

## Genevieve Rosales Di Giulio

### Common Patterns of Participation on Twitter

Name of educator : \_\_\_\_\_ Dr. Anthony Muhammad \_\_\_\_\_

Background : former teacher, principal; 2006-present: consultant for New Frontier 21---provides professional development workshops that aid in closing the achievement gap

Dates of monitoring : \_\_\_\_\_ 6/20/13 to 7-6-13 \_\_\_\_\_

Dr. Anthony Muhammad @newfrontier21

#### Types of Activities Observed

Sharing knowledge and resources  
educational news sources

Monitoring

Tracking important conferences  
reflection

Encouraging

Gathering instant feedback  
colleagues

Mentoring

Other:

a few personal tweets to family/friends and heavily used for networking

#### Frequency of Posting

About once a week

About once a day

Several times per day

#### Considerations

Dr. Muhammad uses Twitter primarily as an outlet for his business. As a conference loomed closer, his Tweet frequency increased. His Tweets also reflect the focus of his work: increasing collaboration and changing the norms in schools. He also seems to frequently retweet other educators' thoughts related to this topic. And, the retweets also seem to reflect others' commendations of his work. Finally, he frequently uses the hashtag: #edfocus, which is a chat that focuses on improving education

through RTI (Response to Intervention) practices. His use of hashtags really drives the type of responses he gives and almost categorizes them.

I've noticed that if a conference is coming up, his tweets really reflect the focus of the conference as it relates to the particular needs of the site in reference to changing school culture around RTI. I was able to look at the hashtag to help guide the information he was presenting in chronological order. So, if I was less interested in that particular conference focus, I could scan quickly past those responses. As far as his tweets relate to my professional career, I'm very interested in how a school culture changes around RTI. I've worked at schools where it was top-down, force-fed and is not as effective as the job I'm currently in, where teachers do want to make positive changes to education.

Twitter is truly a strong location for networking. This is simply a broader opportunity to connect with like-minded people in an instantaneous venue. Similarly, it truly does offer a platform for one to share his or her beliefs, interests, capabilities and resources. Dr. Muhammad has seamlessly integrated touting his books on RTI, while also offering his expertise on the topic and has utilized this social media space for presenting his books.

At this point in my career, I'm interested in utilizing Twitter as a means of instantaneous research. I would like to see what kind of innovative ideas are out there. However, I don't see this as a primary resource for my gleaning information, as I am quite busily culling it from colleagues and the Internet. I haven't yet ventured into this venue as a research tool, but am open to it. I have recently added new educators and a few chats, such as "HMH", Leadership and Learning. Although I've had a Twitter account for about a year and still consider it as not one of my primary resources for advancing in or improving upon my career at this time.