



# Top Tips for using Social Media

## Twitter for networking and CPD

### Use separate accounts

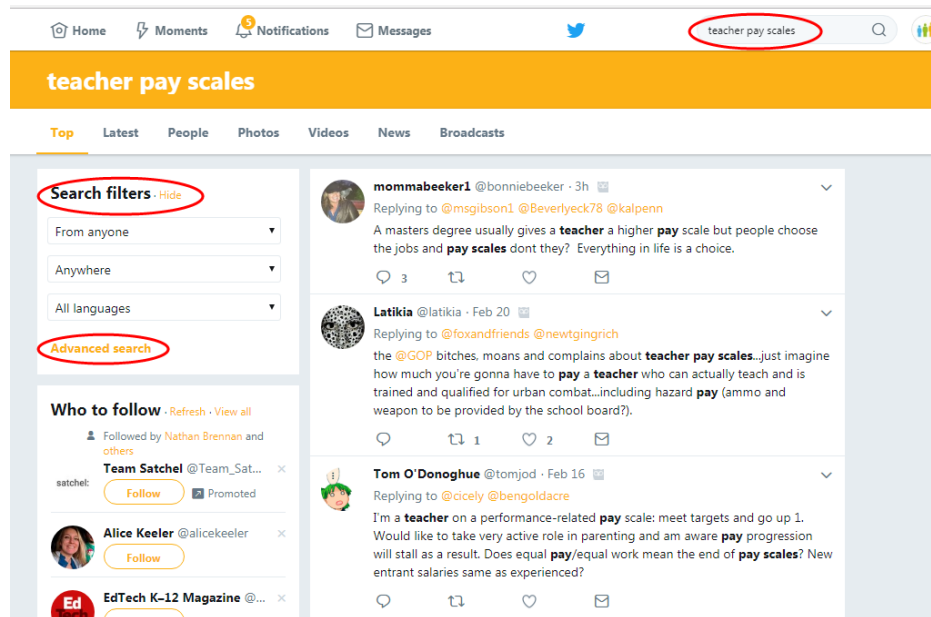
If you are going to use Twitter in a professional capacity, consider making a separate account from your personal one. It is easy to switch between accounts on Twitter and this approach has many advantages, including helping to achieve a work/life balance.

### Use it to research and resource

If you're looking for information, resources, thought leadership or even suppliers, Twitter is a great research site.

Use hashtags e.g. job role, topic, conference/event, see what's trending. See more on page 4.

When you search, Twitter shows you the 'Top' or most popular tweets first, so always check the 'Latest' tab too.



On the browser version, use 'Search filters' or click into Twitter's 'Advanced search' - <https://twitter.com/search-advanced> which is great for tracking down very specific information e.g. minibus driver in Dorset.



### Advanced search

**Words**

All of these words:

This exact phrase:

Any of these words:

None of these words:

These hashtags:

Written in:

**People**

From these accounts:

To these accounts:

Mentioning these accounts:

**Places**

Near this place:










**Dates**

From this date:  to



Education news can be delivered instantly so you can pick out articles of interest. You don't even need to follow them, just add them to a list!

Here's a list of publishers we list/follow - [https://twitter.com/SBS\\_Updates/lists/education-news](https://twitter.com/SBS_Updates/lists/education-news)

- 
**Primary Leaders** @primaryleaders  
 The online presence for Primary School Management – an education business magazine for primary headteachers and school business managers
- 
**Bem Magazine** @The\_BemUK  
 Bem Magazine bringing you on trend #education #news and #jobs to a readership base of \*140,827 educators. the-bem.com to sub for #free
- 
**TalkingHeads Blog** @TalkingHeadsBig  
 Showcasing diverse serving HTs: sharing leadership journeys to inspire aspiring HTs. Curated by @thehopefulht #talkingheadsblog #womened #bamead #lgbted
- 
**RSC SW Office** @RSC\_SW  
 Official Twitter account for the office of Lisa Mannall, the Regional Schools Commissioner for the South West
- 
**SchoolBizMap** @SchoolBizMap  
 SchoolBizMap is a free service for UK Schools. Networking. Event Promotion. Job Vacancies all on an interactive map.
- 
**Leadership Matters** @LshpMatters  
 We have one simple aim: to give all school leaders access to high quality leadership development that helps improve the outcomes for the pupils in their care.
- 
**Education News** @SchoolNewsToday  
 We Tweet Daily about the latest education News!
- 
**The Foundation** @FoundLeadEd  
 Our mission is to improve education through high quality leadership. Join the movement!
- 
**ESFA academies** @ESFA\_academies  
 ESFA is the executive agency of @educationgovuk providing the latest information on funding. Monitored Mon-Fri 9-5. For enquiries visit

If you've scoured Google for a template or a policy or and you can't find it, chances are someone has already done it. The majority of the edu-Twitter community are more than happy to offer advice or share their work, and if you've created anything yourself, it's a great platform to return the favour.

### Join in on tweet chats

Another easy way to get involved is joining in on Twitter 'chats'. These are scheduled discussions, identified by a hashtag and broken into 2 or 3 topics at the same day and time each week. Questions



and feedback is gathered in advance and the responses are fast-paced but a great way to share ideas. Lots of support staff and teachers get involved in these, so it's a great way to get networking, learn new things and share your own ideas.

<u>Day</u>	<u>Start Time</u>	<u>Hashtag</u>	<u>Topic</u>	<u>Twitter Account</u>
Monday	8pm	<a href="#">#PrimaryRocks</a>	Primary (children aged 4-11) Chat	<a href="#">@PrimaryRocks1</a>
Monday	8pm	<a href="#">#behaviourchat</a>	Behaviour Chat	<a href="#">@BehaviourChat</a>
Tuesday (Monthly)	8pm	<a href="#">#BELMASchat</a>	Leadership Chat	<a href="#">@BelmasOffice</a>
Tuesday	8.30pm	<a href="#">#debatED</a>	Education policy and practice Chat	<a href="#">@ed_debate</a>
Wednesday	7pm	<a href="#">#2ndaryRocks</a>	Secondary Chat	<a href="#">@2ndaryRocks</a>
Wednesday	8pm	<a href="#">#SENexchange</a>	SEN Chat	<a href="#">@SENexchange</a>
Wednesday	8pm	<a href="#">#SENchat</a>	SEN Chat	<a href="#">@SENChatUK</a>
Wednesday (Monthly)	8pm	<a href="#">#UKpastoralchat</a>	Pastoral Chat	<a href="#">@UKpastoralchat</a>
Thursday	8pm	<a href="#">#UKEdChat</a>	Education Chat on a range of topics.	<a href="#">@ukedchat</a>
Sunday	8pm	<a href="#">#SLTchat</a>	Chat for Senior Leaders	<a href="#">@SLTchat</a>
Sunday	8.45pm	<a href="#">#UKGovChat</a>	School Governors Chat	<a href="#">@UKGovChat</a>

### Refine your bio (be specific)

There are so many brilliant education tweeters out there that it's hard to know who to follow. Although funny descriptions grab attention, without then trawling through their feed you can't tell if they are relevant to you.

If you want to connect with school leadership and support staff who have similar responsibilities to you, it's much easier when it's made clear in bios.

### Unlock your account

As long as your account is completely professional, there's no reason for it to be private. If it is 'unlocked', more people can see your tweets. The more people you can connect with, the more you will get back from using Twitter.

### Get stuck in

The more you put yourself out there in the Twitter community, the more you will get out of it. Reply to as many tweets as you can that interest you. Retweet ideas that have inspired you or tweets with which you agree (or even disagree!).



There are many lists of top SBM tweeters to follow – find one, look at who their connected to, follow as many as you like and start scrolling! A great list of SBLs is available here -

<https://twitter.com/RaystedeCEO/lists/sbls-on-twitter1>

<a href="https://twitter.com/YorkshireSBL">https://twitter.com/YorkshireSBL</a>	<a href="https://twitter.com/smileydenden">https://twitter.com/smileydenden</a>	<a href="https://twitter.com/biggs_4eva29">https://twitter.com/biggs_4eva29</a>
<a href="https://twitter.com/NickyGNickster">https://twitter.com/NickyGNickster</a>	<a href="https://twitter.com/RussellGDalton">https://twitter.com/RussellGDalton</a>	<a href="https://twitter.com/StokeSBM">https://twitter.com/StokeSBM</a>
<a href="https://twitter.com/workingsbm2017">https://twitter.com/workingsbm2017</a>	<a href="https://twitter.com/SBL_StAnnesWSM">https://twitter.com/SBL_StAnnesWSM</a>	<a href="https://twitter.com/ukSBMchat">https://twitter.com/ukSBMchat</a>
<a href="https://twitter.com/Bad_SBM">https://twitter.com/Bad_SBM</a>	<a href="https://twitter.com/sbmlhs">https://twitter.com/sbmlhs</a>	<a href="https://twitter.com/Schoolburs">https://twitter.com/Schoolburs</a>
<a href="https://twitter.com/MidlandsSBM">https://twitter.com/MidlandsSBM</a>	<a href="https://twitter.com/SBoaden">https://twitter.com/SBoaden</a>	<a href="https://twitter.com/SolihullSBM">https://twitter.com/SolihullSBM</a>
<a href="https://twitter.com/Caroline_261">https://twitter.com/Caroline_261</a>	<a href="https://twitter.com/generalmarshall">https://twitter.com/generalmarshall</a>	<a href="https://twitter.com/allybigwood">https://twitter.com/allybigwood</a>
<a href="https://twitter.com/WrexhamSBP">https://twitter.com/WrexhamSBP</a>	<a href="https://twitter.com/miconm">https://twitter.com/miconm</a>	<a href="https://twitter.com/ShropshireSBM">https://twitter.com/ShropshireSBM</a>
<a href="https://twitter.com/TeamTait">https://twitter.com/TeamTait</a>	<a href="https://twitter.com/FakeHeadteacher">https://twitter.com/FakeHeadteacher</a>	<a href="https://twitter.com/Debbie33Debbie">https://twitter.com/Debbie33Debbie</a>

Equally, keep your tweets and shares related directly to your role and responsibilities so other SBMs can find you. But be yourself. And use Twitter lists to categorise who you’re following -

[https://twitter.com/SBS\\_Updates/lists](https://twitter.com/SBS_Updates/lists). You can make your lists Private or Public.

### Finding content to read and share

There are plenty of school business leader hashtags to follow general conversations,

#SBLTwitter, #SBMTwitter, #SmarterSBM, #SBPchat, #SBLchat, SBPLife, #schoolbusiness, #SBMblog, etc.

As well as a plethora of topic-specific content: #edchat, #edtech, #esafety, #schoolfinance, #edfinchat, #CapitaSIMS, #schoolHR, #schoolfacilities, etc.

### Mobile Alerts

Get instant updates from important accounts by setting up alerts on your mobile. You will need to enable text notifications first within Settings:



Providing professional ICT support services and products to schools, academies and MATs

**SBS ICT**  
@SBS ICT

- Account >
- Privacy and safety >
- Password >
- Mobile** >
- Email notifications >
- Notifications >
- Web notifications >
- Find your friends >
- Muted accounts >
- Muted words >
- Blocked accounts >
- Apps and devices >
- Widgets >

### Mobile

Customise Twitter for your mobile phone.

#### My phone

+44 754 34 (United Kingdom) [Edit](#) [Delete my phone](#)

With your current operator, you will be able to receive text messages from Twitter, but will not be able to use Twitter over SMS. [Learn More](#)

#### Text notifications

- Tweet Alerts
- Announcements from Twitter
- Follow recommendations

#### Sleep settings

Turn off updates during these hours

00:00 to 00:00

Want to know about all the things you can do with Twitter text messaging? [Learn more.](#)

[Save changes](#)

### Mobile app

#### Download Twitter app

Available for iPhone, iPad, Android, BlackBerry, and Windows Phone.

Click the Options button on the Twitter profile you want to receive alerts for and select 'Turn on mobile notifications'

### Stay professional

This probably goes without saying, but remember that everything you post online should reflect you as a business professional.

Putting yourself 'out there' can be daunting at first, especially as there will be people who disagree with or criticise you – just remember to react online exactly as you would in person.



## School social accounts for engaging with pupils and parents

### General

Make sure that everyone knows which social platforms the school is using.

- Add a Twitter/Facebook feed to your website to showcase updates and to encourage visitors to join your community.
- Add links to the social accounts on newsletters and communications.

Not only will it help to reinforce your school brand, but it will also connect with your students and parents. Don't be afraid to ask for people to connect with you.

### Facebook

This is a one-way communication for broadcasting from the school to parents.

This is a great use of social media for many reasons including: quick, easy, cheap, most parents will have an account, saves on "lost" letters on the way home and saves on printing costs.

An increasing number of educational institutions are using Facebook pages for promotional reasons. This is another way for schools and universities to market themselves.

Some schools use Facebook groups to communicate with students. This is a very powerful tool for information sharing and collaboration.

Facebook groups do not require members to be friends with each other. Members of the groups can exchange files, links, information, polls and videos very quickly. Anytime someone contributes the group its members will receive a notification.

Facebook pages can also be used to create a central page for students and teachers to share information.

### Twitter

As well as the main school account, teachers have been setting up subject or class Twitter accounts that students can follow. The teacher then tweets information related to their class. Some even set homework via Twitter.

Good content to share includes news and events, academic and sporting achievements, polls and feedback, current activities and class work. If you post pictures of work or displays, make sure any names or faces of children are removed – although more importantly, make sure you adhere to your school's social media policy.

Connect with other schools and share each other's posts for cross promotion and community ties.



Create your own hashtags for year groups, events, initiatives, etc. so followers can filter all posts on the same topic, and use existing ones such as #WorldBookDay2019 and #hotchocfriday to join the conversation.

Some good school feeds on Twitter:

- <https://twitter.com/AcklamGrange>
- <https://twitter.com/ormistonpark>
- [https://twitter.com/westfields\\_jun](https://twitter.com/westfields_jun)
- <https://twitter.com/ClevedonSchool>
- <https://twitter.com/RiscaCCS>

A Brighton school has a profile for their resident goats!



---

## Connect with us!



### SBS

@SBS\_Updates

Finance & business, budget management, MIS, ICT and HR & Payroll for UK & international schools. Established & new school projects. All school types & phases.

[https://twitter.com/SBS\\_Updates](https://twitter.com/SBS_Updates)



### SBS Online

@school\_budgets Follows you

SBS Online is a budget and staff management software for schools and MATs, incorporating budget planning and monitoring in one easy to use interface.

[https://twitter.com/school\\_budgets](https://twitter.com/school_budgets)



**SBS ICT**

@SBS\_ICT Follows you

ICT support team @ School Business Services. Passionate about ever-changing technology in education and effective ICT use within schools for teaching & learning

[https://twitter.com/SBS\\_ICT](https://twitter.com/SBS_ICT)



**SBS Education**

@SBS\_Edu Follows you

New School Projects, School Operations, School Improvement, Finance, HR, ICT, MIS, Budget & Staff Mgmt Software  
Leadership team: @TMarriott\_Brown  
@Mark\_Tadman1

[https://twitter.com/SBS\\_Edu](https://twitter.com/SBS_Edu) (Dubai)

If you would like any help or guidance creating or managing a school or personal social media account, please contact the SBS Design & Marketing team on [hello@schoolbusinessservices.co.uk](mailto:hello@schoolbusinessservices.co.uk).