

USING SOCIAL MEDIA USING SOCIAL MEDIA TO DISSEMINATE YOUR PROJECT WORK

HOSTED BY: STEM LEARNING & RESEARCH CENTER (STELAR)
EDUCATION DEVELOPMENT CENTER, INC.



Agenda

- STELAR Overview
- Why Social Media
- EdGE at TERC: Building your social media presence
- Social Media Technical Tips & Tricks
- Questions



STELAR Overview

- ITEST Learning Resource Center (2003-2012)
- STELAR Partners:
 - EDC, Inc.
 - EdLab Group
 - Goodman Research Group, Inc.

NSF's Innovative Technology Experiences for Students and Teachers (ITEST) Program

- To build understandings of best practices, factors, contexts and processes contributing to K-12 students' motivation and participation in STEM
- Helps students to be aware of STEM careers, and to pursue formal school-based and informal out-of-school educational experiences to prepare for such careers
- Includes **288** current and past projects across **44** states have served **247,700 students, 9600 educators, 3000 parents and caregivers**

STEM Learning and Research Center (STELAR) Goals

- Facilitate projects' success through **technical support** with a focus on synthesis of findings
- Inform and influence the field of STEM stakeholders by **disseminating** project findings nationally
- Deepen the impact and reach of the ITEST program by **broadening participation** in the ITEST portfolio



STELAR: Core Areas of Work

- **Technical Support** – Pre-proposal assistance, website, webinars, F2F meetings, working groups
- **Dissemination** – partnerships, dissemination network designed to share program findings
- **Outreach** – targeted outreach to institutions underrepresented in the ITEST portfolio (e.g., MSIs and community colleges)

<http://stelar.edc.org>

STELAR Website – <http://stelar.edc.org>

The screenshot shows the homepage of the STELAR website. At the top left is the STELAR logo, which consists of a cluster of colorful dots forming a star shape, followed by the word "stelar" in a lowercase, sans-serif font. Below the logo is the text "STEM Learning and Research Center". To the right of the logo is a navigation menu with links for "Home", "About", "News", "Events", "Blogs", "Projects", and "Resources". Further right are links for "Log in" and "Contact Us".

The main content area features a large blue banner with the heading "UPCOMING EVENT" in green, followed by "STELAR WEBINAR: ITEST SOLICITATION INFORMATION" in white. Below this is a sub-heading "Learn about the current ITEST grant program from an NSF Program Officer." and a green button with the text "Learn more >". To the right of the text is a photograph of two people sitting at a table with a microphone, likely during a webinar. Below the banner is a search bar with the placeholder text "What are you looking for?" and a magnifying glass icon. Below the search bar is a row of four icons with corresponding text: a document icon for "ITEST Program Findings", a building icon for "Find a Project", a briefcase icon for "Find a Resource", and a star icon for "STELAR Materials".

Below the icons are two white boxes. The left box is titled "Upcoming Opportunities" and contains the text "NARST: Request for proposals to host the 2015 Sandra K. Abell Institute for Doctoral Students" and "Due by Sunday, August 31, 2014 | READ MORE >". The right box is titled "STELAR Newsletter" and contains the text "News from ITEST, current events, and more." and a blue button.

STELAR Website – What you can find

Upcoming Opportunities

People Connector Directory for ITEST Proposals

Due by Thursday, November 6, 2014 | [READ MORE »](#)

Discovery Research K-12 (DRK-12) Solicitation

Due by Thursday, October 16, 2014 | [READ MORE »](#)

Innovations: Call for Presenters

Due by Friday, September 26, 2014 | [READ MORE »](#)

Siemens Competition in Math, Science & Technology

Due by Tuesday, September 30, 2014 | [READ MORE »](#)

Google Rise Awards

Due by Tuesday, September 30, 2014 | [READ MORE »](#)

STELAR Newsletter

News from ITEST, current events, and more.

[Current Newsletter »](#)

[Newsletter Archives »](#)



Blog



August 26, 2014

NetSci High: Network Science for the Next Generation

This summer, twenty four students had an opportunity to meet Dr. Alex "Sandy" Pentland from MIT's

[READ FULL POST »](#)

July 14, 2014

Project Spotlight: Fueling the Ocean STEM Workforce Pipeline

STELAR recently had the opportunity to interview Jill Zande from the MATE ROV Competitions:

[READ FULL POST »](#)

[VIEW ALL BLOGS »](#)



STELAR

Monthly Highlight

Evaluation in the Context of ITEST Projects

[read more »](#)



Recent News

Bridging the Gap at the Central Park Zoo

March 12, 2014 | [READ MORE »](#)

Scientific American Article featuring ITEST Research Study

July 22, 2014 | [READ MORE »](#)

Upcoming Events

Sep 18 2014 - 3:00pm to 4:00pm

STELAR Webinar: Using Social Media to Disseminate Your Project Work




[READ MORE »](#)

Oct 16 2014 - 3:00pm to 4:00pm

STELAR Website – Resources

Publications

JTATE ITEST Special Issue

[Share / Save](#)   

DESCRIPTION

In this special issue, PIs and evaluators from diverse ITEST projects described their professional development practices. The articles show how ITEST projects build links between informal and formal education; use technology in innovative ways; integrate STEM content into professional development; reach and engage underrepresented populations; develop innovative professional development; and tighten the research/practice cycle.


Innovative Uses of IT Applications in STEM Classrooms: A Preliminary Review of ITEST Teacher Professional Development

Caroline E. Parker, Cathlyn Stylinski, Marjorie Darrah, Carla McAuliffe, and Preeti Gupta

The Arctic Climate Modeling Program: Professional Development for Rural Teachers

Kathryn Berry Bertram

CS: Creating Student (and teacher) investigators: Using Popular Culture in Professional Development



Publications

PUBLICATION DETAILS

TYPE:
Article

PUBLISHER:
Journal of Technology and Teacher Education

PUBLICATION WEBSITE URL:
<http://www.edlib.org/JTATE/vr18/v2/>

DISCIPLINE(S):
Bioscience - general
Environmental Science - general
Environmental Science - climate modeling

STELAR People Connector

<http://stelar.edc.org/opportunities/people-connector-directory>

People Connector Form



STELAR People Connector Directory - Add your Information

This purpose of this directory is to connect individuals looking for partners or tools for their STEAR proposals with those who can provide partnership or tools (e.g., a school district looking for a research methodology, a community based organization looking for an external evaluator).

Please complete this form if you are looking for a tool/provide specific expertise for STEAR proposals. The information you provide will be publicly available and accessible via the STELAR website.

** Required*

stelar
STEM Learning and Research Center

First name *

Last name *

School *

Organization / Institution *

City *

State *

Website

Listing Type *

Select new listing type for that connection. If you are both a LOOKER and PROVIDER expertise, please complete this form for each, and share contact information for the needed.

I am a LOOKER/PROVIDER expertise
Go to contact information

People Connector Directory



STELAR People Connector Directory

The purpose of the People Connector Directory is to connect individuals looking for partners or tools for their STEAR proposals with those who can provide partnership or tools (e.g., a school district looking for a research methodology, a community based organization looking for an external evaluator). The information provided is publicly available and accessible via the STELAR website. You can get notified of additions to the Directory by clicking on 'Tools/Modification Opportunities' above.

Note: STELAR and NSF do not endorse the credibility or expertise of any specific individuals on the compiled list.

Timestamp	First name	Last name	Email	Organization / Institution	City	State	Website	Listing Type	Type of Expertise	Expertise Topic / Discipline	Expertise Detail
	SOVIETH	12/11/16	Smith	smith@son	Ypsilanti	MI	US	I can PROVIDE expertise	Maths	Statistics	My area is the business of making people...
	KOPTEL	11/11/16	Care	care@stelar.org	EDC	Illinois	USA	I can PROVIDE expertise	Research	I can provide research expertise	We are in the business of making people... make your credit while you're submitting a Proposal

Why Social Media?



Why Social Media

- Connect with new audiences and potential partners
- Share project stories, updates, news, and events
- Disseminate resources, research, and project findings related to your field
- Build community with the educators, families, and youth that you serve



Who are we?



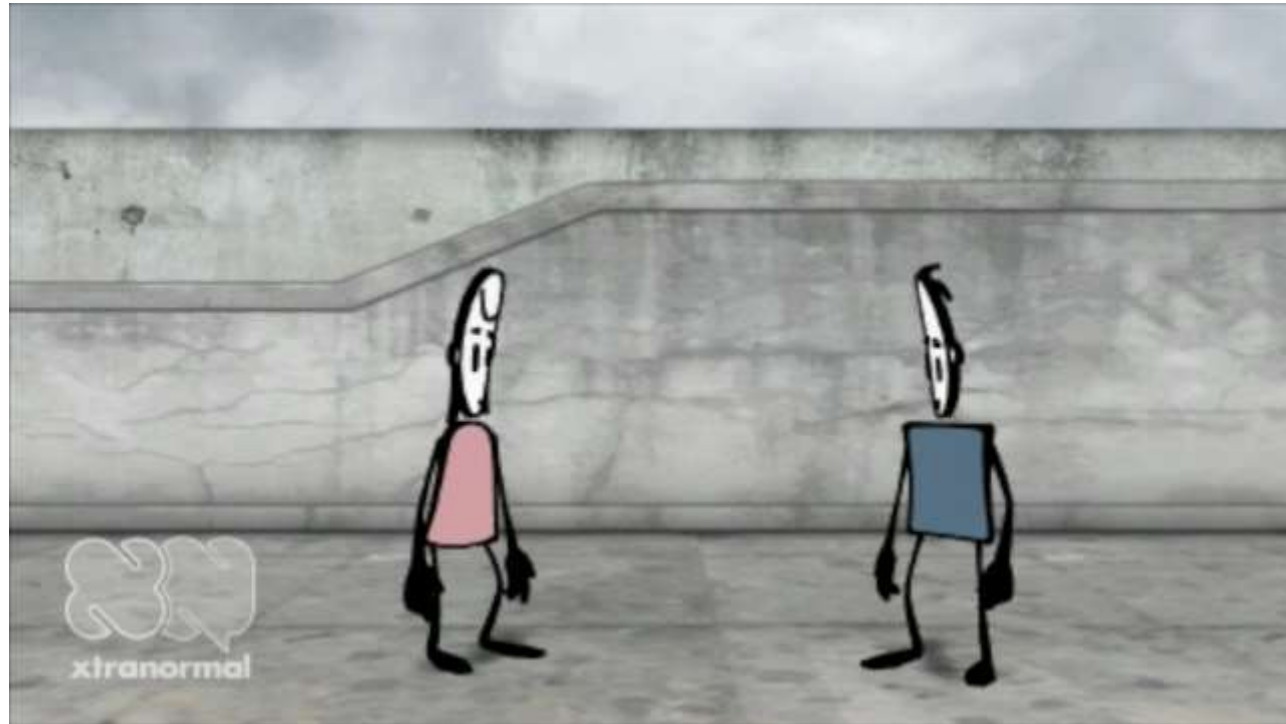
Edgeatterc.com



@EdGE_at_TERC



EdGE at TERC



ITEST – Sportslab:2020



The screenshot displays a virtual environment for a sports-related design challenge. On the left, a vertical menu contains buttons for 'Heros Story', 'The Challenge', 'Mentor Stuff', 'Mentor Stuff Panel', 'Safety Policies & Rules', and 'Support'. The main scene is a gymnasium with a basketball hoop, a desk with a computer, a television, a fish tank, a treadmill, and a window. A character is visible near the window. At the bottom, a toolbar includes a 'SEND' button, a chat input field, and various communication icons like a person, a smiley face, a lightning bolt, and a document.

SportsLab:2020 is an ongoing series of digital and real-world design challenges driven by a sports-related game narrative. For more information on SL:2020 go to our website www.edgeatterc.com

Benefits of Using Social Media (Value)

Community



Reaching New Audiences



Quality Engagement

Key Tips & Tricks

Jessica Anderson
@TriSciCurious

Playing Quantum Spectre to learn about mirrors in Astronomy! @EdGE_at_TERC

RETWEETS 4 FAVORITE 1

1:29 PM - 11 Sep 2014

Retweeting and communicating

EdGE at TERC
@EdGE_at_TERC

File this under further evidence of learning through digital game play. What I learned from playing Machinarium... fb.me/1mzmoPNtU

1:13 PM - 28 Aug 2014

Combining fb and twitter

EdGE at TERC
Posted by Barb MacEachern [?] · August 28 at 1:13pm ·

File this under further evidence of learning through digital game play. What I learned from playing Machinarium together by a 5 yr old and a 7 yr old.

- 1.) don't be a bully
- 2.) working as a team because someone might think of something else
- 3.) solving puzzles
- 4.) creating a map in my mind
- 5.) if you help someone they might help you back
- 6.) playing together is fun
- 7.) you have to try a bunch of things until you figure out the thing that works
- 8.) don't give up

26 people reached

Like · Comment · Share

Key Tips & Tricks



EdGE at TERC @EdGE_at_TERC · Jul 27

@Scieprojects thinking about **SL2020** public art via @nprnews: When Cities Become #Science, Where Does #Art Fit In? n.pr/1lqxuzT

NPR News



When Cities Become Science, Where Does Art Fit In?

As big data pushes us toward a full-blown quantitative science of cities, a unique project in Rochester, New York, has commentator Adam Frank appreciating the role of public art in urban living.

[View on npr.org](http://npr.org)



EdGE at TERC @EdGE_at_TERC · 23h

Check out the [@sched](https://twitter.com/sched) for MassCUE Conference 2014-Confidence to Create ow.ly/Byf7C We'll be there! Will you?

← ↻ 1 ★ ...

[View summary](#)

Conferences – generate excitement & participates from afar!

Use #, @ & share ideas

Finding relevant content and management tool tips



Questions?



Facebook Tips

Promoting Posts:

- Like, Share, and Re-Post Content across other accounts you manage
- Like, Share, and Re-Post to your personal networks
- Ask other colleagues to do the same
- Leverage your organization's Facebook page by reposting their content and tagging them in your posts

Build your Fan Base:

- Like other Group Pages
- Invite your friends to like your page
- Send individual messages to programs and contacts to Like your Page



- Use Facebook as:
- Kate Goddard
- Computer Science
- FabFems
- EdLab Group
- National Girls Collab
- Create Page
- Manage Pages
- Create Ads
- Advertising on Facebook
- Log Out
- Help
- Report a Problem

PEOPLE

78 likes

Reach a new milestone

100 Likes

Promote Page

Invite your friends to like Stelar



Heather Mayer

Invite



Meg Lutz

Invite

See All Friends

Status Photo / Video Offer, Event +

What have you been up to?

2 Scheduled Posts
Next post scheduled for tomorrow at 11:45am. View posts.

Stelar shared a link
Posted by Kate Goddard [?] - about an hour ago - Edited [?]

You are invited to join the National Science Foundation's Discovery Research K-12 program solicitation webinar on Tuesday, September 16.

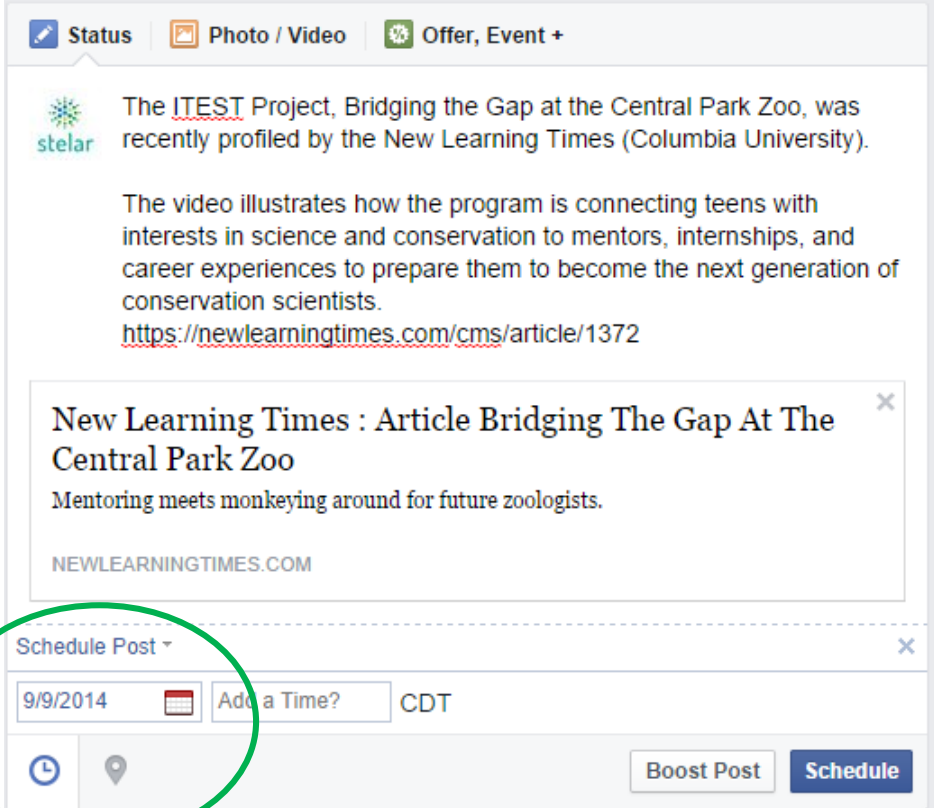
The DR K-12 program supports projects that develop and study resources, models and technologies for s... See More

NSF DR K-12 Program Webinar Registration | CADRE cadrek12.org


Recent 2014

Creating Facebook Posts

- Schedule posts!
- Recommend posting 4-5 times a week (once a day is enough)
- Use images and multimedia
- Use existing content and share archival but relevant, resources and content



The screenshot shows the Facebook post creation interface. At the top, there are tabs for "Status", "Photo / Video", and "Offer, Event +". The main text area contains the following content:

 The ITEST Project, Bridging the Gap at the Central Park Zoo, was recently profiled by the New Learning Times (Columbia University).

The video illustrates how the program is connecting teens with interests in science and conservation to mentors, internships, and career experiences to prepare them to become the next generation of conservation scientists.

<https://newlearningtimes.com/cms/article/1372>

Below the text is a preview box for the linked article:

New Learning Times : Article Bridging The Gap At The Central Park Zoo
Mentoring meets monkeying around for future zoologists.
NEWLEARNINGTIMES.COM

At the bottom, there is a "Schedule Post" section. A green circle highlights the "Schedule Post" dropdown menu, the date field "9/9/2014", the "Add a Time?" field, and the "CDT" time zone field. To the right of these fields are "Boost Post" and "Schedule" buttons.

Facebook Posts

 **Stelar**
Posted by Kate Goddard [?] · 5 hours ago

The ITEST Project, Bridging the Gap at the Central Park Zoo, was recently profiled by the New Learning Times (Columbia University).

The video illustrates how the program is connecting teens with interests in science and conservation to mentors, internships, and career experiences to prepare them to become the next generation of conservation scientists.
<https://newlearningtimes.com/cms/article/1372>



Like · Comment · Share

 Kate Goddard and Becca Seston Schillaci like this.

 Write a comment...
Press Enter to post.

 Posted by Kate Goddard [?] · September 4

New blog post contributed by the ITEST Project NetSci-High!

"NetSciHigh has opened doors for me that would not be open without the program... I am currently working with [grad student] to map out the recent Ebola outbreak in West Africa."

<http://stelar.edc.org/blogs/catherine-cramer/netsci-high-network-science-next-generation>



NetSci High: Network Science for the Next Generation | STELAR - STEM Learning and Research Center
stelar.edc.org

This summer, twenty four students had an opportunity to meet Dr. Alex "Bandy" Portland from MIT's Media Lab, Dr. Gene Stanley from Boston University's Center for Polymer Studies, and other researchers to learn about current applications in...

Like · Comment · Share

 1 Share

 Brenda Britsch, Karen Peterson and 2 others like this.

 Write a comment...

267 people reached

Boost Post

Twitter

- Join the community and discussion around STEM & Workforce development.
- Reach out to and build relationships with key influencers.
- Provide community and potential community with easy way to get to know and communicate with your project.



TWEETS 273 PHOTOS/VIDEOS 3 FOLLOWING 236 FOLLOWERS 119 FAVORITES 2 More

Edit profile

STELAR

@STELAR_CTR

Helping prepare a diverse, skilled, and innovative STEM workforce

stelar.edc.org

3 Photos and videos



Tweets Tweets & replies

STELAR @STELAR_CTR · 5h
Call for presenters are open for the 2015 @InnovatoinsConf! Great opp to connect ITEST to community college network ow.ly/BhvNw

Retweeted by STELAR
STEMconnector @STEMConnector · Sep 9
Join our #STEM into Communities TownHall on Google+ TMRW @ 1PM ET w/ speakers from @earthforce @WKU @wested @TCS_News bit.ly/1opdvmp

STELAR @STELAR_CTR · Sep 9
Luz Rivas w/ @DIYGirls shares her experiences as a minority pursuing CS & future plans for inspiring youth in #STEM ow.ly/Bhsic

View summary

Who to follow · Refresh · View all

- Aliya Rahman @AliyaRahman
sunlightlabs @sunlightlabs
TryEngineering.org @TryE...

Popular accounts · Find friends

Trends · Change

- #Uncarrier7
#pxlemov
#MTVEMA
#WhenIWasaKid
Every Day is a Good Day
#GBBO
Apple Watch
Damp Spain

Creating a Tweet

- Include @stelar_ctr so we can retweet.
- Be sure to engage others, if mentioning someone find their handle and include it in your tweet.
- Share from your organization/ project perspective.
- Tweet often
- Search and track other hashtags – some to explore:
#STEM, #science, #edtech, #edchat, #Scichat

*Congrats to @smithmegan on her new role as the US chief technology officer! What a great role model for #girlsInSTEM!
<http://ow.ly/B8poG>*

*TODAY @ 3:00pm-EST, join @tricoalition for a webinar on Sustaining #STEM Education through Partnerships
<http://www.trianglecoalition.org/webinars>*

Engagement in Twitter

The screenshot shows the Twitter mobile app interface. The top navigation bar includes Home, Notifications (highlighted with a green circle), Discover, and Me. A search bar is located on the right. The main content area is divided into three columns: Trends, Notifications, and Who to follow.

Notifications

All / People you follow

- Cyberlearning Center** and 3 others followed you 33m
- Cyberlearning Center** @CIRCLCenter · 35m
Upcoming Webinar by @STELAR_CTR on Using Social Media to disseminate Project work 9/18 @3 pm ET. ow.ly/Bm2Te to register.
Expand Reply Retweet Favorite More
- InnovationsConf** @InnovationsConf · 23h
Welcome @mhorak3 @essayapps @STELAR_CTR @McREL @OOHLALAapp - thanks for the follow! bit.ly/N3IGG3 #education
Expand Reply Retweet Favorite More
- NGCProject** @ngcproject · Aug 28
Join @STELAR_CTR on 9/3 for a webinar with NSF PO's discussing the current ITEST solicitation due this November: ow.ly/AJGna
Expand Reply Retweet Favorite More

Who to follow · Refresh · View all

- Aliya Rahman** @AliyaRahman ×
Follow
- Kathleen Kennedy Manzo** @... ×
Follow
- sunlightlabs** @sunlightlabs ×
Follow

Popular accounts · Find friends

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS MTV

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Sharing Across Platforms

- Ex: Blog post on Tumblr, Linked to in Mailchimp e-newsletter, link shared on Facebook and Twitter.
- That's 4 platforms using content from one story!



Best Practices & Considerations

- Make links to your active social media accounts accessible everywhere – in your email signature, business cards, website, etc. in any communication going out!
- Cross promote – if you post something on Facebook it is OKAY to post on Twitter. (note not to automate this though)
- Focus on storytelling and use visuals to increase engagement.
- Set time aside dedicated time during the week to engage in social media.
- Plan ahead, think about your full calendar year and highlight key dates and activities.

Hootsuite



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[Free Trial](#) [Blog](#) [Help](#) [Careers](#) [Contact Us](#) [Sign In](#)

Social Media Management

The leading social media dashboard to manage and measure your social networks

- Manage multiple social networks
- Schedule tweets and messages
- Track brand mentions
- Analyze social media traffic
- 10 million+ satisfied users

[Plans & Pricing](#)

Compose message...

12:10pm The #SACNAS2014 conference is 1 month away! Check out their excellent line up by National Girls Collaborative

1:55pm "I #LoveNGCP because it's an open source way to infuse your creativity locally to by National Girls Collaborative on Friday, Sep 12 2014 at 10:44am

2:40pm Celebrate National Manufacturing Day on 10/3 by joining @DiscoverEd & @Alcoo by National Girls Collaborative

4:15pm In the LA area? Don't miss @SWEtalk's Invent It. Build IT EXPO for girls, families by National Girls Collaborative

Wednesday, Sep 17

The screenshot shows a Hootsuite dashboard with four main panels: Home Feed, Mentions, New Followers, and Sent Tweets. The Home Feed shows tweets from DiscoveryEd, including a live stream announcement and a virtual field trip. The Mentions panel shows tweets from EDC Publications, CIRCL Center, and InvoVibesCovr. The New Followers panel lists new followers like mike_barnett_BC and @SLSherman. The Sent Tweets panel shows tweets from STELAR_CTR regarding grant applications and grant announcements.



Resources

General

- [NonProfit Tech for Good](#)
- [Edudemic](#)

Twitter:

- [Twitterfall](#) & [TweetChat](#)
(used at events to share # discussions)
- [Storify](#) (used to archive # discussions)
- [Twitter Analytics](#)

Content Management

- [Flipboard](#)
- [Google Alerts](#)
- [STEMConnector](#)
- [Hootsuite](#)

Questions?



Stay Connected

STELAR Webinar: Working with Youth with Disabilities

Thursday, October 16, 2014 - 3:00pm to 4:00pm EST

<http://stelar.edc.org/events/stelar-webinar-working-youth-disabilities>

Attitudes, Skills & GRIT, Oh My!: A Research Evaluation Working Group Conversation

Tuesday, September 30, 2014 - 2:00pm to 3:00pm EST

<http://stelar.edc.org/events/attitudes-skills-grit-oh-my-research-evaluation-working-group-conversation>

STELAR Contact Information

stelar@edc.org