

Tips on Using Social Media to Promote Your Computer Science Education Week (CSEdWeek) Event

Social media tips that give participants ideas to leverage local events and CSEdWeek, including sample Tweets and Facebook posts that people can use

Put it on Facebook

If your organization already has a Facebook page, use it to promote your CSEdWeek event.

CSEdWeek has its own Facebook page -- <http://www.facebook.com/CSEdWeek>, like it on Facebook.

Include highlights from your event, like quotes from keynote speakers, activities, etc. on your Facebook page and your “friends” will see it.

Sample Facebook Posts

- When the date of your event has been decided, announce it on Facebook and create a Facebook event that people can post that they are attending. Then begin a countdown in the status updates. Then begin a countdown in the status updates.
- Starting on December 4, people across the country will be participating in events to celebrate Computer Science Education Week. What are you doing to celebrate?
- Did you know that a recently study compared the number of open technology jobs to the number of computer-related graduates and found that 18 states and Washington, D.C., have fewer graduates than open jobs (Job site Dice.com).
- According to CNNMoney, software engineering and other computer/IT jobs are among the top 10 highest paid jobs for both men and women.
- Computer science is part of our daily life and crucial to the world’s safety. National defense systems, health care, entertainment, national defense systems, financial markets, scientific research and just about every industry out there depends on computers and computer science. Honor computer science during CSEdWeek.

You can post photos and tag them on Facebook. The added benefit of doing so on Facebook is that when you tag someone, it appears on their wall. Anyone who is a “friend” of someone you tagged can see the photo. The idea is that it will lead them to want to learn more about the event. Note that you’ll only be able to tag people that you’re connected to.

Tweet Your Event

Tweeting your event is the best real-time tool in social media for an event. Sending tweets out to your followers is a great way to keep everyone updated on what’s happening.

Prior to your event consider expanding who you are following on Twitter. Consider following your local politicians, media and like-minded organizations. There is a chance that these people/organizations will follow you back which will increase the chances of them retweeting your event tweets.

Be sure to follow CSEdWeek on twitter -- @CSEdWeek.

Sample Tweets

- [TWEET INFORMATION ABOUT YOUR EVENT]

- [TWEET ANY LOCAL MEDIA COVERAGE ABOUT COMPUTER SCIENCE/COMPUTER SCIENCE EDUCATION]
- What are you doing to celebrate Grace Hopper's birthday? #CSEdWeek
- Join us @CSEdWeek to celebrate #CSEdWeek. What are you planning?
- Celebrate #CSEdWeek Dec 4-10. Learn how to plan an event csedweek.org.

Post Photos to Twitpic

Twitpic is a tool that allows you to take a photo with your phone or camera and upload it directly (via a shortened URL) to Twitter. Anyone following you on Twitter will see your tweet and the link to the photo, and can click to view it.

Post Photos on Flickr

Photos bring an event to life and people like to view them. Create a Flickr event site page where people can post photos and tag the photos with people's names, if appropriate.

Use Hashtags

The easiest way to track tweets and other mentions of your events on social media platforms is to ask all participants to use a # with a designated keyword or phrase when discussing it. CSEdWeek's hashtag is #CSEdWeek. When tweeting at your event, please be sure to include this hashtag so CSEdWeek can track your events.

Livestream Your Event

Livestreaming your event allows you to expand your audience. Consider livestreaming if you believe your event will be interesting and/or there are local dignitaries in attendance.