtechchat

11/26/2013 1:27:33 AM

**CraigHamline**: A3: Scared is a weak stance... bold is a power stance... I encourage all districts to be bold with social media! #edtechchat

11/26/2013 1:27:33 AM

**Kairosedtech**: @iplante I think a website only scratches the surface of something much bigger #tipoftheiceberg #edtechchat

11/26/2013 1:27:36 AM

**techie\_teach**: A3: We showcase the district through TV and print media as well as at conferences. #edtechchat

11/26/2013 1:27:36 AM

**SecondDirect670**: @Thewizard\_210 Great question! #edtechchat

11/26/2013 1:27:40 AM

**lisaodavis**: RT @nathan\_stevens @iplante who looks at web sites anymore? Most sites are hard to find answers. SM is where it is at. #edtechchat

11/26/2013 1:27:40 AM

**ToscaKilloran**: @JustinMann\_ #edtechchat Yup! Even internationally! Had a parent ask if I would 'sell' kids pictures on-line because I am 'tech savvy' (!!!)

11/26/2013 1:27:43 AM

**JustinMann\_**: @sadielorinda yes! why is that? what do you think is behind this? lack of understanding of how it works or genuine concerns? #edtechchat

11/26/2013 1:27:43 AM

**doccarpenter**: RT @ncara: RT @JustinMann\_ A3 Too many school are still very scared of social media #edtechchat

11/26/2013 1:27:45 AM

**rparker47**: RT @BrandyPanagos: @DonWettrick Check out our students' edubranding @bjpatriotpages and <http://t.co/h3hF5rmn52> #edtechchat

11/26/2013 1:27:46 AM

**TonySinanis**: REALLY GREAT POINT- Not just a business thing anymore!  
@kennethdward: Branding is a frame of mind. A paradigm shift. #edtechchat

11/26/2013 1:27:52 AM

**Joesanfelippofc**: @DaisyDyerDuerr @wmchamberlain Ugh. #edtechchat

11/26/2013 1:27:53 AM

**ppoulin**: RT @Kairosedtech: I believe taking on opporunities to present an #edtech conferences is a great way to brand your school #edtechchat

11/26/2013 1:27:55 AM

**julnilsmith:** @KatrinaStevens1 HI Katrina! A3 I'm actually adjunct at 2 univs so not sure the Q applies to me - but I sure use it personally! #edtechchat

11/26/2013 1:27:56 AM

**chcatalano:** @TheWeirdTeacher low income certainly does not mean they are not engaging in a social media conversation #edtechchat

11/26/2013 1:27:59 AM

**s\_bearden:** Another School Marketing Rockstar alert! Welcome @schoolmktg so glad you could join #edtechchat for a bit!

11/26/2013 1:28:01 AM

**wmchamberlain:** I don't like the 'branding' label. #edtechchat

11/26/2013 1:28:02 AM

**ToscaKilloran:** @techie\_teach @pascagoulaschs #edtechchat awesome!!

11/26/2013 1:28:07 AM

**SilvaEric1:** RT @ncara: RT @JustinMann\_ A3 Too many school are still very scared of social media #edtechchat

11/26/2013 1:28:07 AM

**jennymurphy:** A3: school twitter account tweeting from the principal :) Maybe Instagram next? #edtechchat

11/26/2013 1:28:09 AM

**pricechris:** a3 - I use twitter to advertise what we are doing and build excitement. I use hashtags to allow people to follow & track. #EdTechChat

11/26/2013 1:28:11 AM

**TonySinanis:** TRUE @chcatalano: @TheWeirdTeacher low income certainly does not mean they are not engaging in a social media conversation #edtechchat

11/26/2013 1:28:11 AM

**iplante:** @kfostertweet have FB posts go directly to Twitter...and post Instagram to Twitter and FB #edtechchat

11/26/2013 1:28:12 AM

**kylefcs:** @nathan\_stevens @iplante That's where you go to apply. It should have a good presence. #edtechchat

11/26/2013 1:28:13 AM

**mssackstein:** @samkkelley @iplante I do the same thing in my newspaper but with their phones #edtechchat

11/26/2013 1:28:15 AM

**kaymbuinc:** @JustinMann\_ We believe it's important to harness the power of these kinds of platforms but in a secure way for schools #edtechchat

11/26/2013 1:28:17 AM

**kfostertweet:** @wmchamberlain Agree. #edtechchat

11/26/2013 1:28:22 AM

**kylepace:** School and district leaders have the ability more than ever before to be in the driver's seat with branding. All about modeling. #edtechchat

11/26/2013 1:28:24 AM

**nathan\_stevens:** @TheWeirdTeacher @mattbergman14 @philgriffins  
@SecondDirect670 I am the truax the rebuttable to the lorax #edtechchat #snarkchat #  
11/26/2013 1:28:25 AM

**JustinMann\_:** @ToscaKilloran AHHHHHHHHHHHHH! OMG thats cR4zY!!!?!?!  
#edtechchat  
11/26/2013 1:28:26 AM

**atragg:** @s\_bearden @schneiderb Thanks, I don't know if the diistrict is ready for this  
yet, but I'll try... #edtechchat  
11/26/2013 1:28:26 AM

**Joesanfelippofc:** Q4 coming up in 1 minute... #edtechchat  
11/26/2013 1:28:29 AM

**TepTech:** #edtechchat A3 be authentic, be thoughtful & get others to help. We retweet  
our teachers in the building. We encourage teachers to tweet.  
11/26/2013 1:28:33 AM

**schneiderb:** @nathan\_stevens @iplante There is still value in websites b/c you can't  
convert a person to an inquiry in social media. #edtechchat  
11/26/2013 1:28:33 AM

**doccarpenter:** @ncara @JustinMann\_ many school social media policies based on worst  
case scenarios. lack of vision. #edtechchat  
11/26/2013 1:28:37 AM

**hcatalano:** RT @CraigHamline A3: Scared is a weak stance... bold is a power stance...  
I encourage all districts to be bold with social media #edtechchat  
11/26/2013 1:28:38 AM

**schneiderb:** RT @s\_bearden @atragg check out <http://t.co/RBv7rCtI4p> #edtechchat  
they have a great podcast and blogs! #edtechchat  
11/26/2013 1:28:41 AM

**TonySinanis:** @hcatalano @TheWeirdTeacher in fact, research shows quite the  
opposite; connectivity, especially via smartphones is HIGH! #edtechchat  
11/26/2013 1:28:42 AM

**posickj:** A3 I have a twitter account for the school (@mertonint) which is also linked on  
the school's website. #edtechchat  
11/26/2013 1:28:45 AM

**MathNeil:** @hcatalano @TheWeirdTeacher Many of my low income parents have  
Facebook and want to connect. #edtechchat  
11/26/2013 1:28:46 AM

**AllisonHoganESD:** @kennethdward we have to create the time and place to educate  
and to help shift the paradigm #edtechchat  
11/26/2013 1:28:46 AM

**EricDaney:** @Kairosedtech You can see this at any type of conference. You know who  
the leaders are in a field b/c they are their to present #edtechchat  
11/26/2013 1:28:46 AM

**ajpodchaski:** @KarenMMcGrath @nathan\_stevens @KatrinaStevens1 but if no one can explain how well you are taking care of them, what happens? #edtechchat  
11/26/2013 1:28:47 AM

**mssackstein:** RT @kennethdward: Branding is a frame of mind. A paradigm shift.  
#edtechchat  
11/26/2013 1:28:47 AM

**philgriffins:** @mattbergman14 better not be! #imTheAdmin #edtechchat  
11/26/2013 1:28:48 AM

**rchan736:** @ToscaKilloran @JustinMann\_ How would you "sell" the pictures?  
#edtechchat  
11/26/2013 1:28:49 AM

**KarenMMcGrath:** "@web20classroom: Things to consider 4 planning use of twitter:  
<http://t.co/Jk8Ucyy7aQ> #edtechchat" tu 4 this resource! @web20classroom  
11/26/2013 1:28:56 AM

**BorneDigital:** RT @DonWettrick: Our story about our class getting invited out to  
#Stanford and how we brand ourselves: <http://t.co/cG57mGwqNP> #edtechchat  
11/26/2013 1:28:56 AM

**TonySinanis:** I might try it too=> @jennymurphy: A3: school twitter account tweeting  
from the principal :) Maybe Instagram next?#edtechchat  
11/26/2013 1:28:58 AM

**EdTech\_Stories:** RT @iplante: If you don't have a story to tell...you are doing  
something wrong #edtechchat  
11/26/2013 1:28:59 AM

**MarkEDeschaine:** #edtechchat Parent involvement used to be receptive-we waited for  
them.Social media means involvement is expressive-we push content to them  
11/26/2013 1:29:02 AM

**kfostertweet:** @iplante I do but I have to sign in and out for Instagram and FB - not  
Twitter. #edtechchat  
11/26/2013 1:29:03 AM

**Joe\_Mazza:** @kylepace Well said, Kyle. #edtechchat  
11/26/2013 1:29:05 AM

**s\_bearden:** @atragg @schneiderb's blog rocks! #edtechchat  
11/26/2013 1:29:07 AM

**profstrahler:** @Joesanfelippofc it was! In regards to branding, this campaign allowed  
students to be involved with the brand & be advocates #edtechchat  
11/26/2013 1:29:07 AM

**techie\_teach:** @Thewizard\_210 @pascagoulaschs Yes. Our PR person as well as a few  
key people in our technology department. #edtechchat  
11/26/2013 1:29:08 AM

**pricechris:** RT @profstrahler: SRU just ran an Instagram contest for great photos of the  
campus - saw high engagement with students #edtechchat  
11/26/2013 1:29:15 AM

**ToscaKilloran:** @JustinMann\_ #edtechchat I know... like seriously?  
11/26/2013 1:29:15 AM

**s\_bearden:** RT @TepTech: #edtechchat Make sure branding doesn't define your school. Your school should define your brand. It comes from inside your sch...  
11/26/2013 1:29:16 AM

**JustinMann\_:** @kaymbuinc harness the power of these kinds of platforms but in a secure way for schools.... We need more tools like this! #edtechchat  
11/26/2013 1:29:19 AM

**mssackstein:** @kennethdward so true and kids are branding themselves without knowing it. We have to help #edtechchat  
11/26/2013 1:29:21 AM

**sadieclorinda:** @JustinMann\_ It's unfortunate. SM is where our students and families are at. Have to meet them where they are! #edtechchat  
11/26/2013 1:29:24 AM

**kodable:** @kfostertweet Do you have hoot suite or Tweetdeck for managing all accounts from one app? #edtechchat  
11/26/2013 1:29:25 AM

**lisaodavis:** RT @mssackstein @kennethdward so true and kids are branding themselves without knowing it. We have to help #edtechchat  
11/26/2013 1:29:29 AM

**alfredtwo:** RT @DonWettrick: Our story about our class getting invited out to #Stanford and how we brand ourselves: <http://t.co/cG57mGwqNP> #edtechchat  
11/26/2013 1:29:29 AM

**s\_bearden:** @TepTech Well said! #edtechchat  
11/26/2013 1:29:32 AM

**SecondDirect670:** One of our middle schools does a tweetpic of the week - gets the word out about what is going on #edtechchat  
11/26/2013 1:29:34 AM

**TedJGraham:** RT @mssackstein: @kennethdward so true and kids are branding themselves without knowing it. We have to help #edtechchat  
11/26/2013 1:29:34 AM

**Kairosedtech:** @EricDaney Exactly, you simply share what you're doing! Leading by example! #edtechchat  
11/26/2013 1:29:34 AM

**ncara:** @wmchamberlain Neither do I - Sounds too simplistic, commercial-need term that values the people, the importance of the work #edtechchat  
11/26/2013 1:29:35 AM

**mattbergman14:** @SecondDirect670 @philgriffins here's how I'm using them to reach all learning styles. Some recipes <http://t.co/78f6hUDJOc> #edtechchat  
11/26/2013 1:29:37 AM

**nathan\_stevens:** @schneiderb @iplante SM directs you to a particular page, no need to search a site #edtechchat

11/26/2013 1:29:39 AM

**twitford:** @wmchamberlain So many labels I don't like...but I'm not in control of Lingo. #Twerking 4 example. Y get caught up in semantics #edtechchat

11/26/2013 1:29:41 AM

**christybrenn:** @iplante So many types of media/digital tools that can be used to tell your story Words don't always capture learning best #edtechchat

11/26/2013 1:29:41 AM

**Joesanfelippofc:** @kylepace Nailed it. Perfect! #edtechchat

11/26/2013 1:29:43 AM

**KatrinaStevens1:** @Joesanfelippofc Branding: "selling" students on their own potential, seeing themselves as part of part of something larger. #edtechchat

11/26/2013 1:29:47 AM

**8Amber8:** RT @CurtRees: A3: We use school Facebook page to highlight positive events and pics of happy kids learning at school. #edtechchat

11/26/2013 1:29:48 AM

**kcaldew:** @kodable @kfostertweet On Mobile I use Tweetdeck #edtechchat

11/26/2013 1:29:48 AM

**LearnBop:** A3: Use twitter/FB to reinforce and amplify the culture you create at school. #edtechchat

11/26/2013 1:29:51 AM

**doccarpenter:** RT @TepTech: #edtechchat Make sure branding doesn't define your school. Your school should define your brand. It comes from inside your sch...

11/26/2013 1:29:51 AM

**T\_HEB:** @philgriffins Great energy! What are the focus of the webcasts? #edtechchat

11/26/2013 1:29:51 AM

**thomascmurray:** @Joesanfelippofc & @TonySinanis have each pledged \$10 for each new follower they get during #edtechchat tonight. Hit the blue button people!

11/26/2013 1:29:57 AM

**TonySinanis:** @kylepace AMEN! That is the bottom line- we can use the story telling experience to model digital citizenship for our kids! #edtechchat

11/26/2013 1:30:01 AM

**ScottTechDir:** "Our Education" Made by our staff and students.<http://t.co/cUgtn9ZGXs>#edtechchat

11/26/2013 1:30:03 AM

**mssackstein:** #edtechchat I'm all about social media. In class out of school and for all kinds of continuous learning #edtechchat

11/26/2013 1:30:06 AM

**USMDrama:** Need to take 21st Century learning/teaching out of our brands...14 yrs into 21st Century...our aim as educators need to be higher #edtechchat

11/26/2013 1:30:08 AM

**pricechris:** @profstrahler cool idea! I just did a test revue for my classes with #instagram #EdTechChat



11/26/2013 1:30:08 AM

**rhalesgoiu:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:30:10 AM

**SecondDirect670:** A3 - Twitter or FB for getting the word out? #edtechchat

11/26/2013 1:30:17 AM

**twhitford:** RT @thomascsmurray: @Joesanfelippofc & @TonySinanis have each pledged \$10 for each new follower they get during #edtechchat tonight. Hit the...

11/26/2013 1:30:17 AM

**riversidescool:** Fear Unknown?"@JustinMann\_: A3 My school didn't want a FB or twitter page because they felt it would damage their brand :(hmm #edtechchat"

11/26/2013 1:30:20 AM

**hcatalano:** @TedJGraham @mssackstein @kennethdward not only help, but model appropriate messages to brand #edtechchat

11/26/2013 1:30:21 AM

**statesideelem:** @kylepace Or not-sad! #edtechchat #corecouncil

11/26/2013 1:30:22 AM

**chip122772:** #edtechchat class twitter feed in class blog, shares to class Facebook

11/26/2013 1:30:28 AM

**Joesanfelippofc:** @thomascsmurray @TonySinanis You're still here? Weird. #edtechchat

11/26/2013 1:30:28 AM

**DPS109:** RT @cateked: YES! RT @statesideelem: A2Branding should mean your community seamlessly knows what your school is about. #edtechchat

11/26/2013 1:30:28 AM

**kennethdward:** When S's buy in to the brand you can really take flight. #edtechchat

11/26/2013 1:30:28 AM

**kfostertweet:** @kodable Tweetdeck for phone? I use on my computer but no app. Do you access through internet from phone? #edtechchat

11/26/2013 1:30:29 AM

**ToscaKilloran:** This is so true. Kids have already engaged and branded. They need our digital citizenship as example @mssackstein @kennethdward #edtechchat

11/26/2013 1:30:29 AM

**gonzogarcia:** #Branding is not just for your #Communications department. All are part of it, especially your Ss #edtechchat

11/26/2013 1:30:29 AM

**KarenMMcGrath:** @TonySinanis what age group? I'm in hs, 800 students follow, but very few parents, how did u get them 2 follow? #edtechchat

11/26/2013 1:30:30 AM

**CallahanLuke:** @nathan\_stevens @iplante site is still needed to point back to. Much of what takes place w/ photos/details takes 140+ characters #edtechchat

11/26/2013 1:30:33 AM

**Kairosedtech:** Social media is a powerful way to communicate your message. It should definitely not be overlooked #edtechchat  
11/26/2013 1:30:37 AM

**pricechris:** @twhitford I take several shot and make sure not to get faces you can blur them also. #EdTechChat  
11/26/2013 1:30:40 AM

**s\_bearden:** Schools can and should model appropriate social media use for their kids! #edtechchat  
11/26/2013 1:30:40 AM

**8Amber8:** RT @chcatalano: @TheWeirdTeacher low income certainly does not mean they are not engaging in a social media conversation #edtechchat  
11/26/2013 1:30:41 AM

**EdTech\_Stories:** #ukfechat RT @TonySinanis @TheWeirdTeacher low income certainly doesn't mean ppl are not engaging in social media conversations #edtechchat"  
11/26/2013 1:30:42 AM

**mattbergman14:** @philgriffins LOL! Sorry about that! #edtechchat  
11/26/2013 1:30:43 AM

**Thewizard\_210:** When getting started in social media for your school do you set guidelines? #edtechchat  
11/26/2013 1:30:43 AM

**fefehorn:** Is it worth the fight to create a brand at your building if the district doesn't have one or they are against one? #edtechchat  
11/26/2013 1:30:43 AM

**BrandyPanagos:** When you have your staff on Twitter and you find ways to use Twitter meaningfully in the classroom, you can help ease fears. #edtechchat  
11/26/2013 1:30:44 AM

**kaymbuinc:** RT @cateked: YES! RT @statesideelem: A2Branding should mean your community seamlessly knows what your school is about. #edtechchat  
11/26/2013 1:30:45 AM

**EricDaney:** @Kairosedtech How can we grow and learn if we only learn from the 4 people on our team or with adjoining classrooms? #edtechchat #sameideas  
11/26/2013 1:30:50 AM

**atragg:** This is where my district is right now. RT @iplante: Many schools focus on websites...does that do enough? #branding #edtechchat  
11/26/2013 1:30:50 AM

**Joesanfelippofc:** Q4: How do you ensure that the brand you are promising meets the experience your students are having in your district? #edtechchat  
11/26/2013 1:30:55 AM

**ShieldsMolly:** @SecondDirect670 What's Facebook? ;) #edtechchat  
11/26/2013 1:30:58 AM

**Ed2BeFree:** @JenCESUVT Jen search #edtechchat The chat is going on now. If you're viewing on ur PC sign up for tweetdeck & add a search column w/hashtag

11/26/2013 1:31:00 AM

**kennethdward:** RT @hcatalano: @TedJGraham @mssackstein @kennethdward not only help, but model appropriate messages to brand #edtechchat

11/26/2013 1:31:05 AM

**ajpodchaski:** @thomascsmurray @Joesanfelippofc @TonySinanis I'll send the account codes soon! #edtechchat

11/26/2013 1:31:06 AM

**Taughtit:** A3: Brand is established in the front office, hallways, and classrooms of every school & may be shared by SM, not defined by SM. #edtechchat

11/26/2013 1:31:08 AM

**christybrenn:** RT @s\_bearden: Schools can and should model appropriate social media use for their kids! #edtechchat

11/26/2013 1:31:09 AM

**TonySinanis:** @KarenMMcGrath elementary & I have hosted a couple of Twitter 101 nights & embed the link to my twitter account in every email! #edtechchat

11/26/2013 1:31:09 AM

**nathan\_stevens:** @ajpodchaski @KarenMMcGrath @KatrinaStevens1 being able 2 tell anyone what u are doing is the means to future funding #momoney #edtechchat

11/26/2013 1:31:11 AM

**philgriffins:** @ncara @wmchamberlain its the rigor/vigor arguement... Semantics. Pick a word you like better #communication #vision #openess #edtechchat

11/26/2013 1:31:12 AM

**Jeff\_Zoul:** @BrandyPanagos So true! #edtechchat

11/26/2013 1:31:13 AM

**ckoos1:** Agreed! "@gonzogarcia: #Branding is not just for your #Communications department. All are part of it, especially your Ss #edtechchat"

11/26/2013 1:31:19 AM

**fefehorn:** RT @TepTech: #edtechchat Make sure branding doesn't define your school. Your school should define your brand. It comes from inside your sch...

11/26/2013 1:31:19 AM

**profstrahler:** @pricechris what type of classes & how did it work out for you? #edtechchat

11/26/2013 1:31:21 AM

**ReadByExample:** @CallahanLuke @kfostertweet I try not to overthink it :) I just put positive, relevant learning out there. It's about the kids. #edtechchat

11/26/2013 1:31:23 AM

**cateked:** A3: Scared of SM? Show admin conversations happening without your control - community talks, you want to own the conversation #edtechchat

11/26/2013 1:31:26 AM

**Kairosedtech:** @EricDaney The true power of learning and improving resides in a strong #PLN #edtechchat

11/26/2013 1:31:27 AM

**KKSOsafe:** #edtechchat just created a twitter page to showcase tech in my school.  
@WTEchies Didn't think of it as branding but yes..it is!  
11/26/2013 1:31:28 AM

**therealbspence:** #edtechchat one of the most important parts is being able to get info  
into your stakeholders pockets. People want info now and easily  
11/26/2013 1:31:28 AM

**TonySinanis:** Q4: How do you ensure that the brand you are promising meets the  
experience your students are having in your district? #edtechchat  
11/26/2013 1:31:28 AM

**kodable:** @kfostertweet I'm pretty sure there's a tweet deck iOS app and I know theres  
a Hootsuite iOS app. #edtechchat  
11/26/2013 1:31:29 AM

**s\_bearden:** A4: Get regular feedback from parents, students, community stakeholders.  
#edtechchat  
11/26/2013 1:31:29 AM

**8Amber8:** RT @sadieclorinda: @JustinMann\_ It's unfortunate. SM is where our students  
and families are at. Have to meet them where they are! #edtechchat  
11/26/2013 1:31:29 AM

**kennethdward:** @chcatalano @TedJGraham @mssackstein #edtechchat bad branding is  
possible and not good!  
11/26/2013 1:31:31 AM

**ChadWilliamson:** Every principal / head of school is a chief brand manager. Content is  
king & communicating is everything. #edtechchat  
11/26/2013 1:31:31 AM

**MrsPEDTechTalk:** 1TEACHER4edu: 3 Presentation Tools #Teachers Are Now Using  
#edchat #edtech #cooltools <http://t.co/VhvZQpIuoK> #edtechchat  
11/26/2013 1:31:33 AM

**iplante:** @fefehorn Yes! show why they matter #edtechchat  
11/26/2013 1:31:36 AM

**chip122772:** #edtechchat you can check out our class twitter @VCL\_Bands and blog  
<http://t.co/16O8HWLSSE>  
11/26/2013 1:31:36 AM

**ajpodchaski:** A4: Have the students build the brand! #edtechchat  
11/26/2013 1:31:37 AM

**8Amber8:** RT @mssackstein: @kennethdward so true and kids are branding themselves  
without knowing it. We have to help #edtechchat  
11/26/2013 1:31:38 AM

**Joesanfelippofc:** @EricDaney @Kairosedtech Small scope...needs to expand.  
#edtechchat  
11/26/2013 1:31:39 AM

**SecondDirect670:** @ShieldsMolly Good one! Our district leaders are very uncomfortable  
with FB... #edtechchat

11/26/2013 1:31:40 AM

**JRen379:** A4: We send out parent surveys that are anon so they can give us honest input about our early ed school #edtechchat

11/26/2013 1:31:40 AM

**thomascmurray:** Implementing Web Tools W/ Students:Top Things to Consider @adambellow @KatrinaStevens1 <http://t.co/d8dcjw6K9t> #edtechchat @BAMRadioNetwork

11/26/2013 1:31:41 AM

**mssackstein:** Hallway Access: A Review of Starr Sackstein's TEACHING MYTHOLOGY EXPOSED <http://t.co/jwF3BOD8zk> #edtechchat

11/26/2013 1:31:42 AM

**ToscaKilloran:** @TonySinanis @KarenMMcGrath #edtechchat This is a great idea! Will do this at my school! TX!

11/26/2013 1:31:45 AM

**nathan\_stevens:** @julnilsmith Hi Julie #edtechchat #glitterchat

11/26/2013 1:31:45 AM

**schneiderb:** @Joesanfelippofc AWESOME question and so important. Does a school deliver on it's promise? #edtechchat

11/26/2013 1:31:51 AM

**chip122772:** @SecondDirect670 both! #edtechchat

11/26/2013 1:31:53 AM

**EdTech\_Stories:** @TonySinanis @kennethdward #edtechchat And will only become more important as MOOCs and other new methods of learning go mainstream

11/26/2013 1:31:53 AM

**rchan736:** @BrandyPanagos Do you find that staff get overwhelmed with twitter chats? #edtechchat

11/26/2013 1:31:53 AM

**AllisonHoganESD:** A3: We encourage Ts and staff to have Twitter, Instagram &Facebook accounts to encourage the branding and PR. #edtechchat

11/26/2013 1:31:57 AM

**KatrinaStevens1:** A4 Best way to find out if school brand matches the school experience is to ask students and stakeholders directly. #edtechchat

11/26/2013 1:32:02 AM

**posickj:** A4 I talk to the kids every day and ask them for advice. They are honest with me. #edtechchat

11/26/2013 1:32:04 AM

**ZachSnow:** A3: Our supt @kworthy11 has notification turned on for Ts and RTs announcements, brags, updates, etc which post to our website. #edtechchat

11/26/2013 1:32:07 AM

**gpescatore25:** So true! Smart ph's chgd that RT @chcatalano @TheWeirdTeacher low income doesnt mean theyre not engaging in a social media convo #edtechchat

11/26/2013 1:32:09 AM

**DonWettrick:** About ready to head over to #Stuvoice to see what the future leaders are looking at. #edtechchat  
11/26/2013 1:32:09 AM

**kylefcs:** A4: Feedback from ALL constituents. See if the branding is working so you make adjustments if needed. #edtechchat  
11/26/2013 1:32:10 AM

**EdTech\_Stories:** RT @DonWettrick: Our story about our class getting invited out to #Stanford and how we brand ourselves: <http://t.co/cG57mGwqNP> #edtechchat  
11/26/2013 1:32:10 AM

**iplante:** As a specialized school the message is key...careful to convey that across the board #edtechchat #ehsthpt  
11/26/2013 1:32:11 AM

**jbretzmann:** @s\_bearden Yes! Wrote about that here: <http://t.co/49c39tfABY> #edtechchat  
11/26/2013 1:32:11 AM

**cateked:** YES! Model the way! RT @s\_bearden: Schools can and should model appropriate social media use for their kids! #edtechchat  
11/26/2013 1:32:11 AM

**ScottKinkoph:** RT @profstrahler: A1: Branding creates an identity for your district & helps with the overall mission #edtechchat  
11/26/2013 1:32:14 AM

**alicekeeler:** @wmchamberlain Many people don't. but I disagree. #edtechchat  
11/26/2013 1:32:15 AM

**iplante:** Head gave great exercise to staff...140 characters to say about school and how would you show it #edtechchat @bnpowers  
11/26/2013 1:32:17 AM

**mssackstein:** #BYOD does support student engagement – Here are some tips for productive usage | #edtechchat <http://t.co/IoBQB0V0Eo>  
11/26/2013 1:32:18 AM

**Joesanfelippofc:** @ToscaKilloran @TonySinanis @KarenMMcGrath We sign parents up for Twitter at the beg of year. Great classroom models in FC #edtechchat  
11/26/2013 1:32:20 AM

**cybraryman1:** A4 Everyone has to be a part of establishing and carrying through on the brand (includes students, parents & community) #edtechchat  
11/26/2013 1:32:23 AM

**EnidLawrence:** RT "@Kairosedtech: Social media is a powerful way to communicate your message. It should definitely not be overlooked #edtechchat"  
11/26/2013 1:32:23 AM

**ckoos1:** A4 Tell the truth. Have stakeholders share their own personal stories. I've found our Ss love to tell about #HTEA! #edtechchat  
11/26/2013 1:32:27 AM

**CraigHamline:** A4: Tweet, share, and show the truth. I think social media is for the positive but it should still be the truth! #edtechchat

11/26/2013 1:32:28 AM

**MadDawgMisty:** A4: You are responsible for delivering what you advertise. Surveys help you see if you are doing it. #edtechchat

11/26/2013 1:32:31 AM

**CoachBrindle:** RT @JustinMann\_: A3 Too many school are still very scared of social media #headinthesand #edtechchat

11/26/2013 1:32:31 AM

**SecondDirect670:** @AllisonHoganESD Like that! Instagram is pretty powerful combined with S tech! #edtechchat

11/26/2013 1:32:32 AM

**MathNeil:** A4: Students want a voice. Ask them. They will tell you if you have it right. #edtechchat

11/26/2013 1:32:35 AM

**TonySinanis:** If we are ok w/ our kids being featured on the district website then we should be comfortable w/ SM- much narrower audience! #edtechchat

11/26/2013 1:32:38 AM

**KatrinaStevens1:** @wmchamberlain @MathNeil Agreed. That's why I believe it's so important for schools to think about their brand/mission #edtechchat

11/26/2013 1:32:38 AM

**fefehorn:** @JRArnold1 great idea! SRU just ran an Instagram contest for great photos of the campus - saw high engagement with students #edtechchat"

11/26/2013 1:32:39 AM

**philgriffins:** @T\_HEB some announcements, upcoming events, main focus is #schoolspirit and good things going on in the building #edtechchat

11/26/2013 1:32:40 AM

**tracybrisson:** We use social media to help the schools we recruit for communicate their value to potential applicants. #edtechchat

11/26/2013 1:32:41 AM

**s\_bearden:** Another social media principal rockstar in the house! Welcome to the fabulous @ckoos1! Check out her @mrskoos twitter account! #edtechchat

11/26/2013 1:32:41 AM

**pricechris:** @profstrahler going to email this tweet to my principal. Hope she digs the idea. Would be #awesomesause of she goes for it. #EdTechChat

11/26/2013 1:32:42 AM

**kennethdward:** As school choice becomes more prominent branding will be even more important. #edtechchat

11/26/2013 1:32:44 AM

**KKSOsafe:** #edtechchat principal blog, online newsletters and teacher web pages all help brand a school. Glad to have a connected principal!

11/26/2013 1:32:44 AM

**mssackstein:** Revisiting digital diplomacy: Teaching digital citizenship | Starr Sackstein, MJE, NBCT <http://t.co/ZSiMpt1QO9> #edtechchat

11/26/2013 1:32:44 AM

**ShieldsMolly:** @SecondDirect670 I can see that. So many changes, a muddled interface, and privacy conflicts. Twitter is open (my 2 cents) #edtechchat

11/26/2013 1:32:45 AM

**Joesanfelippofc:** @MadDawgMisty Agreed...it is our responsibility. Well said.

#edtechchat

11/26/2013 1:32:50 AM

**MsLawrence\_HGE:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat

11/26/2013 1:32:50 AM

**BJMartinEIS:** Check this out: my awesome partner's way of branding @ #eminence #schoolonfire @PrincipalTreece <http://t.co/fj0W4oPscm>. #edtechchat

11/26/2013 1:33:00 AM

**ajpodchaski:** A4: Aren't the students and parents key to building the brand anyway? Have them build - and fix the problems they find #edtechchat

11/26/2013 1:33:00 AM

**profstrahler:** A4: Listen & Engage. The tools are there to see what people are saying about your brand online #edtechchat

11/26/2013 1:33:01 AM

**KatrinaStevens1:** RT Q4: How do you ensure that the brand you are promising meets the experience your students are having in your district? #edtechchat

11/26/2013 1:33:02 AM

**EricDaney:** @Joesanfelippofc @Kairosedtech @RckStrPrincipal and the \$\$ answer will be making it work w/o it becoming a huge interruption. #edtechchat

11/26/2013 1:33:02 AM

**Joe\_Mazza:** Students must be directly involved in all areas of org's vision - every district should have a #stuvoice w/ seats at the table #edtechchat

11/26/2013 1:33:04 AM

**nathan\_stevens:** @julnilsmith @KatrinaStevens1 In the world of uni budget cutting, the most important thing to do is brand yourself #edtechchat #momoney

11/26/2013 1:33:05 AM

**schneiderb:** RT @KatrinaStevens1 A4 Best way to find out if school brand matches the school experience is to ask Ss and stakeholders #edtechchat

11/26/2013 1:33:06 AM

**chcatalano:** A4: that is the key! Deliberate branding is what it is all about...Haphazard may result in the wrong message #edtechchat

11/26/2013 1:33:11 AM

**SilvaEric1:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat

11/26/2013 1:33:12 AM

**kfostertweet:** @TCMSPrincipal @kodable That's what I found. What do you use on phone? #edtechchat



11/26/2013 1:33:13 AM

**jswilliams:** A4: Be enthusiastic but don't overpromise. #edtechchat  
11/26/2013 1:33:16 AM

**USMDrama:** A4: We look heavily to our alumni. Great colleges, well prepared, hard working. They claim we are doing what we promise! #edtechchat #usmfac  
11/26/2013 1:33:19 AM

**philgriffins:** @T\_HEB also have done a video for reading help at home and tomorrows is beyond the worksheet parent support math #edtechchat  
11/26/2013 1:33:22 AM

**AllisonHoganESD:** A4: celebrate success together and help guide and facilitate through the process. My admin comes in and sends Twitter messages #edtechchat  
11/26/2013 1:33:26 AM

**s\_bearden:** @Taughtit Well said! #edtechchat  
11/26/2013 1:33:26 AM

**Joesanfelippofc:** @kennethdward Agreed. We need to tell the story of our wonderful students and what they are able to do. #edtechchat  
11/26/2013 1:33:28 AM

**jenmorack:** RT @EdTech\_Stories: @TonySinanis @kennethdward #edtechchat And will only become more important as MOOCs and other new methods of learning g...  
11/26/2013 1:33:30 AM

**techie\_teach:** A4: If you're showcasing the awesomeness of a school, then you need to be visible w/ Ts & Ss. You have to KNOW what's going on! #edtechchat  
11/26/2013 1:33:32 AM

**alicekeeler:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat  
11/26/2013 1:33:35 AM

**TonySinanis:** A4- Our Brand promise features small group & 1:1 instruction so I am constantly tweeting pics of these activities! #edtechchat  
11/26/2013 1:33:37 AM

**T\_HEB:** A4 #edtechchat Gather info! Listen with honest ears. Be available to everyone & engage your Ss in serious disc. Ask, "How are we doing?"  
11/26/2013 1:33:38 AM

**chip122772:** #edtechchat A4. Constantly and consistently checking. Evaluate ourselves. Actually talk to Ps and community and Ss. Shocking concept  
11/26/2013 1:33:38 AM

**EdTech\_Stories:** @wmchamberlain #edtechchat Yeah and look at what it does for Kippsters, we know we are from low income areas... But we can still succeed!  
11/26/2013 1:33:41 AM

**mattbergman14:** @philgriffins get em in the schools to see it, right? #edtechchat  
11/26/2013 1:33:43 AM

**SilvaEric1:** MT @ChadWilliamson: Content is king & communicating is everything. #edtechchat

11/26/2013 1:33:43 AM

**therealbspence:** A4. Students will vet your brand with retweets and favorites. If it is not genuine it will not gain traction on social media #edtechchat

11/26/2013 1:33:44 AM

**ShieldsMolly:** @doccarpenter @SecondDirect670 That is funny! FB will stick around, but the laggards are killing the cool factor. #edtechchat

11/26/2013 1:33:44 AM

**kylefcs:** Better to use an outside firm to build the brand or just internal resources? #edtechchat

11/26/2013 1:33:51 AM

**alicekeeler:** @ChadWilliamson @SilvaEric1 Totally agree, we are also doing that with our classrooms. #edtechchat

11/26/2013 1:33:51 AM

**KKSOsafe:** "@doccarpenter: edleadership article on using twitter for school branding, right link this time! <http://t.co/bpKtVSngSV> #edtechchat" perfect

11/26/2013 1:33:56 AM

**Joesanfelippofc:** @martysnowpaw Great point! Needs to be authentic. #edtechchat

11/26/2013 1:33:58 AM

**CallahanLuke:** @ReadByExample @kfostertweet What does your website look like Share? I love platitudes too, but branding requires hard work #edtechchat

11/26/2013 1:33:59 AM

**philgriffins:** @SecondDirect670 different audiences twitter-kids , facebook-parents #edtechchat

11/26/2013 1:34:08 AM

**TonySinanis:** A4- Brand promise & brand experience align when everyone w/in the organization is "fluent" in those two components! #edtechchat

11/26/2013 1:34:10 AM

**KatrinaStevens1:** Yes! @ajpodchaski A4: Have the students build the brand! #edtechchat

11/26/2013 1:34:17 AM

**s\_bearden:** Another great website about school branding is <http://t.co/Y24NhM8600> @edsocialmedia #edtechchat

11/26/2013 1:34:19 AM

**ckoos1:** I'm blushing! ;) "@s\_bearden: Another social media principal rockstar in the house! Check out @mrskoos twitter account! #edtechchat"

11/26/2013 1:34:23 AM

**8Amber8:** Luv!!! RT "@gonzogarcia: #Branding is not just for your #Comm department. All are part of it, especially your Ss #edtechchat"

11/26/2013 1:34:24 AM

**sadieclorinda:** A4: Part of our online identity (YouTube) includes student-made videos. Tours of schools, interviews, service projects, etc. #edtechchat

11/26/2013 1:34:25 AM

**pricechris:** RT @s\_bearden: Schools can and should model appropriate social media use for their kids! #edtechchat  
11/26/2013 1:34:26 AM

**kennethdward:** A4 be careful that you are not putting up smoke and mirrors as your brand. #edtechchat  
11/26/2013 1:34:26 AM

**iplante:** Step back...what would you first say about your school...does it fit what should be said? #edtechchat  
11/26/2013 1:34:26 AM

**Taughtit:** RT @s\_bearden: Schools can and should model appropriate social media use for their kids! #edtechchat  
11/26/2013 1:34:29 AM

**MsColoret\_HGE:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat  
11/26/2013 1:34:30 AM

**venspired:** We have an obligation to share our school's story. So much good happens & social media lets us share it easily. #edtechchat  
11/26/2013 1:34:33 AM

**Joesanfelippofc:** @CallahanLuke @ReadByExample @kfostertweet Great point. Make it logistically easy. One post goes to multiple areas #edtechchat  
11/26/2013 1:34:33 AM

**thomascmurray:** A4: Make the vision crystal clear. Live it every day. #edtechchat  
11/26/2013 1:34:34 AM

**8Amber8:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat  
11/26/2013 1:34:38 AM

**RckStrPrincipal:** @kylefcs #edtechchat If u can devote ur own time+resources, then it'll be much better on ur own. Outside firm has no "passion" 4 ur product  
11/26/2013 1:34:40 AM

**zakmal:** @Joe\_Mazza Not just #stuvoice with seats at the table, but also #students with voices of influence & respect in the dialogue. #edtechchat  
11/26/2013 1:34:40 AM

**schneiderb:** RT @TonySinanis A4- Brand promise & brand experience align when everyone w/in the org is "fluent" in those 2 components! #edtechchat  
11/26/2013 1:34:42 AM

**iplante:** RT @venspired: We have an obligation to share our school's story. So much good happens & social media lets us share it easily. #edtechchat  
11/26/2013 1:34:42 AM

**ajpodchaski:** Branding message from parents & students is like 511 - you get great info on what works and what doesn't #edtechchat  
11/26/2013 1:34:46 AM

**s\_bearden:** @OwlDesk @ckoos1 @MrsKoos Hi Nora :- ) #edtechchat

11/26/2013 1:34:46 AM

**profstrahler:** @pricechris you definitely should! I can't take credit for creating the campaign, but could share general details if you like! #edtechchat

11/26/2013 1:34:47 AM

**JustinMann\_:** Shout out to Molly@mehardy who is building her districts brand on Insta: edtech\_cusd GO CUPERTINO #edtechchat good example of how it's done!

11/26/2013 1:34:50 AM

**JohnFritzky:** John, MS VP from Jersey joining #edtechchat late, what is the Q?

11/26/2013 1:34:50 AM

**OfficialDLDay:** RT @MathNeil: A4: Students want a voice. Ask them. They will tell you if you have it right. #edtechchat #stuvoice

11/26/2013 1:34:50 AM

**SecondDirect670:** @ShieldsMolly Tweet fan myself! Easier to focus the message to who you want to get it. #edtechchat

11/26/2013 1:34:51 AM

**GustafsonBrad:** Part of "walking the talk for kids" involves courageously confronting when things are counter-culture to a brand/vision. #edtechchat

11/26/2013 1:34:53 AM

**ToscaKilloran:** A4 Gr8 question for schools in US & Canada- I know about IB schools but am interested in answers for Pub ed. @KatrinaStevens1 #edtechchat

11/26/2013 1:34:53 AM

**Joesanfelippofc:** And share it as you go. Great point. RT @thomascsmurray: A4: Make the vision crystal clear. Live it every day. #edtechchat

11/26/2013 1:34:54 AM

**DocSig:** A4- engage your Ss in being part of the "telling"- let them tell the story along with you #edtechchat

11/26/2013 1:34:55 AM

**christybrenn:** @TonySinanis Great point! Yet issue of control...Fear of larger base of content creators w/SM than content controlled website #edtechchat

11/26/2013 1:35:00 AM

**TepTech:** #edtechchat A4 you shouldn't have to worry if your brand represents what goes on inside the walls. Nothing is promised, promote what you do.

11/26/2013 1:35:02 AM

**kodable:** Thanks for sharing! RT @s\_bearden: Another great website about school branding is <http://t.co/jKrrHj0mvj> @edsocialmedia #edtechchat

11/26/2013 1:35:02 AM

**mssackstein:** Social Media Advocacy in schools <http://t.co/7UcY7USHfB> #edtechchat

11/26/2013 1:35:07 AM

**Kairosedtech:** A4: Leadership and faculty are the cornerstone living out the vision and therefore branding the school #edtechchat

11/26/2013 1:35:07 AM

**TonySinanis:** RT @TepTech: #edtechchat A4 you shouldn't have to worry if your brand represents what goes on inside the walls. Nothing is promised, promot...

11/26/2013 1:35:13 AM

**rchan736:** See how students view the school and their experiences to see if it matches, but if it doesn't then fix it #edtechchat

11/26/2013 1:35:14 AM

**dalehancock:** A4 You have to provide evidence or you lose credibility. Invite them in and they will become ambassadors for your school. #edtechchat

11/26/2013 1:35:16 AM

**riversidescool:** True"@chcatalano: A4: that is the key! Deliberate branding is what it is all about...Haphazard may result in the wrong message #edtechchat"

11/26/2013 1:35:16 AM

**BrandyPanagos:** @rchan736 Are you currently overwhelmed with this Twitter chat? :o) Not everyone is on board, but the ones who are love it. #edtechchat

11/26/2013 1:35:18 AM

**lisaodavis:** RT @mssackstein Social Media Advocacy in schools <http://t.co/3d6O8u6gFy> #edtechchat

11/26/2013 1:35:18 AM

**jenmorack:** Yes, ask the students @KatrinaStevens1 A4 Best way to find out if school brand matches the school experience is to ask Ss #edtechchat

11/26/2013 1:35:18 AM

**schoolmktg:** Love @edsocialmedia (diggin' their website upgrade) #edtechchat

11/26/2013 1:35:23 AM

**brad\_welch13:** RT @posickj: A4 I talk to the kids every day and ask them for advice. They are honest with me. #edtechchat

11/26/2013 1:35:27 AM

**kemnitzer3:** Unfortunately, all of these social media assemblies have made parents fear Twitter when Facebook is the true problem. #edtechchat

11/26/2013 1:35:29 AM

**philgriffins:** A4 post honest things that are happening help the brand match the walkthrough a parent would have #edtechchat

11/26/2013 1:35:29 AM

**ShieldsMolly:** @SecondDirect670 Yes! And no obligation to follow, share, etc. More direct and efficient. #edtechchat

11/26/2013 1:35:29 AM

**nathan\_stevens:** @julnilsmith @KatrinaStevens1 that's good. I promote myself as insane, wacky, and the coercer of mobile devices #edtechchat #brandme

11/26/2013 1:35:30 AM

**kylefcs:** @RckStrPrincipal I guess a little outside help is good, but most should come from inside. #edtechchat

11/26/2013 1:35:32 AM

**twhitford:** #edtechchat Thanks to @Joesanfelippofc & @TonySinanis I am going to have to get back on Facebook. #Aarrgghhh!

11/26/2013 1:35:33 AM

**mssackstein:** Teacher role models struggle in a social media world  
<http://t.co/IZGZQUnJr3> #edtechchat  
11/26/2013 1:35:33 AM

**ajpodchaski:** RT @schoolmktg: Love @edsocialmedia (diggin' their website upgrade)  
#edtechchat  
11/26/2013 1:35:34 AM

**BJMartinEIS:** RT @venspired: We have an obligation to share our school's story. So much good happens & social media lets us share it easily. #edtechchat  
11/26/2013 1:35:35 AM

**KatrinaStevens1:** @Joe\_Mazza Hi Joe! Great to see you on #edtechchat  
11/26/2013 1:35:37 AM

**Joesanfelippofc:** @DocSig Another question skipper, @TonySinanis!!! I'm telling @casas\_jimmy Ha! Great point though. #edtechchat  
11/26/2013 1:35:42 AM

**jeff\_cockrum:** RT @jbretzmann: @s\_bearden Yes! Wrote about that here:  
<http://t.co/49c39tfABY> #edtechchat  
11/26/2013 1:35:42 AM

**ToscaKilloran:** @nathan\_stevens @julnilsmith @KatrinaStevens1 #edtechchat Agree. Think the brand of the teacher more NB than the school.  
11/26/2013 1:35:43 AM

**tracybrisson:** My favorite example of a school that brands itself perfectly on Facebook is Alma del Mar Charter School in New Bedford, MA. #edtechchat  
11/26/2013 1:35:45 AM

**KincerLisa:** RT @venspired: We have an obligation to share our school's story. So much good happens & social media lets us share it easily. #edtechchat  
11/26/2013 1:35:46 AM

**CraigHamline:** RT @Kairosedtech A4: Leadership and faculty are the cornerstone living out the vision and therefore branding the school #edtechchat  
11/26/2013 1:35:47 AM

**billsterrett:** Use data, such as student surveys, parent coffees or faculty mtg exit slips 2 reflect on input & be willing to make real changes #edtechchat  
11/26/2013 1:35:47 AM

**TonySinanis:** A4- We all want what is best for our kids so lets make it happen- that facilitates a congruent Brand promise & experience! #edtechchat  
11/26/2013 1:35:48 AM

**kfostertweet:** @CallahanLuke @ReadByExample Word of mouth (device) travels FAST. Not too much effort to use FB, Twitter, Instagram as PR. #edtechchat  
11/26/2013 1:35:50 AM

**Coach\_Finn:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat  
11/26/2013 1:35:50 AM

**iplante:** Your brand doesn't have to always be conveyed digitally...but why does that seem to be the way to go #edtechchat

11/26/2013 1:35:54 AM

**EricDaney:** A4: Make sure the brand is an honest reflection of who you are and who you wish to become. #edtechchat

11/26/2013 1:35:56 AM

**mssackstein:** Teaching in a social media world where transparency changes a teacher's PG rating to R <http://t.co/UbTH5wKIZb> #edtechchat

11/26/2013 1:35:58 AM

**SilvaEric1:** @ajpodchaski Yup! The students are the ones living it and we're already talking about it with others. #edtechchat #stuvoice

11/26/2013 1:36:02 AM

**TonySinanis:** RT @EricDaney: A4: Make sure the brand is an honest reflection of who you are and who you wish to become. #edtechchat

11/26/2013 1:36:02 AM

**alicekeeler:** @wmchamberlain Why do you not like the branding label, Do you not have to "sell" ur ideas and pedagogy? #edtechchat

11/26/2013 1:36:10 AM

**KKSOsafe:** #edtechchat I second You Tube. Great for showcasing and storing videos. Created a school you tube channel and use it all the time.

11/26/2013 1:36:13 AM

**KatrinaStevens1:** @nathan\_stevens @julnilsmith Quick, I'll hire you away! #edtechchat

11/26/2013 1:36:15 AM

**jeff\_cockrum:** RT @mssackstein: Revisiting digital diplomacy: Teaching digital citizenship | Starr Sackstein, MJE, NBCT <http://t.co/ZSiMpt1QO9> #edtechchat

11/26/2013 1:36:15 AM

**s\_bearden:** Check out how @ckoos1 uses Facebook to build relationships with our school families! <https://t.co/lqCAmbReY9> #edtechchat

11/26/2013 1:36:15 AM

**USMDrama:** A4: Unfortunately it also means you may need to part ways with Ts who don't support & fulfill your brand. Commitment is needed! #edtechchat

11/26/2013 1:36:16 AM

**kennethdward:** @riversidescool @chcatalano #edtechchat Must be very deliberate and purposeful.

11/26/2013 1:36:18 AM

**Joesanfelippofc:** Brand Promise has to equal Brand Experience. Has to. #edtechchat

11/26/2013 1:36:25 AM

**SPSantilli:** You can't beat the way @TonySinanis has incorporated this into his student videos-can't hide the truth only show the reality! #edtechchat

11/26/2013 1:36:26 AM

**8Amber8:** RT @TepTech: #edtechchat A4 you shouldn't have to worry if your brand represents what goes on inside the walls. Nothing is promised, promot...

11/26/2013 1:36:29 AM

**alicekeeler:** @wmchamberlain Branding is not a bad word, it is not negative, it is just being known for something. #edtechchat

11/26/2013 1:36:31 AM

**RckStrPrincipal:** @kylefcs Agreed! #edtechchat  
11/26/2013 1:36:33 AM

**JustinMann\_:** #edtechchat <http://t.co/un1HQAZE0Y>  
11/26/2013 1:36:36 AM

**mssackstein:** @kennethdward @chcatalano @TedJGraham totally agree and more likely than not, that is what kids are doing #edtechchat #duckfaceselfies  
11/26/2013 1:36:39 AM

**rchan736:** @BrandyPanagos I am so overwhelmed right now. It is so much to look at and to control #edtechchat  
11/26/2013 1:36:45 AM

**TonySinanis:** @SPSantilli thank you my friend! Will share that later! #edtechchat  
11/26/2013 1:36:48 AM

**cateked:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat  
11/26/2013 1:36:48 AM

**s\_bearden:** Agreed! RT @schoolmktg: Love @edsocialmedia (diggin' their website upgrade) #edtechchat  
11/26/2013 1:36:50 AM

**Joe\_Mazza:** Speak up, admit when things work. Become the connected org that doesn't always put out good news, but the "always learning" org #edtechchat  
11/26/2013 1:36:51 AM

**SecondDirect670:** @Joesanfelippofc Agree totally!! #edtechchat  
11/26/2013 1:36:51 AM

**teachertech\_net:** FREE 300+ page App Guide for teachers RT - <http://t.co/OVRC2tiP6S> #edtechchat  
11/26/2013 1:36:52 AM

**kylefcs:** @martysnowpaw Sometimes you don't have the internal manpower to come up with a brand. #edtechchat  
11/26/2013 1:36:53 AM

**Joesanfelippofc:** @alicekeeler @wmchamberlain Agreed. #edtechchat  
11/26/2013 1:36:55 AM

**nikolesheaffer:** @Joesanfelippofc @ToddAHoffman it means being open, transparent, and willing to broadcast mistakes as learning opps #edtechchat  
11/26/2013 1:36:56 AM

**EdTech\_Stories:** @TonySinanis @kennethdward #edtechchat And if you don't tell your own story...Someone else will "Harvard pranks Yale" <http://t.co/Nc4TEIP1sg>  
11/26/2013 1:36:56 AM

**s\_bearden:** RT @Joesanfelippofc: Brand Promise has to equal Brand Experience. Has to. #edtechchat  
11/26/2013 1:36:57 AM



**LearnBop:** A4: Focus on doing a few things exceptionally well. Don't promising everything to everyone. Have clear, achievable goals. #edtechchat  
11/26/2013 1:37:00 AM

**OfficialDLDay:** great idea for #DLDay RT @profstrahler: SRU ran an Instagram contest for great photos of campus - saw hi engagement w Ss #edtechchat  
11/26/2013 1:37:01 AM

**ScottRRocco:** Hello #edtechchat joining late. Just got home from work.  
11/26/2013 1:37:05 AM

**schoolmktg:** RT @s\_bearden RT @Joesanfelippofc: Brand Promise has to equal Brand Experience. Has to. #edtechchat  
11/26/2013 1:37:06 AM

**ZachSnow:** A4: Everything we do drives back to the districts strategic plan. I've never seen a district more focused on "the main thing". #edtechchat  
11/26/2013 1:37:06 AM

**briley8557:** We are in our infancy as we explore Twitter as an unlimited resource for our work. We have much to learn #edtechchat #gorhamms  
11/26/2013 1:37:11 AM

**schneiderb:** @s\_bearden Gotta run Susan! Thx for inviting me. It was a GREAT chat. @TonySinanis @Joesanfelippofc #edtechchat  
11/26/2013 1:37:13 AM

**ShieldsMolly:** @alicekeeler @wmchamberlain I got your back William. Branding sounds like a ploy. Effective teaching should speak for itself. #edtechchat  
11/26/2013 1:37:13 AM

**Karminrkr:** #edtechchat it's about effective implementation and accountability. If we say this is what we are and what we stand for show evidence  
11/26/2013 1:37:14 AM

**schoolmktg:** @ScottRRocco hi! #edtechchat  
11/26/2013 1:37:19 AM

**iplante:** @ScottRRocco Hey Scott! #edtechchat  
11/26/2013 1:37:22 AM

**Joe\_Mazza:** @KatrinaStevens1 Hi Katrina! Hope all is well w/ you. #edtechchat  
11/26/2013 1:37:24 AM

**ToscaKilloran:** @dalehancock #edtechchat Totally!! Extend the learning community to the parents other stakeholders= transparency and buy in to the brand  
11/26/2013 1:37:27 AM

**TCMSPrincipal:** A4 earlier post suggested giving students cameras and having them branding. I am SO doing this #edtechchat  
11/26/2013 1:37:29 AM

**RckStrPrincipal:** #edtechchat A4: By surveying your publics, both internal and external, you know if the brand is living up to the pitch.  
11/26/2013 1:37:30 AM

**TedJGraham:** @iplante I think because it is the most easily accessible by Ss and Ps, it's easy documentation as well #edtechchat

11/26/2013 1:37:30 AM

**Joesanfelippofc:** @nikolesheaffer @ToddAHoffman Exactly right. If you are out there you will make mistakes...but be transparent. Well said. #edtechchat

11/26/2013 1:37:30 AM

**techie\_teach:** @iplante You are so true. Our district attends conferences to talk about the great things are do at PSD! #edtechchat

11/26/2013 1:37:34 AM

**AllisonHoganESD:** @Thewizard\_210 we have an AUP, acceptable use policy for teachers and staff. #edtechchat

11/26/2013 1:37:35 AM

**ShieldsMolly:** @alicekeeler @wmchamberlain "Should" is the key word. #edtechchat

11/26/2013 1:37:35 AM

**CarewJe:** RT @venspired: We have an obligation to share our school's story. So much good happens & social media lets us share it easily. #edtechchat

11/26/2013 1:37:41 AM

**schoolmktg:** @schneiderb happy Thanksgiving! #edtechchat

11/26/2013 1:37:46 AM

**kylefcs:** @riversidescool There would be focus groups involved. They wouldn't be totally in control of message #edtechchat

11/26/2013 1:37:47 AM

**GustafsonBrad:** I draw a distinction between school branding and selling something; branding is synonymous with communication pure & simple. #edtechchat

11/26/2013 1:37:47 AM

**s\_bearden:** @schneiderb Thanks for stopping by #edtechchat Brendan! @TonySinanis @Joesanfelippofc

11/26/2013 1:37:48 AM

**TonySinanis:** #edtechchat is on FIRE tonight!! SO many awesome ideas flowing... THANK YOU!

11/26/2013 1:37:55 AM

**iplante:** If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat

11/26/2013 1:37:56 AM

**MaineSchoolTech:** A4: Listen to Justin Timberlake & Michael Jackson = TAKE A LOOK IN THE MIRROR. Reflect Adjust. Reflect.. Celebrate. Reflect. #edtechchat

11/26/2013 1:37:59 AM

**alicekeeler:** @ShieldsMolly @wmchamberlain How so? I am very much a supporter of branding ourselves. Making yourself look good #edtechchat

11/26/2013 1:38:02 AM

**peledge:** @AllisonHoganESD @AllisonHoganESD Do you find Ts have a lot of engagement on Twitterchats? #edtechchat #edtechchat

11/26/2013 1:38:03 AM

**CraigHamline:** check out some branding for immersion! <http://t.co/wctHFz6sPo> #edtechchat

11/26/2013 1:38:05 AM

**s\_bearden:** RT @DocSig: A4- engage your Ss in being part of the "telling"- let them tell the story along with you #edtechchat

11/26/2013 1:38:05 AM

**kodable:** @TCMSPrincipal Great way to teach about digital citizenship and personal brand as well. #edtechchat

11/26/2013 1:38:06 AM

**JohnFritzky:** RT @iplante: If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat

11/26/2013 1:38:08 AM

**NCEAKMEARS:** RT @thomascsmurray: A4: Make the vision crystal clear. Live it every day. #edtechchat

11/26/2013 1:38:09 AM

**nathan\_stevens:** @TonySinanis A4 crazy insane tech projects is sometimes a burden when there is only so many tech projects #edtechchat

11/26/2013 1:38:12 AM

**LibrarianDonna:** RT @OfficialDLDay: RT @MathNeil: A4: Students want a voice. Ask them. They will tell you if you have it right. #edtechchat #stuvoice

11/26/2013 1:38:13 AM

**TonySinanis:** RT @kodable: @TCMSPrincipal Great way to teach about digital citizenship and personal brand as well. #edtechchat

11/26/2013 1:38:14 AM

**BrandyPanagos:** @TonySinanis A4: Our students are major stakeholders. From committees to social media, our students' voices are loud & clear. #edtechchat

11/26/2013 1:38:15 AM

**lisaodavis:** RT @GustafsonBrad I draw a distinction between schl branding and selling something; branding is synonymous w comm pure & simple. #edtechchat

11/26/2013 1:38:15 AM

**KarenMMcGrath:** I have a couple students who tweet for us @SHSBlueKnights #edtechchat

11/26/2013 1:38:17 AM

**USMDrama:** @Karminrkr Accountability is a scary word these days. I couldn't agree more...more hold Ts and Ss and Ps accountable! #edtechchat

11/26/2013 1:38:21 AM

**Joesanfelippofc:** @schneiderb @s\_bearden @TonySinanis Thanks Brendan! Appreciate you being here! #edtechchat

11/26/2013 1:38:21 AM

**ReadByExample:** @Joesanfelippofc @CallahanLuke @kfostertweet <http://t.co/bDzLp3hzrq> All our Twitter posts show up on PTO FB page. #edtechchat

11/26/2013 1:38:27 AM

**schoolmktg:** RT @GustafsonBrad distinction btwn school branding & selling something; branding is synonymous with communication pure & simple. #edtechchat

11/26/2013 1:38:30 AM

**ScottKinkoph:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat

11/26/2013 1:38:31 AM

**thomascmurray:** RT @TonySinanis: #edtechchat is on FIRE tonight!! SO many awesome ideas flowing... THANK YOU!

11/26/2013 1:38:32 AM

**kennethdward:** RT @iplante: If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat

11/26/2013 1:38:36 AM

**TonySinanis:** @BrandyPanagos that is AWESOME Brandy- keep modeling that! #edtechchat

11/26/2013 1:38:43 AM

**Joesanfelippofc:** Great! Has to start with a few! RT @KarenMMcGrath: I have a couple students who tweet for us @SHSBlueKnights #edtechchat

11/26/2013 1:38:44 AM

**venspired:** Our students were born into a world that shares everything. We can model how to share the good and connect appropriately. #edtechchat

11/26/2013 1:38:45 AM

**chcatalano:** @ShieldsMolly @alicekeeler @wmchamberlain students/parents will tell the negative story on SM for you then. Y not b proactive? #edtechchat

11/26/2013 1:38:45 AM

**nikolesheaffer:** @Joesanfelippofc @ToddAHoffman too often districts are afraid to admit and move on. Other creatives do it. Why not us? #edtechchat

11/26/2013 1:38:46 AM

**gpescatore25:** And provide some innovative ones RT @MathNeil A4: Students want a voice. Ask them. They will tell you if you have it right. #edtechchat

11/26/2013 1:38:53 AM

**CallahanLuke:** @kylefcs @martysnowpaw As the guy taking all the photos, updating site on top of all my other duties, branding is ton o work #edtechchat

11/26/2013 1:38:54 AM

**All4edProject24:** Many folks choose all of the above - don't want to miss anyone. RT @SecondDirect670: Twitter or FB for getting the word out? #edtechchat

11/26/2013 1:38:55 AM

**KatrinaStevens1:** @ShieldsMolly @alicekeeler @wmchamberlain "Branding" can mean "selling" students on their own potential. #edtechchat

11/26/2013 1:38:56 AM

**Joe\_Mazza:** Never has there been such an amazing opportunity to embrace & leverage connectedness to create the best kid-first PLN imaginable #edtechchat

11/26/2013 1:39:01 AM

**FASquire:** @ScottRRocco welcome, #edtechchat

11/26/2013 1:39:01 AM

**SPSantilli:** @TonySinanis Once I get comfortable w/ TouchCast and play around w/ stud. videos I will be sure to share since I acquired from u #edtechchat  
11/26/2013 1:39:02 AM

**Joesanfelippofc:** @nikolesheaffer @ToddAHoffman No reason not to...well said.  
#edtechchat  
11/26/2013 1:39:05 AM

**lisaodavis:** RT @venspired Our students were born into a world that shares everything. We can model the good and connect appropriately. #edtechchat  
11/26/2013 1:39:07 AM

**ajpodchaski:** @TonySinanis @thomascsmurray mostly due to great guest moderators @Joesanfelippofc #edtechchat  
11/26/2013 1:39:09 AM

**atragg:** @Thewizard\_210 @iplante Website is better now, I feel like we can do more to promote ourselves. #edtechchat  
11/26/2013 1:39:10 AM

**pricechris:** RT @Joesanfelippofc: Brand Promise has to equal Brand Experience. Has to. #edtechchat  
11/26/2013 1:39:12 AM

**peledge:** @AllisonHoganESD Do you find Ts have a lot of engagement on Twitterchats? #edtechchat  
11/26/2013 1:39:16 AM

**nathan\_stevens:** @KatrinaStevens1 @julnilsmith I also come with @sith\_kid Future tweeter #edtechchat  
11/26/2013 1:39:18 AM

**JRen379:** @venspired it is not just "we can" it is a "we MUST". #edtechchat  
11/26/2013 1:39:21 AM

**TonySinanis:** @venspired AMEN! Sociocultural experiences shape our kids when they are little; telling our story can do the same! #edtechchat  
11/26/2013 1:39:24 AM

**All4edProject24:** RT @profstrahler: A4: Listen & Engage. The tools are there to see what people are saying about your brand online #edtechchat  
11/26/2013 1:39:27 AM

**Stephanie\_Gordy:** A4: If you're authentic in your branding, it will build trust & relationships. #edtechchat @Griffin\_RESA  
11/26/2013 1:39:28 AM

**Anderson\_Harp:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/djN6B8VqEV>  
11/26/2013 1:39:28 AM

**Joesanfelippofc:** @SPSantilli @TonySinanis They are such a great option. This was such a great idea, Tony. #edtechchat  
11/26/2013 1:39:35 AM

**alicekeeler:** @martysnowpaw @ShieldsMolly @wmchamberlain don't you brand yourself when you look for a job or get into college? #edtechchat

11/26/2013 1:39:39 AM

**wkrakower:** RT @mia\_sarx: Graphic for SAMR model of edtech implementation.  
#edtechchat <http://t.co/djN6B8VqEV>

11/26/2013 1:39:40 AM

**TonySinanis:** Q5 coming up in 1 minute... #edtechchat

11/26/2013 1:39:40 AM

**iplante:** branding should not be about convincing what is good about your school, but showing what is already awesome #edtechchat

11/26/2013 1:39:44 AM

**tracybrisson:** @CallahanLuke Yeah- they are so great and their ED Will is a great guy, too! #edtechchat

11/26/2013 1:39:46 AM

**JasonMMarkey:** Hey all, Jason from Chicago joining for a minute... my thought is it's our students story to tell - <http://t.co/1LJ0fv3dru> #edtechchat

11/26/2013 1:39:50 AM

**cybraryman1:** My Mission/Vision, School Culture & Branding page:  
<http://t.co/lq2cbTFh4O> #edtechchat #edchat

11/26/2013 1:39:54 AM

**smussle:** This is great! "@mia\_sarx: Graphic for SAMR model of edtech implementation.  
#edtechchat <http://t.co/cgnmDeaGIH>"

11/26/2013 1:39:55 AM

**AllisonHoganESD:** @peledge We would like more involvement but teachers are gradually getting accounts and getting use to the idea of Twitter #edtechchat

11/26/2013 1:39:57 AM

**profstrahler:** I have a Twitter Chat assignment for my students, where they moderate a weekly chat similar to #edtechchat, just on SM topics (#srumchat)

11/26/2013 1:39:57 AM

**MathNeil:** RT @iplante: branding should not be about convincing what is good about your school, but showing what is already awesome #edtechchat

11/26/2013 1:39:58 AM

**SecondDirect670:** @peledge @AllisonHoganESD Would be interested in this answer - don't think ours are that involved. #edtechchat

11/26/2013 1:39:58 AM

**Joesanfelippofc:** Really?!?!? I know the answer to that one! Yes!!!! RT @TonySinanis: Q5 coming up in 1 minute... #edtechchat

11/26/2013 1:39:59 AM

**mattbergman14:** @philgriffins Really??? :) #edtechchat

11/26/2013 1:40:01 AM

**TonySinanis:** @SPSantilli let me know if you need ANY help! #edtechchat

11/26/2013 1:40:02 AM

**roshnimirchi:** RT @s\_bearden: Schools can and should model appropriate social media use for their kids! #edtechchat

11/26/2013 1:40:04 AM

**wkrakower:** RT @cybraryman1: My Mission/Vision, School Culture & Branding page:  
<http://t.co/lq2cbTFh4O> #edtechchat #edchat

11/26/2013 1:40:08 AM

**alicekeeler:** @wmchamberlain That would be sales and marketing, not branding.

#edtechchat

11/26/2013 1:40:08 AM

**KatrinaStevens1:** @julnilsmith @nathan\_stevens I can only imagine what  
@nathan\_stevens is like day-to-day! #edtechchat

11/26/2013 1:40:08 AM

**southernmainewp:** #edtechchat Excited to see so many Ts engaging their Ss in  
meaningful writing. #Stuvoice & authentic audience is key in dev skill #smewp

11/26/2013 1:40:09 AM

**s\_bearden:** RT @cybraryman1: My Mission/Vision, School Culture & Branding page:  
<http://t.co/lq2cbTFh4O> #edtechchat #edchat

11/26/2013 1:40:10 AM

**TedJGraham:** Yes! RT @iplante: branding should not be about convincing what is good  
about your school, but showing what is already awesome #edtechchat

11/26/2013 1:40:11 AM

**jeff\_cockrum:** RT @teachertech\_net: FREE 300+ page App Guide for teachers RT -  
<http://t.co/OVRC2tiP6S> #edtechchat

11/26/2013 1:40:11 AM

**atragg:** We are all for student voice! RT @MathNeil: A4: Students want a voice. Ask  
them. They will tell you if you have it right. #edtechchat

11/26/2013 1:40:15 AM

**TonySinanis:** Q5: How do you connect students and staff in promoting your brand?  
#edtechchat

11/26/2013 1:40:21 AM

**jenmorack:** @TonySinanis looking forward to your webinar on Branding Your School in  
Feb on @edwebnet <http://t.co/3FGAnTEpzz> #edtechchat

11/26/2013 1:40:21 AM

**profstrahler:** Plus I have a dedicate hashtag for sharing course info, current events and  
share ideas #edtechchat

11/26/2013 1:40:24 AM

**chip122772:** RT @iplante: branding should not be about convincing what is good about  
your school, but showing what is already awesome #edtechchat

11/26/2013 1:40:28 AM

**All4edProject24:** RT @DocSig: A4- engage your Ss in being part of the "telling"- let  
them tell the story along with you #edtechchat #stuvoice

11/26/2013 1:40:30 AM

**kodable:** @iplante Larger audience, and more potential for reaching the community  
#edtechchat

11/26/2013 1:40:32 AM

**alicekeeler:** @wmchamberlain WE TOTALLY DO HAVE TO SELL SCHOOL! #edtechchat  
11/26/2013 1:40:32 AM

**iplante:** I haven't seen a #gocrickets all night?! @Joesanfelippofc #edtechchat  
11/26/2013 1:40:34 AM

**s\_bearden:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat  
11/26/2013 1:40:35 AM

**JasonMMarkey:** One more quick share relevant to the topic "Who is Telling Your Story" - there is power in crowdsourcing <http://t.co/YMUBO5caNA> #edtechchat  
11/26/2013 1:40:36 AM

**Joe\_Mazza:** @iplante Yes - and being transparent about where you hope to be better & how others can support these efforts, add ideas #edtechchat  
11/26/2013 1:40:40 AM

**wkrakower:** RT @iplante: I haven't seen a #gocrickets all night?! @Joesanfelippofc #edtechchat  
11/26/2013 1:40:42 AM

**ReadByExample:** A4: If we show what the students are discussing, doing, and learning, then we are showing what we are all about. #edtechchat  
11/26/2013 1:40:43 AM

**iplante:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat  
11/26/2013 1:40:46 AM

**Kairosedtech:** @CallahanLuke Like advertising, there isn't just one way to do it. It's rather a combination of these #edtechchat  
11/26/2013 1:40:47 AM

**philgriffins:** Lets be honest folks with the competition we are seeing.... We must learn to sell our school #fact #edtechchat  
11/26/2013 1:40:47 AM

**ScottRRocco:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat  
11/26/2013 1:40:48 AM

**ajpodchaski:** RT @iplante: I haven't seen a #gocrickets all night?! @Joesanfelippofc #edtechchat  
11/26/2013 1:40:48 AM

**fefehorn:** RT @iplante: If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat  
11/26/2013 1:40:53 AM

**ShieldsMolly:** @alicekeeler @martysnowpaw @wmchamberlain It's a matter of semantics. I don't like the label of branding. New term needed for ed #edtechchat  
11/26/2013 1:41:01 AM

**KatrinaStevens1:** A5 Encourage staff and students to share pics and activities for social media outlets. Have contests to get followers #edtechchat



11/26/2013 1:41:02 AM

**Joesanfelippofc:** @iplante Big Finale coming up!!!! #edtechchat #gocrickets!!!!  
11/26/2013 1:41:03 AM

**kemnitzer3:** A5: Adding the bird and my name to my email signature has already started a conversation #edtechchat  
11/26/2013 1:41:04 AM

**wkrakower:** If you listen carefull you might hear them. RT @iplante: I haven't seen a #gocrickets all night?! @Joesanfelippofc #edtechchat  
11/26/2013 1:41:06 AM

**TonySinanis:** A5- At #Cantiague, our kids are the storytellers- the branders! Check it out (our Video Updates): <http://t.co/sy5geztDEQ> #edtechchat  
11/26/2013 1:41:08 AM

**nathan\_stevens:** A4 it is important to build branding in early and combine it with dig citizenship #edtechchat #digitalscar  
11/26/2013 1:41:09 AM

**SecondDirect670:** A5 Have to get Ts to not be afraid of social media. #edtechchat  
11/26/2013 1:41:09 AM

**EdTech\_Stories:** @Joesanfelippofc #edtechchat "Sale is an intro. If it doesn't provide good service you'll have the worst ad... A dissatisfied customer" Ford  
11/26/2013 1:41:12 AM

**pricechris:** @s\_bearden false branding will lead to angry parents, a disenfranchised community and lots of negative advertising #EdTechChat #WalkTheTalk  
11/26/2013 1:41:15 AM

**gpescatore25:** RT @fefehorn RT @iplante: If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat  
11/26/2013 1:41:15 AM

**cateked:** @CallahanLuke @kylefcs @martysnowpaw It's a lot of work (#schoolpr), but it's such great work! #edtechchat  
11/26/2013 1:41:16 AM

**lisaodavis:** A5 - student/staff collaboration....classroom blogs. tweeting pics, storify #edtechchat  
11/26/2013 1:41:19 AM

**MaineSchoolTech:** A4: PDCA Plan Do Check Adjust/Act where you are continually reexamining your practice as you get better. #edtechchat <http://t.co/o5lYmespym>  
11/26/2013 1:41:20 AM

**KKSOsafe:** #edtechchat A4. Your brand needs to reflect the learning and experiences the Ss have. It should excite kids and motivate them to share.  
11/26/2013 1:41:20 AM

**techie\_teach:** @atragg @MathNeil Our Ss spoke with leaders from Gautier, MS via Facebook. The voice of the student was heard loud & clear! #edtechchat  
11/26/2013 1:41:21 AM

**TCMSPrincipal:** RT @KarenMMcGrath: I have a couple students who tweet for us @SHSBlueKnights @TomahawkCreekMS #edtechchat What a great idea @TCMSPrincipal

11/26/2013 1:41:22 AM

**iplante:** @wkrakower @Joesanfelippofc hahahah #edtechchat  
11/26/2013 1:41:28 AM

**AllisonHoganESD:** @SecondDirect670 @peledge I encourage Twitter "parties" off campus with appetizers and drinks to encourage usage #edtechchat  
11/26/2013 1:41:30 AM

**ajpodchaski:** @peledge @AllisonHoganESD on this chat - absolutely! #edtechchat  
11/26/2013 1:41:34 AM

**nikolesheaaffer:** @Stephanie\_Gordy @Griffin\_RESA also been coached to actively promote when you are 80 percent to "there" #edtechchat  
11/26/2013 1:41:37 AM

**s\_bearden:** @TonySinanis A5: Your school brand must reflect your school culture! #edtechchat  
11/26/2013 1:41:40 AM

**martysnowpaw:** #edtechchat Branding and salesmanship are not inherently bad. Churchill sold the British on having the grit to survive!  
11/26/2013 1:41:40 AM

**TonySinanis:** @jenmorack @edwebnet Me too... have to prepare for that one! Might need @Joesanfelippofc to join me! #edtechchat  
11/26/2013 1:41:44 AM

**schoolmktg:** A5 - student-generated content is essential (have them write and record much more than you are comfortable with!) #edtechchat  
11/26/2013 1:41:46 AM

**EdTech\_Stories:** RT @Joesanfelippofc: Brand Promise has to equal Brand Experience. Has to. #edtechchat  
11/26/2013 1:41:52 AM

**wkrakower:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat  
11/26/2013 1:41:53 AM

**EricDaney:** A5: they need to believe in the brand and see its value in the lives of the Ss and Ts. #edtechchat  
11/26/2013 1:41:59 AM

**kennethdward:** Make sure your staff understands what branding is and what your brand is about. Deliberate conversations of the purpose. #edtechchat  
11/26/2013 1:41:59 AM

**sadieclorinda:** A5: Ss create videos for our SM pages. Last week was "What's Your Spark"...huge hit with parents! #edtechchat  
11/26/2013 1:41:59 AM

**thomascmurray:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat  
11/26/2013 1:42:00 AM

**FASquire:** RT @thomascmurray: A4: Make the vision crystal clear. Live it every day. #edtechchat

11/26/2013 1:42:01 AM

**ToscaKilloran:** RT @s\_bearden: @TonySinanis A5: Your school brand must reflect your school culture! #edtechchat

11/26/2013 1:42:01 AM

**JustinMann\_:** @TonySinanis A5 -OWNERSHIP - must come from them originally, they drive + connect with each other. new Ss + Ts will get on board #edtechchat

11/26/2013 1:42:02 AM

**TonySinanis:** I COULD NOT AGREE MORE=> @s\_bearden: @TonySinanis A5: Your school brand must reflect your school culture! #edtechchat

11/26/2013 1:42:03 AM

**KatrinaStevens1:** RT Q5: How do you connect students and staff in promoting your brand? #edtechchat

11/26/2013 1:42:03 AM

**TepTech:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat

11/26/2013 1:42:04 AM

**pricechris:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat

11/26/2013 1:42:04 AM

**OfficialDLDay:** @profstrahler what a great idea! #edtechchat

11/26/2013 1:42:04 AM

**SecondDirect670:** @AllisonHoganESD @peledge Like that idea - we have tried teachmeets with limited success. #edtechchat

11/26/2013 1:42:04 AM

**ajpodchaski:** @iplante low volume tonight - too many good things going on - not enough #glittersnark to keep everything going #edtechchat

11/26/2013 1:42:05 AM

**iplante:** @ONeilCHSprincip @dhayes86 run with it! We call it Shutterbug #edtechchat

11/26/2013 1:42:09 AM

**MadDawgMisty:** A5: Model it, promote it, preach it! Once a Hornet, always a Hornet. Vision is ingrained from K up! #edtechchat

11/26/2013 1:42:09 AM

**kylefcs:** @ZachSnow It's not my department so I don't know. Just need more help, I guess. #edtechchat

11/26/2013 1:42:10 AM

**iplante:** Have staff and students take photos to share across the medias we use...all invested to see awesomeness of @EHSSouthport #ehsthpt #edtechchat

11/26/2013 1:42:11 AM

**ToddAHoffman:** @philgriffins I think we all should have something to celebrate #edtechchat

11/26/2013 1:42:11 AM

**Joesanfelippofc:** A5: Trust them! Most of our staff have Twitter accounts...model and trust that they are promoting the great things kids do #edtechchat

11/26/2013 1:42:11 AM

**ajpodchaski:** RT @TonySinanis: Q5: How do you connect students and staff in promoting your brand? #edtechchat

11/26/2013 1:42:16 AM

**CallahanLuke:** RT @KKSOSafe: #edtechchat A4. Your brand needs to reflect the learning and experiences the Ss have. It should excite kids and motivate t...

11/26/2013 1:42:16 AM

**Borto74:** We use Facebook like a bill board of positive events at our school. Check it out here. <https://t.co/Ca4ozB0DWZ> #edtechchat

11/26/2013 1:42:22 AM

**CraigHamline:** A5: Staff, students, parents, and the community need to embrace the brand! #edtechchat

11/26/2013 1:42:22 AM

**KatrinaStevens1:** Having to shut down my laptop for landing! Thanks @TonySinanis and @Joesanfelippofc! #edtechchat

11/26/2013 1:42:28 AM

**gpescatore25:** Like! RT @AllisonHoganESD @peledge I encourage Twitter "parties" off campus with appetizers and drinks to encourage usage #edtechchat

11/26/2013 1:42:30 AM

**sarahdateechur:** Ok #edtechchat I'm here. Branding, right?

11/26/2013 1:42:31 AM

**roshnimirchi:** Roshni Mirchandani, Providence RI. Joining in late! #edtechchat

11/26/2013 1:42:32 AM

**techie\_teach:** A5: The high school student body can help showcase the school vision, from their eyes. #edtechchat

11/26/2013 1:42:34 AM

**alicekeeler:** @wmchamberlain @Joesanfelippofc We can sit down and have coffee, I will tell you how I help teachers brand themselves. #edtechchat

11/26/2013 1:42:36 AM

**wkrakower:** A5 They need to have a buy in, my old principal bought everyone polo's it started the branding. Everyone caught on. #edtechchat

11/26/2013 1:42:38 AM

**EricDaney:** A5: if they believe they will exemplify it in what they do in and out of the classroom. #edtechchat

11/26/2013 1:42:38 AM

**nathan\_stevens:** @KatrinaStevens1 @julnsmith today I moved a receptionist desk, setup iPads for @colARApp haikus for tom. invented cold fusion #edtechchat

11/26/2013 1:42:38 AM

**s\_bearden:** @pricechris Very true! #edtechchat

11/26/2013 1:42:39 AM

**Joesanfelippofc:** @TonySinanis @jenmorack @edwebnet In! #edtechchat

11/26/2013 1:42:42 AM

**TedJGraham:** A5: Right now I'm doing my best to model the positive power of social media, and show all the great we can learn from each other #edtechchat

11/26/2013 1:42:42 AM

**USMDrama:** A5: If the brand is valid...it should be reflected in the every day actions & words of your school community. This is who we are! #edtechchat

11/26/2013 1:42:43 AM

**RckStrPrincipal:** #edtechchat @billsterrett - The Exit Ticket Strategy works for everyone (not just students)! Yes!

11/26/2013 1:42:44 AM

**chcatalano:** RT @ToddAHoffman @philgriffins I think we all should have something to celebrate #edtechchat #edtechchat

11/26/2013 1:42:49 AM

**Jeff\_Zoul:** A5 Do all possible 2 create a community of leaders--in which all Ss & Ts have a voice and are encouraged to share their passion #edtechchat

11/26/2013 1:42:51 AM

**KatrinaStevens1:** RT @s\_bearden: @TonySinanis A5: Your school brand must reflect your school culture! #edtechchat

11/26/2013 1:42:53 AM

**ToddAHoffman:** @KatrinaStevens1 and to engage in meaningful dialogue #edtechchat

11/26/2013 1:42:54 AM

**ajpodchaski:** A5: If they aren't the major players in promotion - you aren't doing something right #edtechchat

11/26/2013 1:42:55 AM

**ToscaKilloran:** @martysnowpaw #edtechchat Agree- brand can be an essential agreement between stakeholders. Created together- positive and clear.

11/26/2013 1:42:55 AM

**TonySinanis:** A5- Our kids & staff ARE the story so empower them to TELL the story! Ed. Leaders must remove the obstacles, not be them! #edtechchat

11/26/2013 1:42:59 AM

**s\_bearden:** @KatrinaStevens1 Safe travels, friend! @TonySinanis @Joesanfelippofc #edtechchat

11/26/2013 1:42:59 AM

**philgriffins:** @mattbergman14 thus the webcast... For those parents and community members that will never step foot in the building #edtechchat

11/26/2013 1:43:05 AM

**s\_bearden:** RT @KKSOSafe: #edtechchat A4. Your brand needs to reflect the learning and experiences the Ss have. It should excite kids and motivate t...

11/26/2013 1:43:06 AM

**hernick\_:** A5: face to face is a great (old school) starting place for Ss & Ts to connect & "build brand" for socmedia #edtechchat

11/26/2013 1:43:07 AM

**OfficialDLDay:** RT @alicekeeler: @wmchamberlain WE TOTALLY DO HAVE TO SELL SCHOOL! #edtechchat  
11/26/2013 1:43:08 AM

**ScottRRocco:** A5: if your brand clearly represents your Ss, Ts and what you promote then they will connect & support. #edtechchat  
11/26/2013 1:43:11 AM

**kcaldew:** @Joesanfelippofc Agree! 1 of the first things I did when starting my job as Tech Coord was to make sure Twitter was unblocked. #edtechchat  
11/26/2013 1:43:15 AM

**CraigHamline:** A5: Social media will promote and enhance the brand families, community, and students put forward. #edtechchat  
11/26/2013 1:43:15 AM

**BrendaBaker2012:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat  
11/26/2013 1:43:15 AM

**KatrinaStevens1:** Yes! @martysnowpaw #edtechchat Branding and salesmanship are not inherently bad. Churchill sold the British on having the grit to survive!  
11/26/2013 1:43:19 AM

**atrugg:** Nice! RT @smussle: This is great! "@mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/vIfGlb0ZK7>"  
11/26/2013 1:43:22 AM

**iplante:** RT @ScottRRocco: A5: if your brand clearly represents your Ss, Ts and what you promote then they will connect & support. #edtechchat  
11/26/2013 1:43:23 AM

**Joesanfelippofc:** @Jeff\_Zoul Great point...the community of leaders drives the whole thing...well said. I need to be better in leader creation. #edtechchat  
11/26/2013 1:43:24 AM

**riversidescool:** RT @MaineSchoolTech: A4: PDCA Plan Do Check Adjust/Act where you are continually reexamining your practice as you get better. #edtechchat h...  
11/26/2013 1:43:25 AM

**profstrahler:** A5: Create opportunities for them to be your voice through SM - let them be advocates for you! #edtechchat  
11/26/2013 1:43:27 AM

**croberts\_6:** @MToolin @lwolfesphs It should be shared and revised at the start of each year. A cool and inspiring kickoff every August. #edtechchat  
11/26/2013 1:43:27 AM

**dalehancock:** It has to be present every day. In what they hear, see, and do all day. Behavior must reflect your brand (beliefs). #edtechchat  
11/26/2013 1:43:31 AM

**gonzogarcia:** How does your school share their SM presence? #edtechchat  
11/26/2013 1:43:32 AM

**nathan\_stevens:** @iplante @Joesanfelippofc aaaaaaaaaahhhhhhhhhhhh!!!,! Secret word everyone scream. Peewee playhouse #edtechchat

11/26/2013 1:43:35 AM

**Thewizard\_210:** A5 Have to show the Ts the power of social media and the good it can do. #edtechchat

11/26/2013 1:43:36 AM

**ncara:** @ajpodchaski A5: Collect stories, images, create hashtags, display links to all everywhere so it can be easily reached, shared #edtechchat

11/26/2013 1:43:45 AM

**RckStrPrincipal:** @rchan736 @BrandyPanagos #edtechchat - Stick with it. It gets easier. Try an app like Tweetdeck on the laptop!

11/26/2013 1:43:47 AM

**TonySinanis:** AMEN=> @Thewizard\_210: A5 Have to show the Ts the power of social media and the good it can do. #edtechchat

11/26/2013 1:43:48 AM

**kodable:** A5: Let each Ss be school tweeter for a day, create a school #hashtag, community events/outreach that reflect brand #edtechchat

11/26/2013 1:43:48 AM

**YourNikt:** RT @mssackstein: Teaching in a social media world where transparency changes a teacher's PG rating to R <http://t.co/UbTH5wKIZb> #edtechchat

11/26/2013 1:43:48 AM

**philgriffins:** @ToddAHoffman celebrate and sell at the same time. #edtechchat

11/26/2013 1:43:49 AM

**chip122772:** #edtechchat A5. Must be authentic, then they will want to be a part of it. Include in the branding process.

11/26/2013 1:43:49 AM

**MathNeil:** A5: If your brand represents well, then all connect with it. #edtechchat

11/26/2013 1:43:50 AM

**Thewizard\_210:** Don't fear the bird #edtechchat

11/26/2013 1:43:50 AM

**DocSig:** A5-by creating a culture where they feel emotionally connected- similar to how sports teams/logos illicit that emotion #edtechchat

11/26/2013 1:43:53 AM

**CallahanLuke:** @cateked @kylefcs @martysnowpaw Agree! Tough w/ tight budgets, small staff and other priorities. Want to make community proud. #edtechchat

11/26/2013 1:43:53 AM

**KatrinaStevens1:** @nathan\_stevens @julnilsmith @colARApp Definitely hired!

#edtechchat

11/26/2013 1:43:54 AM

**iplante:** @KatrinaStevens1 safe landing! #edtechchat

11/26/2013 1:43:58 AM

**venspired:** Worst thing a school can do is have blog, FB, & twitter that are never updated. It says, "Nothing worth sharing here." #edtechchat

11/26/2013 1:43:59 AM

**kylefcs:** @nathan\_stevens @iplante @Joesanfelippofc aaaaaaaaaahhhhhhhh!!!!  
#edtechchat

11/26/2013 1:43:59 AM

**CraigHamline:** A5: The proof is in in the media... show your real school... show real student work! #edtechchat

11/26/2013 1:44:02 AM

**TedJGraham:** RT @ScottRRocco: A5: if your brand clearly represents your Ss, Ts and what you promote then they will connect & support. #edtechchat

11/26/2013 1:44:05 AM

**TepTech:** A5 encourage stakeholders to take part and teach them how. Navigating social media isn't easy. #edtechchat

11/26/2013 1:44:06 AM

**thomascmurray:** A5: We use the district hashtag #qcsd for Inservice days. Allows for staff connection and collaboration. #edtechchat

11/26/2013 1:44:07 AM

**FASquire:** @Joesanfelippofc great question! #edtechchat #Integrity

11/26/2013 1:44:12 AM

**TonySinanis:** @DocSig that is such a great analogy Robert- LOVE IT! #edtechchat

11/26/2013 1:44:12 AM

**southernmainewp:** #edtechchat Learning is the purpose of school. Provide authentic & multiple avenues for Ss to share. "Branding" will come from that work.

11/26/2013 1:44:14 AM

**Kairosedtech:** An example of branding our school through video and actual learning <http://t.co/WWTIPgEhVM> #edtechchat

11/26/2013 1:44:14 AM

**ckoos1:** A5 We encourage teachers at the Lower School who love FB to use it to share with parents. #edtechchat

11/26/2013 1:44:15 AM

**Jeff\_Zoul:** @Joesanfelippofc You are already pretty stellar, my friend! Need more like you... #edtechchat

11/26/2013 1:44:15 AM

**campbellartsoup:** RT @atragg: Nice! RT @smussle: This is great! "@mia\_sarx: Graphic for SAMR model of edtech implementation. #edtechchat <http://t.co/vIfGlb0Z...>

11/26/2013 1:44:17 AM

**JohnFritzky:** When a school trusts the Ss Ps & Ts enough to have its own hanshtag, u know u r doing something right. It comes back to trust #edtechchat

11/26/2013 1:44:18 AM

**tracybrisson:** @CallahanLuke They had an account but didn't get same traction. Similar for my recruiting clients- Facebook a better match. #edtechchat

11/26/2013 1:44:19 AM

**JasonMMarkey:** @gonzogarcia we have engaged our students, teachers, and all with a hashtag to invite conversation and crowdsourcing. #edtechchat



11/26/2013 1:44:22 AM

**jswilliams:** @kylefcs @nathan\_stevens @iplante @Joesanfelippofc aaaaaaaahhhhh  
#edtechchat

11/26/2013 1:44:22 AM

**JustinMann\_:** @Thewizard\_210 how so Juzzy? #edtechchat what's a good way to approach it?

11/26/2013 1:44:23 AM

**mattbergman14:** A5: we have to be ok to do a little self promoting. If kids are doing cool stuff, why not share? #edtechchat

11/26/2013 1:44:23 AM

**sadieclorinda:** A5: Our district received Ss transferring from failing district. Our Ss created "This is Mehlville" videos to welcome, inform. #edtechchat

11/26/2013 1:44:25 AM

**alicekeeler:** @Sisyphus38 @wmchamberlain College completion rates & high school drop out rates would demonstrate that. #edtechchat

11/26/2013 1:44:26 AM

**profstrahler:** @OfficialDLDay thank you! It breaks down the classroom walls & allows them to network with alum/professionals #edtechchat

11/26/2013 1:44:26 AM

**TonySinanis:** RT @Kairosedtech: An example of branding our school through video and actual learning <http://t.co/WWTIPgEhVM> #edtechchat

11/26/2013 1:44:27 AM

**rosso\_n:** Bursting with ideas! Great leaders here tonight. Thank you #edtechchat

11/26/2013 1:44:28 AM

**s\_bearden:** RT @ckoos1: A5 We encourage teachers at the Lower School who love FB to use it to share with parents. #edtechchat

11/26/2013 1:44:29 AM

**KKSOsafe:** "@iplante: If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat" love this!

11/26/2013 1:44:29 AM

**Joesanfelippofc:** A5: We put #gocrickets on everything...and give it away all the time. Pride in ownership #edtechchat

11/26/2013 1:44:29 AM

**nikolesheaffer:** @CraigHamline student ambassadors work for @ECSInnovator they tell the story to all visitors. #edtechchat

11/26/2013 1:44:32 AM

**edSocialMedia:** Thanks, it was a labor of love :) RT "@s\_bearden: Agreed! RT @schoolmktg: Love @edsocialmedia (diggin' their website upgrade) #edtechchat

11/26/2013 1:44:36 AM

**iplante:** As edus on SM...do you consider yourself branding for you, for your school or for both? #edtechchat

11/26/2013 1:44:37 AM

**gpescatore25:** Window into the fishbowl RT @CraigHamline: Social media will promote &enhance the brand families, community, &students put fwd #edtechchat  
11/26/2013 1:44:38 AM

**MToolin:** @croberts\_6 @lwolfesphs love this idea! A "visionary retreat!" #edtechchat  
11/26/2013 1:44:40 AM

**ReadByExample:** A5: I try to constantly highlight the innovative ways teachers showcase student learning via my Friday Focus, meetings, blog. #edtechchat  
11/26/2013 1:44:40 AM

**ToddAHoffman:** I can't stand when people have "my tweets are my own" in their profile. Your brand should promote your org's brand #edtechchat  
11/26/2013 1:44:43 AM

**roshnimirchi:** A4: Practice what they preach. If districts use Twitter for branding, they should allow Ss as well by modeling proper etiquette. #edtechchat  
11/26/2013 1:44:46 AM

**mpowers3:** RT @venspired Worst thing a schl can do is have blog, FB & twitter that are never updated. It says "Nothing worth sharing here" #edtechchat  
11/26/2013 1:44:46 AM

**christybrenn:** A5: Trust staff to share your message! Relationships are key! #edtechchat  
11/26/2013 1:44:48 AM

**kennethdward:** Eat, sleep, drink the brand. Its your mission but alive! #edtechchat  
11/26/2013 1:44:53 AM

**philgriffins:** RT @KatrinaStevens1: Yes! @martysnowpaw #edtechchat Branding and salesmanship are not inherently bad. Churchill sold the British on having ...  
11/26/2013 1:44:55 AM

**ajpodchaski:** @Joesanfelippofc @nathan\_stevens  
AAAAAAAAAAAAAAAAAAAAAAAAHHHHHHHHHHHHHHHHHH #edtechchat  
11/26/2013 1:44:56 AM

**martysnowpaw:** #edtechchat If you are quiet other voices will be heard! So much of what is wrong in education today is because of anti teacher/kid messages  
11/26/2013 1:44:56 AM

**s\_bearden:** Video is a great way to tell your school's story! #edtechchat  
11/26/2013 1:45:01 AM

**kodable:** I don't see branding as "selling" anything. It is more comparable to an identity. #edtechchat  
11/26/2013 1:45:03 AM

**SilvaEric1:** RT @techie\_teach: A5: The high school student body can help showcase the school vision, from their eyes. #edtechchat  
11/26/2013 1:45:03 AM

**JasonMMarkey:** AND STUDENTS! RT @christybrenn: A5: Trust staff to share your message! Relationships are key! #edtechchat  
11/26/2013 1:45:04 AM

**EdTech\_Stories:** @Joesanfelippofc #edtechchat "There's no such thing as a SM success, if you brand sucks it will suck quicker and longer on SM" @unmarketing  
11/26/2013 1:45:05 AM

**kylefcs:** RT @christybrenn: A5: Trust staff to share your message! Relationships are key! #edtechchat  
11/26/2013 1:45:05 AM

**ShieldsMolly:** @wmchamberlain @chcatalano @alicekeeler I agree. I don't need to go on a preemptive strike. Actions speak louder #edtechchat  
11/26/2013 1:45:06 AM

**TonySinanis:** A5- I am so proud of our kids & staff at #Cantiague that BRANDING our school is the highlight of my day! #edtechchat  
11/26/2013 1:45:07 AM

**alicekeeler:** @wmchamberlain @chcatalano @ShieldsMolly Life IS marketing. You are saying something about yourself all the time like it or not #edtechchat  
11/26/2013 1:45:10 AM

**CraigHamline:** RT @ckoos1 A5 We encourage teachers at the Lower School who love FB to use it to share with parents. #edtechchat  
11/26/2013 1:45:11 AM

**OfficialDLDay:** Little things can make a big difference! May @kemnitzer3: A5: Adding the bird and my name to email sig has already started convo #edtechchat  
11/26/2013 1:45:18 AM

**lisaodavis:** RT @TonySinanis A5- I am so proud of our kids & staff at #Cantiague that BRANDING our school is the highlight of my day! #edtechchat  
11/26/2013 1:45:19 AM

**JasonMMarkey:** RT @TonySinanis: A5- I am so proud of our kids & staff at #Cantiague that BRANDING our school is the highlight of my day! #edtechchat  
11/26/2013 1:45:20 AM

**CraigHamline:** RT @christybrenn A5: Trust staff to share your message! Relationships are key! #edtechchat  
11/26/2013 1:45:25 AM

**Joesanfelippofc:** #gocrickets goes on everything!! #edtechchat <http://t.co/WpiTjYlpVC>  
11/26/2013 1:45:27 AM

**TCMSPrincipal:** A5: Deal with the negative but don't restrict everyone else because of it #edtechchat  
11/26/2013 1:45:29 AM

**SecondDirect670:** @martysnowpaw Unfortunately, so true... #edtechchat  
11/26/2013 1:45:30 AM

**s\_bearden:** @iplante For both #edtechchat  
11/26/2013 1:45:32 AM

**nikolesheaffer:** @Borto74 we use it to build our philosophy --not just our events! #edtechchat @ECSInnovator  
11/26/2013 1:45:33 AM

**TonySinanis:** RT @Joesanfelippofc: #gocrickets goes on everything!! #edtechchat  
<http://t.co/WpiTjYlpVC>  
11/26/2013 1:45:33 AM

**USMDrama:** @thomasmurray Just finished a self-study & 5yr strategic plan. Compared to a octopus on roller skates...many different directions #edtechchat  
11/26/2013 1:45:33 AM

**kemnitzer3:** Branding forces a leader to get into classrooms as often as possible  
#edtechchat  
11/26/2013 1:45:38 AM

**christybrenn:** & students, & parents, & any other stake holders #edtechchat  
11/26/2013 1:45:39 AM

**MadDawgMisty:** A5: If you're not first, your last...or is it if you're not in your out?1?  
#edtechchat  
11/26/2013 1:45:39 AM

**schoolmktg:** If you are obsessing about "controlling" the brand through social media, you'll never start. Cultivate ambassadors! #edtechchat  
11/26/2013 1:45:44 AM

**lisaodavis:** me too!RT @TonySinanis: A5- I am so proud of our kids & staff at #Cantiague that BRANDING our school is the highlight of my day! #edtechchat  
11/26/2013 1:45:45 AM

**twhitford:** @Joesanfelippofc @Jeff\_Zoul We all do Joe & really we need 2 bring it down 2 a student level as well. #Leadership is good 4 all #edtechchat  
11/26/2013 1:45:46 AM

**mattbergman14:** @philgriffins do you do them at your school? #edtechchat  
11/26/2013 1:45:46 AM

**TonySinanis:** @Joesanfelippofc where is my onesie? LOL! #edtechchat  
11/26/2013 1:45:48 AM

**ShieldsMolly:** @alicekeeler @wmchamberlain @hcatalano Again, semantics. I see that as my philosophy of teaching, not branding. #edtechchat  
11/26/2013 1:45:50 AM

**s\_bearden:** RT @martysnowpaw: #edtechchat If you are quiet other voices will be heard! So much of what is wrong in education today is because of anti t...  
11/26/2013 1:45:50 AM

**nikolesheaffer:** RT @rosso\_n: Bursting with ideas! Great leaders here tonight. Thank you #edtechchat  
11/26/2013 1:45:51 AM

**ibotts:** RT @RckStrPrincipal: #edtechchat @billsterrett - The Exit Ticket Strategy works for everyone (not just students)! Yes!  
11/26/2013 1:45:51 AM

**SilvaEric1:** RT @KatrinaStevens1: RT Q5: How do you connect students and staff in promoting your brand? #edtechchat  
11/26/2013 1:45:53 AM

**therealbspence:** Make sure you know your audience as well. Instagram and twitter to talk to Ss. FB to talk to Ps. #edtechchat  
11/26/2013 1:45:54 AM

**iplante:** RT @Joesanfelippofc: #gocrickets goes on everything!! #edtechchat  
<http://t.co/v5PvtNBdEj>  
11/26/2013 1:45:54 AM

**ToscaKilloran:** @TedJGraham #edtechchat it's the only way I get my team on-board. Model, model, model.  
11/26/2013 1:45:55 AM

**tracybrisson:** RT @mattbergman14: A5: we have to be ok to do a little self promoting. If kids are doing cool stuff, why not share? #edtechchat  
11/26/2013 1:45:59 AM

**JRen379:** A5: We've had a lotv Ts& families move their Ss from an early ed facility (not NAEYC accred) 2 ours bc v our ability 2brandwell #edtechchat  
11/26/2013 1:46:02 AM

**kylefcs:** RT @iplante: RT @Joesanfelippofc: #gocrickets goes on everything!! #edtechchat <http://t.co/v5PvtNBdEj>  
11/26/2013 1:46:07 AM

**FASquire:** RT @cybraryman1: My Mission/Vision, School Culture & Branding page: <http://t.co/lq2cbTFh4O> #edtechchat #edchat  
11/26/2013 1:46:07 AM

**Joe\_Mazza:** Some get the wrong idea when u mention "branding" so capacity bdg, ongoing vision & differentiated high/low tech approach vital #edtechchat  
11/26/2013 1:46:10 AM

**thomascmurray:** RT @Joesanfelippofc: #gocrickets goes on everything!! #edtechchat  
<http://t.co/WpiTjYlpVC>  
11/26/2013 1:46:12 AM

**gpescatore25:** @ToddAHoffman that requires teachers, admin & parents unafraid to interact with one another socially. #edtechchat  
11/26/2013 1:46:14 AM

**JesseLarcom21:** RT @Karminrkr: #edtechchat it's about effective implementation and accountability. If we say this is what we are and what we stand for sho...  
11/26/2013 1:46:19 AM

**nikolesheaffer:** @ReadByExample love this idea! #edtechchat  
11/26/2013 1:46:21 AM

**philgriffins:** RT @iplante: If you are afraid to open the windows to your school...then you need to look in the mirror #edtechchat  
11/26/2013 1:46:27 AM

**RckStrPrincipal:** #edtechchat - A catchy 'handle' doesn't hurt either...or a really cool podcast about ed leadership <https://t.co/QUP4pMxell>  
11/26/2013 1:46:27 AM

**sadieclorinda:** A5: Our district is "encouraging" FB use by Ts. We held a Facebook training for Ts to help them get comfortable. It helped. #edtechchat

11/26/2013 1:46:31 AM

**mattbergman14:** @thomascsmurray great idea! How is the buy in? #edtechchat  
11/26/2013 1:46:31 AM

**KellyAQuinlan:** RT @mssackstein: Teacher role models struggle in a social media world  
<http://t.co/IZGZQUnJr3> #edtechchat  
11/26/2013 1:46:32 AM

**Joesanfelippofc:** There are some things you can't unread. This is one of them. RT  
@TonySinanis: @Joesanfelippofc where is my onesie? LOL! #edtechchat  
11/26/2013 1:46:33 AM

**iplante:** If you can't speak out and be a good representative for you school....you need  
to reassess #edtechchat  
11/26/2013 1:46:33 AM

**alicekeeler:** @wmchamberlain Yes you do. Good teaching IS selling the kids on your  
content. Engaging your learners... #edtechchat  
11/26/2013 1:46:38 AM

**venspired:** Best moment, a kid asked "Can u take a photo of my project & share it on  
FB, I want my mom to see this!" #edtechchat  
11/26/2013 1:46:39 AM

**ToddAHoffman:** "@nikolesheaffer: @CraigHamline student ambassadors work for  
@ECSInnovator they tell the story to all visitors. #edtechchat"  
11/26/2013 1:46:41 AM

**EdTech\_Stories:** @venspired #edtechchat If you open a channel up use it... Or close it  
down!  
11/26/2013 1:46:42 AM

**nikolesheaffer:** RT @kennethdward: Eat, sleep, drink the brand. Its your mission but  
alive! #edtechchat  
11/26/2013 1:46:43 AM

**iplante:** RT @venspired: Best moment, a kid asked "Can u take a photo of my project &  
share it on FB, I want my mom to see this!" #edtechchat  
11/26/2013 1:46:46 AM

**profstrahler:** Provide PD opportunities for staff who are interested in learning tools &  
how to use them in class #edtechchat  
11/26/2013 1:46:50 AM

**ChadWilliamson:** To think about w/ branding, ZMOT (Zero Moment of Truth), FMOT  
(First Moment of Truth), SMOT (Second Moment of Truth)..via P&G #edtechchat  
11/26/2013 1:46:52 AM

**Joesanfelippofc:** @venspired That is awesome!!!! #edtechchat  
11/26/2013 1:46:55 AM

**kennethdward:** Our video production class is key. T was told from the beginning, you  
are so much more than a video production T and class #edtechchat  
11/26/2013 1:46:56 AM

**ToscaKilloran:** @nikolesheaffer @ReadByExample #edtechchat <3 this!! Will start to do  
this small scale this week!

11/26/2013 1:46:58 AM

**s\_bearden:** @Joe\_Mazza Good point. It's really about telling your school's story!  
#edtechchat

11/26/2013 1:47:00 AM

**ChristinaMLuce:** Model, model, model. And to @iplante's question. We're branding both on SM, ourselves and our building and/or district. #edtechchat

11/26/2013 1:47:08 AM

**TonySinanis:** A5- I often hand my iPad over to my kids & let them take pics & videos to tweet out! They are proud of their school! #edtechchat

11/26/2013 1:47:09 AM

**thomascmurray:** @mattbergman14 - Many enjoy. Others choose not too. Just one forum of connecting. #edtechchat

11/26/2013 1:47:12 AM

**alicekeeler:** @wmchamberlain @Joesanfelippofc You are whether or not you want to be.  
#edtechchat #pieman

11/26/2013 1:47:13 AM

**Joesanfelippofc:** Has to be RT @s\_bearden: @Joe\_Mazza Good point. It's really about telling your school's story! #edtechchat

11/26/2013 1:47:20 AM

**T\_HEB:** #edtechchat I appreciate the comment MT: @martysnowpaw If you are quiet other voices will be heard!

11/26/2013 1:47:21 AM

**nathan\_stevens:** @s\_bearden or a YouTube channel that tells the whole story of the school #edtechchat

11/26/2013 1:47:22 AM

**USMDrama:** Hey Everyone...remember to follow those who inspire you tonight! I'm following many new faces! Great ideas & brilliant educators. #edtechchat

11/26/2013 1:47:25 AM

**rchan736:** @therealbspence What if the Ss look at their parents' facebook? #edtechchat

11/26/2013 1:47:26 AM

**mmiller7571:** #EdTechChat Prime time television @Joesanfelippofc @TonySinanis at one point I really thought they broke twitter:) <http://t.co/cK1unnm3lF>

11/26/2013 1:47:26 AM

**MathNeil:** @venspired When my ipad comes out, all I hear is are you going to post this? When will it be up? #edtechchat

11/26/2013 1:47:28 AM

**ShieldsMolly:** I share (brand?) positive teaching moments to celebrate the profession. Passion for the job will "sell" the best #edtechchat

11/26/2013 1:47:31 AM

**iplante:** If @Joesanfelippofc can get excited about crickets in WI, we all can figure something out :)) #edtechchat

11/26/2013 1:47:33 AM

**chcatalano:** RT @venspired Best moment, a kid asked "Can u take a photo of my project & share it on FB, I want my mom to see this!" #edtechchat  
11/26/2013 1:47:37 AM

**chcatalano:** #edtechchat  
11/26/2013 1:47:38 AM

**kylefcs:** @ZachSnow Thanks. Like I said, not my department, and I don't think they are on Twitter. They haven't asked for my help. #edtechchat  
11/26/2013 1:47:46 AM

**AllisonHoganESD:** I had students take home business cards connecting their blog, cards said their name and reader, writer, blogger, etc. powerful #edtechchat  
11/26/2013 1:47:47 AM

**contej:** MT @atragg: Thought this was neat! Graphic for SAMR model of edtech implementation. #edtechchat #peel21st <http://t.co/CXbnFHxK5S>  
11/26/2013 1:47:48 AM

**Joesanfelippofc:** When I got hired I told our board...I may not be the best superintendent...but I will be the loudest. Shout the success!! #edtechchat  
11/26/2013 1:47:49 AM

**christybrenn:** @thomascsmurray Do you have lots of staff connecting on Twitter? Curious about buy in #edtechchat  
11/26/2013 1:47:50 AM

**kfoستertweet:** Have to go pick up kids. Thanks, everyone. Will catch up later. #edtechchat  
11/26/2013 1:47:51 AM

**thomascsmurray:** @Joesanfelippofc @TonySinanis - Best. #edtechchat. Quote. Ever.  
11/26/2013 1:47:51 AM

**gpescatore25:** @iplante @venspired Thinking that will become more common. My kids ask me to share their stuff online often. #edtechchat  
11/26/2013 1:47:52 AM

**ShannonSanchuck:** RT @venspired: We have an obligation to share our school's story. So much good happens & social media lets us share it easily. #edtechchat  
11/26/2013 1:47:57 AM

**mattbergman14:** @thomascsmurray do you see many benefits? #edtechchat  
11/26/2013 1:47:57 AM

**GustafsonBrad:** @venspired is FB the new fridge? GREAT story! #EdTechChat  
11/26/2013 1:47:59 AM

**BJMartinEIS:** RT @venspired: Best moment, a kid asked "Can u take a photo of my project & share it on FB, I want my mom to see this!" #edtechchat  
11/26/2013 1:47:59 AM

**alicekeeler:** @wmchamberlain Might as well say u don't want to be on the internet, then others paint the picture of u instead of u #edtechchat  
11/26/2013 1:48:02 AM

**mcstrother:** RT @martysnowpaw: #edtechchat If you are quiet other voices will be heard! So much of what is wrong in education today is because of anti t...



11/26/2013 1:48:05 AM

**KKSOsafe:** #edtechchat no more creating for the teacher. Let's create for the world! That's the power of social media, schools and branding.

11/26/2013 1:48:08 AM

**venspired:** @MathNeil When we share their work, the world is their audience & they know they matter. #edtechchat

11/26/2013 1:48:13 AM

**TonySinanis:** @Joesanfelippofc you are pretty loud! I like that... makes me look less loud! LOL! #edtechchat

11/26/2013 1:48:16 AM

**schoolmktg:** RT @venspired: Best moment, a kid asked "Can u take a photo of my project & share it on FB, I want my mom to see this!" #edtechchat

11/26/2013 1:48:17 AM

**Joesanfelippofc:** Great point...and yes!!! RT @GustafsonBrad: @venspired is FB the new fridge? GREAT story! #EdTechChat

11/26/2013 1:48:24 AM

**lisaodavis:** RT @KKSOsafe #edtechchat no more creating for the teacher. Let's create for the world! power of social media, schools and branding.

11/26/2013 1:48:24 AM

**ajpodchaski:** RT @KKSOsafe: #edtechchat no more creating for the teacher. Let's create for the world! That's the power of social media, schools and br...

11/26/2013 1:48:25 AM

**Joe\_Mazza:** Can't have a different face to face brand than you do while using social media. Social media must complement face to face #edtechchat

11/26/2013 1:48:25 AM

**MathNeil:** @Joesanfelippofc And I can hear you across the country. #edtechchat

11/26/2013 1:48:28 AM

**SPSantilli:** Celebrated 25 yrs last year-was tired of old mascot so we challenged the Ss to create a new 'Dragon' #edtechchat <http://t.co/IHOfmVWvB4>

11/26/2013 1:48:29 AM

**SecondDirect670:** RT @KKSOsafe: #edtechchat no more creating for the teacher. Let's create for the world! That's the power of social media, schools and br...

11/26/2013 1:48:32 AM

**roshnimirchi:** A5: Encourage Ss and staff to contribute to posts, photos, blogs, etc. More involvement = More investment #edtechchat

11/26/2013 1:48:33 AM

**alicekeeler:** @wmchamberlain @chcatalano @ShieldsMolly They want to control their brand and you know that the school districts have a PR guy. #edtechchat

11/26/2013 1:48:34 AM

**s\_bearden:** @Joesanfelippofc Love it! #edtechchat

11/26/2013 1:48:38 AM

**Stephanie\_Gordy:** A5: To promote our regional tech conf, a hashtag was created by @aschmuhl to build engagement...plan to expand next yr. #edtechchat #gaed

11/26/2013 1:48:38 AM

**kodable:** Want to teach your Ss programming but not sure where to start? Join us for #kidsCanCode programming ed chat tomorrow at 8pm EST #edtechchat

11/26/2013 1:48:40 AM

**nikolesheaffer:** @ToddAHoffman @CraigHamline @ECSInnovator it has been our best (cheapest too!) branding effort so far! No PR person do that! #edtechchat

11/26/2013 1:48:40 AM

**thomascmurray:** RT @mmiller7571: #EdTechChat Prime time television @Joesanfelippofc @TonySinanis at one point I really thought they broke twitter:) <http://...>

11/26/2013 1:48:41 AM

**EdTech\_Stories:** @KatrinaStevens1 @martysnowpaw #edtechchat And gave students a fantastic lesson in persistence - Never Give up! <http://t.co/81dqBTZxQK>

11/26/2013 1:48:45 AM

**Joesanfelippofc:** @TonySinanis Whatever. Are people still here or is it just the two of us talking? #edtechchat

11/26/2013 1:48:47 AM

**thomascmurray:** RT @iplante: If @Joesanfelippofc can get excited about crickets in WI, we all can figure something out :)) #edtechchat

11/26/2013 1:48:51 AM

**ctwaddle:** RT @posickj: A1 If you don't tell your story, you leave it up to those who don't know it as well as you do. #edtechchat

11/26/2013 1:48:53 AM

**hernick\_:** @christybrenn @thomascmurray slow & steady - 15% & growing usage w/ fac, ~75% w/ Ss #edtechchat

11/26/2013 1:48:54 AM

**TonySinanis:** Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/jZ0Hsyh1FW>

11/26/2013 1:48:56 AM

**MathNeil:** @venspired I agree. They want to be seen/heard/valued. #edtechchat

11/26/2013 1:48:57 AM

**roshnimirchi:** @Joesanfelippofc Very cool swag! #edtechchat

11/26/2013 1:49:03 AM

**schoolmktg:** RT @GustafsonBrad: @venspired is FB the new fridge? GREAT story! #EdTechChat

11/26/2013 1:49:03 AM

**ChristinaMLuce:** @thomascmurray I've suggested that to our admin @drmaurpatterson @sgarr6986 @MarkMpotter17 having a hashtag for our district PD. #edtechchat

11/26/2013 1:49:07 AM

**philgriffins:** @mattbergman14 sure do, I use imovie and my ipad. Here is an example <http://t.co/COyMV8xZ18> #edtechchat

11/26/2013 1:49:08 AM

**s\_bearden:** RT @TonySinanis: Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/jZ0Hsyh1FW>  
11/26/2013 1:49:09 AM

**mmiller7571:** RT @iplante: If @Joesanfelippofc can get excited about crickets in WI, we all can figure something out :)) #edtechchat  
11/26/2013 1:49:09 AM

**Joesanfelippofc:** Q6 coming up in 1 minute... #edtechchat  
11/26/2013 1:49:11 AM

**All4edProject24:** RT @martysnowpaw: #edtechchat If you are quiet other voices will be heard! So much of what is wrong in education today is because of anti t...  
11/26/2013 1:49:12 AM

**ChristinaMLuce:** RT @thomascsmurray: A5: We use the district hashtag #qcsd for Inservice days. Allows for staff connection and collaboration. #edtechchat  
11/26/2013 1:49:12 AM

**ajpodchaski:** @Joesanfelippofc @TonySinanis this may be the most boring chat ever - thanks! #edtechchat  
11/26/2013 1:49:14 AM

**iplante:** @Joesanfelippofc @TonySinanis did you two have something to say? #edtechchat :))  
11/26/2013 1:49:14 AM

**venspired:** But I want to guide kids so they can know how & when to share. #lifelessons #edtechchat  
11/26/2013 1:49:17 AM

**ReadByExample:** @RACzyz @nikolesheaffer @ToscaKilloran Friday Focus is my weekly newsletter for staff. @ToddWhitaker credited with this idea. #edtechchat  
11/26/2013 1:49:18 AM

**KKSOsafe:** "@kodable: A5: Let each Ss be school tweeter for a day, create a school #hashtag, community events/outreach that reflect brand #edtechchat"  
11/26/2013 1:49:22 AM

**TonySinanis:** @Joesanfelippofc what do you mean? Is there a chat going on or something? Thought we were just hearing ourselves! #edtechchat  
11/26/2013 1:49:26 AM

**USMDrama:** @Joe\_Mazza An important message for our students, who you are online IS who you are! #edtechchat  
11/26/2013 1:49:29 AM

**venspired:** "@Joesanfelippofc: Great point...and yes!!! RT @GustafsonBrad: @venspired is FB the new fridge? GREAT story! #EdTechChat" It is !  
11/26/2013 1:49:32 AM

**chcatalano:** @AllisonHoganESD awesome idea! #edtechchat  
11/26/2013 1:49:32 AM

**TDuver:** A5 So much student pride can come out of student-created blogs about their classroom exp- they feel relevant - #edtechchat

11/26/2013 1:49:39 AM

**pmhannan:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat

11/26/2013 1:49:41 AM

**ToscaKilloran:** @TonySinanis #edtechchat We are a 1-1 Apple school but Twitter is not enabled for kids!! Blerg!! I like idea they use my phone though! Hmm

11/26/2013 1:49:41 AM

**MODALresearch:** @venspired So sweet! It's great to see students excited to share their work online. Great motivation to do your best! #edtechchat

11/26/2013 1:49:47 AM

**Joesanfelippofc:** Ha! This is your fault! Ha! RT @ajpodchaski: @Joesanfelippofc @TonySinanis this may be the most boring chat ever - thanks! #edtechchat

11/26/2013 1:49:48 AM

**iplante:** @ajpodchaski Alex..why did we think this was a good idea? @Joesanfelippofc @TonySinanis #edtechchat

11/26/2013 1:49:49 AM

**ajpodchaski:** @TonySinanis @bamradionetwork @Joesanfelippofc can't wait to have this chat podcast recorded! #edtechchat

11/26/2013 1:49:55 AM

**TerriThinks:** RT @alicekeeler: Life IS marketing. You are saying something about yourself all the time like it or not #edtechchat

11/26/2013 1:49:55 AM

**Jeff\_Zoul:** @Joe\_Mazza So true, Joe! It can come across as a positive, authentic reinforcer or at odds w/ reality & counterproductive #edtechchat

11/26/2013 1:49:56 AM

**Joe\_Mazza:** Thus w/ all the digital tools at our disposal, it's NEVER been more \*\*\* to develop strong F2F relationships across stakeholders #edtechchat

11/26/2013 1:49:57 AM

**TCMSPrincipal:** A7 They teach me something every day I show up for them not for parents not for Central Off. but for my kids n their potential #edtechchat

11/26/2013 1:49:57 AM

**EdTechTexan:** RT @MadDawgMisty: A1: Because our society tends to judge a book by it's cover. Your cover should be grab their attention. #edtechchat

11/26/2013 1:49:59 AM

**ChristinaMLuce:** RT @TonySinanis: Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/jZ0Hsyh1FW>

11/26/2013 1:50:02 AM

**SPSantilli:** This new mascot was created by a 7th grader-new, fresh and plastered everywhere! Finishing a Crest this yr #edtechchat <http://t.co/reTsUv7AgU>

11/26/2013 1:50:04 AM

**TonySinanis:** @iplante @Joesanfelippofc sorry... are we boring you? LOL! #edtechchat

11/26/2013 1:50:05 AM

**SecondDirect670:** @AllisonHoganESD Would love more info about this one #edtechchat  
11/26/2013 1:50:05 AM

**kylefcs:** Join #1to1techat this Wednesday at 9pm EST. Topic will be about Chromebooks. #edtechchat  
11/26/2013 1:50:06 AM

**kodable:** RT @ToscaKilloran: @TonySinanis #edtechchat We are a 1-1 Apple school but Twitter is not enabled for kids!! Blerg!! I like idea they use my...  
11/26/2013 1:50:06 AM

**ShieldsMolly:** @JRen379 Yes! I love when my daughters' teachers share their success too. I feel more connected to the classroom as a parent. #edtechchat  
11/26/2013 1:50:06 AM

**sjsbates:** RT @kodable: I don't see branding as "selling" anything. It is more comparable to an identity. #edtechchat  
11/26/2013 1:50:10 AM

**Joesanfelippofc:** Hey...what time does #edtechchat start? @TonySinanis  
11/26/2013 1:50:17 AM

**nathan\_stevens:** @ajpodchaski @Joesanfelippofc @TonySinanis boring? This has been the best #glitterchat ever #edtechchat  
11/26/2013 1:50:17 AM

**KKSOsafe:** "@mattbergman14: A5: we have to be ok to do a little self promoting. If kids are doing cool stuff, why not share? #edtechchat". Absolutely!  
11/26/2013 1:50:23 AM

**ScottKinkoph:** Share any page in real time! sugarbox.io <http://t.co/rP0h2fiebK>  
#edtechchat #edchat #ohedchat  
11/26/2013 1:50:25 AM

**BJMartinEIS:** RT @USMDrama: @Joe\_Mazza An important message for our students, who you are online IS who you are! #edtechchat  
11/26/2013 1:50:28 AM

**gpescatore25:** No...imp msg for ALL! RT @USMDrama @Joe\_Mazza An important message for our students, who you are online IS who you are! #edtechchat  
11/26/2013 1:50:32 AM

**thomascmurray:** RT @TonySinanis: Don't forget that #edtechchat radio is a feature each week on the @bamradionetwork <http://t.co/jZ0Hsyh1FW>  
11/26/2013 1:50:33 AM

**s\_bearden:** Twitter's fast follow feature can be a great way to help non-techie parents receive school related Tweets as text messages! #edtechchat  
11/26/2013 1:50:35 AM

**JRen379:** My first #edtechchat was a whirlwind of adventure and awesome tweets! TY so much for the experience!  
11/26/2013 1:50:36 AM

**kodable:** @ToscaKilloran @TonySinanis Awesome idea! Love to see Ts that trust their Ss. #edtechchat

11/26/2013 1:50:36 AM

**philgriffins:** @venspired my students have driven my webcast, they know they are on it and ask their parents to call it up/watch it with them #edtechchat

11/26/2013 1:50:39 AM

**iplante:** @TonySinanis @Joesanfelippofc hahaha miss the hand talking...might need a GHO to make up for it #edtechchat @ajpodchaski

11/26/2013 1:50:40 AM

**jswilliams:** RT @kylefcs: Join #1to1techat this Wednesday at 9pm EST. Topic will be about Chromebooks. #edtechchat

11/26/2013 1:50:41 AM

**nathan\_stevens:** RT @kylefcs: Join #1to1techat this Wednesday at 9pm EST. Topic will be about Chromebooks. #edtechchat

11/26/2013 1:50:42 AM

**atragg:** @Joesanfelippofc @TonySinanis And I thought you guys were funny in person! Rockin #edtechchat tonite!

11/26/2013 1:50:45 AM

**Joesanfelippofc:** Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:50:45 AM

**TonySinanis:** @Joesanfelippofc I think in like four hours or something... like 1amEST.. sound right? #edtechchat

11/26/2013 1:50:46 AM

**mattbergman14:** @ReadByExample @RACzyz @nikolesheaffer @ToscaKilloran @ToddWhitaker what type of info do you share? #edtechchat

11/26/2013 1:50:58 AM

**s\_bearden:** RT @Joesanfelippofc: Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:51:02 AM

**KatrinaStevens1:** Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:51:03 AM

**TonySinanis:** Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:51:06 AM

**iplante:** Will continue to get others on board to share the @EHSSouthport love to everyone..and take joy in what is being done #ehsthpt #edtechchat

11/26/2013 1:51:11 AM

**twhitford:** For instance, @TonySinanis is now branding himself as the next Tony Stark #Ironman Spot on look alike! #Branding #edtechchat

11/26/2013 1:51:12 AM

**ajpodchaski:** @JRen379 You are welcome - we're here every week- come back often! And read the archives on <http://t.co/VQpKVrurqQ> #edtechchat

11/26/2013 1:51:14 AM

**mmiller7571:** RT @TonySinanis: Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:51:17 AM

**posickj:** Had to step away. 6th grade students shared their thoughts about Writer's Workshop at our board meeting. Now that's branding. #edtechchat

11/26/2013 1:51:18 AM

**TerriThinks:** @venspired my daughter loves seeing the "likes" when I post something she's done. #edtechchat

11/26/2013 1:51:19 AM

**Joesanfelippofc:** @atragg @TonySinanis Thanks! #edtechchat

11/26/2013 1:51:22 AM

**thomascmurray:** RT @Joesanfelippofc: Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:51:25 AM

**TonySinanis:** LOL @twhitford: For instance, @TonySinanis is now branding himself as the next Tony Stark #Ironman Spot on look alike! #Branding #edtechchat

11/26/2013 1:51:27 AM

**MadDawgMisty:** A6: Present the campus spotlight video to the school board. Spotlighting our students. #edtechchat

11/26/2013 1:51:31 AM

**AllisonHoganESD:** @SecondDirect670 here is an example #edtechchat

<http://t.co/zqEb7sDRUx>

11/26/2013 1:51:34 AM

**EdTech\_Stories:** @KatrinaStevens1 #edtechchat Wish this was the attitude in UK! You guys are so lucky... Although product needs to match pitch & expectations

11/26/2013 1:51:35 AM

**hernick\_:** Thoughts on "personal brands" - in conflict or in support of your School? Can positive self-promotion cross a line? Thoughts? #edtechchat

11/26/2013 1:51:39 AM

**Joesanfelippofc:** @TonySinanis I'll still be driving. #edtechchat

11/26/2013 1:51:39 AM

**chards74:** A6 Send more tweets about school and share with parents my twitter handle. #edtechchat

11/26/2013 1:51:39 AM

**SecondDirect670:** @KatrinaStevens1 We started a paper.li with tweets hashtagged for our instructional staff #corecouncil #edtechchat

11/26/2013 1:51:43 AM

**MathNeil:** A6: Taking over school website next week. (They don't know what they just did!) BWHAAA! #edtechchat

11/26/2013 1:51:44 AM

**RckStrPrincipal:** A6: #edtechchat - 1st I'm going to "Follow" all the great people in this chat - then I'll share out what I've learned here...

11/26/2013 1:51:46 AM

**CurtRees:** RT @thomascsmurray: Tonight's #edtechchat guest mods won the 2013 Ninja Hand Presenter Award. Introducing @Joesanfelippofc @TonySinanis htt...

11/26/2013 1:51:48 AM

**iplante:** RT @Joesanfelippofc: Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:51:49 AM

**ReadByExample:** A6: Continue to update my staff google site page with each classroom's blog, Twitter feed, FB page, etc. Learn from each other. #edtechchat

11/26/2013 1:51:52 AM

**TonySinanis:** @atragg @Joesanfelippofc can you believe we just met on Saturday?? POWER OF TWITTER BABY!! #edtechchat

11/26/2013 1:51:57 AM

**Joesanfelippofc:** @chards74 That's great! Let us know how it goes! #edtechchat

11/26/2013 1:51:59 AM

**BJMartinEIS:** A6: be more transparent; educate about "branding" and tell our story! #edtechchat

11/26/2013 1:52:00 AM

**LynneNoe:** RT @BluntEducator: New mission statement for my school: Kids learn here. Adults teach here. Everybody else go away. #edtechchat

11/26/2013 1:52:01 AM

**martysnowpaw:** RT @Joesanfelippofc: Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:52:04 AM

**TonySinanis:** RT @MadDawgMisty: A6: Present the campus spotlight video to the school board. Spotighting our students. #edtechchat

11/26/2013 1:52:06 AM

**ToddAHoffman:** Chat, document, & share #edtechchat

11/26/2013 1:52:07 AM

**MaximumAware:** Socratic learning and iPads in the classroom <http://t.co/WFQej2KcXP> #3rdgrade #THIRDGRADE #4thchat #4THGRADE #5THGRADE #ipadAir#edtechchat

11/26/2013 1:52:12 AM

**s\_bearden:** @AllisonHoganESD @SecondDirect670 Great idea! #edtechchat

11/26/2013 1:52:13 AM

**ajpodchaski:** A6: We are launching twitter accounts for our College Counseling as well as Upper and Lower Schools #edtechchat managed through @hootsuite

11/26/2013 1:52:13 AM

**thomascsmurray:** RT @RckStrPrincipal: A6: #edtechchat - 1st I'm going to "Follow" all the great people in this chat - then I'll share out what I've learned ...

11/26/2013 1:52:16 AM

**jswilliams:** A6: Students creating a video for the next school board meeting. #edtechchat



11/26/2013 1:52:19 AM

**TonySinanis:** AWESOME=> @chards74: A6 Send more tweets about school and share with parents my twitter handle. #edtechchat

11/26/2013 1:52:20 AM

**kemnitzer3:** Can't believe how much PD I just got in 52 minutes... #edtechchat

11/26/2013 1:52:25 AM

**Joesanfelippofc:** @BJMartinEIS Fantastic. Pick one thing to do...and GO! Love it! #edtechchat

11/26/2013 1:52:31 AM

**gfrblxt:** So I see that #edtechchat is discussing branding in education. Because that's what education needs, is better branding. Yup.

11/26/2013 1:52:34 AM

**therealbspence:** We use the hashtag immensely at my school. Tags for projects, classes, events even crowdsource the yb with a Instagram hashtag. #edtechchat

11/26/2013 1:52:35 AM

**venspired:** Want to host a bloggers cafe & invite students to bring laptops, music, hot cocoa, & write about our school each week #edtechchat

11/26/2013 1:52:38 AM

**EricDaney:** RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat

11/26/2013 1:52:39 AM

**TepTech:** RT @Joesanfelippofc: Q6: What will you do in the next 2 weeks to promote the great things going on in your school district? #edtechchat

11/26/2013 1:52:40 AM

**ToddAHoffman:** We are producing short videos to highlight innovation at @ECSInnovator #edtechchat

11/26/2013 1:52:43 AM

**hernick\_:** RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat

11/26/2013 1:52:45 AM

**TonySinanis:** @hernick\_ I think there is a difference between "personal" brands and the school brand. #edtechchat

11/26/2013 1:52:48 AM

**chcatalano:** A7: Tweet for sure but considering tackling the blogging idea! #edtechchat

11/26/2013 1:52:52 AM

**JenCESUVT:** A6 In the immediate week, the message is to give thanks and rest and share with family, #edtechchat

11/26/2013 1:52:53 AM

**nathan\_stevens:** #edtechchat listen up, @kylefcs the chromebook commodoreon #1to1techat talking chromebooks Wed. Corporal chromebook will be there too

11/26/2013 1:52:53 AM

**philgriffins:** @TonySinanis @iplante @Joesanfelippofc ... Hmmm, what? #edtechchat

11/26/2013 1:52:55 AM

**mmiller7571:** @twhitford @TonySinanis / Tony Stark a Tony is a Tony is all I'm sayin ;) #EdTechChat

11/26/2013 1:53:00 AM

**TonySinanis:** BOOM => @MathNeil: A6: Taking over school website next week. (They don't know what they just did!) BWHAAA! #edtechchat

11/26/2013 1:53:03 AM

**jenmorack:** @TonySinanis @edwebnet @Joesanfelippofc The more the merrier! Bring everyone along! #edtechchat

11/26/2013 1:53:03 AM

**ncara:** @Joesanfelippofc A6:Share images of student Thanksgiving projects, parent participation in school fundraisers,seek survey input #edtechchat

11/26/2013 1:53:06 AM

**christybrenn:** A6: Considering having Ss film their experiences at the book fair Then share on our website No SM yet... #edtechchat #tlchat #tlelem

11/26/2013 1:53:08 AM

**ChristinaMLuce:** A6: Feel free to check out our website, class twitter, class FB and/or join us for a GHO. :) The info in the next tweet. 1/2 #edtechchat

11/26/2013 1:53:12 AM

**ajpodchaski:** @gfrblxt Which story would you rather hear - the one saying how horrible schools are - or the one showing how amazing school is #edtechchat

11/26/2013 1:53:15 AM

**ToddAHoffman:** @mcstrother bummer. We encourage just the opposite #edtechchat

11/26/2013 1:53:15 AM

**s\_bearden:** @ajpodchaski Our College Counseling dept. just launched a Twitter account too! @HTEACollegeTips #edtechchat

11/26/2013 1:53:23 AM

**kodable:** RT @nathan\_stevens: #edtechchat listen up, @kylefcs the chromebook commodoreon #1to1techat talking chromebooks Wed. Corporal chromebook wil...

11/26/2013 1:53:26 AM

**christybrenn:** RT @jswilliams: A6: Students creating a video for the next school board meeting. #edtechchat

11/26/2013 1:53:27 AM

**thomascmurray:** RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat

11/26/2013 1:53:31 AM

**MadDawgMisty:** It's been real and it's been fast and it's been real fast. Thanks for a great chat. Jumping ship to #tlap Thanks all. #edtechchat

11/26/2013 1:53:32 AM

**kylefcs:** @MathNeil I wish I could do that. Just the look and feel. I don't want to do anything with the content. #edtechchat

11/26/2013 1:53:36 AM

**roshnimirchi:** Students should be the biggest ambassadors. Ss give tours to visitors @TAPAstars. #edtechchat  
11/26/2013 1:53:37 AM

**edSocialMedia:** Excellent RT @venspired Best moment, a kid asked "Can u take a photo of my project & share it on FB, I want my mom to see this!" #edtechchat  
11/26/2013 1:53:38 AM

**CurtRees:** A6: I will keep making school update videos using @TouchCastApp. This app is free and makes a great video! #edtechchat  
11/26/2013 1:53:39 AM

**kemnitzer3:** RT @ Which story would you rather hear - the one saying how horrible schools are - or the one showing how amazing school is #edtechchat  
11/26/2013 1:53:40 AM

**wgsisummit:** #edtechchat Ts & parents connecting with mobile tech doesn't require fancy apps, smart phones - a lesson from Uganda <http://t.co/0dZUfDkX3c>  
11/26/2013 1:53:41 AM

**eightcrazy:** We are using student bloggers to tell stories <http://t.co/5CWsey88gy> #edtechchat  
11/26/2013 1:53:41 AM

**ReadByExample:** @mattbergman14 @RACzyz @nikolesheaffer @ToscaKilloran @ToddWhitaker See attached. Note #3's tech focus. #edtechchat  
<http://t.co/GRohEJOmkO>  
11/26/2013 1:53:42 AM

**Anderson\_Harp:** @WSJ ran article "Inside a Twitter Robot Factory" today. Teachable moment for those using twitter in #k12 #edtechchat <http://t.co/J2CEfX8N4j>  
11/26/2013 1:53:42 AM

**chcatalano:** Got ahead of myself ...A6: #edtechchat  
11/26/2013 1:53:43 AM

**gpescatore25:** Important to remember to share products of learning & learning in action. parents don't always get to see that...but always enjoy #edtechchat  
11/26/2013 1:53:45 AM

**nikolesheaffer:** "@ToddAHoffman: Chat, document, & share #edtechchat" Rapidly! Follow #dtk12chat as inspiration for rapid sharing/prototyping  
11/26/2013 1:53:46 AM

**profstrahler:** A6: Participate and share ideas with everyone in this chat #edtechchat  
11/26/2013 1:53:47 AM

**ajpodchaski:** @s\_bearden @HTEACollegeTips @OKSCollege - maybe they can collaborate! :) #edtechchat  
11/26/2013 1:53:49 AM

**EdTech\_Stories:** #ukfechat RT @s\_bearden Another great website about school branding is <http://t.co/2APCIHlf5U> @edsocialmedia #edtechchat  
11/26/2013 1:53:50 AM

**martysnowpaw:** RT @BJMartinEIS: A6: be more transparent; educate about "branding" and tell our story! #edtechchat

11/26/2013 1:53:52 AM

**KKSOsafe:** #edtechchat get student teachers excited and on board with branding. Don't forget about them!

11/26/2013 1:53:56 AM

**edSocialMedia:** RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat

11/26/2013 1:54:00 AM

**nikolesheaffer:** RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat

11/26/2013 1:54:00 AM

**JenCESUVT:** A6 We will be having a google hangout for our school board meeting -small town= so people can come and hang out #edtechchat

11/26/2013 1:54:00 AM

**chip122772:** #edtechchat seriously, I take 2 minutes to carry the 6 year old to bed and I'm 100 tweets behind...

11/26/2013 1:54:01 AM

**CallahanLuke:** A6. Push for turning twitter w/ admin, continue posting high-res, photos/posts to website. Promote kidblogs for Ss & support Ts #edtechchat

11/26/2013 1:54:05 AM

**kylefcs:** RT @nathan\_stevens: #edtechchat listen up, @kylefcs the chromebook commodoreon #1to1techat talking chromebooks Wed. Corporal chromebook wil...

11/26/2013 1:54:09 AM

**nathan\_stevens:** @Joesanfelippofc A6 I will continue to use the power of the Sith to coerce other mobiles to join the empire #edtechchat #sithlord

11/26/2013 1:54:09 AM

**roshnimirchi:** @TonySinanis Sounds awesome! #edtechchat

11/26/2013 1:54:13 AM

**philgriffins:** A6 going to storify tweets for the week, get more students involved in the webcast! #edtechchat

11/26/2013 1:54:13 AM

**lhmalicoat:** RT @twitford: #edtechchat #Branding is about selling the message of your school. Your vision. Why Parents would want their kids there. #Sc...

11/26/2013 1:54:13 AM

**venspired:** Give kids a camera, a goal of sharing the story of your school, and see what they share. A new perspective. Theirs. #edtechchat

11/26/2013 1:54:16 AM

**USMDrama:** I tell my students all the time, "don't say who you are through your words, show who you are in your actions!" #edtechchat

11/26/2013 1:54:17 AM

**MToolin:** A6 making our school's twitter more involved and include pictures of Ss. Ts need to be celebrated for great lessons! #edtechchat

11/26/2013 1:54:19 AM

**LoriEmilson:** A6: Continue to blog. And work harder on getting people to read it. Check it out! :) <http://t.co/vEApWryGWe> #edtechchat  
11/26/2013 1:54:21 AM

**ToscaKilloran:** Read the archives of #edtechchat <http://t.co/ASOqtd0Hz4>  
11/26/2013 1:54:23 AM

**iplante:** A6 Convince more edus that they have something awesome to say to the world about what they do in our school #edtechchat  
11/26/2013 1:54:23 AM

**MathNeil:** @kylefcs I'm taking it slow. Not freaking out anyone at first. Little steps into 21st Century. #edtechchat  
11/26/2013 1:54:26 AM

**KarenMMcGrath:** RT @kylefcs: Join #1to1techat this Wednesday at 9pm EST. Topic will be about Chromebooks. #edtechchat  
11/26/2013 1:54:34 AM

**tracybrisson:** A6. And don't forget about how you can start using these tools for 14-25 staff recruitment now! #edtechchat  
11/26/2013 1:54:34 AM

**atragg:** @TonySinanis @Joesanfelippofc The power is unbelievable! You two need to give me tips to get admin to understand at my school! #edtechchat  
11/26/2013 1:54:34 AM

**ToddAHoffman:** @SaraKLMS @iplante That's too bad. To me that's not treating faculty as the professionals that they are #edtechchat  
11/26/2013 1:54:39 AM

**s\_bearden:** RT @ToscaKilloran: Read the archives of #edtechchat  
<http://t.co/ASOqtd0Hz4>  
11/26/2013 1:54:39 AM

**ksedmod:** Love live chats! RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat #ksed #edchat  
11/26/2013 1:54:43 AM

**AllisonHoganESD:** @CurtRees @TouchCastApp LOVE this app! Use it for my newsletters. Ps and staff gave great feedback #edtechchat  
11/26/2013 1:54:44 AM

**mcstrother:** RT @SecondDirect670: @KatrinaStevens1 We started a paper.li with tweets hashtagged for our instructional staff #corecouncil #edtechchat  
11/26/2013 1:54:46 AM

**SilvaEric1:** RT @roshnimirchi: Students should be the biggest ambassadors. Ss give tours to visitors @TAPAstars. #edtechchat  
11/26/2013 1:54:48 AM

**IamOkema:** "@kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat" { social media...effective like a mosquito huh? }  
11/26/2013 1:54:50 AM

**lisaodavis:** I'm working with #stuvoice and @tonysinanis on digital citizenship w our students. That's part of our #cantiague brand. #edtechchat

11/26/2013 1:54:51 AM

**MODALresearch:** @kodable That sounds like a great way to teach digital literacy too!  
#edtechchat

11/26/2013 1:54:57 AM

**Tinamspurlock:** RT @LoriEmilson: A6: Continue to blog. And work harder on getting people to read it. Check it out! :) <http://t.co/vEApWryGWe> #edtechchat

11/26/2013 1:55:05 AM

**karamartone:** A6: develop a school instagram, livestream xmas concerts, update our blogs, more student content in school YouTube #edtechchat

11/26/2013 1:55:11 AM

**atragg:** @kemnitzer3 It is crazy, isn't it? #edtechchat

11/26/2013 1:55:11 AM

**eightcrazy:** RT @TDuver: A5 So much student pride can come out of student-created blogs about their classroom exp- they feel relevant - #edtechchat

11/26/2013 1:55:13 AM

**kylefcs:** A6: Get a common hashtag for the school to use on Twitter, FB, Google+, Instagram #edtechchat

11/26/2013 1:55:15 AM

**nikolesheaffer:** @roshnimirchi @TAPAstars yep! And do demos! To visitors! As if it was the most natural way to showcase learning! #edtechchat

11/26/2013 1:55:18 AM

**martysnowpaw:** RT @iplante: A6 Convince more edus that they have something awesome to say to the world about what they do in our school #edtechchat

11/26/2013 1:55:20 AM

**IamOkema:** "@venspired: Give kids a camera, a goal of sharing the story of your school, and see what they share. A new perspective. Theirs. #edtechchat"

11/26/2013 1:55:27 AM

**Joesanfelippofc:** @MathNeil @kylefcs Great! One new thing is...well...new! Have fun and grow. Kids and colleagues will love it but at your pace #edtechchat

11/26/2013 1:55:28 AM

**jenmorack:** Thank you #edtechchat Once again the PD was unbelievable!

11/26/2013 1:55:28 AM

**PowerMyLearning:** Looking for free #ccss aligned tools created by teachers? Try us out. <http://t.co/CEgNfHztNu> #edtechchat

11/26/2013 1:55:31 AM

**NusKnights:** @DianeKHale @BuistBunch Really interesting #edtechchat discussion tonight about school branding.

11/26/2013 1:55:31 AM

**schoolmktg:** RT @roshnimirchi: Students should be the biggest ambassadors. Ss give tours to visitors @TAPAstars. #edtechchat

11/26/2013 1:55:34 AM

**OfficialDLDay:** ANOTHER great #DLDay idea. @AllisonHoganESD: had students take home bus. cards w their name/blog, writer, blogger, etc. #edtechchat

11/26/2013 1:55:39 AM

**cybraryman1:** Be the change in your school, district & community. Harness power of SM to spread positive things happening to the world. #edtechchat

11/26/2013 1:55:39 AM

**Thewizard\_210:** RT @USMDrama: I tell my students all the time, "don't say who you are through your words, show who you are in your actions!" #edtechchat

11/26/2013 1:55:41 AM

**MathNeil:** Thanks, #Edtechchat. Got to bounce for #msmathchat (Boing, boing, boing) Happy Thanksgiving.

11/26/2013 1:55:47 AM

**chcatalano:** @kemnitzer3 politicians seem to only react to the negative stories #edtechchat

11/26/2013 1:55:47 AM

**thomascmurray:** A special thanks to @TonySinanis (aka @twerkytony) and @Joesanfelippofc (aka @savethecrickets for rocking tonight's #edtechchat!!!

11/26/2013 1:55:49 AM

**KarenMMcGrath:** A6 <http://t.co/Rj9ScOKmXb> & @SHSBlueKnights #edtechchat

11/26/2013 1:55:50 AM

**ToscaKilloran:** Q6 SO many ideas, paperli, Friday newsletter, Student Twitter, Vine.. all good stuff. Will post how it goes. @KatrinaStevens1 #edtechchat

11/26/2013 1:55:51 AM

**gfrblxt:** @ajpodchaski Yes, but is that "branding"? "Marketing"? God, the business-speak is depressing. #edtechchat

11/26/2013 1:55:52 AM

**Tinamspurlock:** RT @iplante: A6 Convince more edus that they have something awesome to say to the world about what they do in our school #edtechchat

11/26/2013 1:55:57 AM

**EagleRockSchool:** RT @ChadWilliamson: Every principal / head of school is a chief brand manager. Content is king & communicating is everything. #edtechchat

11/26/2013 1:55:59 AM

**iplante:** we are our school...who better to send message...age old saying "if you don't have anything nice to say....get a different job" #edtechchat

11/26/2013 1:56:00 AM

**ToddAHoffman:** One of our current efforts <http://t.co/WmXF8TWdi8> #edtechchat

11/26/2013 1:56:02 AM

**thomascmurray:** RT @ToscaKilloran: Read the archives of #edtechchat <http://t.co/ASOqtd0Hz4>

11/26/2013 1:56:02 AM

**GustafsonBrad:** @hernick\_ Hopefully one's personal brand compliments the school's in a manner that synergistically supports students. #edtechchat

11/26/2013 1:56:03 AM

**CurtRees:** @tracybrisson Very good point. Help great candidates find your school. #edtechchat

11/26/2013 1:56:06 AM

**profstrahler:** My dissertation is on PD & Twitter, so will definitely be utilizing #edtechchat in the future for my own PD!

11/26/2013 1:56:07 AM

**KKSOsafe:** #edtechchat A6. Get tweeting on @WTEchies and get kids excited for creating for a world wide audience. Talk it up with staff.

11/26/2013 1:56:15 AM

**ncara:** @doccarpenter @JustinMann\_ positive uses of today's new media should be emphasized- good far outweighs the bad #edtechchat #catholicedchat

11/26/2013 1:56:24 AM

**iSuperEit:** #edtechchat a6) as a Superintendent I'm all about keeping my stakeholders with @SmorePages @remind101 @voki @facebook & @twitter !! #GoLAC

11/26/2013 1:56:25 AM

**tracybrisson:** And if you're a newbie, don't forget to get parents' permission to share pics of kids on SM and online #edtechchat

11/26/2013 1:56:33 AM

**philgriffins:** @chip122772 swear, I just spun through 8 minutes of conversation and I'm still 2 mins back! #edtechchat

11/26/2013 1:56:33 AM

**mathrabbit1:** RT @mssackstein: #edtechchat I'm all about social media. In class out of school and for all kinds of continuous learning #edtechchat

11/26/2013 1:56:36 AM

**RckStrPrincipal:** #ASCDThankful #tlap #edtechchat - About to hit 1000 followers! Who wants 2 b Mr. or Mrs. or Dr. 1000???

11/26/2013 1:56:37 AM

**MaximumAware:** Visiting the World One Page at a Time <http://t.co/dw7iQAs6MR> #edtechchat #EdApps #STEM #edtech #ipaded #CommonCore #CCSS #BYOD #mlearning

11/26/2013 1:56:44 AM

**CritterKin:** @ajpodchaski @gfrblxt #edtechchat Neither becuz neither is entirely true. I want honest discussion of probs & celebration of victories

11/26/2013 1:56:47 AM

**ajpodchaski:** @gfrblxt Fight fire with fire. If we don't defend education, who will? #edtechchat

11/26/2013 1:56:48 AM

**iplante:** RT @ajpodchaski: @gfrblxt Fight fire with fire. If we don't defend education, who will? #edtechchat

11/26/2013 1:56:54 AM

**MaineSchoolTech:** A6: Atempting to start a TwitteRevolution at @Cape\_LLC So far we have @sradana\_cems @ll\_leonard @PondCoveTech @carolynjyoung #edtechchat

11/26/2013 1:56:59 AM

**KatrinaStevens1:** A special thanks to @TonySinanis and @Joesanfelippofc for co-moderating #edtechchat tonight! Love these "wild & crazy guys"!



11/26/2013 1:57:03 AM

**AllisonHoganESD:** Thank you #edtechchat great chat this evening! Moving to #kinderchat

11/26/2013 1:57:04 AM

**GustafsonBrad:** @thomascsmurray this is one of the five best tweets tonight...and there were many. Awesome #EdTechChat @TonySinanis @Joesanfelippofc

11/26/2013 1:57:05 AM

**Joesanfelippofc:** Hey #edtechchat! Great work tonight...that was a blast! Thanks for letting us share in the fun! @TonySinanis

11/26/2013 1:57:06 AM

**EdTech\_Stories:** @twitford @TonySinanis #edtechchat May want to get in touch with @Formula\_MattD AKA Mecha Man for spot in his comic <http://t.co/PIE62Iwy4N>

11/26/2013 1:57:07 AM

**iplante:** RT @KatrinaStevens1: A special thanks to @TonySinanis and @Joesanfelippofc for co-moderating #edtechchat tonight! Love these "wild & craz..."

11/26/2013 1:57:12 AM

**Karminrkr:** RT @EdTech\_Stories: #ukfechat RT @s\_bearden Another great website about school branding is <http://t.co/2APCIHlf5U> @edsocialmedia #edtechchat

11/26/2013 1:57:13 AM

**TedJGraham:** Another great hour of #edtechchat tonight, thanks everyone, especially the mods for putting this together & @TonySinanis & @Joesanfelippofc

11/26/2013 1:57:14 AM

**mattbergman14:** @ReadByExample @RACzyz @nikolesheaffer @ToscaKilloran @ToddWhitaker thanks for sharing! #edtechchat

11/26/2013 1:57:15 AM

**CraigHamline:** RT @ajpodchaski @gfrblxt Fight fire with fire. If we don't defend education, who will? #edtechchat

11/26/2013 1:57:19 AM

**cateked:** A6: Take advice I picked up at #edtechchat tonight! Thank you for great ideas!

11/26/2013 1:57:20 AM

**christybrenn:** Goodnight #edtechchat Off to publish Ss "I Spy...Non Fiction" ebooks to library website & share with author!

11/26/2013 1:57:20 AM

**mpowers3:** RT @kylefcs: A6: Get a common hashtag for the school to use on Twitter, FB, Google+, Instagram #edtechchat

11/26/2013 1:57:22 AM

**karamartone:** Great #edtechchat. Can't wait to follow all of you. Now time for #luthedchat

11/26/2013 1:57:22 AM

**SecondDirect670:** @tracybrisson We send home a permission slip with each student at the beginning of the year #edtechchat

11/26/2013 1:57:23 AM

**s\_bearden:** @gfrblxt @ajpodchaski Independent school think a lot about branding and marketing. Puts focus on customer service #edtechchat  
11/26/2013 1:57:26 AM

**ToscaKilloran:** @hernick\_ #edtechchat I work for the IB- heavy branding. Believe in the IB ethos but still brand myself- I move country to country for work.  
11/26/2013 1:57:27 AM

**chcatalano:** @iSuperEit @SmorePages @remind101 @voki @facebook @twitter what are SmorePages? #edtechchat  
11/26/2013 1:57:27 AM

**MathNeil:** @Joesanfelippofc @kylefcs I'm the only twitter teacher on campus. Can't be a bull, must be a teddy bear. #edtechchat  
11/26/2013 1:57:28 AM

**Kairosedtech:** @kylepace @JeffreyASee Couldn't agree more! It's a fantastic opportunity #edtechchat  
11/26/2013 1:57:28 AM

**LoriEmilson:** Thanks @TonySinanis and @Joesanfelippofc for moderating #edtechchat tonight.  
11/26/2013 1:57:29 AM

**FrankBonsal:** .MT @kemnitzer3: Can't believe how much PD I just got in 52 minutes... #edtechchat /cc @BetterLesson  
11/26/2013 1:57:30 AM

**KKSOsafe:** #edtechchat A6. Follow other classrooms around the world and comment. Let kids know u r interested and watching!  
11/26/2013 1:57:32 AM

**Joesanfelippofc:** @TedJGraham @TonySinanis Thanks! It was fun! #edtechchat  
11/26/2013 1:57:37 AM

**ajpodchaski:** @ncara @doccarpenter @JustinMann\_ to quote from #edcampnj if you manage for the what ifs nothing will ever be done #edtechchat  
11/26/2013 1:57:41 AM

**nathan\_stevens:** RT @KatrinaStevens1: A special thanks to @TonySinanis and @Joesanfelippofc for co-moderating #edtechchat tonight! Love these "wild & craz...  
11/26/2013 1:57:44 AM

**KKSOsafe:** RT @RckStrPrincipal: A6: #edtechchat - 1st I'm going to "Follow" all the great people in this chat - then I'll share out what I've learned ...  
11/26/2013 1:57:49 AM

**USMDrama:** A6:Everyone's welcome to join our #VidEd chat, Tues at 8pm CST! Take a look: <http://t.co/O2WA0HfBsT> Our brand by being leaders! #edtechchat  
11/26/2013 1:57:53 AM

**ChristinaMLuce:** A6: 2/2 FB Page <https://t.co/RHRWNf8CiA> Class Twitter @LuceClassPage Web <http://t.co/HNeYXIHxai> and find me on G+ #edtechchat  
11/26/2013 1:58:00 AM

**iplante:** Having @TonySinanis and @Joesanfelippofc join us tonight on #edtechchat was almost as fun as watching them in person..but more serious :))

11/26/2013 1:58:02 AM

**chip122772:** RT @kemnitzer3: Can't believe how much PD I just got in 52 minutes...  
#edtechchat

11/26/2013 1:58:07 AM

**kodable:** Thanks for a great #edtechchat friends! Have an awesome Turkey Day!!

#GobbleGobble

11/26/2013 1:58:08 AM

**Joesanfelippofc:** @LoriEmilson @TonySinanis Had a blast! #edtechchat

11/26/2013 1:58:10 AM

**CraigHamline:** Thank you for being connected! Teachers rock! #edtechchat

11/26/2013 1:58:14 AM

**kylefcs:** @MathNeil @Joesanfelippofc I've been a bull for a while, but now i'm just an  
silent owl. #edtechchat

11/26/2013 1:58:14 AM

**ajpodchaski:** @Joesanfelippofc @TonySinanis Hey- we paid for an hour and you still  
have a few minutes left! Keep working #edtechchat

11/26/2013 1:58:17 AM

**s\_bearden:** RT @KatrinaStevens1: A special thanks to @TonySinanis and  
@Joesanfelippofc for co-moderating #edtechchat tonight! Love these "wild & craz...

11/26/2013 1:58:19 AM

**jswilliams:** #edtechchat is a great Brand. Goodnight EdTech Chatters.

11/26/2013 1:58:19 AM

**tracybrisson:** @CurtRees Yes- lots of teacher applicants follow Facebook fan pages to  
find out a schools' culture. #edtechchat

11/26/2013 1:58:24 AM

**mcstrother:** A6 plan to update campus website with student learning spotlighted  
#edtechchat

11/26/2013 1:58:25 AM

**CritterKin:** @martysnowpaw #edtechchat agree!

11/26/2013 1:58:28 AM

**Stephanie\_Gordy:** A5: One of our regional school systems built the brand  
#NCSSBeTheBest. All community uses it thx to their Supt @FuhreySamantha  
#Edtechchat

11/26/2013 1:58:28 AM

**ajpodchaski:** RT @jswilliams: #edtechchat is a great Brand. Goodnight EdTech  
Chatters.

11/26/2013 1:58:29 AM

**Thewizard\_210:** Thanks ALL for a great chat I learned a lot in going forward with our  
school branding project. #edtechchat

11/26/2013 1:58:30 AM

**KarenMMcGrath:** @KatrinaStevens1 @TonySinanis @Joesanfelippofc Thank u! Great  
chat!!lots 2 think about! #edtechchat

11/26/2013 1:58:34 AM

**nathan\_stevens:** RT @kodable: Thanks for a great #edtechchat friends! Have an awesome Turkey Day!! #GobbleGobble

11/26/2013 1:58:34 AM

**ncara:** @ajpodchaski @doccarpenter @JustinMann\_ great point! Applicable broadly too #edtechchat

11/26/2013 1:58:36 AM

**hernick\_:** RT @ToscaKilloran: @hernick\_ #edtechchat I work for the IB- heavy branding. Believe in the IB ethos but still brand myself- I move country ...

11/26/2013 1:58:36 AM

**MathNeil:** @kylefcs @Joesanfelippofc Watch and learn...then swoop! #edtechchat

11/26/2013 1:58:37 AM

**ToddAHoffman:** @s\_bearden @SaraKLMS @iplante who's it aimed at? Take it down!! :) #edtechchat

11/26/2013 1:58:38 AM

**iplante:** Why do I hear crickets? #edtechchat

11/26/2013 1:58:39 AM

**gonzogarcia:** Thank you @iplante Had a great time with #edtechchat Met some interesting #educators to follow

11/26/2013 1:58:41 AM

**thomascmurray:** RT if you appreciate the leadership of @TonySinanis and @Joesanfelippofc showing their stuff on #edtechchat tonight!!

11/26/2013 1:58:41 AM

**TedJGraham:** Growth requires risk MT @ajpodchaski: "to quote from #edcampnj if you manage for the what ifs nothing will ever be done #edtechchat"

11/26/2013 1:58:42 AM

**philgriffins:** @mattbergman14 started sporadically last year... This year, every week! Doesn't take any longer than the old weekly newsletter #edtechchat

11/26/2013 1:58:45 AM

**nathan\_stevens:** @kodable back at you #edtechchat

11/26/2013 1:58:45 AM

**SPSantilli:** Buying onesies like @Joesanfelippofc No seriously they will have this logo on front & #WeAreDavies back! #edtechchat <http://t.co/XacUzWNfo>

11/26/2013 1:58:45 AM

**s\_bearden:** @jswilliams Thanks for joining us! #edtechchat

11/26/2013 1:58:46 AM

**Joesanfelippofc:** @ajpodchaski @TonySinanis Ha! Cut \$0 in half and we'll go from there! #edtechchat

11/26/2013 1:58:49 AM

**jenmorack:** For more on Branding your School join @TonySinanis for a free webinar in February Register here: <http://t.co/V3rZxOPnTh> #edtechchat

11/26/2013 1:58:49 AM

**ajpodchaski:** RT @thomascsmurray: RT if you appreciate the leadership of @TonySinanis and @Joesanfelippofc showing their stuff on #edtechchat tonight!!

11/26/2013 1:58:51 AM

**tracybrisson:** +1 RT @SecondDirect670: @tracybrisson We send home a permission slip with each student at the beginning of the year #edtechchat

11/26/2013 1:58:57 AM

**KatrinaStevens1:** Tonight's archives will be shared out shortly and on the #edtechchat wikispace at <http://t.co/fnbZpS0MPK> #edtechchat

11/26/2013 1:59:03 AM

**iplante:** @gonzogarcia so glad you joined in...come back each week! #edtechchat #caiscot

11/26/2013 1:59:05 AM

**chcatalano:** RT @CraigHamline RT @ajpodchaski @gfrblxt Fight fire with fire. If we don't defend education, who will? #edtechchat #edtechchat

11/26/2013 1:59:06 AM

**profstrahler:** Thanks @TonySinanis & @Joesanfelippofc for moderating a great chat tonight! A lot of great ideas from everyone! #edtechchat

11/26/2013 1:59:06 AM

**kylefcs:** @CurtRees @tagboard Thanks! I haven't used that one before. #edtechchat

11/26/2013 1:59:09 AM

**KKSOsafe:** #edtechchat Everything I learn these days comes from my PLN and twitter! Thanks for the constant motivation and knowledge!

11/26/2013 1:59:12 AM

**ajpodchaski:** @iplante I think I will be dreaming about crickets tonight! #edtechchat

11/26/2013 1:59:13 AM

**kcalderw:** Anyone know some affordable graphic artists to design a new logo for our school? #edtechchat

11/26/2013 1:59:17 AM

**EdTech\_Stories:** @ajpodchaski @gfrblxt #edtechchat Why defend it when you can re-brand Teachers & Edu? <http://t.co/HO2KFciAo9>

11/26/2013 1:59:17 AM

**TerriThinks:** @kemnitzer3 I can't believe how much inspiration I got! #edtechchat

11/26/2013 1:59:21 AM

**ShieldsMolly:** Ironic that #edtechchat uses the term "branding" as a topic when eds resist establishment oversight. Very ironic.

11/26/2013 1:59:21 AM

**hernick\_:** Thanks all for another fast-paced #edtechchat - see ya next week!

11/26/2013 1:59:23 AM

**Karminrkr:** RT @iSuperEit: #edtechchat a6) as a Superintendent I'm all about keeping my stakeholders with @SmorePages @remind101 @voki @facebook & @twi...

11/26/2013 1:59:27 AM

**Joesanfelippofc:** @SPSantilli Do it. The onsies go over really well. Need to put the hashtag on it this time. #edtechchat

11/26/2013 1:59:30 AM

**thomascmurray:** RT @Joesanfelippofc: Hey #edtechchat! Great work tonight...that was a blast! Thanks for letting us share in the fun! @TonySinanis

11/26/2013 1:59:31 AM

**EricDaney:** Thanks #edtechchat it was great conversation tonight. Have a Happy Thanksgiving.

11/26/2013 1:59:32 AM

**ToscaKilloran:** RT @KatrinaStevens1: Tonight's archives will be shared out shortly and on the #edtechchat wikispace at <http://t.co/fnbZpS0MPK> #edtechchat

11/26/2013 1:59:33 AM

**schoolmktg:** Gr8 app RT @AllisonHoganESD: @CurtRees @TouchCastApp LOVE this app! Use it for my newsletters. Ps and staff gave great feedback #edtechchat

11/26/2013 1:59:36 AM

**thomascmurray:** RT @KatrinaStevens1: Tonight's archives will be shared out shortly and on the #edtechchat wikispace at <http://t.co/fnbZpS0MPK> #edtechchat

11/26/2013 1:59:41 AM

**iplante:** so #edcampnj over...#edtechchat this week over with #edcampnj enthusiasm...#letdown

11/26/2013 1:59:42 AM

**ScottTechDir:** Working on creating a community that is digitally responsible, yet fully using online tools. Staff is most difficult. #edtechchat

11/26/2013 1:59:44 AM

**Joesanfelippofc:** @EricDaney Thanks for being here! #edtechchat

11/26/2013 1:59:45 AM

**TonySinanis:** @thomascmurray @Joesanfelippofc thank you- had a BLAST! #edtechchat

11/26/2013 1:59:48 AM

**iplante:** RT @ajpodchaski: @TonySinanis @bamradionetwork @Joesanfelippofc can't wait to have this chat podcast recorded! #edtechchat

11/26/2013 1:59:49 AM

**s\_bearden:** @kcaldew Your students? :) #edtechchat

11/26/2013 1:59:53 AM

**philgriffins:** RT @KatrinaStevens1: Tonight's archives will be shared out shortly and on the #edtechchat wikispace at <http://t.co/fnbZpS0MPK> #edtechchat

11/26/2013 1:59:54 AM

**Stephanie\_Gordy:** RT @thomascmurray: RT if you appreciate the leadership of @TonySinanis and @Joesanfelippofc showing their stuff on #edtechchat tonight!!

11/26/2013 2:00:02 AM

**KatrinaStevens1:** Join us next week for #edtechchat from 8 to 9pm EST!

11/26/2013 2:00:04 AM

**iplante:** @ajpodchaski @TonySinanis @bamradionetwork @Joesanfelippofc Who will get a word in edgewise?! #edtechchat

11/26/2013 2:00:08 AM

**Joesanfelippofc:** @hernick\_ Thanks for coming Joe! #edtechchat

11/26/2013 2:00:14 AM

**TonySinanis:** @KatrinaStevens1 @Joesanfelippofc LOL! We are crazy... sorta! LOL! Thank you for having us! #edtechchat

11/26/2013 2:00:15 AM

**wkrakower:** RT @KatrinaStevens1: Join us next week for #edtechchat from 8 to 9pm EST!

11/26/2013 2:00:21 AM

**CritterKin:** #edtechchat students can be part of defining the brand. U learn a lot from deciding color, style, market etc

11/26/2013 2:00:22 AM

**chip122772:** #edtechchat we'll be live streaming our winter concert on Dec. 16

11/26/2013 2:00:23 AM

**JeffreyASee:** RT @DonWettrick: Our story about our class getting invited out to #Stanford and how we brand ourselves: <http://t.co/cG57mGwqNP> #edtechchat

11/26/2013 2:00:25 AM

**nathan\_stevens:** @ajpodchaski @iplante aaaaaaaaaahhhhhhhhhhhhh #everyoneyell #secretword #edtechchat

11/26/2013 2:00:26 AM

**GedditHQ:** #edtechchat check out <http://t.co/8U69phgAVS> for teacher reviews on tools... we are currently trending! - we are cool <http://t.co/ZAiWI4AbvW>

11/26/2013 2:00:27 AM

**chip122772:** RT @thomascmurray: RT if you appreciate the leadership of @TonySinanis and @Joesanfelippofc showing their stuff on #edtechchat tonight!!

11/26/2013 2:00:34 AM

**atragg:** And BANG, it is 9:00. How does it fly by so fast? #edtechchat

11/26/2013 2:00:36 AM

**CallahanLuke:** Another great #edtechchat Now I have to go figure out all the stuff I want to do :o)

11/26/2013 2:00:36 AM

**JenCESUVT:** Thank you @TonySinanis & @Joesanfelippofc for co-moderating #edtechchat tonight! May you find peace, warmth and a restful Thanksgiving

11/26/2013 2:00:39 AM

**TonySinanis:** @Joesanfelippofc it was an honor to co-moderate this w/ you my friend- YOU ROCK! #edtechchat

11/26/2013 2:00:39 AM

**teamdoceri:** To T's that purchased Doceri Desktop w/ own credit card SP controls offers Rebate program <http://t.co/auTZGogZwe> #flipclass #edtechchat

11/26/2013 2:00:40 AM

**Karminrkr:** RT @mpowers3: RT @kylefcs: A6: Get a common hashtag for the school to use on Twitter, FB, Google+, Instagram #edtechchat

11/26/2013 2:00:44 AM

**SecondDirect670:** @Joesanfelippofc @TonySinanis Thanks for moderating #edtechchat tonight - loved the topic and got lots of great ideas!! #edtechchat

11/26/2013 2:00:47 AM

**ToddAHoffman:** @kcaldew yes. DM me and I'll send you a great one #edtechchat

11/26/2013 2:00:50 AM

**kylefcs:** Good chat tonight! #edtechchat aaaaaaaaahhhhhhhhhhhhhhhh #secretword

11/26/2013 2:00:52 AM

**FASquire:** RT @KatrinaStevens1: Tonight's archives will be shared out shortly and on the #edtechchat wikispace at <http://t.co/fnbZpS0MPK> #edtechchat

11/26/2013 2:00:55 AM

**JustinMann\_:** RT @GedditHQ: #edtechchat check out <http://t.co/8U69phgAVS> for teacher reviews on tools... we are currently trending! - we are cool <http://t....>

11/26/2013 2:00:57 AM

**mcstrother:** RT @KKSOSafe: #edtechchat A6. Follow other classrooms around the world and comment. Let kids know u r interested and watching!

11/26/2013 2:00:59 AM

**All4edProject24:** RT @TDuver: A5 So much student pride can come out of student-created blogs about their classroom exp- they feel relevant - #edtechchat

11/26/2013 2:01:01 AM

**gfrblxt:** For the record, #edtechchat, I have no problem w/telling our ed stories honestly. I do have a problem w/use of business-speak in doing so.+

11/26/2013 2:01:07 AM

**roshnimirchi:** Love the idea of having kids contribute photos to post online! Window into the school. #edtechchat

11/26/2013 2:01:07 AM

**peledge:** @AllisonHoganESD great idea using the bus cards #edtechchat

11/26/2013 2:01:08 AM

**TonySinanis:** @profstrahler @Joesanfelippofc thank you for joining us Doug- it was a great discussion & share! #edtechchat

11/26/2013 2:01:14 AM

**EdTech\_Stories:** @KatrinaStevens1 #edtechchat Is that the time already! Missed so much because Tweeting from phone?! Will need to check the archives...

11/26/2013 2:01:18 AM

**ncara:** Thx for the chat!! - loved the conversation #edtechchat moderators, attendees, planners all

11/26/2013 2:01:20 AM

**chip122772:** #edtechchat awesome chat tonight! Thanks Mods!!



11/26/2013 2:01:22 AM

**Joesanfelippofc:** Tonight's archives will be shared out shortly and can be found on the #edtechchat wikispace at <http://t.co/ICFhjBunBX> #edtechchat

11/26/2013 2:01:23 AM

**mcstrother:** RT @mpowers3: RT @kylefcs: A6: Get a common hashtag for the school to use on Twitter, FB, Google+, Instagram #edtechchat

11/26/2013 2:01:25 AM

**ajpodchaski:** Seriously - thank you @TonySinanis & @Joesanfelippofc for a great #edtechchat #yourock

11/26/2013 2:01:28 AM

**ToscaKilloran:** #edtechchat great chat- lotsa cool educators in the house! Stay connected! 3AM in Germany zzzz time. Later!!

11/26/2013 2:01:31 AM

**mcstrother:** RT @christybrenn: Goodnight #edtechchat Off to publish Ss "I Spy...Non Fiction" ebooks to library website & share with author!

11/26/2013 2:01:43 AM

**TonySinanis:** @JenCESUVT @Joesanfelippofc thank you Jen- same to you and yours! Thanks for joining us! #edtechchat

11/26/2013 2:01:43 AM

**chip122772:** #edtechchat help me grow my PLN. Follow me, I'll follow back!

11/26/2013 2:01:50 AM

**roshnimirchi:** @kcaldew I have a student who probably can! #edtechchat

11/26/2013 2:01:54 AM

**Joesanfelippofc:** @JenCESUVT @TonySinanis You too! #edtechchat

11/26/2013 2:01:57 AM