



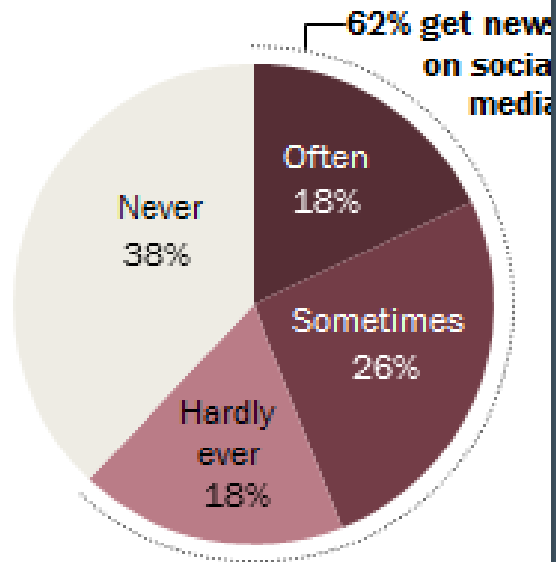
#MASCconf16

SOCIAL MEDIA

Troubled by Twitter
Flummoxed by Facebook
NO more!

SOCIAL MEDIA: WHERE WE GET THE NEWS

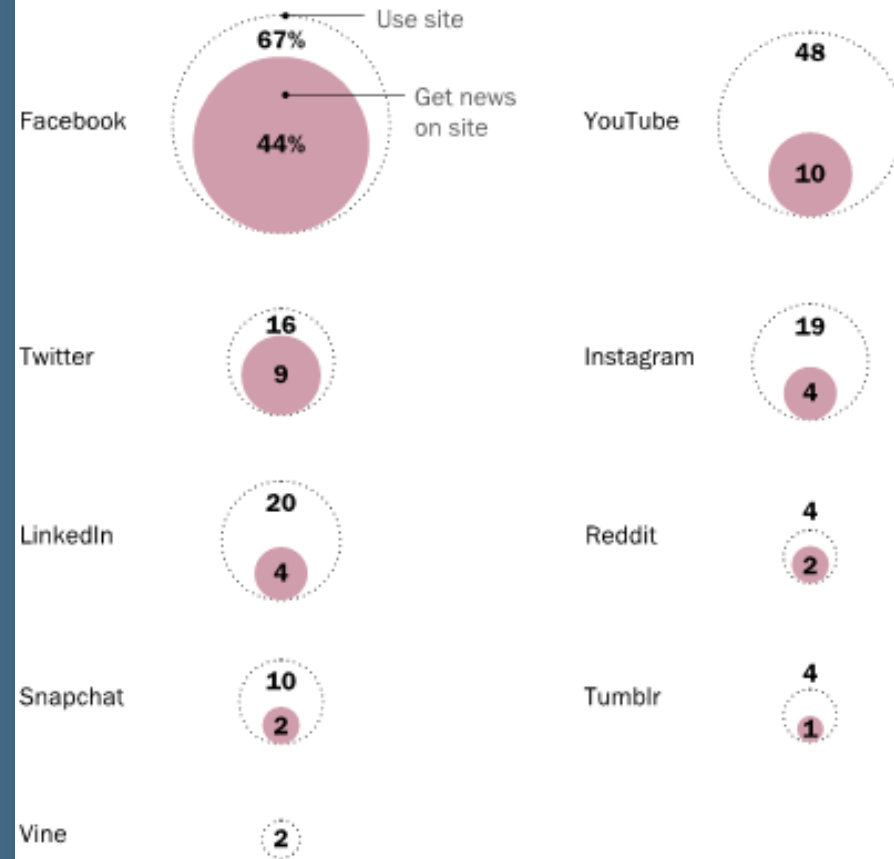
% of U.S. adults who get news on a social networking site ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

% of U.S. adults who ...

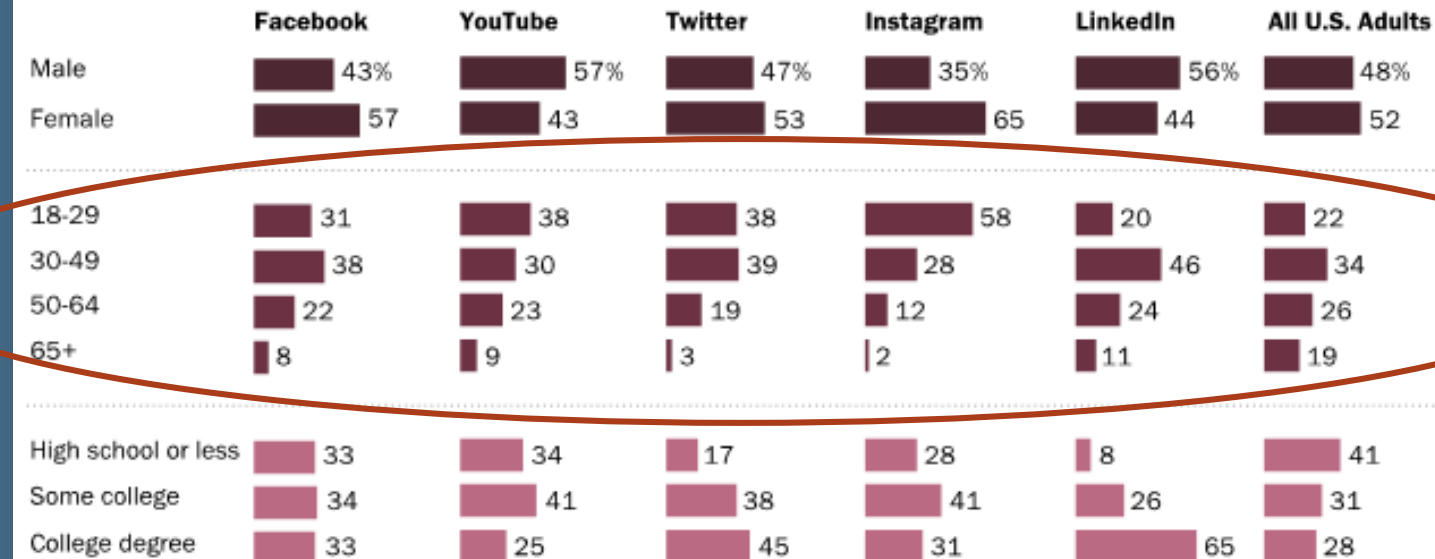


Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

Demographic profile of social networking site news users

% of news users of each site who are ...



Note: "All U.S. Adults" figures based on non-institutionalized, 18 and older U.S. adults.

Source: Survey conducted Jan. 12-Feb. 8, 2016. Pew Research Center analysis of 2014 American Community Survey (IPUMS).

"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER



Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

Source: Pew Research Center, March 17-April 12, 2015.

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WHAT CAN YOU DO ON SOCIAL MEDIA?

GATHER INFORMATION

- Reporters
- Students
- Parents
- Teachers and staff
- Community members
- Local leaders
- State officials
- State organizations
- National organizations

SHARE INFORMATION

- Constituents
- Reporters
- Students
- Parents
- Teachers and staff
- Community members
- State delegation
- State organizations and officials
- National leaders

Where do you go to gather information?

The image displays three overlapping screenshots of Facebook pages, illustrating different sources of information. The top-most screenshot shows the 'Roosevelt Elementary PTO' page, featuring a search bar and a profile picture of a school building. The middle screenshot shows the 'Tatnuck Neighborhood Association Inc.' page, which includes a search bar and a profile picture of a historical marker. The bottom-most screenshot shows the 'Mayor Joe Petty' page, featuring a search bar, a profile picture of Mayor Petty, and a large event banner for 'JOE PETTY MAYOR City Councilor At-'. The event banner includes a star icon and the text 'City Councilor At-'. Below the banner are interaction buttons for 'Liked', 'Save', 'Share', and 'More'. The page also shows a status update area with a 'Write something on this Page...' prompt and a post from Mayor Joe Petty dated September 27 at 5:45pm, with the text 'We are looking forward to seeing everyone this Thursday at the Compass'.

Where do you go to gather information?

Berksh
@Berkshire
The Berksh
County's lea
and print ne
Pittsfield, M

Massa
@MASch
Official Tw
Massachu
Elementar

MAS
Sch
@MASch
The Ma
Committe

Sonia Chang-Díaz ✓
@SoniaChangDiaz · FOLLOWS YOU
Massachusetts State Senator proudly
serving the 2nd Suffolk District. Chair
Joint Committee on Education. Fighting
for #MAEdu, #CJReform &
#GoodGovernment.

Vanessa Calderonrosa @VanessaVcrosado · 20h
TY for hosting @bensigel & @MintzLevin Gr8t convo
@CesarJBlanco @latinovictoryus @SoniaChangDiaz Let's awaken the
sleeping giant #SISePuede

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
2,184	873	6,717	877	1

And who in your
local community is
on Twitter?

Is there a
community chat?
A faculty one?
A district hashtag?

Where do you go to gather information?

#MAEdu

Top | Latest | Accounts | Photos | Videos | More options ▾

Patrick B @Power_PB · 4m
Q2 tied in Suffolk poll. #maedu

Steve Koczela @skoczela
New @BostonGlobe poll of MA:
Clinton 57%
Trump 25%
Johnson 4%...

Tracy Novick @TracyNovick · 18m
Hey, #MAEdu crew: what accounts are most useful to you on Twitter?

Maurice Cunningham @MassPolProfMo · 44m
Wondering which #darkmoney givers have @MassGovernor's ear?
blogs.wgbh.org/masspoliticspr... #mapoli #bospoli #NoOn2 #keeptheCap #MaEdu

MassPoliticsProfs | New Information on Dark Mone...
TD = MTSD Emails released by the Office of Governor Charlie Baker provide clues to answer this question: who is contributing the dark money behind Great Schools...
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BosParentNOon2 @mtbbps · 55m
Elections and public schools are not for sale. Vote #NoOn2 for kids and for democracy. #mapoli #maedu

Mass School Com members

A public list by MASC-SchoolCommittee

Massachusetts School Committee members


MEMBERS	SUBSCRIBERS
74	5

Subscribe

Tweets

Steve Roix Retweeted

Stephen King @StephenKing · 8m
Molly, aka the Thing of Evil, considers ripping my throat out and decides to wait at least until after din-din is served.



Barbara Davis Retweeted

jshore @jshoreboston · 3m
Charter schs remove SPED & ELL student classifications upon enrollment. Then

Where do you go to share information?

The image displays three overlapping screenshots of Facebook pages, illustrating different digital communication channels. The top-most screenshot shows the 'Roosevelt Elementary PTO' page, featuring a search bar, a profile picture of a school building, and a navigation menu with options like 'Home', 'About', 'Reviews', 'Photos', 'Likes', and 'Posts'. Below the menu is a green 'Create a Page' button. The middle screenshot shows the 'Tatnuck Neighborhood Association Inc.' page, which includes a search bar, a profile picture of a historical marker, and a similar navigation menu with a 'Create a Page' button. The bottom screenshot shows the 'Mayor Joe Petty' page, featuring a search bar, a profile picture of the mayor, and a large event image with the text 'JOE PETTY MAYOR City Councilor At-'. This page also has a navigation menu and a 'Create a Page' button. The event post at the bottom of the Mayor Joe Petty page reads: 'Mayor Joe Petty shared their event. September 27 at 5:45pm · We are looking forward to seeing everyone this Thursday at the Compass'.

Where do you go to share information?

#MAEdu

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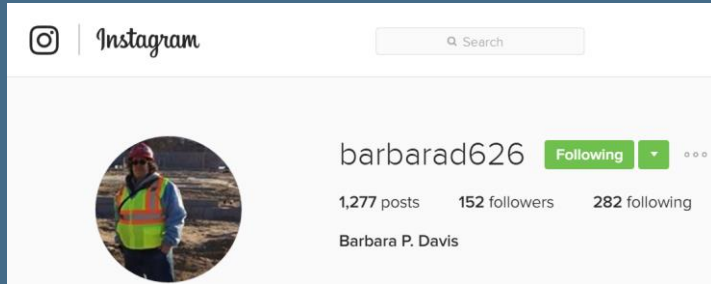
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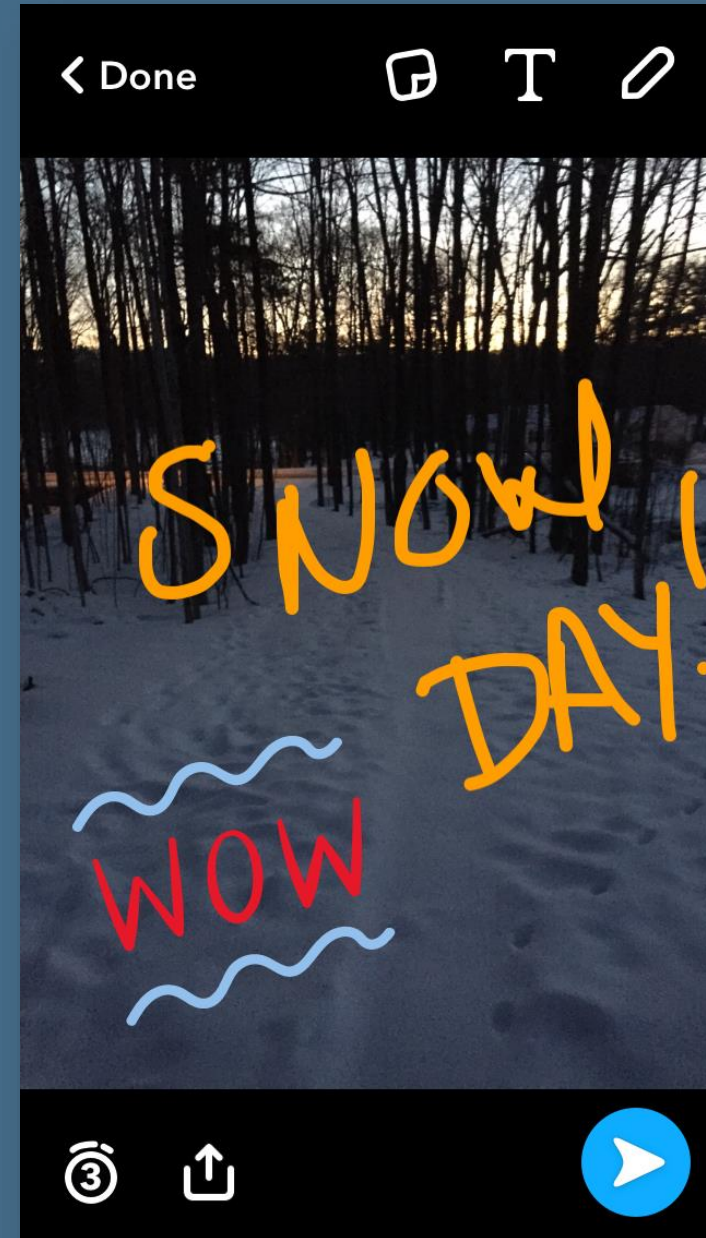
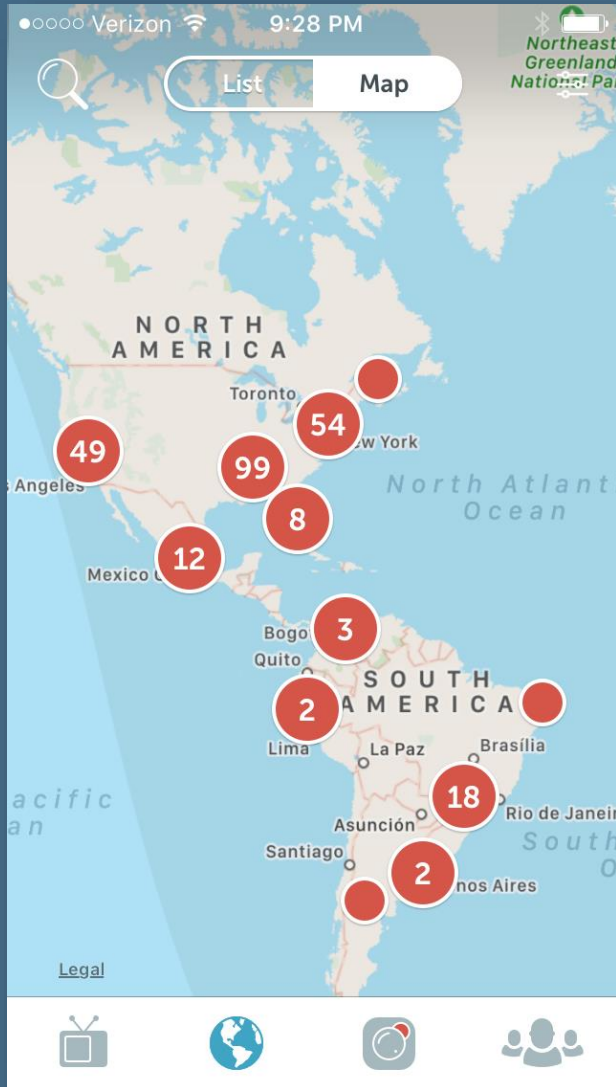
More lists by @MASCSchoolComm · View all

- MA Public Sch Districts
- US education advocacy
- MA education reporting
- Mass edu advocacy
- School board assoc.
- MASC tweeting
- Mass Superintendents
- Mass School Com members

Where do you go to share information?



Where do you go to share information?



Where do you go to share information?

Taking Notes in Melrose

Looking at education in Melrose and beyond.....

Margaret Raymond Driscoll is an eight-year Melrose School Committee member who is passionate about excellent teaching and learning for all public school students, and considers it a privilege to collaborate with others who share that passion. You can also follow her on Twitter at @MargaretDrisc. Just to be clear - opinions expressed here do not represent those of the Melrose Public Schools or the Melrose School Committee - they are hers alone.

Friday, September 21, 2012

Welcome to my blog!

Follow by Email

Seven Deadly Sins of Social Media Use

- Still having an egg as your profile picture
- Neglecting to link to related or supporting material
- Getting in an extended argument
- Assuming that a direct message or private group chat can't be public
- Being personally insulting
- Thinking that deleting something makes it disappear
- Violating the Open Meeting Law

Seven Heavenly Virtues of Social Media Use

- Being clear about who you are
- Giving credit where credit is due
- Finding and supporting your colleagues
- Knowing when **not** to weigh in
- Being positive about your district
- Using block/mute/unfollow as needed
- Telling the truth



Questions?