

# FLATE MEDIA - SOCIAL and OTHERS?



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In the current classroom paradigm shift, the use of *social networking sites* and tools that promote online collaboration *are exploding*. Students are there.

# ARE WE THERE?

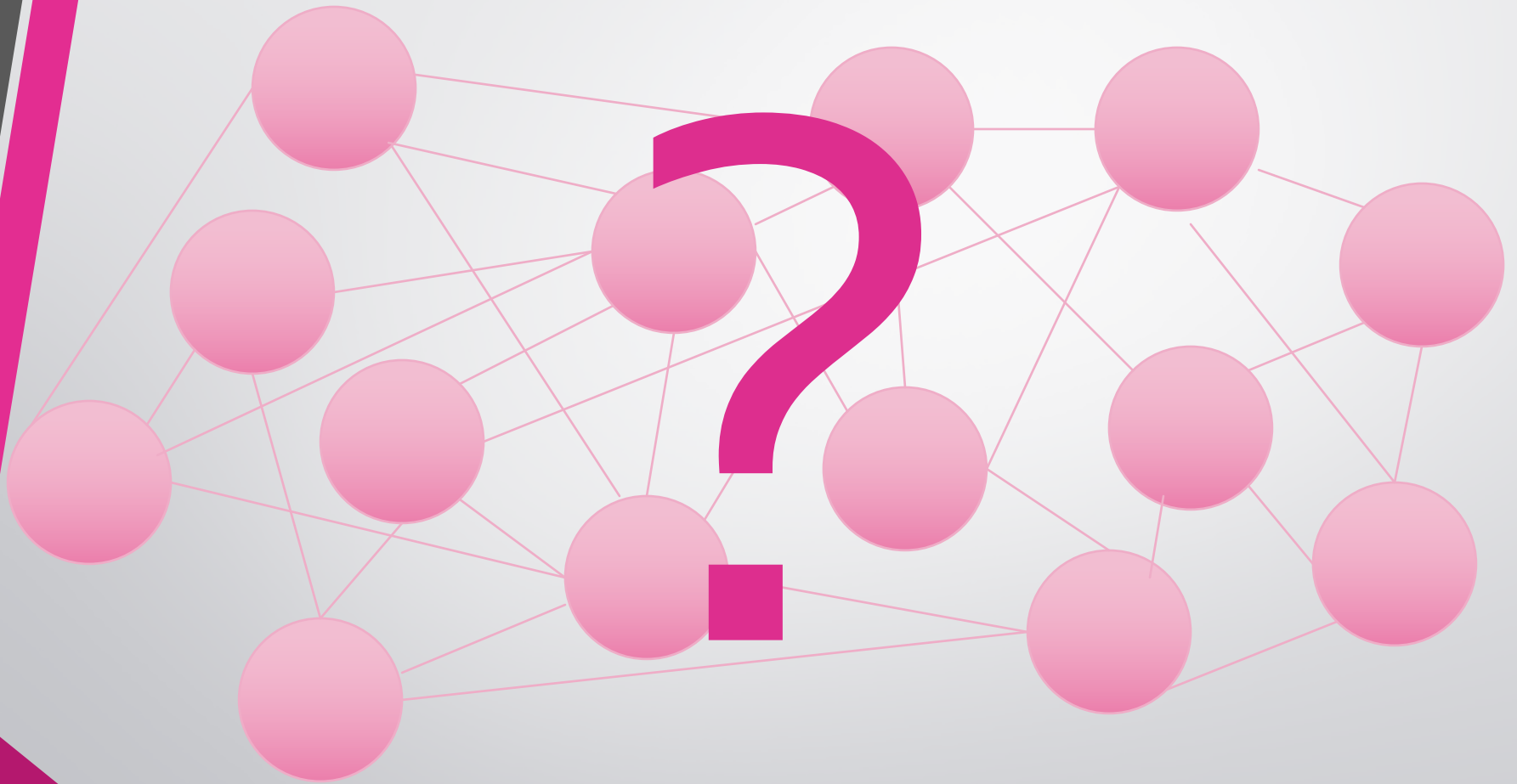


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# ARE WE CONNECTING?



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# ARE WE STAYING CONNECTED?

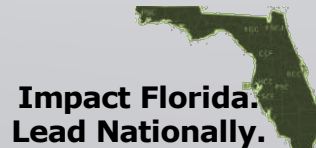
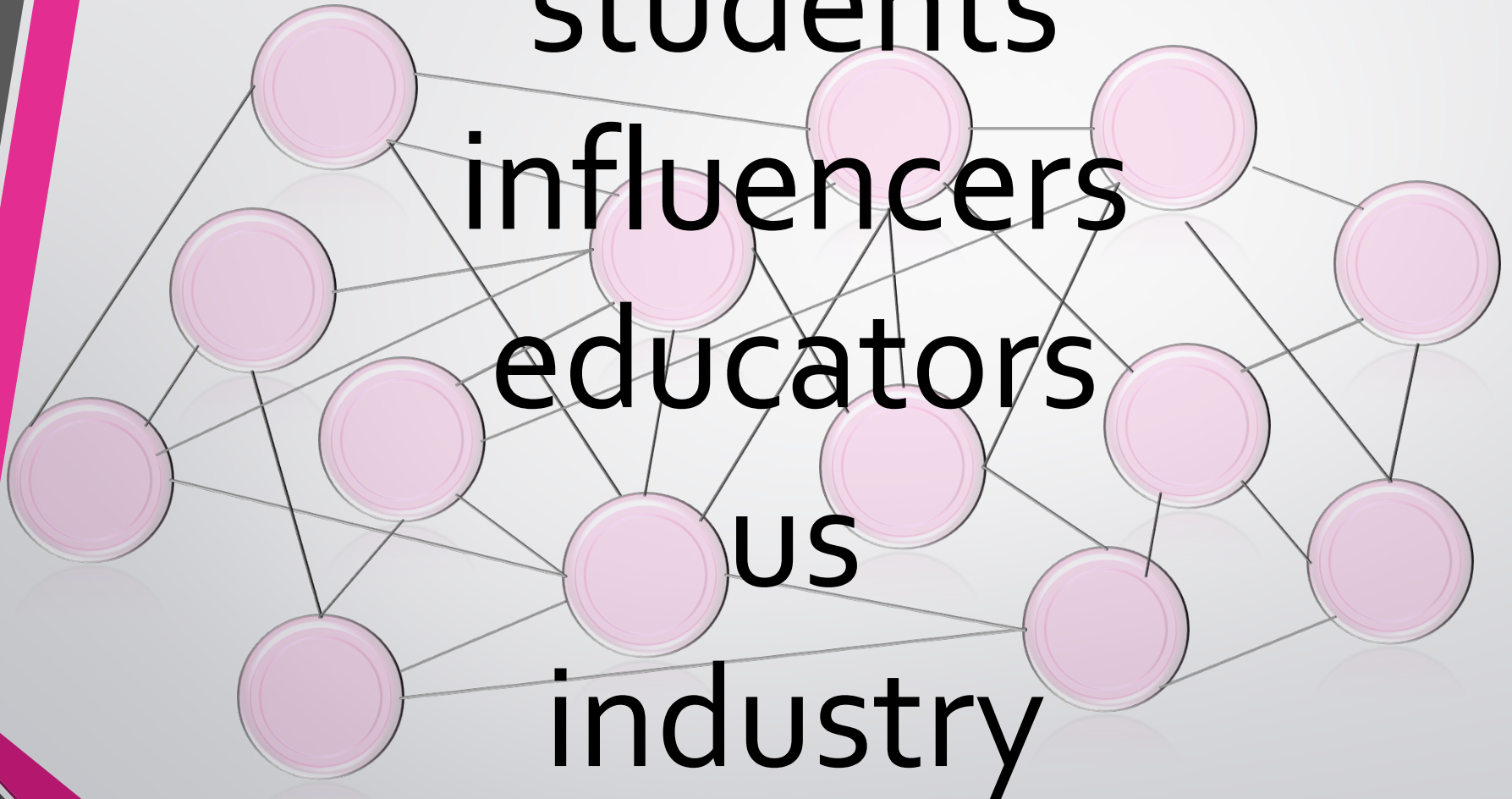
students

influencers

educators

US

industry



2006

Diving in





2006



VIDEOS FROM YOUTUBE

FLATER FISHES in FRISCO BAY



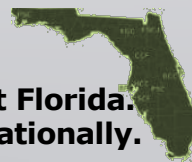
FLATER'S BUDDIES' TRY WELDING



WWW.MYSPACE.COM/FLORIDAFLATER



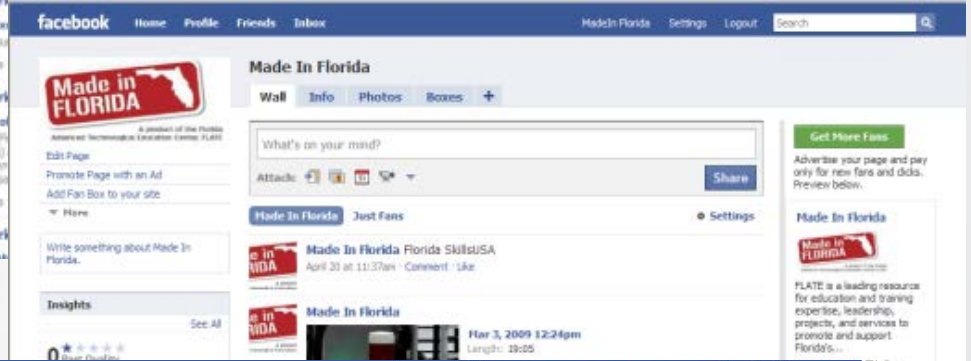
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2007

diving deeper



WWW.FACEBOOK.COM/MADEINFLORIDA

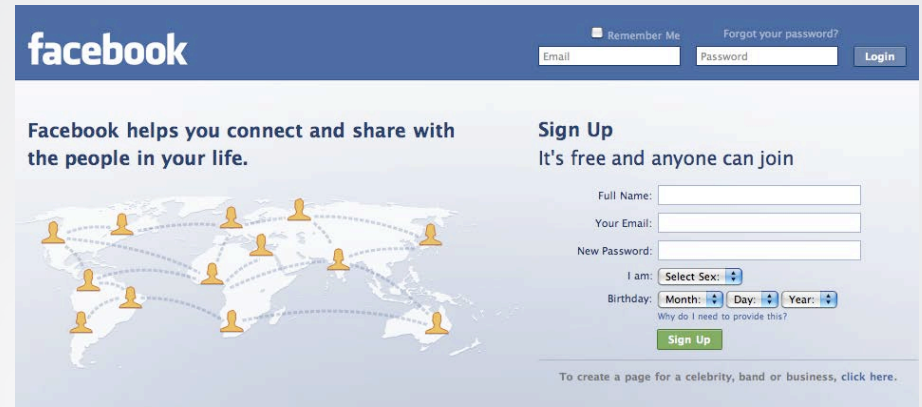


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# FACEBOOK?



- FLATE's most widely used and most effective social platform
- 1400+ Post Engagement in last 28 days
- 1000+ Post Reach in last 28 days
- Highest number of visits/reach from our posts about STEP Awardees from Florida, Announcement about MFG Scholarships & NL story about FLATE's Management & Sustainability Strategy

[WWW.FACEBOOK.COM/MADEINFLORIDA](http://WWW.FACEBOOK.COM/MADEINFLORIDA)



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# FLATE'S TWITTERSHERE

2012

Started **Tweeting** in Summer 2012

@Made\_InFlorida

## 2016 TOP TWEETS

- 11.7K Impressions in the last 3 months
- Over 1200 Impressions in the last week
- HS Camp Newsletter Story with 749 Impressions & Facebook Post about MFG Day in Florida with 365 Impressions



## NOTEWORTHY TWITTER MOMENTS

- Retweet from Congressmen David Jolly
- Social Kudos from United States Secretary of Commerce, Penny Pritzler & National MFG Day organizers with a hashtag "#DoingItRight"



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# CONNECTING on LINKEDIN

2014

<https://www.linkedin.com/company/et-degree-alumni>

## Debut into the LinkedIn in 2014

- LinkedIn Company & Profile Page
- 200+ Connections
- Rank in TOP 15% in Profile Views

## 2016 LinkedIn Analytics

- Highest readership generated from October Newsletter post focused on MFG Month
- Highest number of Pageviews in April
- Most visits from Higher Education, Information Technologies and Computer Software professionals



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2010

# FLATE FOCUS GOES VIRTUAL ON BLOGGER



- ✓ Quarterly paper → monthly blog edition
- ✓ Distribution > 2500 persons
- ✓ FLATE & partners news
- ✓ Comments encouraged
- ✓ Instant editing
- ✓ Google analytics



FOLLOW US AT [WWW.FLATE-MIF.BLOGSPOT.COM](http://WWW.FLATE-MIF.BLOGSPOT.COM)



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# DO's!

- ✓ Promote others
- ✓ Be funny
- ✓ Be interesting
- ✓ Respond pro-actively
- ✓ Tag content
- ✓ Make it easy to share
- ✓ Link to others

# DON'T

- ✗ Focus only on yourself
- ✗ Take undue credit
- ✗ Blog every 3 months
- ✗ Post press releases
- ✗ Use corporate-speak
- ✗ Post duplicate content



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# WIKITEACHER EXCHANGE

2016

WWW.FLATE.PBWIKI.COM

2007

FrontPage  
last edited by Jodi Sutton 2 mos ago

Welcome to FLATE's wiki...  
...full of great resources for YOU!

LEACHER RESOURCES  
CAREER EDUCATION RESOURCES  
EMPLOYABILITY SKILLS  
THE TOOTHPICK FACTORY

Contact Information: Jodi Sutton, [curriculum@flate.org](mailto:curriculum@flate.org)

**OUR GOAL**

FLATE (Florida Advanced Technological Education Center for Manufacturing), a National Science Foundation's Advanced Technological Education Education (ATE) Regional Center of Manufacturing Education, has created educational activities and resources for middle and high school teachers. The tools range from STEM and manufacturing focused lesson plans to professional development.

**Made in FLORIDA Learning Challenges - lesson plans for middle and high school teachers**

These materials provide middle and high school teachers with lesson plans, complete with activities and assessments, to enrich science, technology, and/or math classes. Each activity

FrontPage  
last edited by Pedro Colon 1 week ago

Welcome to  
**FLATE's wiki**  
...full of great FREE RESOURCES for you!

www.  
Made in FLORIDA .org

(CLICK ON IMAGES BELOW)

<b>"Made in Florida" and STEM Lesson Plans</b> For Middle & High School Teachers	<b>Career Education Resources</b>	<b>Modules for Advanced Technological Education</b>	<b>The Toothpick Factory</b> A Simulating Game for Soft Skills
<b>Industry Tour Resources</b> Find pre-tour lesson plans, post-tour surveys, presentations and other resources for your <i>Made in Florida</i> manufacturing tour!	<b>Recruiting all GIRLS who love S.T.E.M.!</b> Resources and materials for STEM GIRLS!	<b>FLATE Presentations</b> Find conference and workshop slides here.	<b>High School Technology Initiative</b> Modules for high school sciences that teach fundamental STEM concepts.
<b>Read FLATE's monthly Newsletter! FOCUS</b> Connecting Manufacturers, Educators & Students with Florida's Workforce		<b>FLDOE Career Resources</b> Career Education	

<http://flate.pbworks.com/w/page/10889503/FrontPage> [5/11/13 6:34:16 PM]



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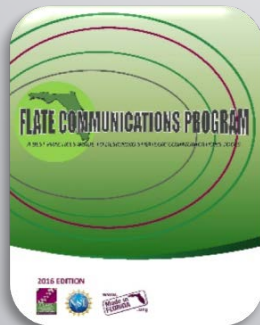
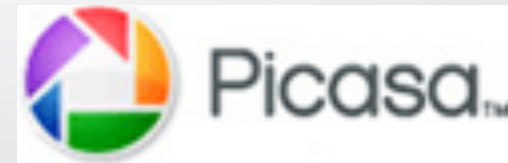
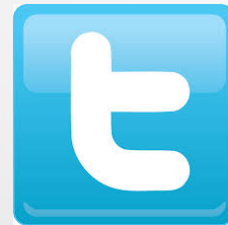
# FLATE SOCIAL FOOTPRINTS



**PBWORKS**



**Dropbox**



## MORE RESOURCES

FLATE COMMUNICATIONS BEST PRACTICE

<http://fl-ate.org/best-practices>

# TAKE A CHANCE



# THANK YOU!

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