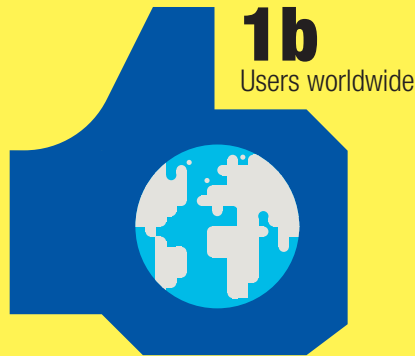
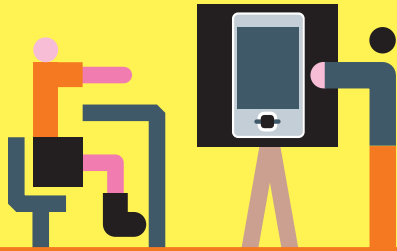


# Social Media for Teachers

SCHOLASTIC  
Instructor

Use social networking to stay on top of your teaching game.

45% of K–12 teachers update a social-networking site for work purposes.



## FACEBOOK



**552m**  
Average number of daily users



**106k**  
Teachers on facebook.com/ScholasticTeachers



“LIKE” THESE PAGES

Facebook in Education  
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The Organized Classroom Blog  
[facebook.com/TheOrganizedClassroomBlog](https://facebook.com/TheOrganizedClassroomBlog)

Edutopia  
[facebook.com/edutopia](https://facebook.com/edutopia)

## YOUTUBE



**65%**  
of K–12 teachers create and upload videos, music, and photos for work



**164m**  
Number of Americans who watched online videos in August 2012



### Make Your Own Videos!

**TEACHER TIPSTER**, run by Dustin Smith, a first-grade teacher at Woodrow Cummins Elementary School in Conway, Arkansas, provides a great intro. “Keep [your videos] around five minutes. Try to make it fun and funny and entertaining. Content can be sterile sometimes, which is the last thing I want,” says Smith.  
[youtube.com/user/teachertipster](https://youtube.com/user/teachertipster)

### Most Popular K–12 YouTube EDU Channels

**HOOPLAKIDZ 29.1m views**  
Animated nursery rhymes and stories for kids ages 2 to 8.  
[youtube.com/user/hooplakidz](https://youtube.com/user/hooplakidz)

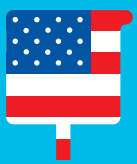
**SPACE LAB 28.4m views**  
Streamed two student science experiments live from the International Space Station.  
[youtube.com/user/spacelab](https://youtube.com/user/spacelab)

**SESAME STREET 18.4m views**  
Classic clips from the show, featuring Cookie Monster, Big Bird, Elmo, and more.  
[youtube.com/user/SesameStreet](https://youtube.com/user/SesameStreet)

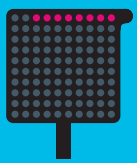


#edchat  
**Twitter Party!**  
Tuesdays at noon and 7 p.m. (Eastern time)

**TWITTER 517m** users worldwide



**140m**  
Active accounts in the U.S.



**8%**  
of K–12 teachers use Twitter for professional tasks

### Education Hashtags: Find the Info You Need!

- #edchat — general education
- #ntchat — for new teachers
- #kinderchat — for kindergarten teachers
- #elemchat — for elementary school teachers
- #ptchat — connects parents and teachers
- #ccss — discussions on the Common Core
- #edtech — technology in education

### A FEW TO FOLLOW

#### @WEB20CLASSROOM

Steven W. Anderson, #edchat cofounder and director of instructional technology for Winston-Salem/Forsyth County schools in N. Carolina

#### @COOLCATTEACHER

Vicki Davis, teacher and IT director at Westwood Schools in Camilla, Georgia

#### @STUMPTTEACHER

Josh Stumpenhorst, a sixth-grade teacher at Lincoln Junior High School in Naperville, Illinois

#### @MBTEACH

Mary Beth Hertz, K–8 technology instructor at north Philadelphia’s Alliance for Progress charter school

#### @SCHOLASTICTEACH

The latest ideas and news from Scholastic



### Top sources for pinned material

- 55% Google
- 2.25% Etsy
- 1.67% Uploaded by user

## PINTEREST



**20.5m**  
Users worldwide



**3,267%**  
Increase in visitors over same time last year

### How users spend their time on Pinterest



**84.5%**  
Pinning



**15.2%**  
Liking



**0.6%**  
Commenting

### SOURCES OF “PINSPARATION”

#### AMANDA PLUM

First-grade teacher at Madison Elementary, Adrian, MI; blogger

**PINS:** classroom decor ideas, printables  
[pinterest.com/amanda\\_plum](https://pinterest.com/amanda_plum)

#### ERIN KLEIN

Teaches second grade at Brookside School in Bloomfield Hills, MI

**PINS:** workshops, webinars, videos  
[pinterest.com/erinklein](https://pinterest.com/erinklein)

#### RACHEL FRIEDRICH

A fourth-grade ESL teacher and former sub from San Antonio, TX

**PINS:** math/science ideas, tips for subs  
[pinterest.com/rachelfriedrich](https://pinterest.com/rachelfriedrich)