The ultimate guide to Twitter for Teachers
Twitter can provide superb ideas and support for Teachers

- This guide was downloaded from bit.ly/EduTwitterGuide. This version was last updated 17 September 2019.
- For additional details and to check for updates, please click to visit

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How to make the most of Twitter
Twitter is huge. Making sense of it can seem hard, at first.

- Each year around 250 billion Tweets are sent.
- There are 350,000 tweets sent every hour.
- It’s easy to get completely overloaded, but this guide will help.

OneMillionTweetMap.com shows the location of every tweet sent in the last 24 hours.
Create an Account

- Visit Twitter.com and Sign up

- Create your @username.
  - 15 characters long. Can be changed any time.

- It’s possible that you might have 3 possible identities
  - @ Your professional account: you and your subject as a teacher
  - @ Your role in the school. (@SchoolXHead)
  - @ Your personal account – to separate professional vs personal.

- You can create multiple accounts, as long as you use a different email address (including aliases such as myemail+alias1@email)
@Usernames identify people
#Hashtags identify a topic

There will be relevant hashtags for your subject area, year group, location and school.

Hashtags are not case-sensitive.
- However, using capitals can make longer hashtags easier to read e.g. #InternationalSchoolRecruitment

The next page has some top general hashtags for teachers.
General Hashtags for Teachers

- **General**
  - #edchat, #educhat, #edutwitter

- **Teaching**
  - #teaching, #teacher, #classroom

- **Locations/Regions**
  - This guide was downloaded from Searchality.com. Searchality helps international schools and teachers. So here’s a list of top international hashtags:
    - #edchatMENA, #aussieED, #edchatEU, #InternationalSchoolRecruitment, #internationalschools, #teachingabroad

- **New Teachers**
  - #NTchat, #NQT

- **Network**
  - The teacher community is extremely helpful and supportive. Some specific hashtags that reflect this are:
    - #PLN – a call out to your own (or for others’) Personal Learning Network
    - #FFed – Friday Followback education: You @name a teacher you Follow in your tweet on Friday and they Follow you back.
    - #CPD – Continuing Professional Development, via Twitter

When you open the link, note that every hashtag is separated by ‘OR’

Click here to see these hashtags in action
Searching for content

- Beyond Hashtags, you can search for anything you want, including any combination of words, hashtags or more.
- For example, try Geography GCSE revision or IB ToK

**Advanced Searches:**
- When you have more specific ways you want to search – for people, dates, inclusions, exclusions, and places – use Twitter’s Advanced Search
- Tweetdeck (next section) also helps a lot!
Use Tweetdeck to help you

- Top tip: use Tweetdeck. It really helps!

- Log in on to your Twitter account on a computer and visit Twitter’s own Tweetdeck.Twitter.com

- On the left of the screen click on +Add Column.
  - Add them all initially to see what they do. You can remove them again later.
Search columns are really powerful. For example:

Find all Tweets that use the Hashtags #edchat OR #teacherlife,

for people near you

Crowdsource the top topics of the day: use the Engagement filters.

You can prioritise seeing, for example, only posts that have already been popular
  - Retweeted (i.e. shared on again) by 10 people,
  - received at least 10 likes
  - received at least 5 replies.

This way you can start your Twitter session looking at the top news that people care about.

In Tweetdeck you can add as many Search columns as you like, for Hashtags, words, locations, and more.
Join the conversation

- As soon as you have an account created you can send your first tweet. (Click on that link: you can edit the content for you before sending it)

- Comment, Retweet & Like  
  - Show your appreciation: click on the relevant buttons under each tweet to add your comment, to retweet or to like.

- Follow people
  - As you identify people with the most relevant contact for you, you can Follow them. Their comments will then show in your daily newsfeed.

- Be supportive
  - Generally people on Twitter are encouraging, enthusiastic and supportive, especially in the #Teacher community.
  - When someone gives or shares content, show your appreciation by mentioning their @name in a comment.
Mute the conversation!

- Twitter is amazing, with a huge volume of content and ideas.
- But sometimes the ‘conversation’ gets out of control.

**Use Twitter’s Advanced Muting options:**
- mute Tweets that contain particular words, phrases, usernames, emojis, or hashtags.

- At work you might be more #Rosenshine than Re-election so you could mute political words from your professional Twitter account.
  - This means that when you’re in work mode, you see content likely to interest you fastest.
- To mute relevant items, see Twitter’s step-by-step instructions [here](#).
Make a List

- Lists help you to curate your favorite people on Twitter

Public Lists
- When you add people to a public list that person (@name) is notified
- Everyone can see who is on a list.
- Others can ‘subscribe’ to your public list and stay up to date with any changes to it.
  - (See more detail on Subscriptions in the links below: it’s useful)

- If you add people to a list, consider the name you give your list.
  - Great Teachers on Twitter would be motivating for them
  - Dull but important resources less so!

Private Lists
- When you add @people to a Private list they do not know you have added them.
- Private lists are not visible to anyone else

Read more about creating and managing Lists here and here
Save content

- Save interesting content so you can find it again later, for yourself or others

- **Likes**
  - Anything you ❤️ ‘Like’ is visible for you in future.
  - Likes are public: to the person creating the original tweet, and broadcast to your followers, or anyone looking at your profile

- **Bookmarks**
  - You can add content to your Bookmarks. Bookmarks are private for you, so use them when a ‘Like’ isn’t relevant
  - Add Tweets to Bookmarks after clicking the Share button

- **Wakelet**
  - If you’d like to share content you’ve discovered (from Twitter and elsewhere) with others have a look at [Wakelet for Educators](https://www.wakelet.com/teachers)
Enjoy and Share

- Spread the word at school:
  - A computer in the staffroom showing TweetDeck and columns relevant to the school and local community?
  - A list of all the teacher accounts so everyone can follow, support and retweet?

- Share and Develop this guide
  - Twitter is all about sharing. It’s a great community!
  - If this guide has helped you, simply click on the image to share a link to Twitter. We really would love to know you like it.
  - Tell Searchality what else to add to the guide: https://Searchality.com/support/suggestions/

You can find more detail on how to get started on Twitter for Teachers at bit.ly/EduTwitterGuide
This guide to Twitter for Teachers was originally prepared by Searchality

Searchality.com helps International Schools and teachers: to recruit and to find great jobs worldwide.