

TAKE AWAYS FROM NETA 2018

Below illustrates some of the "aha" moments that I took away from this years NETA conference.

Alex Essen

WHY SOCIAL MEDIA



97% of people say social media influences their purchases that they make.



It is the 2nd most popular way people choose brands. This could also mean schools.



More people own a mobile device than a toothbrush. This is how we are able to reach more people within a short amount of time.

HACKING LEARNING-TELING YOUR STORY

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"Sometimes we try to change to many things and end up not changing anything."



"What people see is not always the truth. We need to start seeing school culture as investments."



"Every single time you connect with someone in your school community you are building or killing culture."

EDUCATE BY DESIGN-TECH RABBI



"If you can't communicate your learning in 15 seconds or less....then try again."



"Failure is not a destination, it is part of the journey." Failure is an option, we need to EMBRACE that.



FAILURE (First, attempts, in, learning, unless, reflection, exists). We must reflect when we fail, in order to become successful.

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Use drop shadow and shapes to add dimension to any slide or presentation.



Create comics in google slides. This can encourage reluctant writers to write. (See Example by Clicking on Text)