

AASA Advocacy Outreach: Beyond Email, Leveraging the Voice of Superintendents

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Who is Active on Social Media?

- All 100 Senators have Twitter accounts
 - Most are personal, some held by staff
- 416 of the 435 Representatives or their staff have Twitter
- 320 Million active users on Twitter total
- Katy Perry (60 million) and Justin Bieber (57 million) each have more Twitter followers than Barack Obama (50 million).

What do they do?

- Position Taking is the most common activity
 - e.g. “In September, the Obama Administration rolled out 338 final rules of red tape at a cost of \$10 billion. What happened to his promise to cut red tape?” (John Barrasso, R-WY)
- District or State comments are the second most common activity
 - e.g. “Join me tomorrow at 6 PM in #Fairfield for a Town hall focused on creating #JobsNow.” (John Garamendi, D-CA)

Twitter 101: How to Tweet

Create a Twitter Account: <https://twitter.com/signup>

Join Twitter today.

Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

Twitter 101: How to Tweet

Familiarize Yourself with the Twitter 'Lingo'

- A **Tweet**: a brief, 140-character-or-less message to your followers that will show up on your...
- **Profile**: Your Twitter Profile is where all of your Tweets will show up. As well as your Twitter stats (followers, etc.)
- **Follow/Followers**: Subscribing to someone else's Twitter account is called "following."
- **Notifications**: is where you'll see who's interacting with you
- **Home**: Where you'll find your **Twitter Feed**. A Twitter Feed contains tweets from all of the people you follow.
- **Messages**: Where you can 'Direct Message' or 'DM' people
 - * no one else can see these except you.



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TWEETS 7,098 FOLLOWING 1,769 FOLLOWERS 15.5K LIKES 711 LISTS 7

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@AASAHQ

AASA, The School Superintendents Association, supports and develops effective school system leaders dedicated to high-quality public education for all children.

Alexandria, VA

aasa.org

Joined February 2009

350 Photos and videos



Tweets Tweets & replies Photos & videos



Pinned Tweet



AASA @AASAHQ · Feb 3

The wait is over. AASA's 2016 National Conference on Education Program Book is here! goo.gl/TQsnCO #NCE16



Your Tweet activity

Your Tweets earned **59,253 impressions** over the last week



Who to follow · Refresh · View all

- 
Henry County Schools @h... x
[Follow](#)
- 
Beyond Breakfast @Beyon... x

Twitter 101: How to Tweet

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Wi-Fi-enabled school buses leave no child offline pbs.org/newshour/bb/wi... Cc supt.
[@DrAdamsCVUSD](#) #suptchat #leadexcellence



Wi-Fi-enabled school buses leave no child offline | PBS NewsHour

The digital divide and lack of reliable Internet access at home can put low-income and rural students at a real disadvantage. So when superintendent Darryl Adams...
pbs.org

RETWEETS 18
LIKES 4



11:45 AM - 25 Jan 2016



@: used to call out usernames in Tweets
Hashtag (#): any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

Retweet: sharing another user's Tweet and vice versa.

Likes: liking a Tweet indicates that you appreciate it.

Reply: a response to another user's Tweet that begins with the @username of the person you're replying to

Tag: you can tag up to 10 people in any photo you tweet. If you're tagged in a photo you don't want to be tagged in you can remove yourself.

Twitter Glossary: <https://support.twitter.com/articles/166337?lang=en>


THE SCHOOL SUPERINTENDENTS ASSOCIATION

What can you do?



Joel Linn @jglinn73 · 8 Dec 2015

@SenTomCotton @JohnBoozman vote yes to #ESEA reform to return educational control to our states and local districts. #FixNCLB #NASSP #AAEA



KT @2die4Kt · 6 Dec 2015

Congress shouldn't cut vital kids' programs. Sign the petition to Congress to #InvestInKids and #RaiseTheCaps. d.shpg.org/164415401t



Noelle Ellerson AASA @Noellerson · 11 Dec 2014

@AASAhq @AESA_adv @azarnafisi @RuralTrust @nea1 Applaud #FCC's Continued #ERate Leadership aasa.org/aasablog.aspx?... #rural



1



Lisa Karmacharya @Masa4ms · 16 Jul 2015

Yet another good reason to support the change in our constitution. **Vote YES** on Initiative 42. yallpolitics.com/index.php/yp/p...



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The Five Ps of Effective Advocacy

- Policy



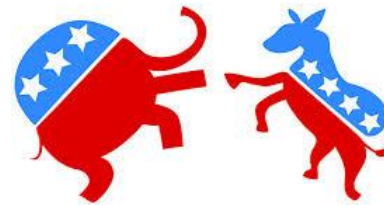
- Pressure



- Process



- Politics



- People



Things to Focus on...

- It's a Marathon, Not a Sprint
- Relationships, Not Just Substance
- Systems, Not Just Meetings and Letters
- Information, Not Just Lobbying
- Putting your School District's best foot forward

Establishing a Strategy

- Identifying Issues
 - In this case, the importance of global education
- Setting Your Strategy
- Identifying Your Stakeholders
- Identifying Your Champions
- Putting the Strategy into Action

Questions to think about

- What federal legislative issues are currently in play that we could increase awareness of the success of global education?
 - This gets into messaging.
- What Congressional members, staff, and officials come from the areas served by your school district?
 - Who are there education staff?
- Which of these individuals are also on relevant committees or in leadership positions?
 - Are there committee staff I should contact?

Tips

- Follow @AASAHQ on Twitter to stay up-to-date on AASA's advocacy efforts
- Tweet at or mention @AASAHQ in your Tweets so we can try to maximize your efforts
- Reach out to your local representatives directly on Twitter
- Follow our Policy & Advocacy's personal Twitter accounts.
- Join Twitter Chats that are relevant to you & the issues you care about

Social Media Lounge

- The Social Media Lounge is located in AASA Central right outside the Knowledge Exchange Theater.
- Stop by the lounge immediately following this session to learn how to join #SuptChat, the international superintendent chat on Twitter



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