AASA Advocacy Outreach: Beyond Email, Leveraging the Voice of Superintendents

Deanna Atkins, Online Technologies & Advocacy Specialist
Leslie Finnan, Senior Legislative Analyst

February 12, 2016
Who is Active on Social Media?

• All 100 Senators have Twitter accounts
  – Most are personal, some held by staff
• 416 of the 435 Representatives or their staff have Twitter
• 320 Million active users on Twitter total
• Katy Perry (60 million) and Justin Bieber (57 million) each have more Twitter followers than Barack Obama (50 million).
What do they do?

• Position Taking is the most common activity
  – e.g. “In September, the Obama Administration rolled out 338 final rules of red tape at a cost of $10 billion. What happened to his promise to cut red tape?” (John Barrasso, R-WY)

• District or State comments are the second most common activity
  – e.g. “Join me tomorrow at 6 PM in #Fairfield for a Town hall focused on creating #JobsNow.” (John Garamendi, D-CA)
Twitter 101: How to Tweet

Create a Twitter Account: [https://twitter.com/signup](https://twitter.com/signup)
Twitter 101: How to Tweet

Familiarize Yourself with the Twitter ‘Lingo’

• **Tweet**: a brief, 140-character-or-less message to your followers that will show up on your...

• **Profile**: Your Twitter Profile is where all of your Tweets will show up. As well as your Twitter stats (followers, etc.)

• **Follow/Followers**: Subscribing to someone else’s Twitter account is called “following.”

• **Notifications**: is where you’ll see who’s interacting with you

• **Home**: Where you’ll find your **Twitter Feed**. A Twitter Feed contains tweets from all of the people you follow.

• **Messages**: Where you can ‘Direct Message’ or ‘DM’ people * no one else can see these except you.
AASA, The School Superintendents Association, supports and develops effective school system leaders dedicated to high-quality public education for all children.

Twitter Profile:
- Username: @AASAHQ
- Location: Alexandria, VA
- Join date: February 2009
- 350 Photos and videos
- 7,098 Tweets
- 1,769 Following
- 15.5K Followers
- 711 Likes
- 7 Lists

Recent Tweet:
- Pinned Tweet
- AASA @AASAHQ Feb 3
- The wait is over. AASA's 2016 National Conference on Education Program Book is here! goo.gl/TQsnCO #NCE16

Who to follow:
- Henry County Schools @hcnets
- Beyond Breakfast @BeyondBrowns

Your Tweet activity:
- Your Tweets earned 59,253 impressions over the last week.

LEADING FOR EXCELLENCE
FEB. 11-13, 2016
REGISTER TODAY
PHOENIX, AZ
LOCATION INFO

VISIT NCE.AASA.ORG FOR MORE INFORMATION
Twitter 101: How to Tweet

@: used to call out usernames in Tweets

Hashtag (#): any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.

Retweet: sharing another user's Tweet and vice versa.

Likes: liking a Tweet indicates that you appreciate it.

Reply: a response to another user's Tweet that begins with the @username of the person you're replying to

Tag: you can tag up to 10 people in any photo you tweet. If you’re tagged in a photo you don’t want to be tagged in you can remove yourself.

Twitter Glossary: https://support.twitter.com/articles/166337?lang=en
What can you do?

@SenTomCotton @JohnBoozman vote yes to #ESEA reform to return educational control to our states and local districts. #FixNCLB #NASSP #AAEA

Congress shouldn't cut vital kids' programs. Sign the petition to Congress to #InvestInKids and #RaisetheCaps. d.shpg.org/164415401t

@AASAhq @AESA_adv @azarnafisi @RuralTrust @nrea1 Applaud FCC's Continued #ERate Leadership aasa.org/aasablog.aspx?... #rural

Yet another good reason to support the change in our constitution. Vote YES on Initiative 42. yallpolitics.com/index.php/yp/p...
The Five Ps of Effective Advocacy

• Policy

• Pressure

• Process

• Politics

• People
Things to Focus on...

• It’s a Marathon, Not a Sprint
• Relationships, Not Just Substance
• Systems, Not Just Meetings and Letters
• Information, Not Just Lobbying
• Putting your School District’s best foot forward
Establishing a Strategy

- Identifying Issues
  - In this case, the importance of global education
- Setting Your Strategy
- Identifying Your Stakeholders
- Identifying Your Champions
- Putting the Strategy into Action
Questions to think about

• What federal legislative issues are currently in play that we could increase awareness of the success of global education?
  – This gets into messaging.

• What Congressional members, staff, and officials come from the areas served by your school district?
  – Who are there education staff?

• Which of these individuals are also on relevant committees or in leadership positions?
  – Are there committee staff I should contact?
Tips

• Follow @AASAHQ on Twitter to stay up-to-date on AASA’s advocacy efforts
• Tweet at or mention @AASAHQ in your Tweets so we can try to maximize your efforts
• Reach out to your local representatives directly on Twitter
• Follow our Policy & Advocacy’s personal Twitter accounts.
• Join Twitter Chats that are relevant to you & the issues you care about
Social Media Lounge

• The Social Media Lounge is located in AASA Central right outside the Knowledge Exchange Theater.

• Stop by the lounge immediately following this session to learn how to join #SuptChat, the international superintendent chat on Twitter.
leadership

personalized, accountable and visionary

march 2-4, 2017 | new orleans

www.aasa.org/nce

Presented by:

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION