

# Harnessing the power of Twitter

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# Objectives

- To appreciate the power of Twitter
- Understand the benefits of joining the SBL Twitter community
- Learn how to use Twitter

# The world of Twitter



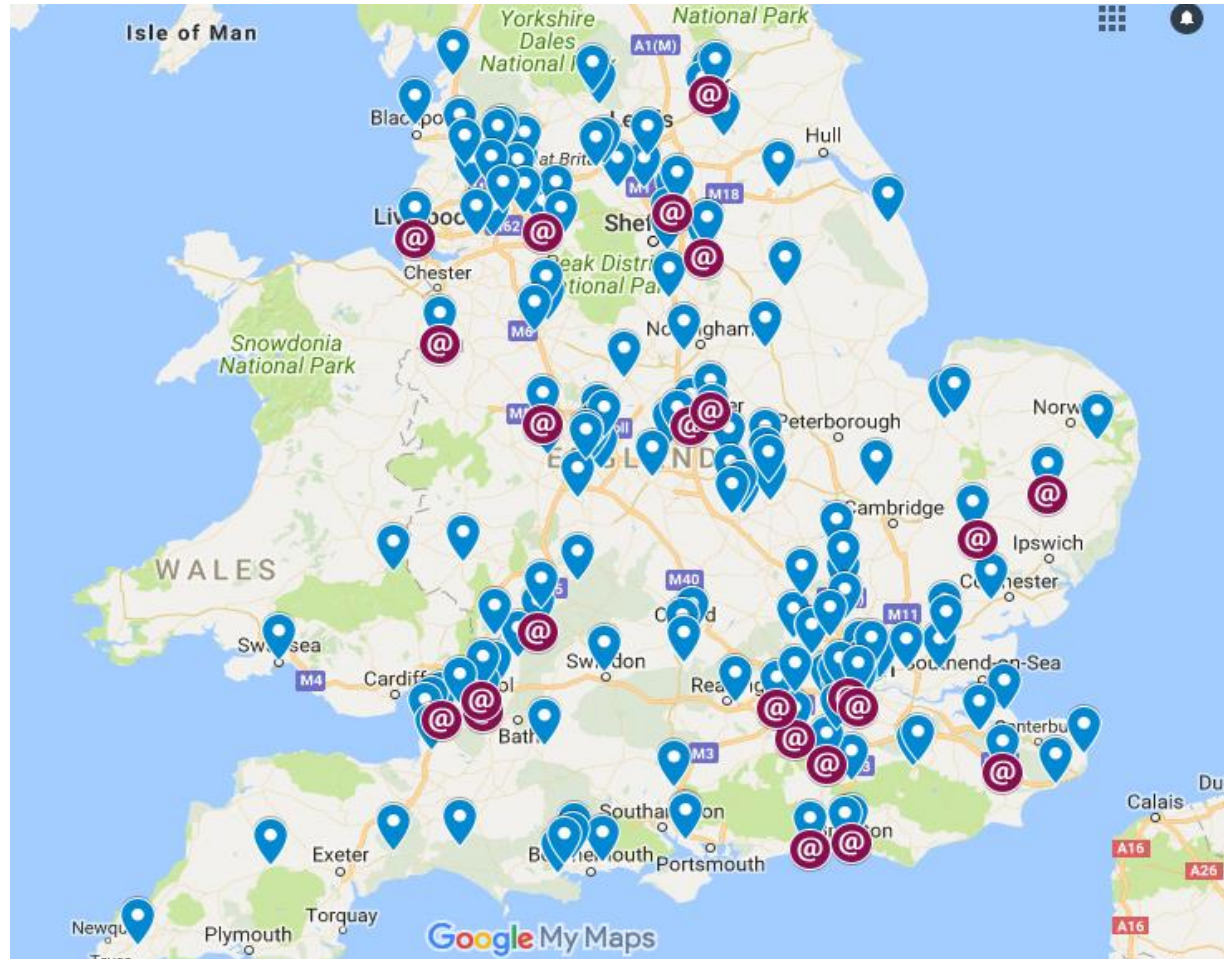
# Where are you on the Twitter journey?



# Joining the SBL community



# Be part of a collaborative network





# #SBLTwitter

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Followed by Goffs Oak Primary and others



**CHEXS** @chexsofficial

Follow

Followed by Sabrina Wright and others



**Debra Kidd** @debrakidd

Follow



**Andy Heald** @AHeald\_Pre...

Follow

Find people you know



**Hayley Dunn** @ShropshireSBM · May 31

#SBLtwitter I would like your help. I'm preparing for a #WomenEd Lead Meet event, my title is #BeTheChange - what should I cover? What would have most impact in 10 minutes?

11 6 9



**Lisa Holroyd** @HolroydO2 · Jun 1

#sbltwitter working hard to improve things in schools. How many times do you get told "we've always done it that way or why do we need to change things?"

6 8



**Hilary Goldsmith** @sbl365 · May 30

#SBLtwitter, a #GDPR question:  
You receive a reference request from a school for an ex-employee. Do you verify that that person has given permission for you to disclose personal information about them to a potential new employer?  
How?  
#SBL #EmploymentLaw #HR

12 4



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# Discover what's happening...

#SBLTwittermap

#SBLTwitterlist

#SBLTwitterbuddy

#myfirsttweet



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# Anatomy of a Tweet





**Hilary Goldsmith**

@sbl365

Following



#SBLTwitter, a #GDPR question:

You receive a reference request from a school for an ex-employee. Do you verify that that person has given permission for you to disclose personal information about them to a potential new employer?  
How?

#SBL #EmploymentLaw #HR

12:20 PM - 30 May 2018

2 Likes



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**HfL BMS** @HfL\_BMS · May 14

SBL's - share your opinion on pay & conditions of the profession by taking part in the survey #sblchat #SBM #SBL



**NAHT** @NAHTnews

School business leaders – last chance to share your views via our pay and conditions survey [ow.ly/2vJz30jDcKN](https://ow.ly/2vJz30jDcKN) #SBL #SBM #sblchat #SBLTwitter @ISBL\_news



HertsPrimaryEnglish Retweeted



**HertsPrimaryEnglish** @HertsEnglish · May 15

New blog in support of our forthcoming day of celebration of picturebooks: [bit.ly/2IIMeCJ](https://bit.ly/2IIMeCJ) Come and join us for a day packed with great books (classics to brand new titles), rich discussion and great ideas for immediate use in class.



You, PrimaryMaths, Mary Roche and Ruth Goodman



Retweet 17

Like 37

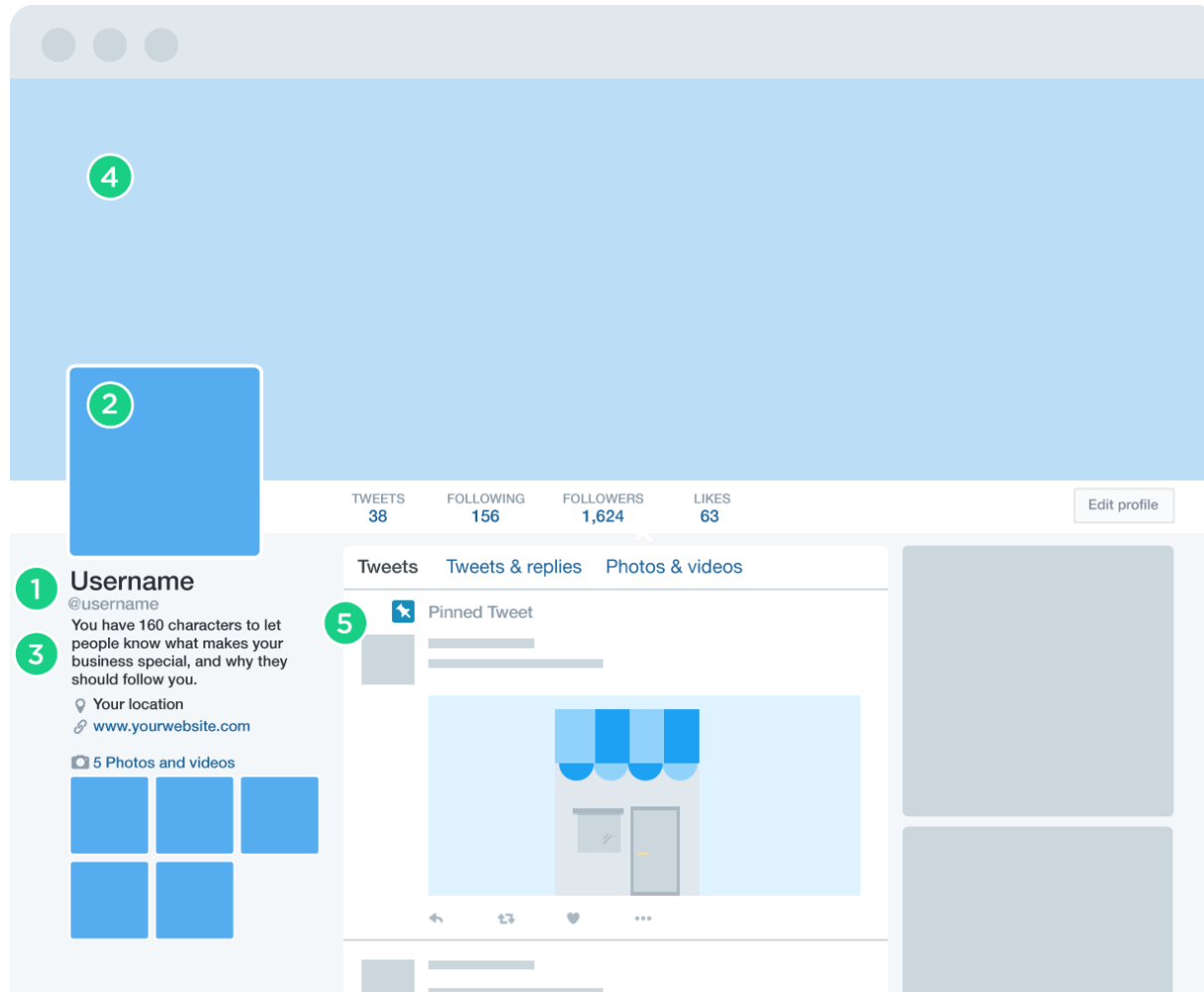


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# Twitter profile





Tweets 7,029 Following 581 Followers 4,154 Likes 2,339 Lists 6 Moments 0

Edit profile

### Herts for Learning

@HertsLearning

The UK's largest Schools' Company, providing high-quality teaching, learning, leadership and business support to schools and education settings.

Stevenage, Hertfordshire, UK

[hertsforlearning.co.uk](http://hertsforlearning.co.uk)

Joined December 2011

Tweets Tweets & replies Media

Pinned Tweet

 **Herts for Learning** @HertsLearning · Jun 4 📌

One week to go...

Our post-16 conference brings together national experts in post-16 education, to help school leaders ensure their #SixthForm provision remains high quality, successful and sustainable.

It's not too late to book: [bit.ly/HfLSFConf](http://bit.ly/HfLSFConf)

### Your Tweet activity

Your Tweets earned 2,200 impressions over the last 24 hours



View your top Tweets



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# Are you ready to join the SBL community?

- More details on why to join twitter from sbl365
- Connect with SBLs on Twitter
- Get yourself on the Map!

## #SBLTwitterchallenge

- ❑ Create a professional Twitter account.
- ❑ Post your first tweet and include the hashtags:  
#myfirsttweet #SBM #SBL #SBLTwitterchallenge
- ❑ Follow 10 SBLS on Twitter.
- ❑ Quote a tweet and share your opinion.
- ❑ Follow your local SBL regional group on Twitter  
(Don't have a local SBL regional group? Just follow as many as you can find).
- ❑ Let everyone know how you are getting on with your #SBLTwitterchallenge.
- ❑ Follow @SBL365 and add your twitter handle to the #SBLTwittermap.
- ❑ Find and read an SBL blog.
- ❑ Help an SBL colleague not here today to get on twitter and share this #SBLTwitterchallenge with them.
- ❑ Don't be shy! Write and share your own SBL blog.

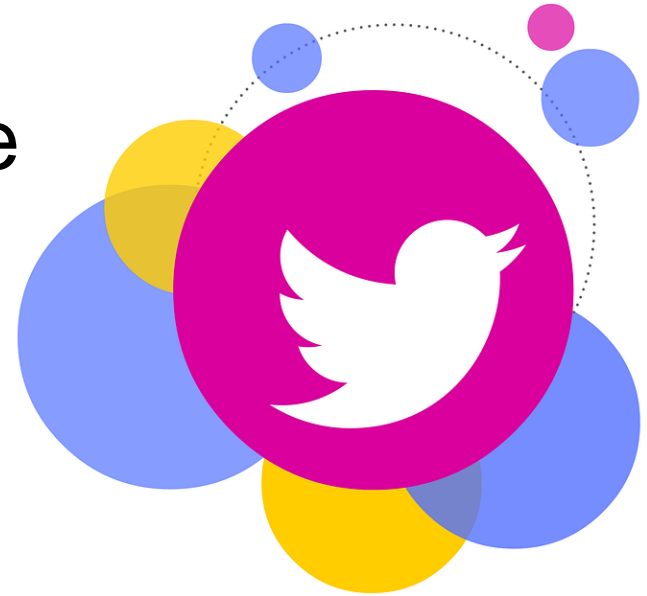
**Need help? Ask a #SBLTwitterbuddy**





# Top tips

- **S**how your professional voice by joining in with the conversation
- **B**uild your network
- **M**ake Tweets inspiring or engaging



# Q & A

