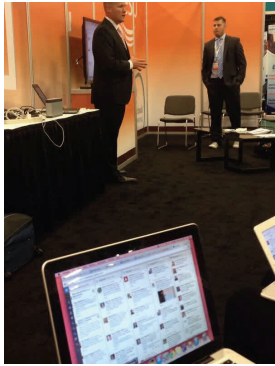


Session: Accessing, Archiving & Sharing #Hashtags

Speaker: Dan Butler & Joe Mazza, Social Media Ambassadors

Date/Time: July 10, 2014 / 1:30 p.m.

Notes by: Matt Scott, principal of Creekside Elementary, Harvest, Alabama



Hashtag How-tos

Hashtags (#) group messages about a specific topic. Using a tool like Tweetdeck allows you to view multiple hashtag channels at once. You can use hashtags to find people tweeting about the things you care about.

But Keep In Mind...

More parents are on Facebook than Twitter. So, you may have to introduce them to it.

*“You have to use
hashtags
to brand your school
and tell
your story.”*

Can't Wait To Tell My Teachers About...

Using hashtags to brand and market our school in a positive way and help connect our school and community.

#naesp14

5 Tips to Remember

1. Think of a hashtag like a **TV channel**.
2. Hashtags help us skim the **pool of information**.
3. Use a tool like **Tweetdeck** when participating in a Twitter chat to help you follow the discussion.
4. Use **Storify** to share archived chats from a hashtag.
5. Include a Storify link on **newsletters** to share with parents.

From the Twitterverse



Tim Foley @Tim__Foley · 2h

Getting ready for the Accessing, Archiving, & Sharing #hashtags at the #naesp14 social media lounge. Great conference so far!



Joe Mazza @Joe_Mazza · 8m

@danbutler shares his use of @Storify to publish Year in Tweets, Month in Tweets, Wk in Tweets for parents not using social media #naesp14



Melinda Miller @mmiller7571 · 2h

Ok! @danbutler has convinced me to use @Storify #naesp14 mad at myself for not leveraging this:(

