

Building Online Presence for Effective Online Professional Development

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Download today's presentation

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Agenda

- The Purpose of Presence
- Tribes
- Niche/content
- Channels
- Self Assessment/Planning
- A few tricks

8 November 2017

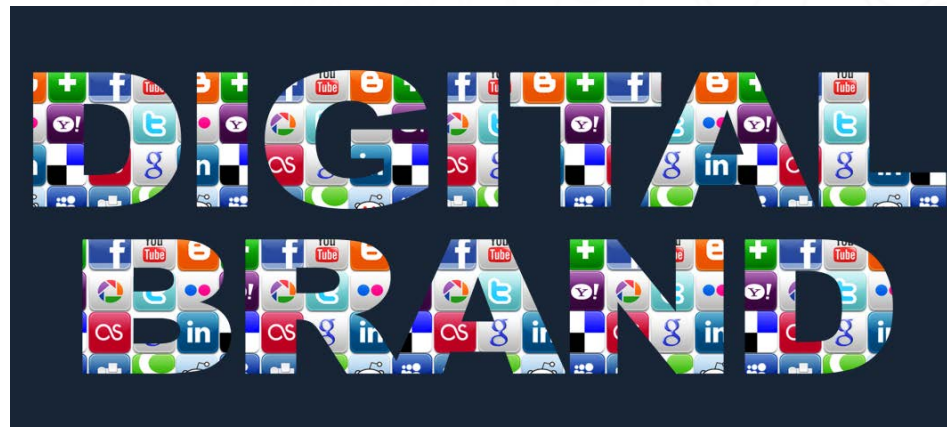
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Why is Professional Presence Important to You?



Values of Presence

1. Join conversations with passionate educators
2. Gain new knowledge to help in your classroom and school
3. Grow as a leader
 - a. Internally and Externally
4. Share your excellence
5. Make a name for yourself and your school
It is the best CPD available today.



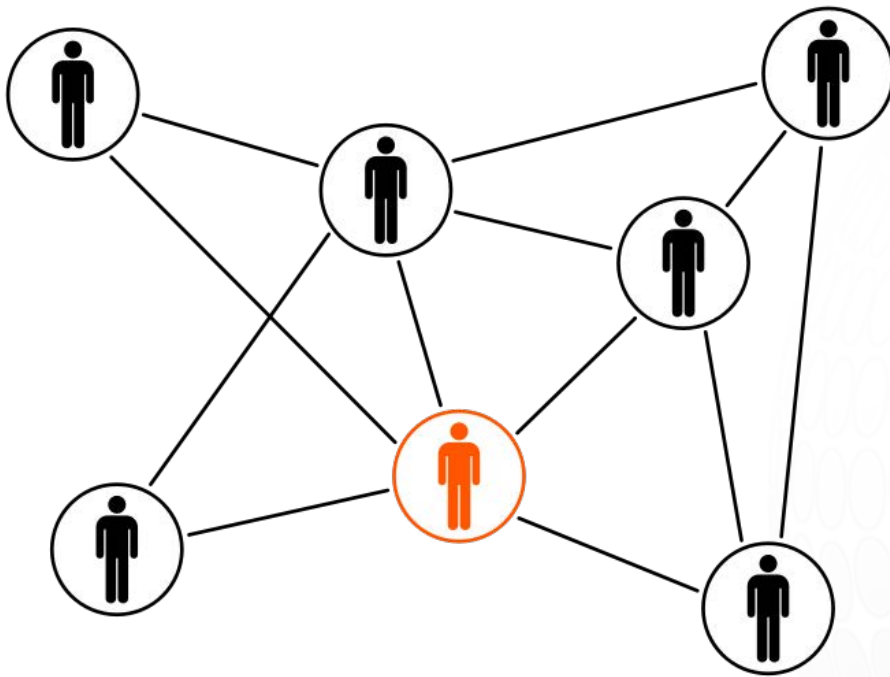
Presence will on be effective if you Contribute.

- Share your ideas online
- Present at conferences
- Give your opinions
- Be seen as a resource
- Be consistent in what you offer, both in content and frequency

Presence only has value to you
if you engage, share, and
discuss topics of interest to you.

Find your Tribe.

Who is your “Tribe?”



- The people with whom you wish to converse and share
- Experts in your field or sub-field
- Similar levels of passion and ability to offer
- Those you want to hear your message and engage with you
- ...in short, who are talking to and why are you talking to them.

You must continually engage and shape your tribe.

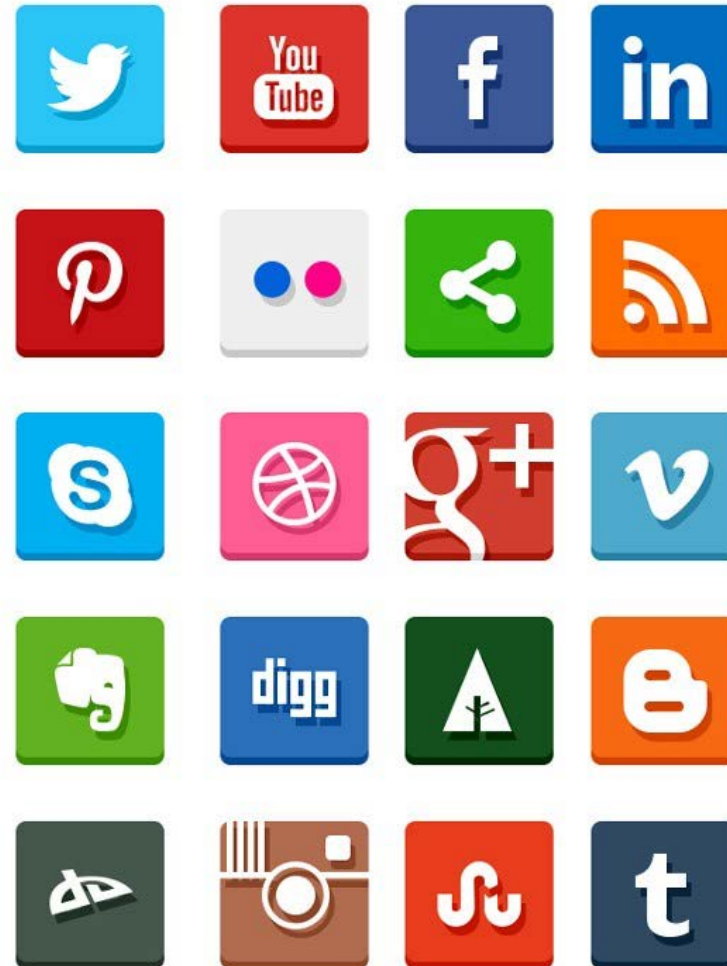
In order to offer value to
your Tribe, you must identify
who you are.

What is your value add?
How do people know you
are you?



My Brand

1. Please search for:
Matt Harris
2. Now search for
Matt Harris EdD
3. And finally
mattharrisedd



Niche, Content...HashTags

It is vitally important for your “presence” and to attract the right “tribe” that you establish your area of expertise and discussion.

What is your Niche?

What Content will you be sharing?

Which Hashtags will you use to organize your presence?



#participate

What do I use? How often do I post?



- Twitter
 - 1-3 times per day
 - Constantly during twitter chats
 - Heavily during conferences or events
- Blog
 - 1-2x times per month
- Vlog/Podcast
 - 6-10 posts per year
- Facebook
 - Fortnightly
- Instagram
 - 3-4x per week

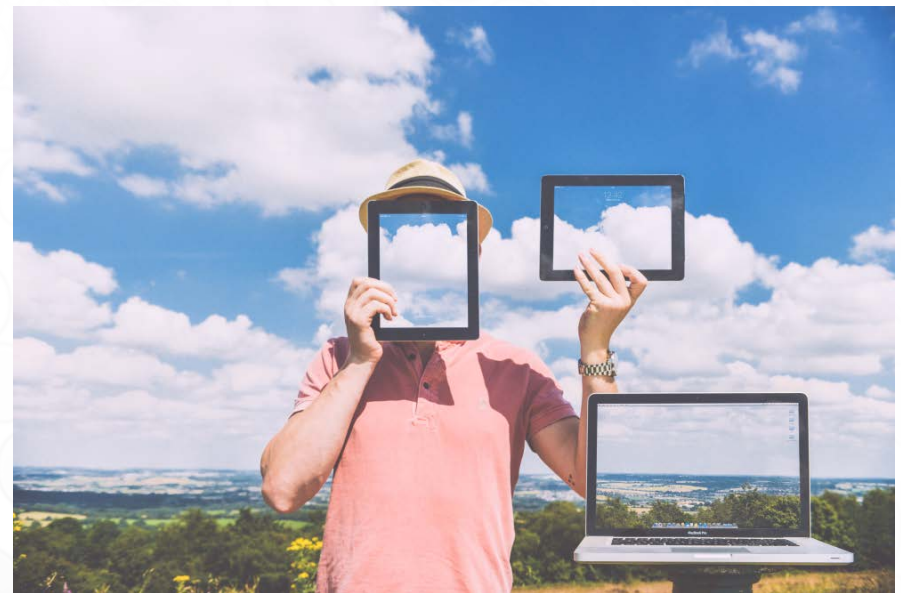
Now, let's read a book

Digital Branding for Educators

By Matt Harris, Ed.D. [@mattharrisedd](https://twitter.com/mattharrisedd)

Please visit:

<http://edtch.co/2mlhscS>



QUESTIONS? COMMENTS?

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