Presented by:

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Promoting OverDrive at Your School

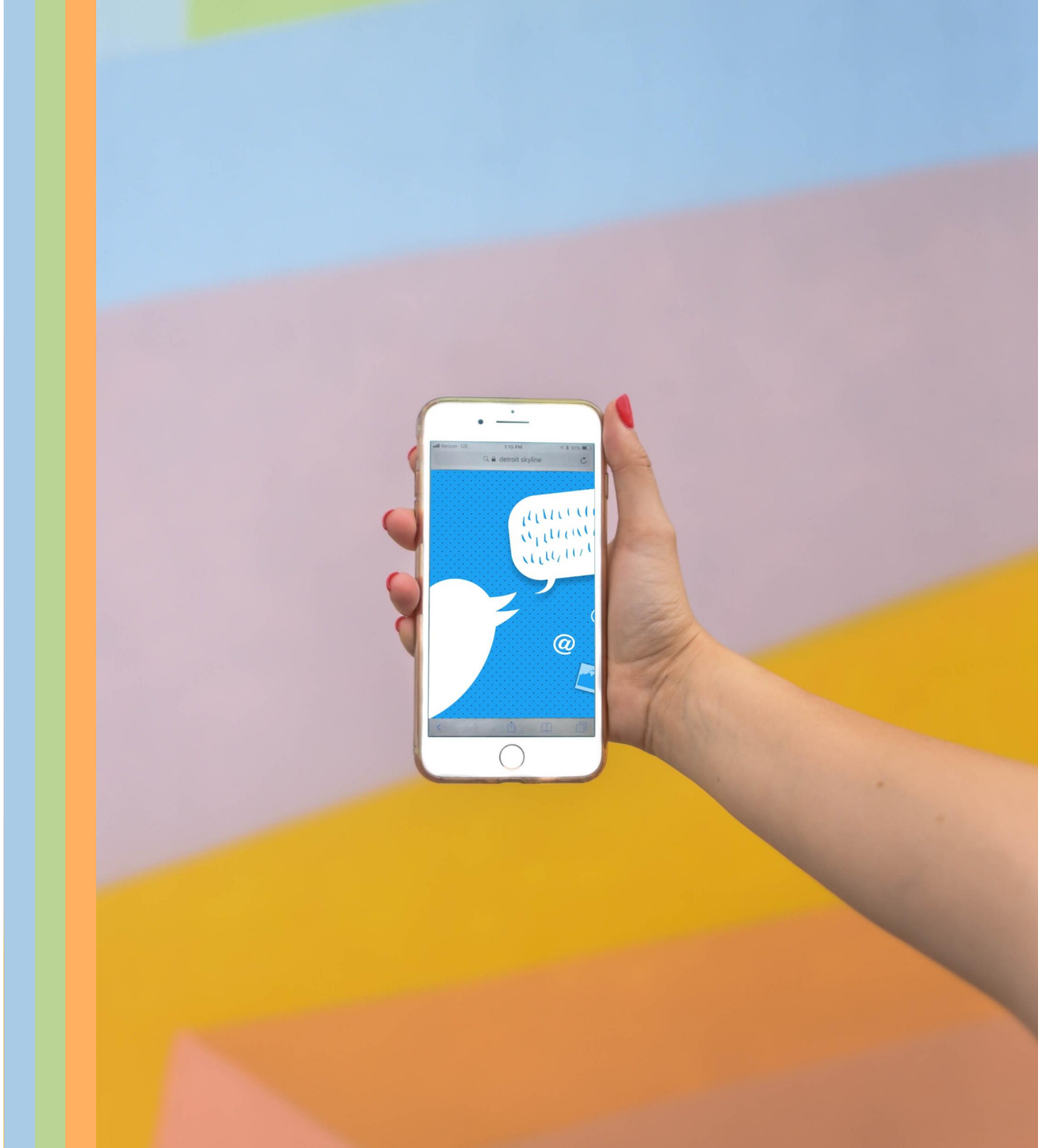
Using Twitter to support your digital collection

March 21, 2019

OverDrive Education
a Rakuten company

Today’s questions:

- ❑ Why is Twitter important?
- ❑ How do you use Twitter to affect community?
- ❑ What are ways to use Twitter well?
- ❑ How do you create a Twitter campaign?
- ❑ What am I *not* doing on Twitter yet?



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Reach your whole school community.

OverDrive Education @OverDriveEd · 22h
Most popular YA titles by state

50 States of YA: Young Adult Books Set In Each U.S. State | Book Riot
Take a reading trip through the 50 states of YA. These YA books from the past five years are each set in a specific state with solid settings.
bookriot.com

SchoolLibraryJournal @sljournal · Mar 12
An exclusive first look at the DC Zoom graphic novel 'Green Lantern: Legacy,' featuring the first Asian-American Green Lantern. ow.ly/8gfc30o1mM6

Meredith Wemhoff @MeredithWemhoff · Mar 12
A recent update to the #SoraApp now allows for titles to be read offline in a browser. Students without reliable internet access at home, can download the title while at school to read offline later. #EdTech #EdEquity

Sora update: Read books offline in your browser - Rakuten OverDrive
At school students typically have access to a web browser to complete their work. Outside of school, some students might lack wifi access and struggle
company.overdrive.com

Justin Ashworth @jjashwor · Mar 8
@BCSDBEES @jcampbell227 @OverDriveLibs Introducing audiobooks with the app Sora was a huge success with Mrs. Campbell's class this morning!

WeNeedDiverseBooks @diversebooks · Mar 11
"As a Black mother, my goal is to help give my children the vocabulary to express self-awareness while preserving their sense of empowerment and self-efficacy — and smart children's books dealing with race are a great way to do that."

10 Books To Start Your Kids Thinking About Race and Identity
It's too soon to enroll my children in school. Still, that doesn't mean it's too soon to start teaching them some of life's lessons. If you've ever sat and h...
romper.com

Tiffany Wincek @odhappyreader · Mar 8
It's #InternationalWomensDay! Spread the word and the love of reading with our new Women's History Month kit! Your library may be closed during Spring Break, but Sora is always open! Check out the kit here: bit.ly/2GCYnoP #SoraApp @OverDriveEd #happyreading

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Students

Recommendations

Announcements

Promotions

Resources

Tara Cain @librarian_chs · Mar 7

Spring Break is coming soon! Make sure you have the Sora app so you can read and listen to books over the break! Show us the app on your phone to get a button! #soraapp #overdrive

2 4 9

WeNeedDiverseBooks @diversebooks · Mar 7

This #WorldBookDay, let's all work toward a future where everyone see themselves in the pages of a book.

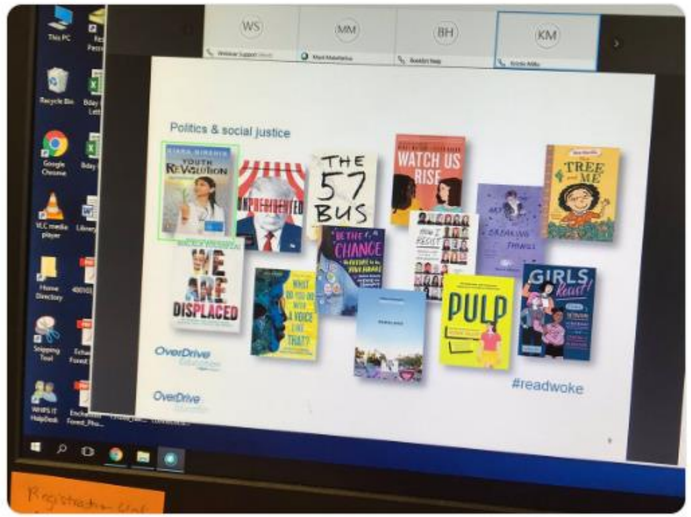
6 252 534

Kristin Lewis @_KELewis · Feb 24

Deadline alert! @JasonReynolds83 wrote 3 first lines to stories that don't exist. Your students' job is to pick their favorite & write their own story. Deadline is this Friday. #ScholasticScope #msELA Details here: bit.ly/2Sekrs8

Melissa Thom @msthombookitis · Feb 28

Some great titles to hand to students interested in #politics and #socialjustice! #readwoke @OverDriveEd @ctcasl @dralicetlee @drdonvu @ncte @joycevalenza @aasl @lovealibrary @smcneice @sljournal @BristowWHPS @SLC_Online



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Teachers

Resources

Connections

Community

Inspiration

"By providing students with the graphic novel version of a scene or chapter from a text-based novel prior to reading, students will have a general understanding of plot beforehand, and can focus on details."

Graphic Novels Belong in Your English Class. Here's How to Use Them

Graphic novels are rich in complexity and provide a unique opportunity for literary analysis, writes library media specialist Paige Classey Przybylski.

edweek.org

Dreaming about Spring Break? Did you know Sora will let your student bring a whole catalog of library ebooks on vacation?! Check it out! #cfevs #SoraApp

K–12's Digital Transformation Is Giving Libraries a Modern Makeover
edtechmagazine.com/k12/article/20... #k12

K–12's Digital Transformation Is Giving Libraries a Modern Makeover

K–12 media centers are more comfortable and collaborative than ever before.

edtechmagazine.com

PBS Teachers @pbsteachers · Mar 10

An "island" is a piece of land with water all around it? Can your students find an "island" on a map?

Word of the Week | Island

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Parents

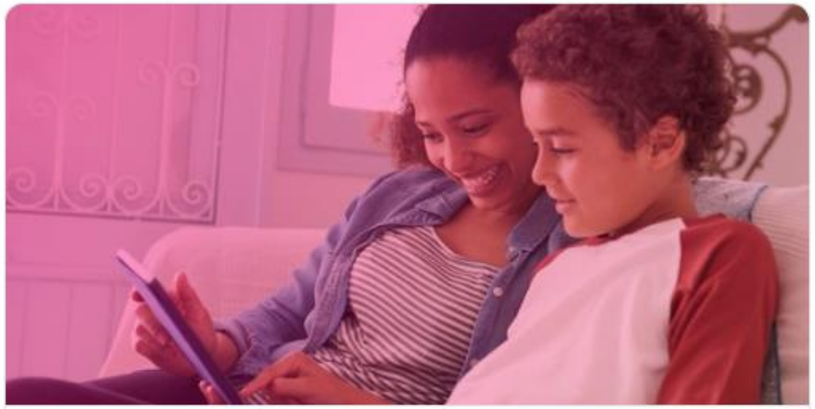
Agency

Influence

Awareness

Understanding

13.7 milion - That's the number of words students who read at least 30 minutes per day are projected to encounter between kindergarten and 12th grade. #PerspectivesOnReading



Editorial: Supporting those on the frontlines attacking illiteracy - Per...

For half of our population, their literacy skills are so low they're unable to read prescription drug labels, and 20 percent of Americans read below the...

perspectivesonreading.com

"Google the value of reading children's books aloud and the answers are all about the kids — how it improves their vocabulary, teaches morals, tells truths, fires imagination and instills a love of reading. But what about the reader?" #reading #K12

Perspective | Reading children's books out loud awakened the child i...

An introvert started reading to her children, and learned how to open up to other children too.

washingtonpost.com

Dyslexia and the #technology that can help now - A great feature in Sora is that students have the ability to switch their font to make it easier to read and complete assignments with Sora. #edtech

Dyslexia and the technology that can help right now - Rakuten OverD...

Three million people are diagnosed with dyslexia each year. Students might struggle with reading fluency, decoding, reading comprehension, recall, wr...

company.overdrive.com

How do parents and #educators decide what books are appropriate for #K12 students? Should books be rated the same way we rate movies and television?

National book ratings for parents? - Perspectives on Reading

A maturity or content-specific rating system hasn't been developed on a national level and is needed to guide parents – and may be able to prevent...

perspectivesonreading.com

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Prospects

- Interest
- Events
- Contacts
- Information

Reading a 'super power' for Northwoods Elementary students

Superheroes like to read.That's what Northwoods Elementary School learned Friday as Spiderman and Wonder Woman joined them to celebra...

jdnews.com

Theresa Turner @TeachTechTurner · Feb 9

My #edtech integrated door was a winner🎉 for our Black History Door contest!! 🏆The students couldn't wait to engage & explore! I think they like it!😎 #itsawinner🏅#funwithtech💻 #qrcodes 💡 #blackhistory #blackhistorydoor @DeKalbSchoolsIT @DeKalbSchools @DekalbEla @RScott_DCSD

OverDrive Libraries @OverDriveLibs · Feb 27

Happy #PokemonDay! May all the trainers have the best of luck catching them all 🥰

Browse & borrow your library's @Pokemon collection: overdrive.com/search?q=pokem...

Chatham Hall @ChathamHall · 23h

A warm welcome to all of the families visiting for Admitted Students Day! Rector Buck welcomed visiting parents this morning at the Rectory, followed by assembly and a school fair, with students sharing all of the amazing aspects of Chatham Hall with our guests.

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Public

Partnerships

Opportunities

Volunteerism

Networking

Reading Is Fundamental @RIFWEB · Mar 5

RIF and @PandaExpress teamed to give books to 20,000 first graders in communities across the country. Read on for a guest blog from @Team_SLEF about the impact new books had on their students #readingisfundamental rif.org/blog/guest-blo...

Rachel Booth {FiA: Patches} @sew1stgrade · Mar 13

@SaadiaFaruqi my sweet student was so excited when Yasmin was delivered from @DonorsChoose She said, "I've never seen a story with an Indian girl before - she's just like me!"

My ❤️ burst!! Thank you for this book series!!!

Steven Yates @HeyLibraraman · Feb 7

What a treat to join @TCSBoardofEd Librarians today! Here @pilsch is sharing about the @OverDriveEd rollout—part of the amazing #TCSReads suite of print and digital resources. Love the way this group shares ideas! – at Paul W. Bryant High School

Buncombe Schools @BuncombeSchools · 17h

The Celebrating #MiddleSchool Success Through the #Arts show was a success! @BuncombeSchools is grateful to @UncAvl, the @UnitedWayABC, and our community for supporting our talented art students!

#WeAreBCS #BCS #BCSarts #BCSvisualart #WNC #AVLart #AVLarts #NCpublicschools

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Start a Twitter campaign.

Provide a call to action.

Set up your profile.

Draft a tweet.

Add images + more.

Create hashtags.

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Provide a CTA.

- ❑ Use hashtags.
- ❑ Tag other accounts.
- ❑ Include a link.
- ❑ Start a conversation.
- ❑ Do a giveaway.

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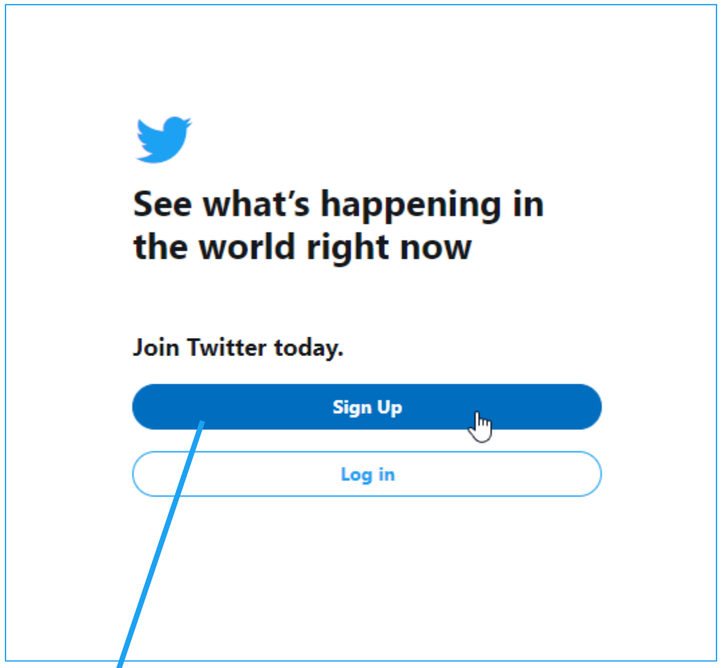
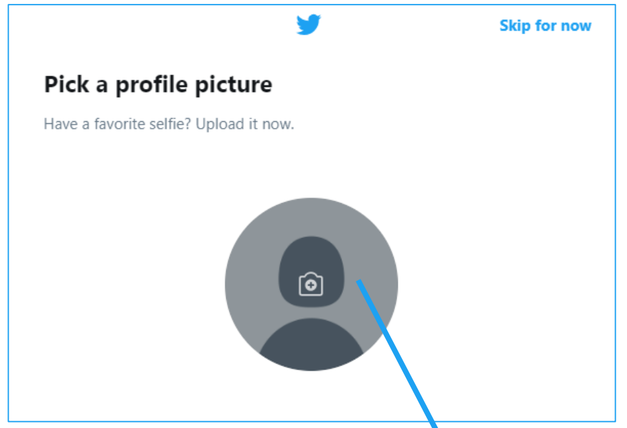
Set up your profile.

- ❑ Sign Up at twitter.com.
- ❑ Choose email account to use.
- ❑ Pick profile photo.
- ❑ Change or accept username.
- ❑ Add a cover photo.





Which email should I use?

Do I have a backup user name in case my 1st choice is taken?

How will I receive my verification code?

Is my photo large enough/small enough?

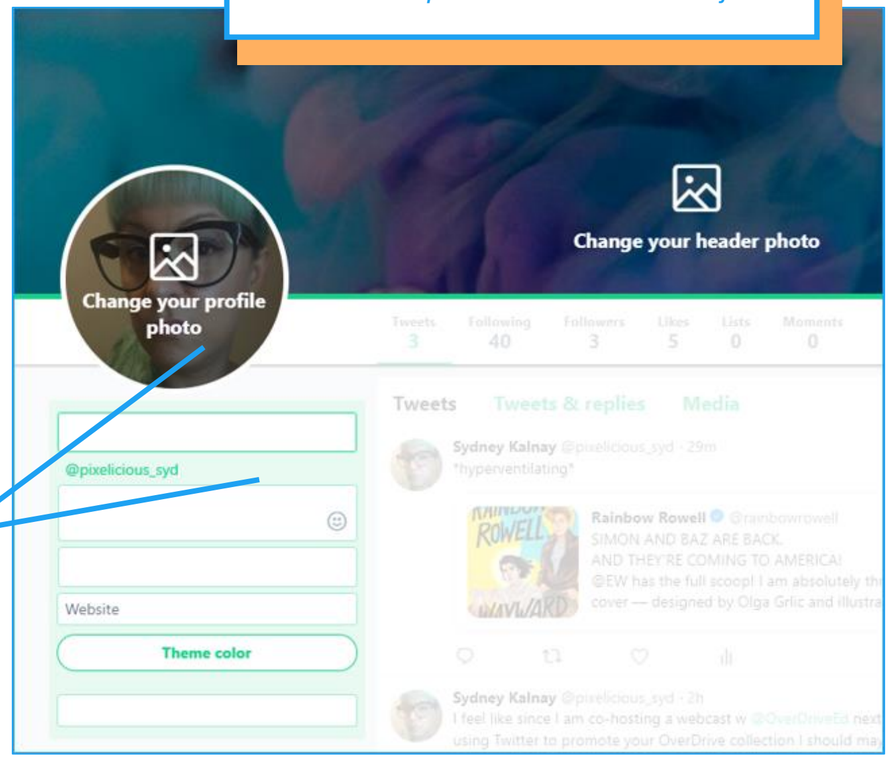
Do I have a professional photo I can use?

Should I use a photo? An avatar/bitmoji?

Should I use my full name? Edu name?

What would be a strong, informative profile?

How do I hide my birthdate?



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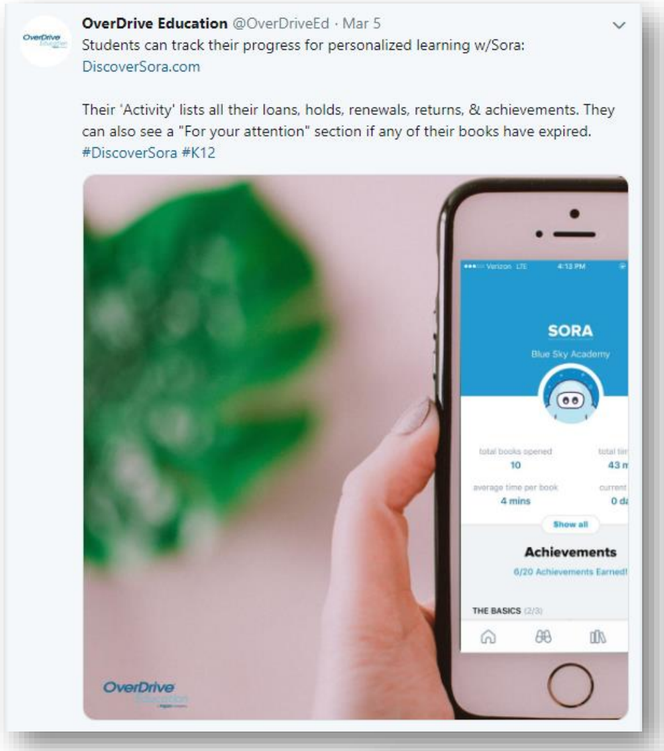
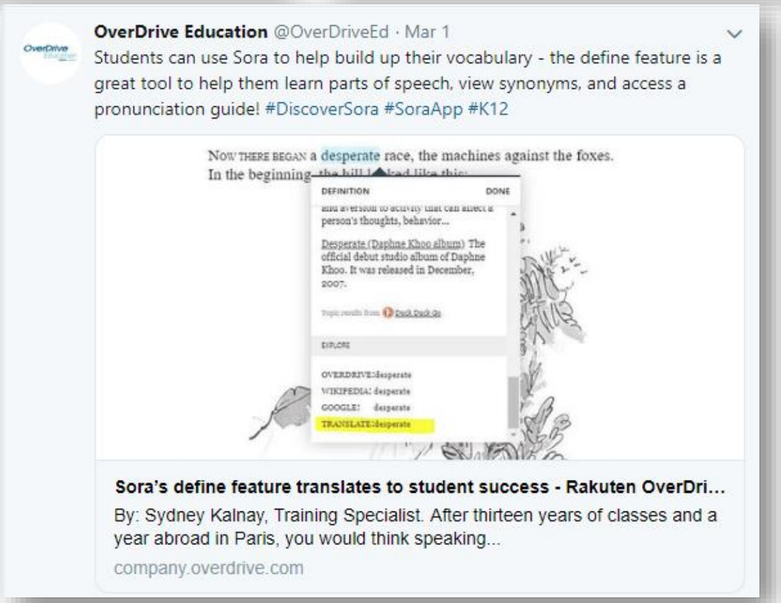
Draft a tweet.

- ❑ Pick a topic. (school event, news story, trending titles, etc.)
- ❑ Decide your CTA.
- ❑ Draft the copy for the body of the tweet.
- ❑ Select a Creative (GIF, photo, meta-data from link, etc.)
- ❑ Review copy and add hashtags.
- ❑ Tag accounts relevant to tweet.





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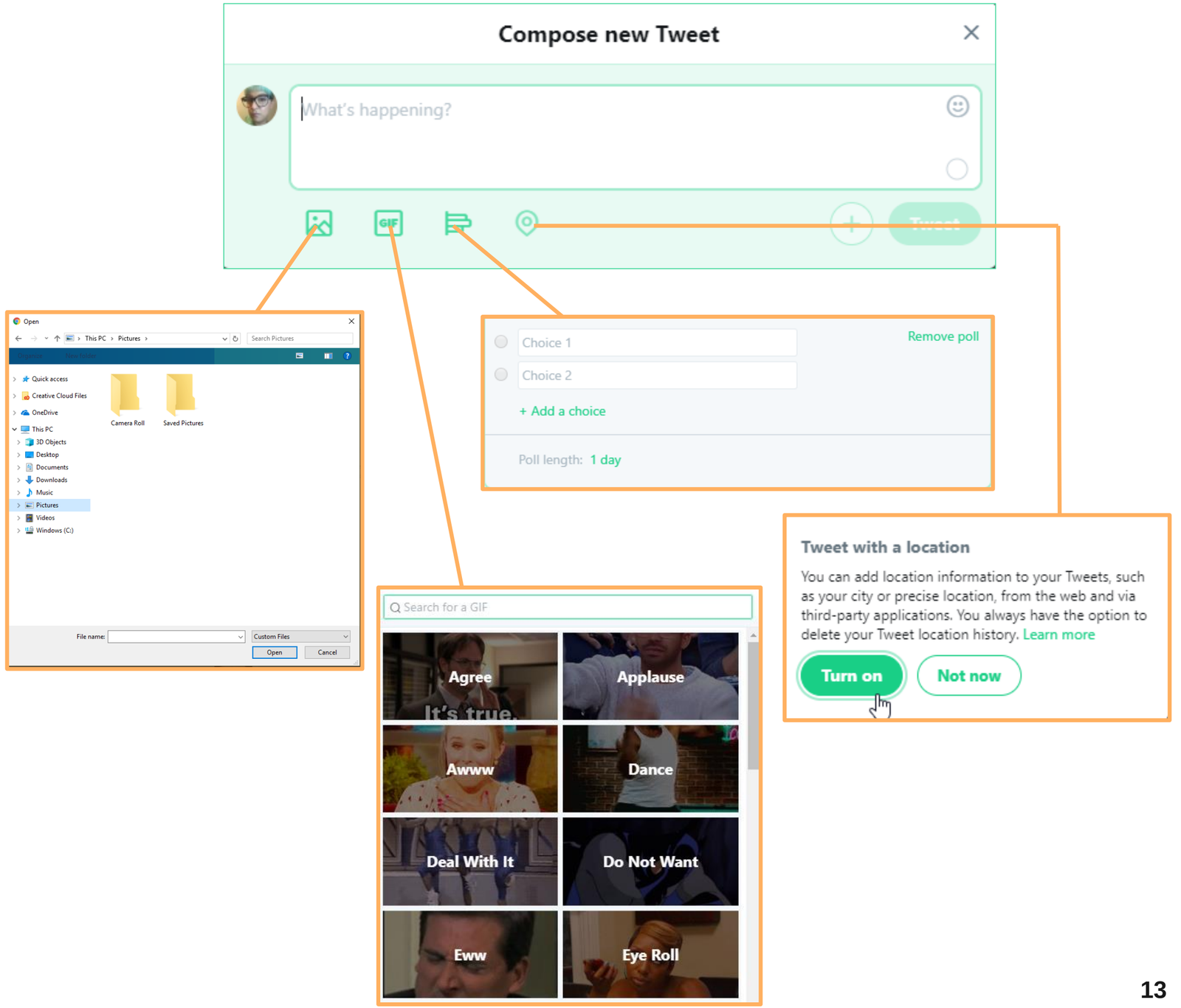
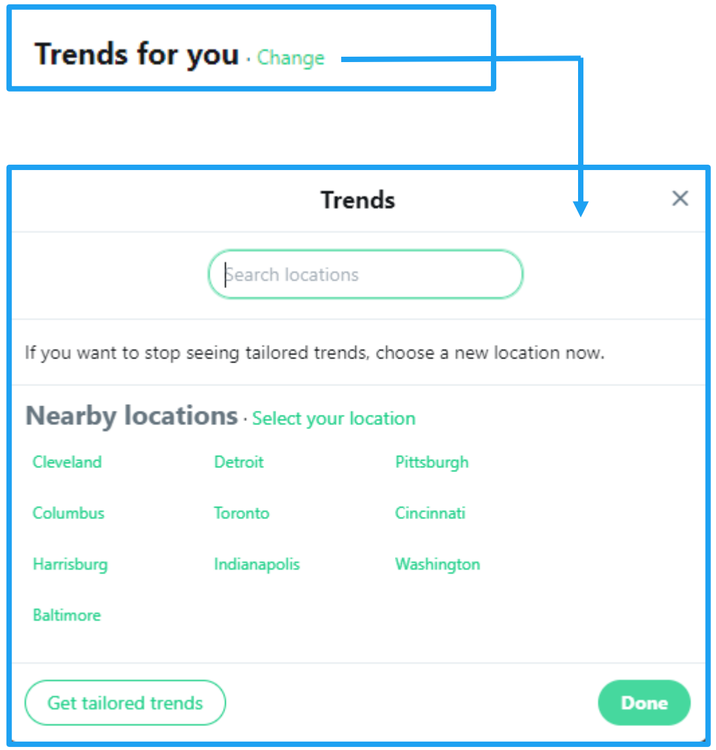
Add images + more.

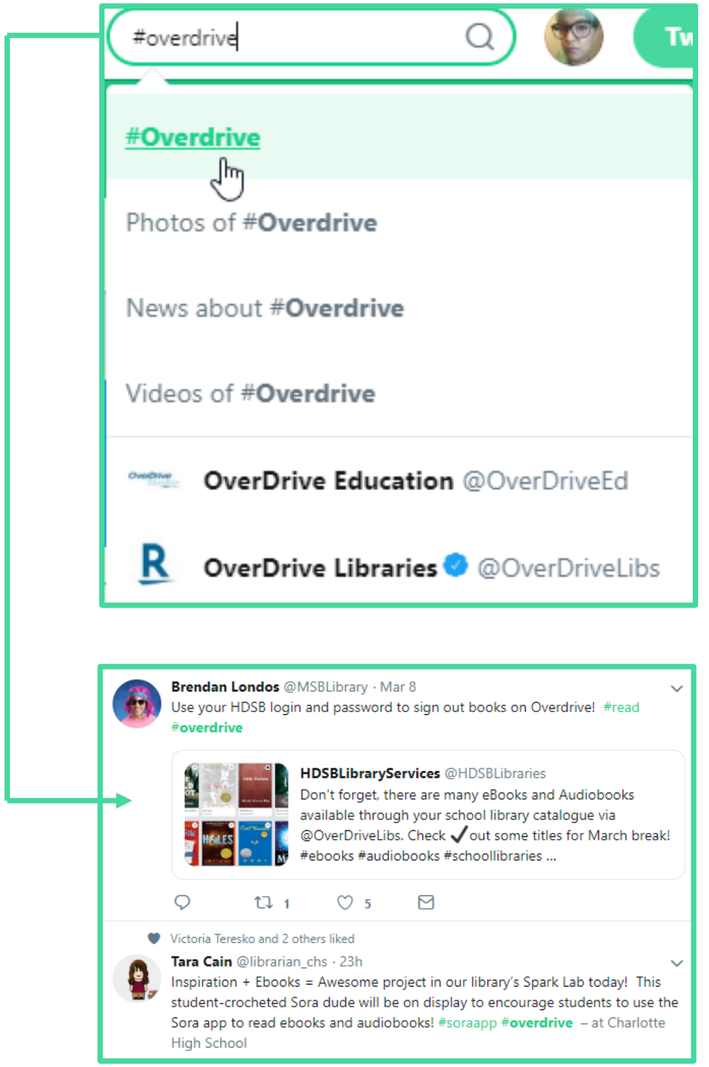
- Upload images you own.
- Find GIFs online.
- Create polls.
- Tweet with a location.
- Brand content.



Create hashtags.

- ❑ Research trending tags.
- ❑ Ensure tag is appropriate.
- ❑ Choose “direct” over “clever.”
- ❑ Use between 2-3 hashtags.





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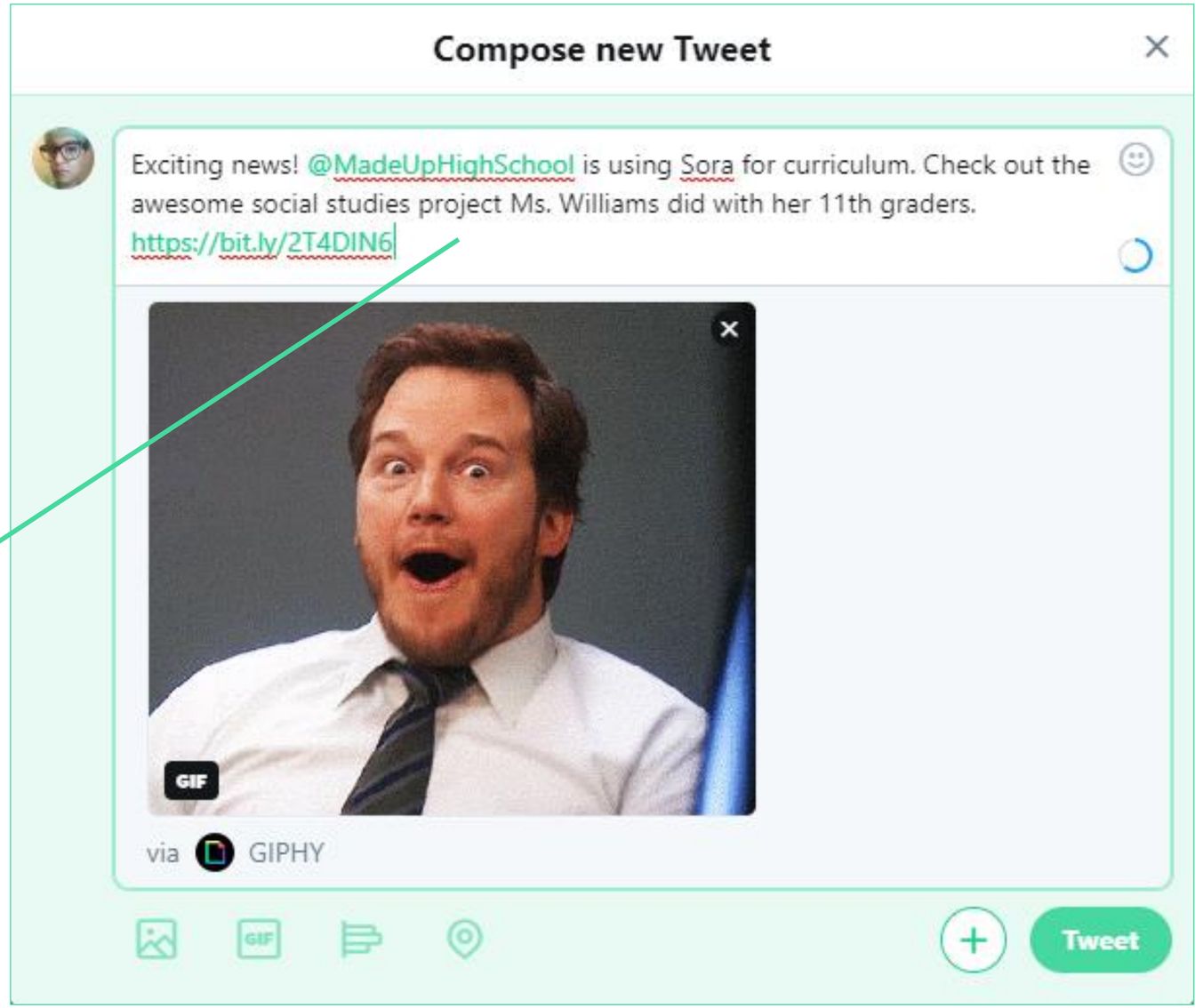
POLL

What hashtag should you use for this post?

Add your suggestion in group chat.

What hashtag should I add to this post before tweeting?



WALK-THROUGH

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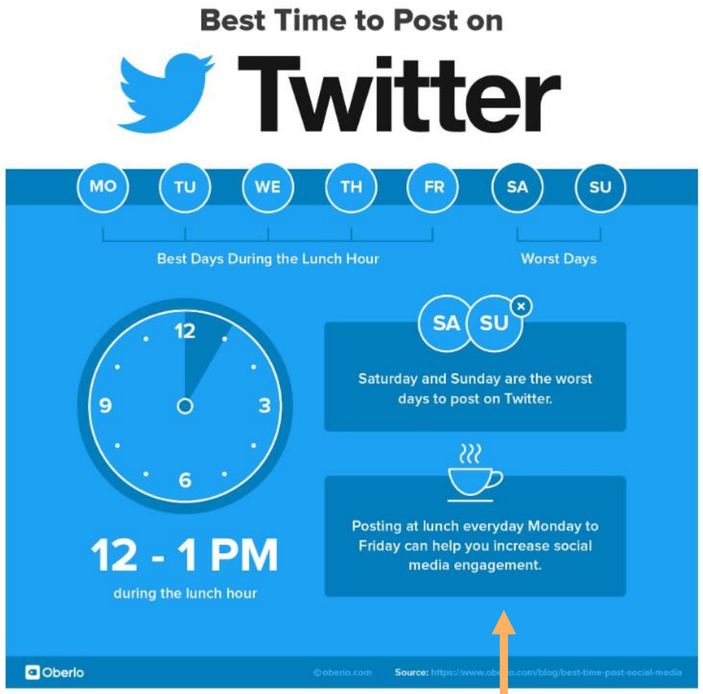
NEXT STEPS



NEW USERS

- ❑ Sign up for twitter.
- ❑ Create a profile.
- ❑ Upload cover photo and profile image.
- ❑ Follow people in your preferred space.
- ❑ Post a welcome tweet. *Tips:*
  - ❑ Use a Twitter image from the OverDrive Resource Center.
  - ❑ Try a free Canva account and use pre-made templates.

INTERMEDIATE USERS

- ❑ Brainstorm your CTA (per tweet):
  - ❑ What is the purpose?
  - ❑ Who is your audience?
  - ❑ Which hashtags will you use?
  - ❑ Do you have your images on hand?
  - ❑ Have you decided on your posting schedule?
  - ❑ Check your profile for insights on posting times (may vary).
  - ❑ Watch our Twitter mini module for a walkthrough.

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Q&A

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THANK YOU

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Education