Facebook:  https://www.facebook.com/pages/Loudon-County-Schools/

Twitter:  @LoudonCountySch

Web Site:  www.loudoncounty.org

Pinterest:  http://www.pinterest.com/loudoncountysch/
Any electronic communication that invites you to interact with the site and with other visitors falls into the definition of social media.
What is Social Media?

Social Bookmarking. (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people.

Social News. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.

Social Networking. (Facebook, Twitter, Linkedin) Interact by adding friends, commenting on profiles, joining groups and having discussions.

Social Photo and Video Sharing. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.

Wikis. (Wikipedia, Wikia) Interact by adding articles and editing existing articles.
What is Social Media?

- Facebook
- Google+/You Tube
- Twitter
- Linked IN
- Blogs (WordPress)
- Pinterest
- Instagram
How Can Social Media Help Your School District?

Share News
- Positive Promotion
- Upcoming Events
- Timely School Announcements

Showcase School Culture
- Photos
- Videos
- Accomplishments
- Sports

Recruitment Tool
- Post Career Opportunities

Feedback
- Discussions
- Polls
- Questions
Web Sites

- Frequent Updates
- Post calendar events
- Teachers post lesson plans & study guides
- PD Resources
What Social Media is Loudon County Using?

Facebook Page

- Photos
- Videos
- School Closings
- Accomplishments
- Sports
- Classroom Learning
What Social Media is Loudon County Using?

Twitter

- Frequent, timely updates and good news
- School closings
- PD Resources and #EDCHATS
- Sports Scores
What Social Media is Loudon County Using?

Mobile App

- News
- Contacts
- Calendars
What Social Media is Loudon County Using?

- Pinterest

  - Professional Development Resources
  - Classroom Management
  - Common Core Resources
"Do not confine your children to your own learning, for they were born in another time."

Chinese Proverb
Not using social media in the workplace, in fact, is starting to make about as much sense as not using the phone or email.

Ryan Holmes
“Education is based upon relationships. While people often look at social media as just “technology” we have to see how proper use can help bring our communities together.”

-George Couros
What are Educators Saying???

“Don’t fight a losing battle. We’re going to get there anyway, so it’s better to be on the cutting edge, and be moving with the kids, rather than moving against them.”

Sara Delmatoff, Teacher
“Students, families, and faculty members are going to use Facebook regardless of whether or not schools choose to do so. By setting up a Facebook page, schools can establish a controlled, professional presence that allows them to capitalize on this social space in many important ways, while still protecting their students.”

David Hartstein, Teacher & Writer
FLMS Braves @FLMSBraves · Sep 25
@JenMaloneTN We love being able to reach out to parents & community with FB & Twitter. Announcements, reminders, sharing special moments...

View conversation  Reply  Retweet  Favorite  More
Laura Jones Scheffer shared North Middle School Stars's status update.

I know social media is often used for negative purposes, but here is a positive use of it. It’s neat to see little snapshots of what goes on in class during the day at school.
Student Perspective
A guest speaker from Knoxville Muse came to participate in our STEM class today! #realworldapplication
# NMS School Facebook Page - Quick Stats

## Page Likes
- **Total Page Likes:** 1,137
- **Increase:** 0.4% from last week
- **New Page Likes:** 5
  - **Decrease:** 50%

## Post Reach
- **Total Reach:** 3,927
- **Increase:** 1.2% from last week
- **Post Reach:** 3,906
  - **This week:** 4.3%

## Engagement
- **People Engaged:** 509
  - **Increase:** 41% from last week
- **Likes:** 529
- **Comments:** 33
- **Shares:** 51
- **Post Clicks:** 1,732
Lessons Learned

• Create a ‘page’ and not a general account
• Include a disclaimer
• Start with strong security settings
• Limit outside posts and comments
• Restrict user access
• Set notifications
• Be proactive
About

North Middle School is a 5th-8th grade middle school located in Loudon County, Tennessee. Go Stars!

Mission

North Middle School will prepare all students for high school and beyond.

Description

The purpose of this page is to engage and celebrate students, staff, parents, families, and our community. We ask that you refrain from negative or inappropriate comments. North Middle School administration reserves the right to remove inappropriate comments and to restrict users as needed.
<table>
<thead>
<tr>
<th>Security Settings</th>
<th>Description</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login Notifications</td>
<td>Get notified when it looks like someone else is trying to access your account.</td>
<td></td>
</tr>
<tr>
<td>Login Approvals</td>
<td>Use your phone as an extra layer of security to keep other people from logging into your account.</td>
<td></td>
</tr>
<tr>
<td>Code Generator</td>
<td>Use your Facebook app to get security codes when you need them.</td>
<td></td>
</tr>
<tr>
<td>App Passwords</td>
<td>Use special passwords to log into your apps instead of using your Facebook password or Login Approvals codes.</td>
<td></td>
</tr>
<tr>
<td>Trusted Contacts</td>
<td>Pick friends you can call to help you get back into your account if you get locked out.</td>
<td></td>
</tr>
<tr>
<td>Trusted Browsers</td>
<td>Review which browsers you saved as ones you often use.</td>
<td></td>
</tr>
<tr>
<td>Where You’re Logged In</td>
<td>Review and manage where you’re currently logged into Facebook.</td>
<td></td>
</tr>
</tbody>
</table>

Deactivate your account.
## Manage Blocking

**Restricted List**
When you add friends to your Restricted list they can only see the information and posts that you make public. Facebook does not notify your friends when you add them to your Restricted list.

**Block users**
Once you block someone, that person can no longer see things you post on your timeline, tag you, invite you to events or groups, start a conversation with you, or add you as a friend. Note: Does not include apps, games or groups you both participate in.

<table>
<thead>
<tr>
<th>Block users</th>
<th>Add name or email</th>
<th>Block</th>
</tr>
</thead>
</table>

**Block app invites**
Once you block app invites from someone, you'll automatically ignore future app requests from that friend. To block invites from a specific friend, click the "Ignore All Invites From This Friend" link under your latest request.

<table>
<thead>
<tr>
<th>Block invites from</th>
<th>Type the name of a friend...</th>
</tr>
</thead>
</table>

**Block event invites**
Once you block event invites from someone, you'll automatically ignore future event requests from that friend.

<table>
<thead>
<tr>
<th>Block invites from</th>
<th>Type the name of a friend...</th>
</tr>
</thead>
</table>

**Block apps**
Once you block an app, it can no longer contact you or get non-public information about you through Facebook. [Learn more.](https://www.facebook.com/help/privacy/block-social-events-apps)
**PRO**

- Parent communication and engagement
- Teacher sharing and acknowledgement
- Student self-esteem and engagement
- Community and stakeholder engagement
- Cross-district interaction

**CON**

- Possibility of it turning into a discussion board
Why should we consider using Social Media?
Our STARS are dancing the night away! (15 photos)

Make sure and pick up some STAR apparel at NMS! All apparel will be on sale at the NMS office! You can download our order form from our website also! Go STARS!

Fundraising

Posting Live from Dances

Posting Live from Field Trips
North Middle School Stars
September 9

Congratulations to our STAR Melissa Wilks on her prize winning chicken at the TN Valley Fair!

Like Comment Share

1. Patti Dutton, Carolie Sweeney Conner, Ashley Couch and 50 others like this.
2. Julie Tiley Awesome! Great job!
4. Bobby Amburn Great pic. Congratulations!
5. Angeline Cody Lawson Great job!
6. Shirley L Battistelli Awesome

Write a comment...

North Middle School Stars
August 27

Let's hear it for our student art showcase of the week!

Like Comment Share

1. Betty Easter, Evelyn Sue Jenkins Skiles, Mardon Cosner and 32 others like this.
2. Moose Art Teacher Great job!
3. August 27 at 1:55pm Like 1
4. Lefkoe Lee Thanks you for posting this August 27 at 1:10pm Like
5. Lefkoe Brown Wonderful job, Unsent August 28 at 8:16pm 1 Like

Write a comment...

North Middle School Stars
August 29

Congratulations to our August Teacher of the Month, Mrs. Kristin Kobylosky! Mrs. Kobylosky, 7th grade and Algebra teacher, and 50 others like this.

View 5 more comments

1. Charlotte Fink Madison Shultz, Olivia Abston and 56 others like this.
2. Betty Easter, Evelyn Sue Jenkins Skiles, Mardon Cosner and 32 others like this.
3. Moose Art Teacher Great job!
4. August 27 at 1:55pm Like 1
5. Lefkoe Lee Thanks you for posting this August 27 at 1:10pm Like
6. Lefkoe Brown Wonderful job, Unsent August 28 at 8:16pm 1 Like

Write a comment...

Outside of School Student Showcase

Teacher of the Month

Weekly Art Showcase
Live Sporting Events

Showcasing Staff Attending Events

Teacher Training

Parent and Community Thank-You’s
Tumbler Competition

Mode & Purpose

Evaluate the mode of this non-print text.

Justify your response with a thorough analysis.

Mode = Persuasive

Because all NMS community members admire our administrators, this non-print text seeks to persuade us to purchase NMS tumblers in order to emulate and/or please Mr. Tinker, Mrs. Lowery, Mrs. Hamilton, Mrs. Bailey, and Mrs. Metcalf.
Tumbler Competition

Algebra

The Liberty Bell is 200 miles north of the White House which is 2 miles east of Washington Monument.

How far is the Washington Monument from Mr. Garren at the Liberty Bell (hint—use Pythag)
Snow Day Contest

Hunter Wright getting air on this snowy day! #snowySTARS

Nurse Liz and #babySTAR Emma sent in this beauty for our contest! #snowySTARS

CONTEST: Send us your favorite STAR-filled snow day photo to have a chance to win a free ice cream when we return to school! Thanks to Mr. Amburn for our first entry of the day! Email photos to Mrs. Lowery at lowery@emailxounty.org! #snowySTARS

Coach Martin’s #babySTAR Mackenzie and her polar bear! #snowySTARS
Cast your vote by midnight tonight for your favorite student created bookmark in our library contest! Just comment back to this post with the number of your favorite bookmark to vote!
Our school Facebook page has been a great resource to update information and share upcoming events such as our art shows. Our connection with the community also allows us to showcase student artwork for their recognition of excellence. Those students celebrate their accomplishments with pride once selected to be photographed with their artwork.

-Shari Moon, Art Teacher
Using social media sites is beneficial to a school because it allows the parents to see what activities are going on in the school and upcoming events. It also benefits the teachers because we get to see other teachers on the sites, see snippets of lessons, or monitor the activity. This helps us all feel connected to each other as a faculty. The students are more likely to buy into the classroom atmosphere when you are using tools that are relevant to their learning culture and social media is one of those tools. They like seeing photos of themselves and enjoy being encouraged through the web. Since most of the tools are free, it is a win-win for both sides!

-Mallory Pippin, 8th grade ELA teacher
• What did you learn that might change your mind about social media?
• Any unanswered questions?
• Any lingering concerns?