

# Twitter Knowledge

## The Socorro Independent School District

offers endless opportunities to all students to form a solid foundation for a successful future. No student should miss out on the outstanding opportunities available to our children in our own community. Therefore, the simplest way to use Twitter is to connect with our surrounding community to share important news and student accomplishments about Team SISD schools. Here are a couple of ideas to promote your Twitter account!

### 1 Get a Handle on It!

Twitter continues to be one of the fastest-growing social media platforms. Chances are there more people on Twitter than you think! Be sure to include your Twitter handle on your business cards, school newsletters and calendars, on the signature line of your work email, on the bottom of PowerPoint presentations and post it on your marquee. Take advantage of including your Twitter handle in a phone call-out to your parents.

### 2 Seeing is Believing!

School spirit rallies community support and a sense of pride! Include screen shots of your teachers dynamic tweets in your parent presentations. Don't forget to include your Twitter handle on the bottom of computer presentations and handouts. Include a "Tweet of the Month" from one of your teachers and feature it on your school website. Parents want to see their children engaged in the classroom, having fun at a school pep rally and being recognized for a job well done!

### 3 Keep Them Talking!

Twitter chats are a great way to gather valuable feedback! Carry out a monthly Twitter chat with parents on various topics like attendance, school safety and testing. Conduct a Twitter poll and get students to vote on all sorts of things! Whether it be to find out what their favorite lunch item is or gathering support for the Friday night football game, polls are an excellent source of communication.

 @SocorroISD    @SISD\_Español    @MCarmona\_IA

*If you need help promoting your Twitter account, or have questions about Twitter, please contact, Maya Kirtley at 937-0288.*

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**#TeamSISD** | **SEIZE YOUR OPPORTUNITY**

