Unite, Inspire, Lead
Our Students, Our Union, Our Future

Leadership Through Digital Engagement

Brandy Bixler
• **NEA Strategic Goal**
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• **NEA Organizational Priority**
  – Organizing
  – NEA 360
Competency
– Leading our Profession

Progression levels
– Level 1: Foundational and
– Level 2: Mobilizing & Power Building
– Level 3: Agenda Driving

Themes:
– Shows educational leadership and understands union’s role in student learning and leading our professions
Competency – Communication

Progression levels
– Level 1: Foundational and
– Level 2: Mobilizing & Power Building
– Level 3: Agenda Driving

Themes:
– Develops a two-way strategic communications plan
– Uses current media, technology and social networks to communicate
– Develops communication approach and style to fit appropriate audience
– Acts as a compelling advocate for the organization Identifies appropriate messenger(s)
Materials and Discussion on Mynea360.org
Join:
Professional Practice Community Leaders
In 2008 Barack Obama leveraged social media to organize his campaign. His campaign:

- Reached 5 million supporters
- Across 15 different social Networks
- Reached 2.5 million Facebook supporters,
- Attracted 115,000 Twitter followers
- And had over 50 million viewers of his YouTube channel
- Created a security panic because he refused to give up his Blackberry
In January 2016

- 44% of U.S. adults reported having learned about the 2016 presidential election from social media
- Outpacing both local and national print newspapers
- 24% say they have turned to the social media posts of Donald Trump or Hillary Clinton for news and information about the election
- Only 15% turned to either of the candidates’ websites or emails combined
Account Ownership vs Active Usage for Millennials, Gen X, and Boomers

- **Facebook**
  - Millennials: 88% owned, 51% active
  - Gen X: 81% owned, 48% active
  - Boomers: 70% owned, 40% active

- **YouTube**
  - Millennials: 72% owned, 28% active
  - Gen X: 54% owned, 20% active
  - Boomers: 34% owned, 13% active

- **Google+**
  - Millennials: 69% owned, 24% active
  - Gen X: 57% owned, 21% active
  - Boomers: 39% owned, 14% active

- **Twitter**
  - Millennials: 59% owned, 26% active
  - Gen X: 48% owned, 21% active
  - Boomers: 31% owned, 12% active

- **Instagram**
  - Millennials: 34% owned, 14% active
  - Gen X: 19% owned, 8% active
  - Boomers: 7% owned, 2% active

https://www.globalwebindex.net

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Which resources do you use to educate yourself on current issues in education?

- Social media: 81.16%
- Internet search: 78.26%
- Blogs: 74.88%
- Academic / education conferences: 71.98%
- News articles: 71.50%
- #Edchat or other education hashtag: 58.45%
- Academic journals: 54.59%
- Moderated #Edchat or other education Twitter chat: 54.11%
- Word of mouth: 50.24%
- Other: 6.76%

Source: 2014 Technology and Professional Development Survey from USC Rossier’s Master of Arts in Teaching. Respondents were asked to choose all that apply. (N=207) #techpd14
Which social media platforms do you most often use to stay informed on education?

- Twitter: 77.07%
- Facebook: 45.85%
- Google+: 43.41%
- LinkedIn: 26.83%
- Pinterest: 26.34%
- Instagram: 10.24%
- Edmodo: 8.78%
- Other (please specify): 6.83%
- None of the above: 3.90%

Source: 2014 Technology and Professional Development Survey from USC Rossier's Master of Arts in Teaching. Respondents were asked to check all that apply. (N=205) #techpd14
Personalized Learning Network (PLN)

A tool that uses social media and technology to **collect**, **communicate**, **collaborate** and **create** with connected colleagues anywhere at any time.

Participating educators, worldwide, make requests and share resources.

https://www.edutopia.org/blog/how-do-i-get-a-pln-tom-whitby
Organization or (other) controls the objectives.

Learner controls the objectives.

(c) Marcia L. Conner, 2004
Does your organization offer online formal and/or informal professional learning opportunities?
Benefits

Organizing
- Time efficient
- Easy to disseminate information quickly to large numbers of people in real time
- Target specific audiences
- Data
- Save trees
- Save money

Learning
- Learning can happen anywhere/anytime
- Global Community
- Personalized Experience
- Crowd sourced
- Save trees
- Usually Free
NEA edCommunities along with...

- Google Docs
- YouTube
- Social Media (Twitter, Facebook, Instagram)
- Video Conferencing
Purpose
Audience

Define
Plan
Check
Act

Recruit
Engage

Assess
Adjust

Content

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Step 1
Before you do anything: **Clarify Your Purpose**

Why do you need this digital space?
- Formal Learning Space
- Informal Learning Space
- Organizing Space
Step 2
Define your audience

- **Public** - Open to all
- **Private** - Must approve members
- **Unlisted** - Must manually add members
Step 3
Create EdCommunities Group

- Use Keywords in **Description** and **Name**
- Make sure your logo is square shaped with about 20 pixels edges around the image
- Choose type of group
- Add description
Use Keywords in **Description** and **Name**

Choose type of group
Step 4
Decide on and Begin to Collect Content

Create a Timeline for:

- Topics
- Files
- Links
Step 5
Organize Your Content

● Side bar
● Posts
● Files
NEA EDCOMMUNITIES WIRE FRAME
Step 6
Recruit Members

- Face to Face
- Social Media
- Newsletters
- Emails
- Printed materials
Step 7
Engage

- Polls
- Questions
- Contests
- Invitation to participate
- Events
- Book Studies
- Humor/Memes

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Step 8
Connect Your Networks
Cross Pollinate

- Find like groups and post in their group or share post with the other group
- Reach out to members in other groups
- Use topics, and keywords when posting in edCommunities
- Use twitter #s to drive traffic to your edCommunities group
- Host webinars and create a Youtube Channel the post links in edCommunities Group
- Make a google folder and link this in your group

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Look at the Data

- Profile data
- Membership
- Posts (topics and tags help)
- Recently talked about
- Files
- Engagement report available upon request
Adjust Strategy

- Keep
- Change
- Toss
Your Turn

How can you use the digital tools that I shared to create your own online space for learning and organizing?
Tools

• Edcommunities Flyer
• Group layout design
• Digital Journey
• Digital Canvas
• Education #
• Tweet templates
Contact Information
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Session Outcomes

• The content from this session can be used in the following ways in your current position/role:
  – Example 1 [provide example]
  – Example 2 [provide example]
  – Example 3 [provide example]
• Please complete the evaluation for this breakout session!

• Please visit the Leadership Development Resources website at
  www.nea.org/leadershipdevelopment