

**Please down load the
twitter app to your
phone if you don't have
it!**

Using Social Media for Professional Development

Andrew Lambert, Ed.D.

Mark Ribbens, CAA

John Woods, CAA

WHO WE ARE

Andy Lambert, Ed.D.



- Assistant AD at Dundee-Crown High School (3 years)
- AD at Wauconda High School (4 years)
- New AD at Lake Zurich High School
- Coached Football, Wrestling & Track (10 years)
- Taught PE/Health/D.E. (7 years)

John Woods, CAA



- Married (Nickey) with two children (Payton - freshmen at MSU and Kendall - Junior at CHS)
- AD at Champaign Central High School (14 years)
- IADA member for 14 years
- Current IADA Past President
- IADA Executive Board Member for 8 years
- Certified NIAAA LTI Course Instructor
- Taught Special Education for 13 years
- Coached boys' and girls' basketball for 15 years
- Coached boys' and girls' track, volleyball and golf

Mark Ribbens, CAA



- PE/DE teacher
Wauconda/Lakes HS 9 yrs
- Football/baseball/track
coach 10 yrs
- Admin 5 yrs
- Larkin AD for past 4 years
- Concussion committee
member/Equitable funding
committee at U46
- Married, 2 girls Madden 7,
Callen 3.5
- Tami (wife) HS PE teacher

Professional Development



- How do you approach PD within your department?
 - *Intentional?*
 - *Implied?*
 - *Left up to chance?*
 - *Dumb luck?*

Twitter

How can Twitter be used to help educate your staff?

- Virtual watercooler
- Follow leaders in the industry
- Stay current on best practices

Getting Started

The image is a screenshot of the Twitter homepage. At the top, there's an orange header with the Twitter bird logo on the left, the text "What's happening?" in the center, and "Sign up" and "Log in" buttons on the right. Below the header is a navigation bar with tabs: "Featured" (selected), "Sports", "News", "Music", "Entertainment", "Lifestyle", and "More". The main content area is titled "Live video" and features a large black video player. A message is displayed on the video player: "To play the video we need to use cookies from another Twitter domain (twimg.com). Please click to allow us to briefly open a new window and set the cookie necessary to view the content. [Learn more.](#)" with an "Allow" button below it. To the right of the video player is a login sidebar with the text "Log in to your account", a text input field containing "alambert@d118.org", a password input field with dots, a "Remember me" checkbox, a "Forgot password?" link, and a "Log in" button. At the bottom of the main content area, it says "Moments - View all". The footer contains a row of links: "About", "Help Center", "Blog", "Status", "Jobs", "Terms", "Privacy policy", "Cookies", "Ads info", "Brand", "Apps", "Advertise", "Businesses", "Developers", "Directory", and "© 2017 Twitter".

Twitter

Sign up Log in

What's happening?

Q Featured Sports News Music Entertainment Lifestyle More ▾

Live video LIVE

To play the video we need to use cookies from another Twitter domain (twimg.com). Please click to allow us to briefly open a new window and set the cookie necessary to view the content. [Learn more.](#)

Allow

Log in to your account


☒ Remember me [Forgot password?](#)

Log in

Moments - View all

About Help Center Blog Status Jobs Terms Privacy policy Cookies Ads info Brand Apps Advertise Businesses Developers Directory © 2017 Twitter

Create Account

Language: English ▾ Have an account? Log in ▾

Join Twitter today.

✓

✓

We will text a verification code to this number. Standard SMS fees may apply.

✓

☒ Tailor Twitter based on my recent website visits. [Learn more.](#)


By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

Account Created

Confirm your email address to access all of Twitter's features. A confirmation message was sent to hsadchat2@gmail.com. [Resend confirmation](#) [Update email address](#) · [Learn more](#)

Home Moments Notifications Messages Search Twitter Tweet

 **High School AD**
@hsadchat2

TWEETS 0 FOLLOWING 20

Pick a profile photo
Have a favorite selfie? Upload it now.
30% complete


[Skip](#) [Add a photo](#)

What's happening?

Welcome to Twitter!

Check back here any time to find Tweets from people you follow.




Anthony Rizzo @ARizzo44 · 21m
Thinking about my cousin Domenick who found out today he needs a heart transplant. Stay Strong Dom, you got this! We r all rooting for you



Trends · Change

- [#KushnerAtWar](#) 23K Tweets
- [Avisail Garcia](#)
- [#MNTwins](#) 3,680 Tweets
- [Nets](#) 10.4K Tweets
- [#ThingsMoreTrustedThanTrump](#) 122K Tweets
- [Miguel Gonzalez](#) 1,099 Tweets

Who to follow · Refresh · View all

-  **NBC Chicago** @nbchic... [Follow](#)
-  **Donald J. Trump** @realDonaldTrump... [Follow](#)
-  **Barack Obama** @Barack... [Follow](#)

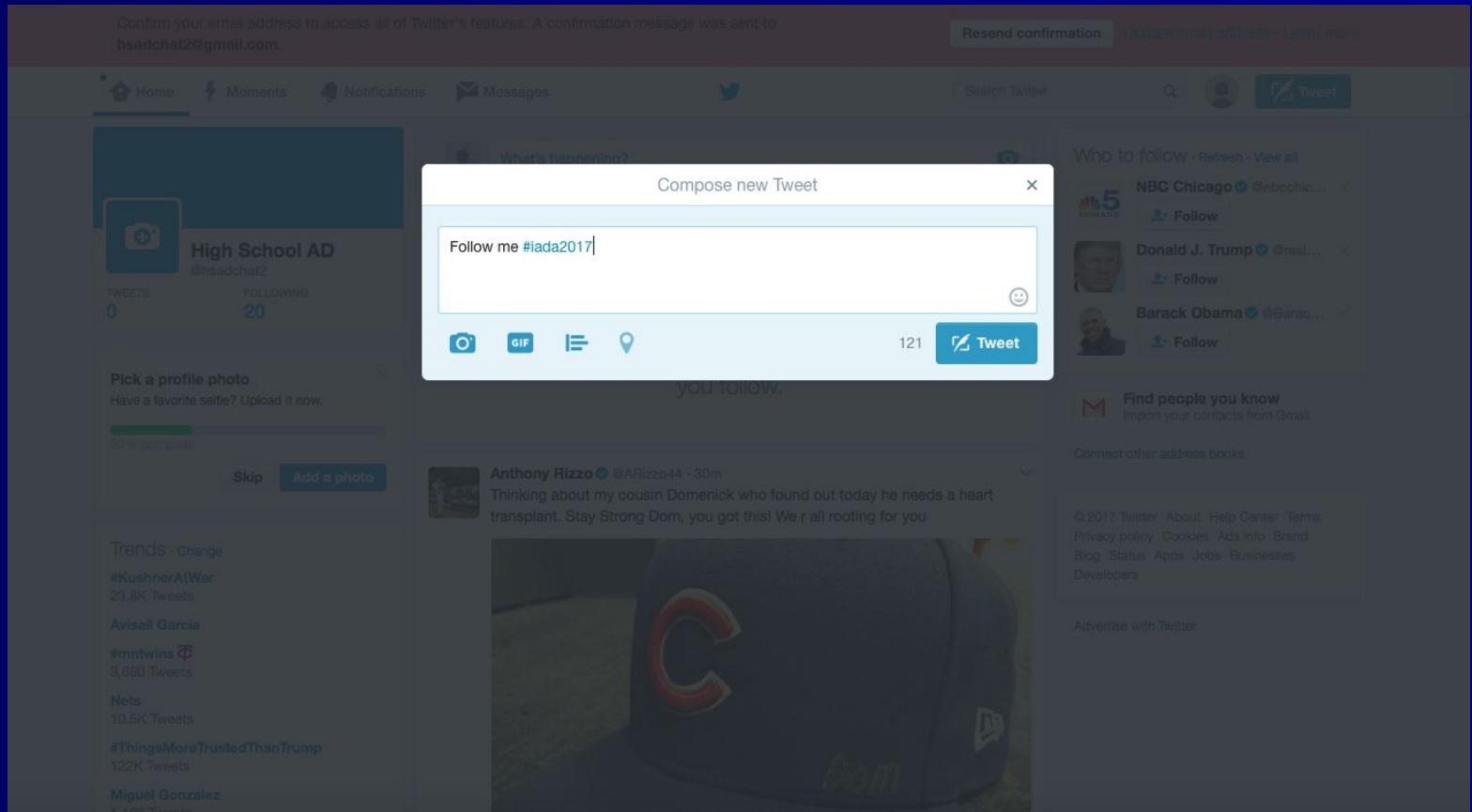
Find people you know
Import your contacts from Gmail

[Connect other address books](#)

© 2017 Twitter About Help Center Terms Privacy policy Cookies Ads info Brand Blog Status Apps Jobs Businesses Developers

[Advertise with Twitter](#)

Sending a Tweet with



Search # (hashtag)


Confirm your email address to access all of Twitter's features. A confirmation message was sent to hsadchat2@gmail.com. [Resend confirmation](#) [Update email address](#) · [Learn more](#)


Home Moments Notifications Messages

Search: #iada2017


[Skip](#) [Add a photo](#)

Trends · [Change](#)


- [#KushnerAtWar](#)
24.3K Tweets
- [Avisail Garcia](#)
- [#mntwins](#) 
3,686 Tweets
- [Nets](#)
10.6K Tweets
- [#ThingsMoreTrustedThanTrump](#)
124K Tweets
- [Kings](#)
68.8K Tweets
- [Todd Frazier](#)
- [#NOME7](#)
5,963 Tweets
- [Bryan Bickell](#)
5,256 Tweets
- [#CrewSC](#)



3 18 23

 **ABC 7 Chicago** @ABC7Chicago · 1m

BREAKING: Norway police find 'bomb-like' device, arrest suspect:



Norway police find 'bomb-like' device, arrest suspect
Police in the Norwegian capital of Oslo have cordoned off large sect...
abc7chicago.com

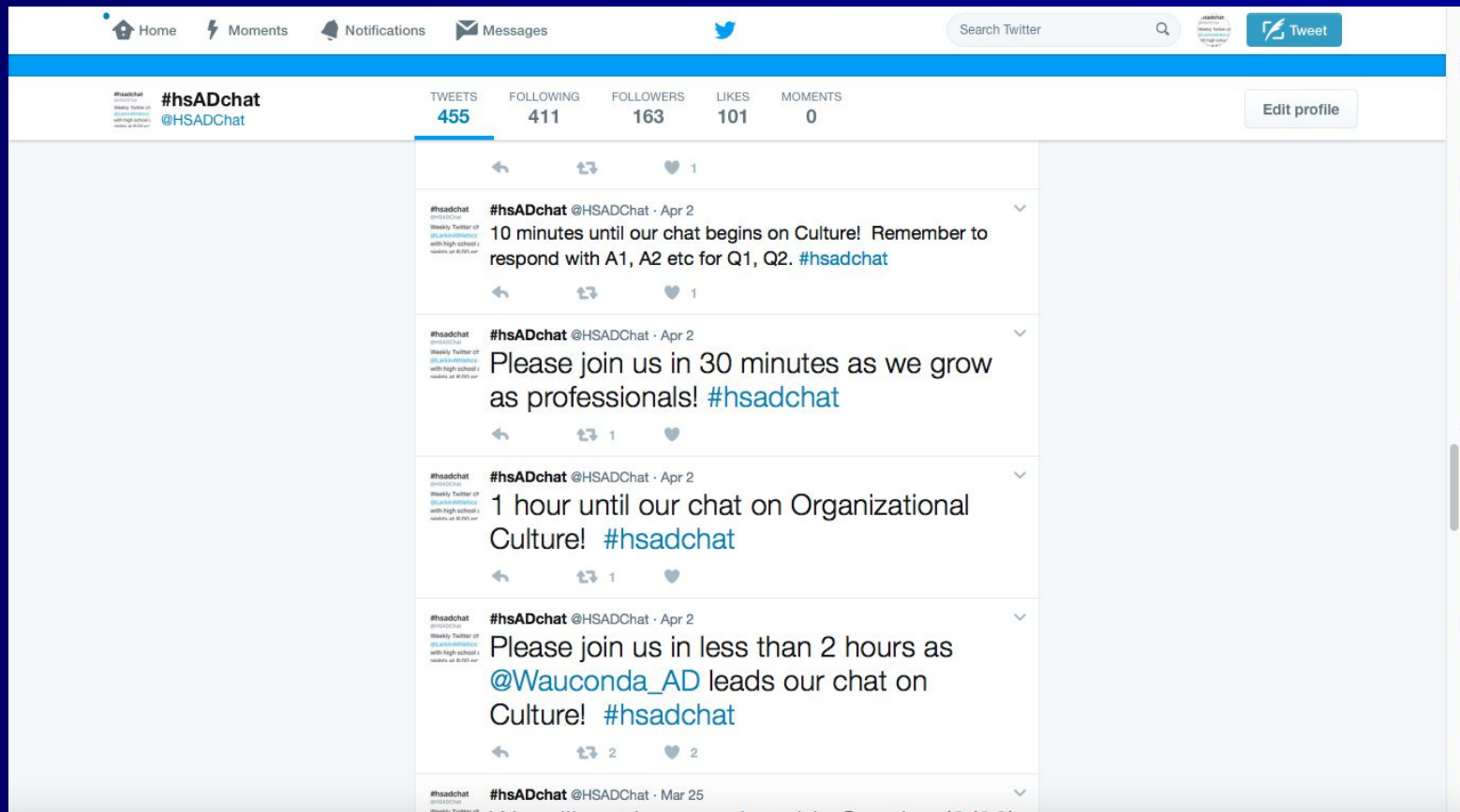
[2017 Twitter](#) [About](#) [Help Center](#) [Terms](#)
[Privacy policy](#) [Cookies](#) [Ads info](#) [Brand](#)
[Blog](#) [Status](#) [Apps](#) [Jobs](#) [Businesses](#)
[Developers](#)

[Advertise with Twitter](#)

Search cont.

The screenshot shows a Twitter search results page for the hashtag #iada2017. The interface includes a top navigation bar with links to Home, Moments, Notifications, and Messages. A search bar at the top right contains the text #iada2017. Below the navigation bar, a blue header displays the hashtag #iada2017. A secondary navigation bar offers filters: TOP (selected), LATEST, PEOPLE, PHOTOS, VIDEOS, NEWS, and BROADCASTS. On the left side, there are three panels: 'Search filters · Show', 'Who to follow · Refresh · View all' (listing Patrick Kane, Jorge Soler, and Ellen DeGeneres with follow buttons), and 'Trends · Change' (listing #KushnerAtWar, Avisail Garcia, #mntwins, Nets, and #ThingsMoreTrustedThanTrump). The main content area on the right features a tweet from 'High School AD @hsadchat2' posted 1 minute ago, which includes the text 'Follow me #iada2017' and a small Twitter bird icon.

Leading the Chat



Twitter Chat Topics

- Sports Medicine
- Facilities
- Budget
- Vision/Mission/Core Values – Process
- Time Management
- Leading the Millennial Student-Athlete

QUESTIONS?

Contact

- Mark Ribbens
 - markribbens@u-46.org
- Andy Lambert
 - Andrew.lambert@lz95.org
- John Woods
 - woodsjo@u4sd.org