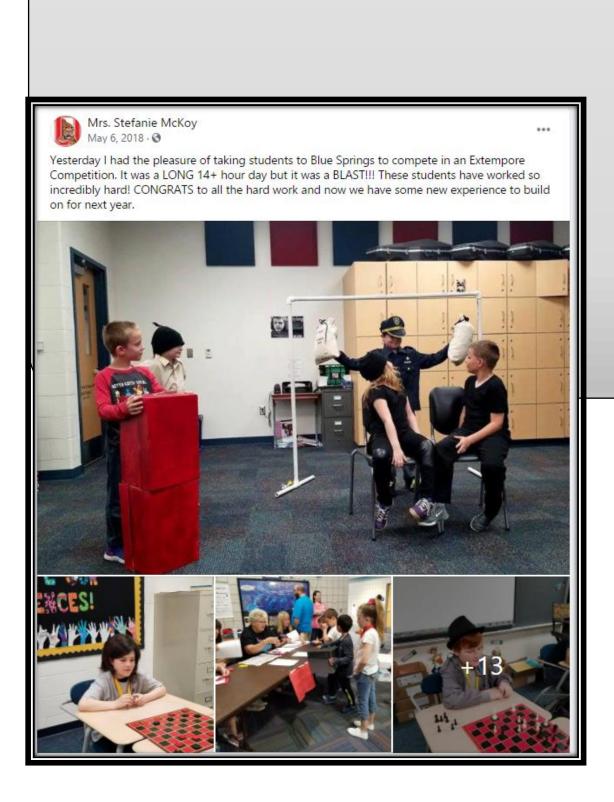
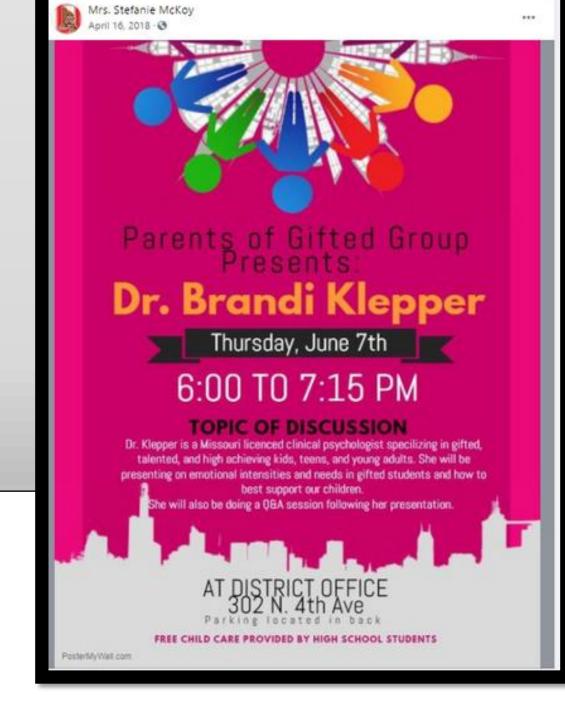


WHY YOU SHOULD ENGAGE

- ☐ Central location for information dissemination
- ☐ Easy, cost effective, and immediate process for sending information
- ☐ Increase awareness about local and state gifted policies
- ☐ Increase participation to your own programs through online communication
- ☐ Share the amazing activities happening in your classroom with parents and the community
- □ Market yourself help yourself be positively known in the community
- ☐ Parents are actively engaged on social media with 75% turning online for advice about parenting and for social support.





SUCCESS TIPS

- ☐ In all posts, be brief, casual, engaging, and up-to-date
- ☐ Include a graphic, picture, or other image to draw the eye
- ☐ Keep text language short sticking to the needed information
- ☐ Do not be overwhelming with your posts know your community and audience
- ☐ Stick to positive and uplifting messages

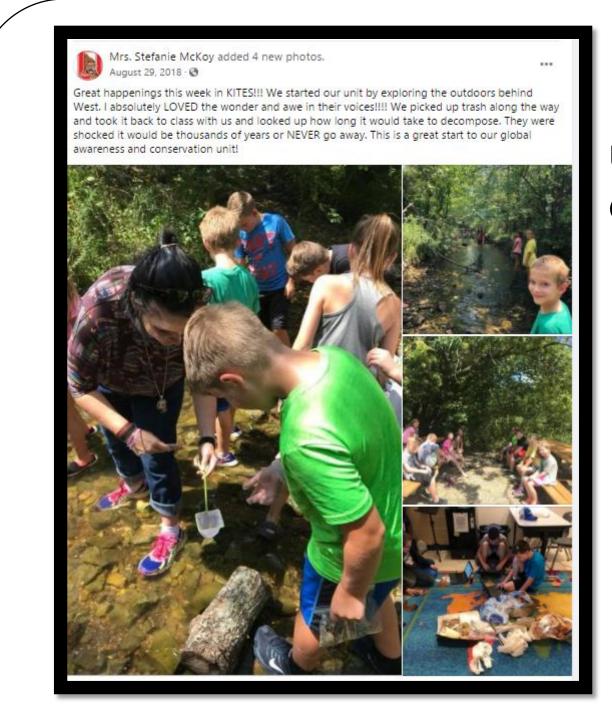
Using Social Media to Build Relationships Stefanie L. McKoy

University of Arkansas: Curriculum & Instruction

SOCIAL MEDIA IN THE CLASSROOM

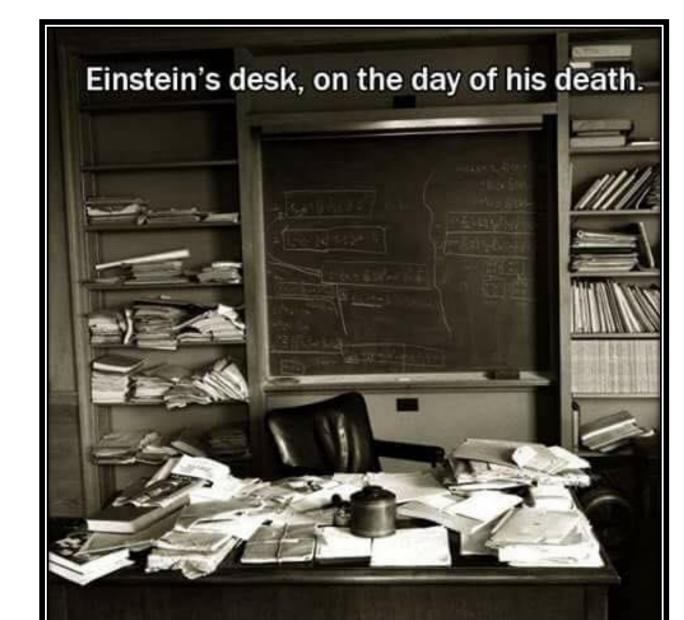
Social media is a growing avenue to build relationships with parents and the community. As a window into the community and a bridge for connecting to parents, social media increases participation with each 'like,' building strength through numbers and awareness (Earl & Kimport, 2011). As a teacher for special populations, it is essential to build rapport with parents and the community to advocate and bring awareness. Each small step towards increased understanding of special populations' needs creates more significant gains in the future (McKoy, 2022).

EXAMPLES



I shared pictures of our trip to the creek during our conservation unit with parents and the community. Community members helped clean the outdoor classroom for us!

The county ambulance visited our summer school classroom during career unit. We posted pictures to share. Be sure to tag community pages.

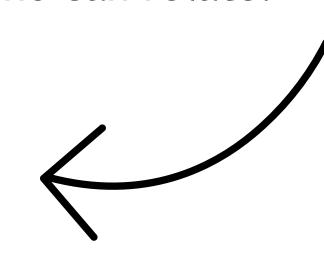


ow often Americans use social media sites

ng U.S. adults who say they use ___, the % who use each site .

Chart Data Share Embed

I used memes, cartoons, riddles, and jokes to create conversations on our page. Who can relate?



STATISTICS

Social Media is One of Many Sources for

Parenting Advice and Information

Social Media is One of Many Sources for Parenting

mong all parent social media users, the % who have done the following on

Mrs. Stefanie McKoy June 26, 2018 · O Christian County Ambulance Came today to talk to the kids about being a paramedic or EMT. THEY LOVED IT!!!! What an amazing experience!!!

0

Which social media platforms are most common

sites such as Twitter, Pinterest, Instagram and LinkedIn.

<u>Chart</u> <u>Data</u> <u>Share</u> <u>Embed</u>

most broadly representative of the population as a whole. Smaller shares of Americans use

◆ Snapchat ◆ YouTube ◆ WhatsApp ◆ Reddit ◆ TikTok

(Pew Research Center, 2021)

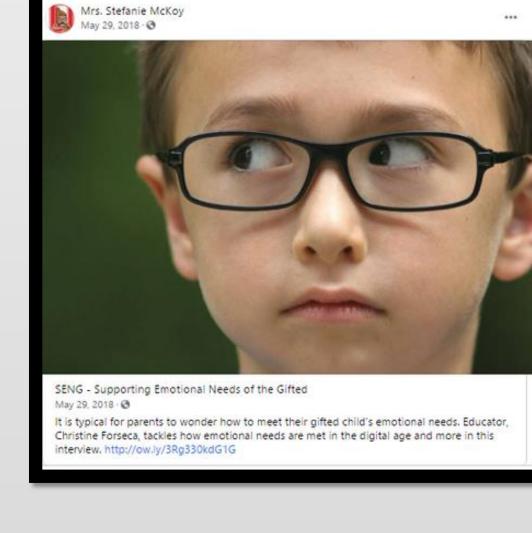


College of Education & Health Professions

INCREASING INVOLVEMENT

- ☐ Share relevant information regarding local and state policies concerning gifted student
- ☐ Share information about local clubs, special events, camps, competitions, scholarships, etc. your students might enjoy outside of the classroom
- ☐ Post videos, cartoons, inspiring quotes, articles, etc. to increase engagement with your social media page
- ☐ Share pictures, with permission to put faces with your program





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ADDITIONAL INFORMATION





Visit McKoy's Website

Additional Information