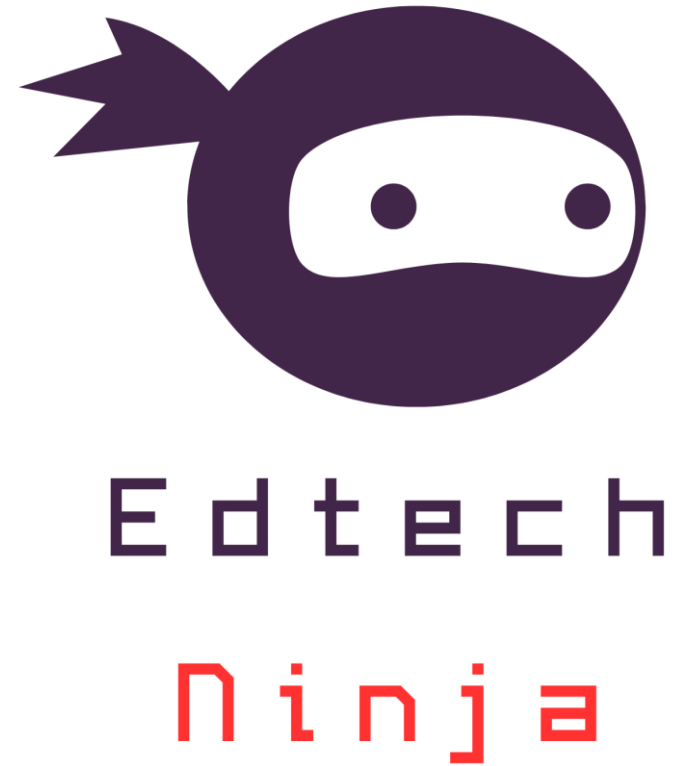


# Inspiring ways to use Social Media to stand out and reach teachers

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Jodie Lopez - Edtech Ninja UK

@jodieworld



# WHERE ARE THE TEACHERS/SCHOOL LEADERS?

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LinkedIn

Twitter/X

Facebook

Instagram

TikTok

BlueSky

Threads

The background of the image is a dense, overlapping collage of numerous small, rectangular sticky notes. These notes are in various colors including shades of blue, green, purple, and yellow. Each sticky note features a large, bold, black question mark. The entire scene is framed by a white, hand-drawn style border.

WHERE SHOULD WE BE?

---



WHAT SHOULD  
WE SAY?





HOW CAN WE GET  
FOLLOWS?



HOW MUCH TIME  
WILL IT TAKE?





The background is a solid teal color, densely populated with numerous speech bubbles of various colors including red, yellow, pink, and light grey. Each speech bubble contains a large, dark blue question mark. The bubbles are scattered across the entire frame, creating a pattern that suggests a state of constant questioning or uncertainty.

WHAT IF WE HATE SOCIAL  
MEDIA?

---

# START WITH THE BASICS

---



BE SEEN



BE KIND



BE VALUABLE



BE SOCIAL



# BE SEEN

---

- Post regularly - be consistent but within your own capacity
- Share relevant content to the audience you want to connect with
- Use a range of media and resources to broadcast





# BE VALUABLE

---



Make useful content  
- can be behind  
email capture



Offer support



Be concise but  
info-packed

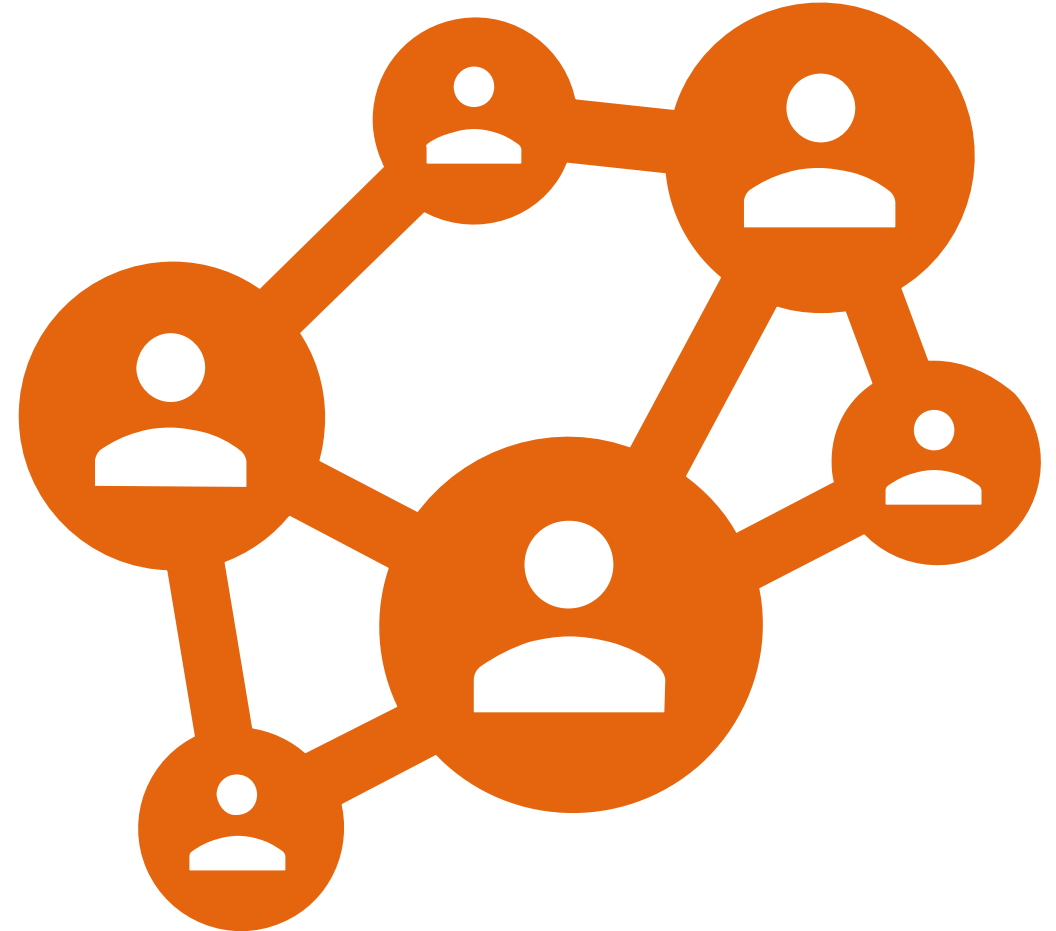


Reuse and  
repackage content

# BE SOCIAL

---

- Join in conversations – #ukedchat
- Be human – establish your voice
- Be yourself – the best version of!
- Connect from real life to in-person where relevant and appropriate





CONTENT WHICH WORKS WELL



# SUMMARIES OF GOVERNMENT INFO



Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

CONTENT WITH CHILDREN IN



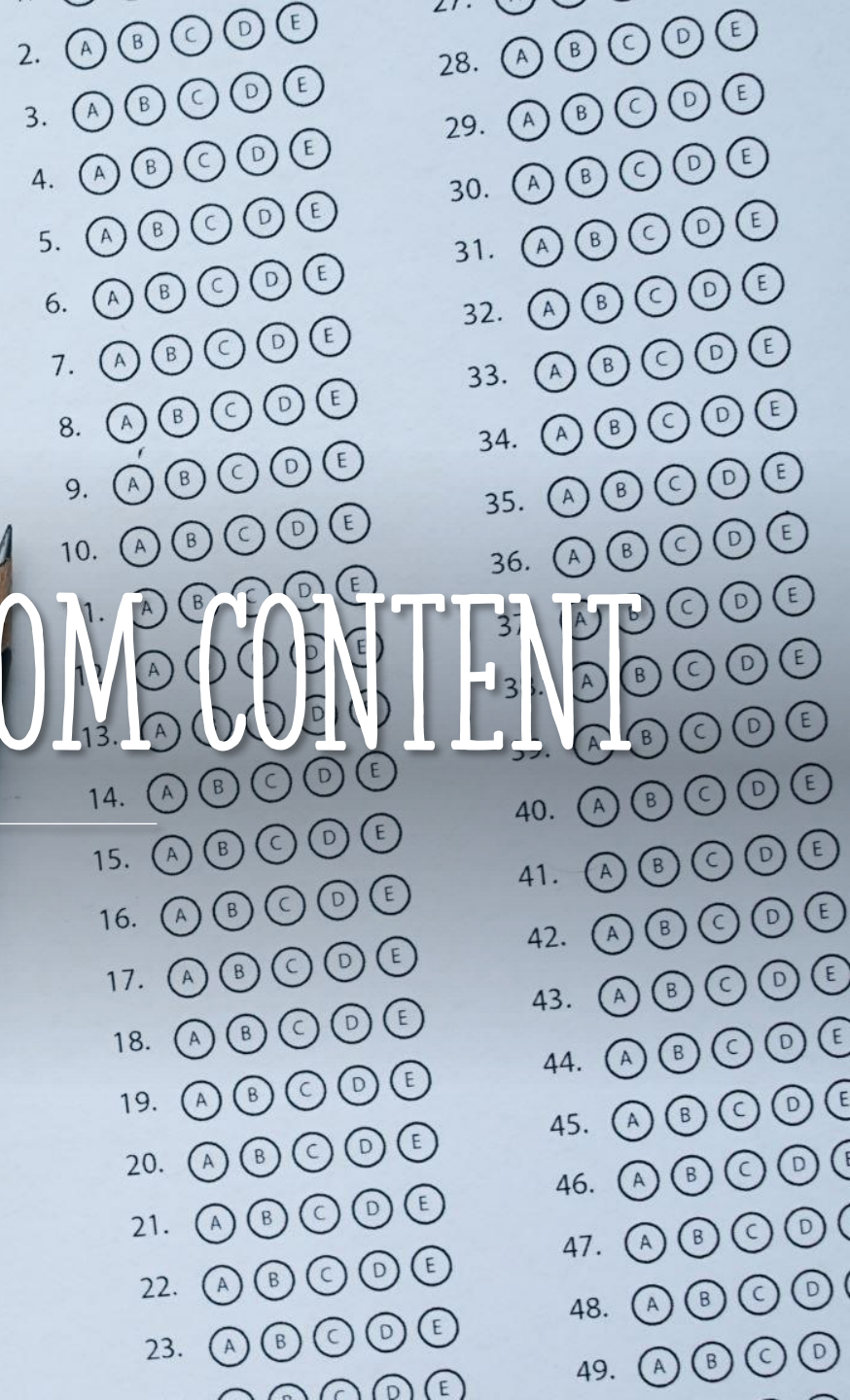
BY TEACHERS FOR TEACHERS

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# PRINTABLE LESSON/STAFFROOM CONTENT

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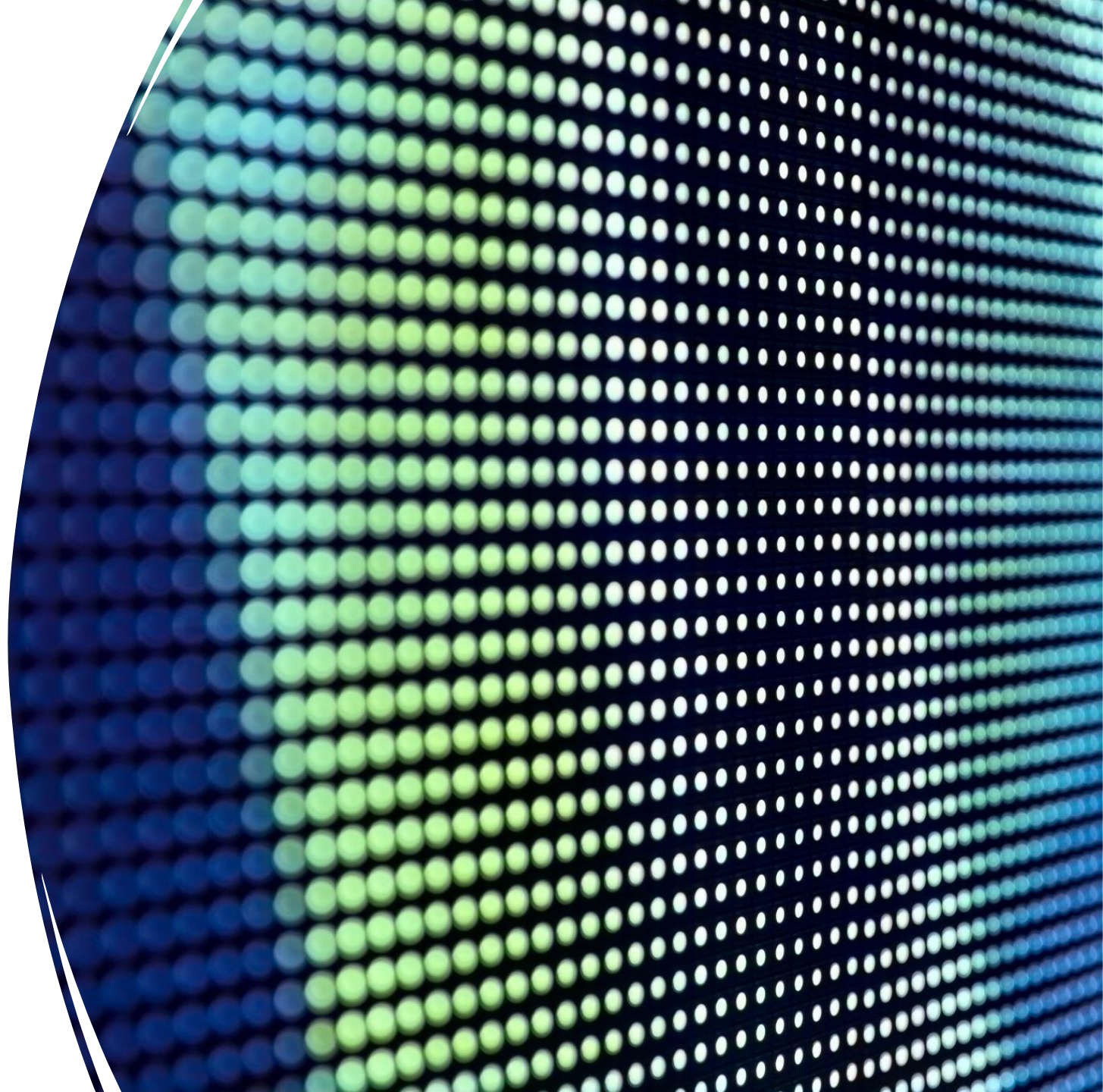
# SHAREABLE VIDEOS



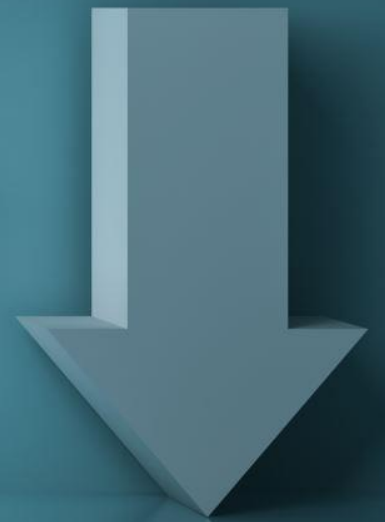
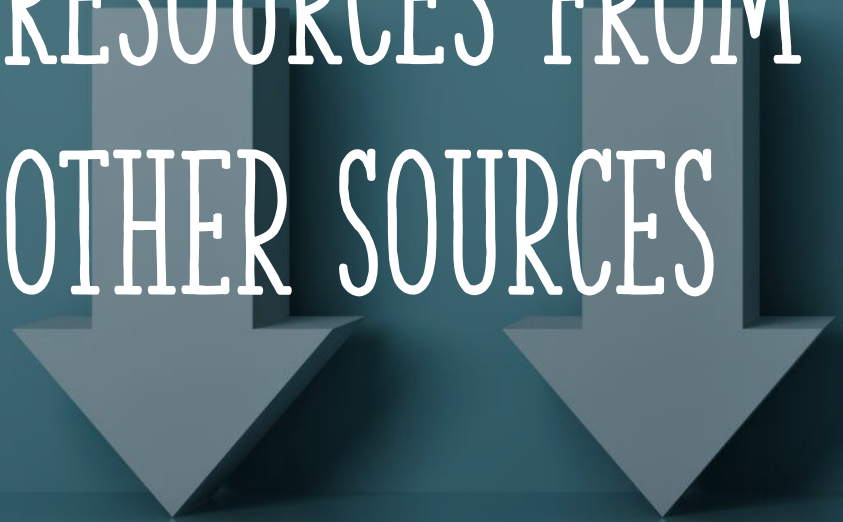


# INFLUENCER CONTENT

---



RESOURCES FROM  
OTHER SOURCES







LOOK OUTSIDE  
EDUCATION FOR  
INSPIRATION

---



WHERE TO BE



# WHAT DO YOU OFFER AND WHO FOR?

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Class-based teachers  
or school leaders?



Generalist or  
specialist?



Particular ages/key  
stages?



Multimedia content?



Who will buy?

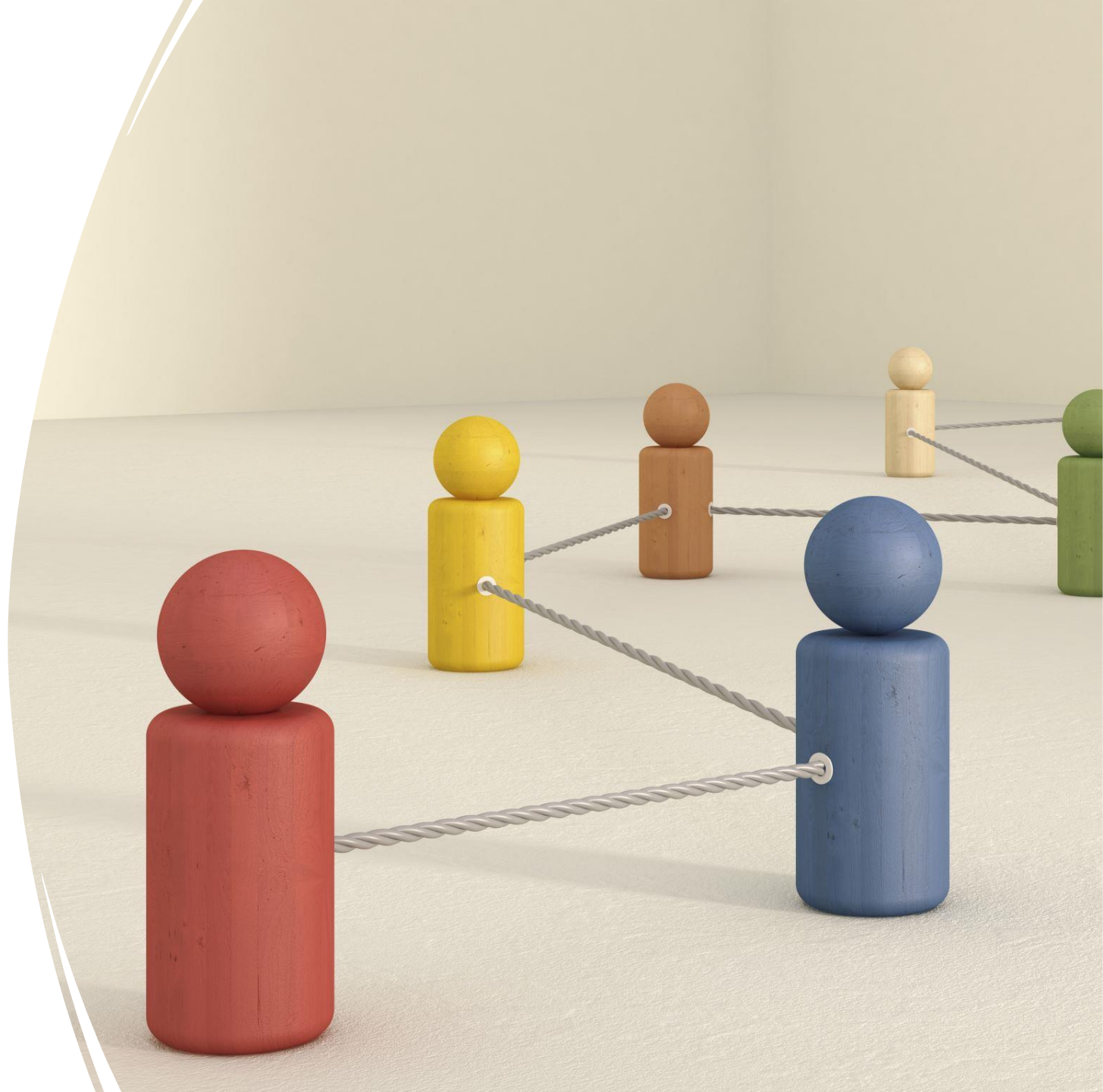


Who responds best to  
your content?

# LINKEDIN

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- For top level connections - headteachers/MAT central team staff/school leaders/thought leaders
- Thought leadership content
- Longer form pieces and articles
- Repurpose and repackage
- Newer short form images and slides

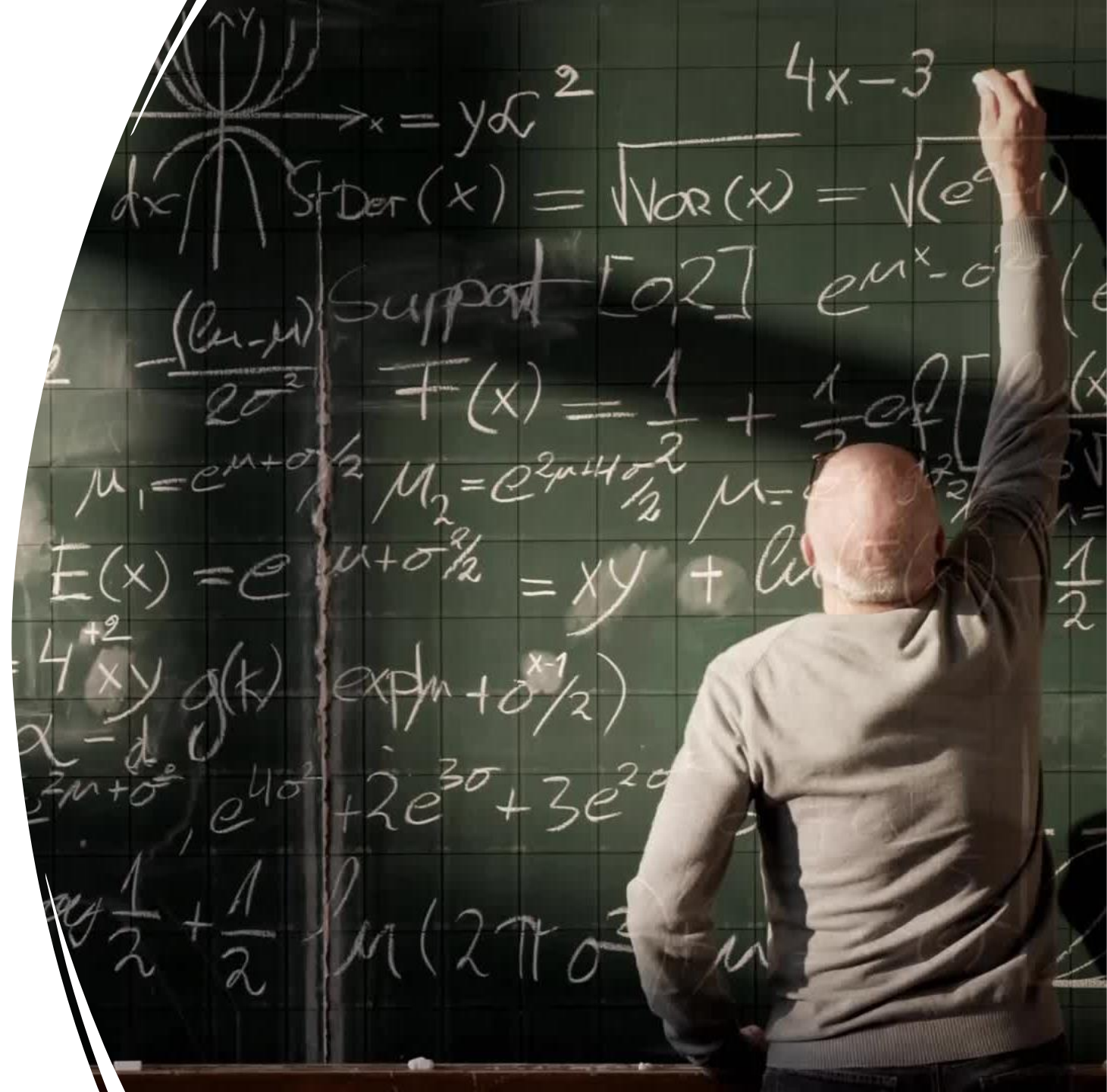




# TWITTER/X

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- Lots of people moving
- Difficult algorithm
- Still where many teachers and schools are
- Short-form content - mostly written and images



# FACEBOOK

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- Only really useful in groups - pages gain little traction
- Not somewhere for a hard sell
- Useful for running ads with video content







# INSTAGRAM

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- Video content works best - reels
- Used a lot by EYFS teachers
- Also popular with multimedia users - languages/art
- Growing in business use
- Influencer engagement is high



# TIKTOK

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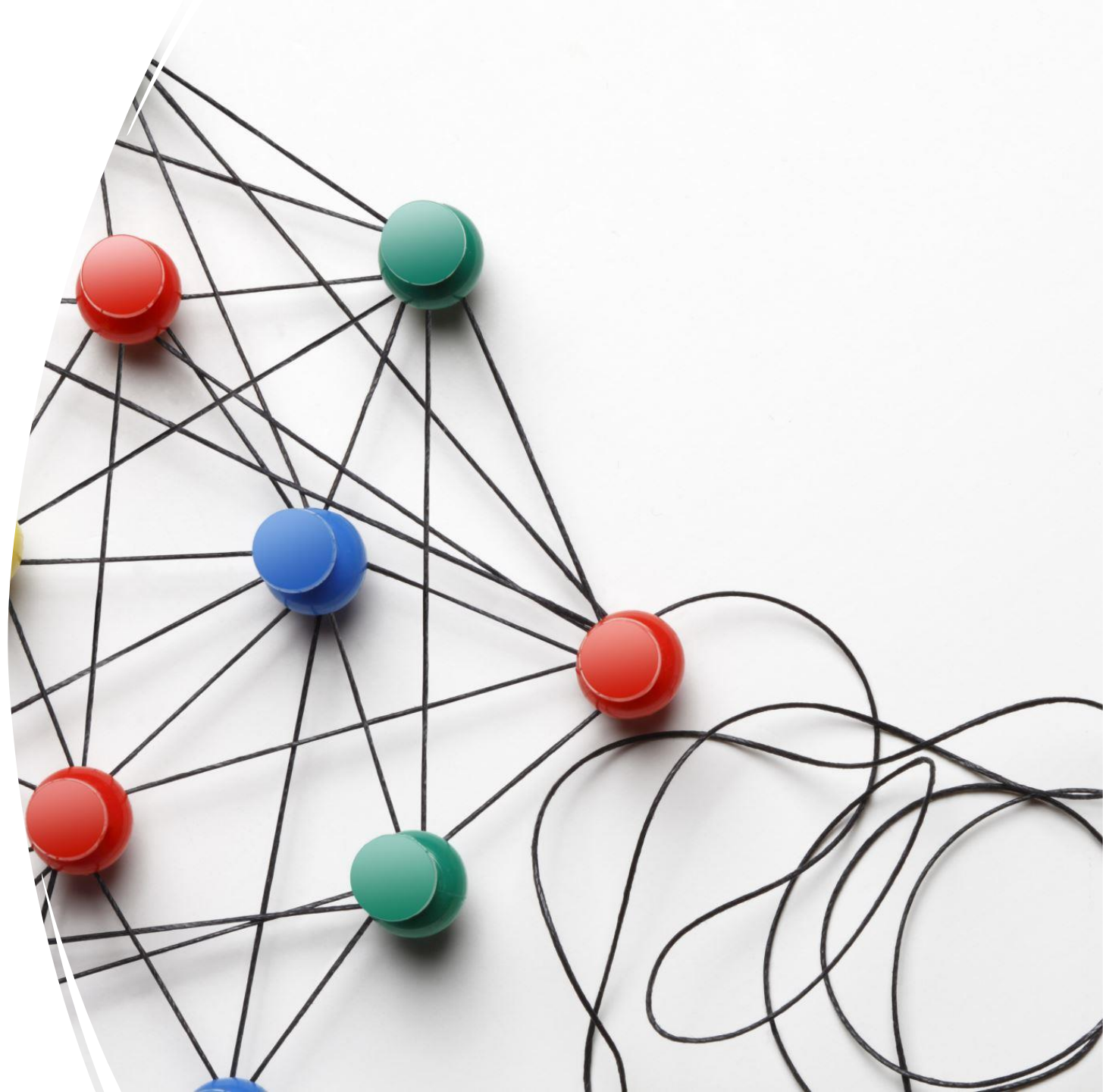
- Very short-form visual
- Engaging content
- Hit and miss



# THREADS

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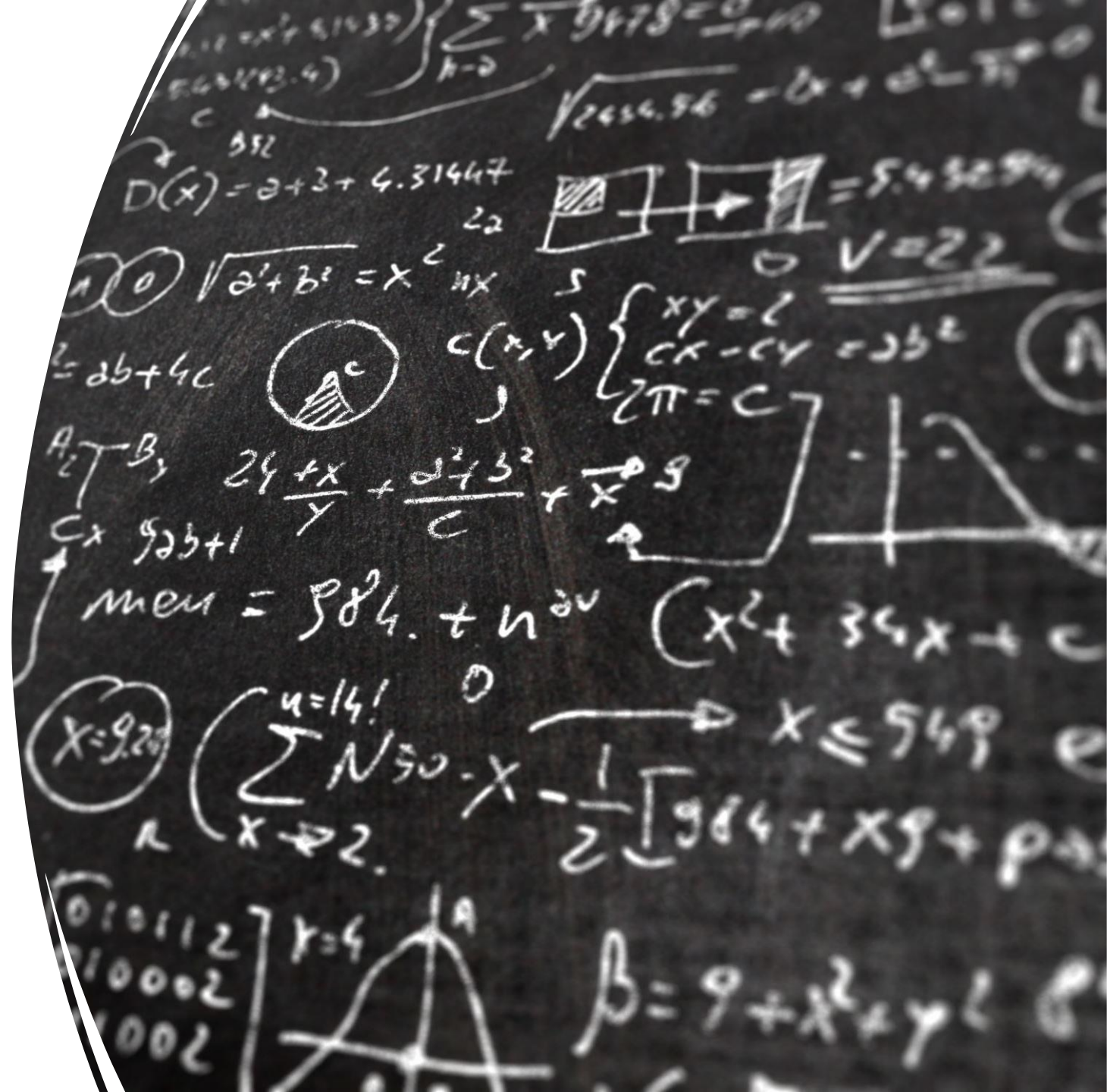
- Links to Instagram/Facebook accounts
- Storytelling content works well
- Difficult to broadcast on



# BLUESKY

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- Newest uptake of teachers
- Active users from X
- Hashtags currently in use:
  - #ukedchat #uked #TeamEnglish #kidlit
  - #SchoolLibrarian #primaryschool
  - #EduSky #Eduskyprimary #SEND





# FINDING YOUR VOICE



# THE QUESTIONS

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Where should we be?

---

What should we say?

---

How can we get follows?

---

How much time will it take?

---

What if we hate social media?

A background image showing several pencils of various colors (blue, green, yellow, pink) pointing towards the center, creating a starburst effect. The pencils are slightly out of focus, and the background is dark and textured.

NO MAGIC WORKAROUNDS

---



# START WITH THE BASICS

---



BE SEEN



BE KIND



BE VALUABLE



BE SOCIAL

# GET IN TOUCH



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@jodieworld - on  
Twitter/Threads/Instagram /BlueSky



Jodie Lopez - Edtech Ninja on LinkedIn