

#MarketingwithTwitter

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Background That Led to Your Team's Inquiry:

Our school recently adopted school-wide Wildly Important Goals. One of those goals centered around school culture. Our IPLI team decided to tackle one of the strategies: Marketing. We decided to do that by using Twitter. Each teacher in the building was asked to tweet at least once per week and tag our school, @elwood_hs. Teachers were also asked to hashtag to #ejshspanthers. Our goal was to extend our follower base and number of tweets by 15%. We hope to expand our use of Twitter in the future. The purpose of our action research was to market our school and communicate with our stakeholders more effectively.

Statement of Your Team's Wondering:

With this purpose, we wondered how we could use Twitter as a communication and marketing tool for our school, how we could use Twitter as a means of professional development for our staff at EJSHS, and how we could use Twitter as an educational tool in the classroom at EJSHS?

Methods/Procedures:

To gain insights into our wondering, we asked all EJSHS teachers to create professional Twitter accounts and tweet out at least once per week something creative/innovative going on in their classroom. Tweets were to be tagged to the school's Twitter account, @elwood_hs and hashtagged to a common school hashtag, #ejshspanthers. Tweets tagged to the school's account would be retweeted through the school page. Our initial goal was to grow our school's Twitter account follower base to better inform our students, parents, and community members of the positive things occurring everyday at our school. Our secondary goal was to increase our student membership by branding our school into one that parents want to send their children and students want to attend. We collected data on the number of tweets/retweets sent out from the school's Twitter account as well as the number of people following us. We hoped to have an increase by 15% both the number of tweets/retweets and followers. Data collection occurred for almost three months.

Stating Your Team's Learning and Supporting it with Data:

As a result of analyzing our data, we learned the following:

1. We have some teachers and students doing some really cool things that no one knew about?
2. Twitter is easy to use - some of our less technology capable teachers were able to successfully use it.
3. Teachers enjoyed sharing good things from their classrooms.
4. Teachers retweeted each others' tweets and enjoyed learning about what other teachers were doing gaining new ideas to use in their own classrooms.
5. That this is just the beginning of what we can do with Twitter.

At the end of our AR project, we had increased our follower base by 18% while increasing our number of tweets/retweets by 73%. We met our goal of a 15% increase in both areas. We also had 25 of our 38 teachers participate. Our next steps are to do the following:

1. Twitter promotion campaign to gain more student, parent, and community followers.

2. Encourage 13 non-participating staff members to participate. Encourage everyone to continue tweeting at least once per week.
3. Use Twitter Chats as a way to gain input from all stakeholders about school improvement measures.
4. Have staff follow and participate in twitter chats as a means of professional development.

Providing Concluding Thoughts:

Although our project was a relatively simple one, we learned that there is great value in action research as a way of improving our school. As our school improvement plan and leadership teams strive to continue our work accomplishing our wildly important goals, we will use the action research process.

References:

www.twitter.com