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Research behind tweets

Did you know that tweets with one or more hashtags are 55% more likely to be retweeted? Or that despite the social nature of Twitter, tweets that were part of someone else's conversation, or updates on current mood or activity are not well liked? On the other hand, tweets that included questions to followers, information sharing, and self-promotion (such as links to content the writer had created) were more often liked.

Here are a couple of articles about the science of hashtags, and a study on which type of tweets are the most popular.

<http://blog.bufferapp.com/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many>

<http://www.cmu.edu/homepage/society/2012/winter/who-gives-a-tweet.shtml>

Regional workshops

The western region will be having a workshop on June 20th at 1pm at the Allegheny Intermediate Unit. Pittsburgh Post-Gazette education reporter Mary Niederberger will discuss what to expect from the media during a school crisis. Please RSVP to Sarah McCluan at Sarah.McCluan@aiu3.net.

The eastern region will host a workshop on Friday, June 6th from Noon to 3:30 pm. (This is a change from the earlier mentioned time.) The workshop will be at 401 East Hancock St in Lansdale at the North Penn School District. Workshop details can be found [here](#).

EPLC shows

The EPLC (Education Policy and Leadership Center) has a series of television shows that are available through the internet. They might be of interest to someone in your community. You can access the episodes through this link:

<http://www.eplc.org/focus-on-education-episodes/>

PAESSP Seeking Articles for September 2014 Pennsylvania Administrator Magazine

The PAESSP is seeking principals and educators to write for the September 2014 edition of its award-winning Pennsylvania Administrator magazine. This issue does not have a specific theme, so any education topics will be accepted for review by the Editorial Review Board. The deadline for submitting articles is July 7, 2014. Articles should be no longer than 1,500 words. Articles must be submitted via e-mail as a Microsoft Word document. A biographical sketch and a photograph of the author(s) (saved as a JPEG or a TIFF file) must accompany all articles. E-mail articles to sherit@paessp.org

Job Opportunities

Public Relations and Editorial Manager, PSBA

PSBA seeks an individual to serve as the association's main contact with the media and as the primary writer and editor for various association communications, including news releases, publications, daily email blast, marketing and promotional pieces and the bi-monthly magazine. Requirements include Bachelor's degree in journalism, English, communications or related field, or equivalent experience, and 3-5 years in relevant experience. Demonstrated strong written communication in a variety of formats required, as well as strong proofreading and editing skills. Must have the ability to work within strict time frames and deadlines, and manage multiple priorities successfully. Send resume with a cover letter to Sr. Director of Talent Development at [**psbahr@psba.org**](mailto:psbahr@psba.org)

Executive Director of Communications Newark Public Schools, Newark, NJ
Newark Public Schools is seeking an Executive Director of Communications. Information can be found at this link:
<http://www.gansgans.com/wp-content/uploads/NPS-Director-of-Communications-PD-sgb.pdf>

News from around the state and nation

This is an op ed on the property tax bill by the heads of four state school organizations, PSBA, PASA, PASBO and PARSS

http://www.pennlive.com/opinion/index.ssf/2014/05/yes_property_taxes_need_to_be.html#incart_river

And this is another op ed by the same group on school construction funding

<http://www.mcall.com/opinion/mc-school-construction-funding-pennsylvania-yv--20140512,0,6650064.story#ixzz31Ull47aL>

Update on the situation here in PA with pension reform

http://www.pennlive.com/midstate/index.ssf/2014/05/pension_reform_corbett_pennsyl_1.html#incart_m-rpt-1

State auditor general recommends charter school changes

<http://www.post-gazette.com/news/education/2014/05/12/State-auditor-general-issues-charter-school-recommendations/stories/201405120133#ixzz31aNhvapN>

New York city schools develops social media guidelines for students in an online tutorial format

http://abclocal.go.com/wabc/story?section=news/local/new_york&id=9393268

Testing company Pearson has a gag order on teachers and administrators

<http://www.washingtonpost.com/blogs/answer-sheet/wp/2014/04/25/aft-asks-pearson-to-stop-gag-order-barring-educators-from-talking-about-tests/>

An infographic about technology and teaching

<http://www.teachthought.com/technology/5-mistakes-youre-probably-making-with-technology-in-learning/>

Infographic on the relationship between corporations and public schools

<http://schoolingintheownershipsociety.blogspot.com/2014/02/why-corporations-want-our-public.html?spref=tw&m=1>

Coding is a hot new subject area

<http://www.nytimes.com/2014/05/11/us/reading-writing-arithmetic-and-lately-coding.html?ref=education&r=0>