

Assessment 2: Educational Online Community Analysis of the National Council for Teachers of
English (NCTE) Conference on English Leadership (CEL)

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The National Council for Teachers of English (NCTE) is a professional organization devoted to supporting literacy educators. For over 100 years NCTE has sought to provide literacy teachers with valid and reliable professional resources, publications, and journals to assist educators to continue to advocate for their students at the local, state, and federal levels (NCTE, 2020a). In doing so, the NCTE provides teachers possibilities for sharing and receiving lesson plans, investigative ideas, best instructional practices and opportunities for continuous learning at national events. The mission statement encourages not only the development of literacy but using language from personal and public worlds to achieve full participation in society (NCTE, 1990).

To further the mission of the NCTE, subgroups and special interest groups (SIGs) were created. The Conference on English Leadership (CEL) is one such online group that functions as a collaborative forum in which emergent issues in literacy are discussed. The overarching premise of CEL is to help leaders and mentees exchange ideas in a dynamic, discussion forum concerning subjects relevant to literacy leaders both in the classroom and administrative positions (NCTE, 2020b).

The forums for engagement for literacy educators and leaders for both CEL and NCTE occur largely in online digital communities. Within the NCTE and CEL communities, members experience “domains of inquiry” (Wenger, White, Smith 2012) in the digital landscape of social media. Social media provides a sense of identity and lens in which participants view challenging discussions about literacy education and leadership as partners in the learning process. Also, members use social media to engage in practice-sharing to build a diverse array of experiences

that lend to an integrated community. As such, Twitter is a fundamental part of the online community for CEL.

The NCTE affiliate, CEL, leverages Twitter and Facebook to recruit, retain, and engage individuals both within and outside the group. CEL has Nicholas Emmannuele and Kate Baker, two moderators who are Members-At-Large, help drive their social media efforts. The organization maintains three core goals to accomplish through its online community include rebranding efforts within the affiliation to broaden the audience and scope of CEL's reach, sustained and consistent engagement with members, and using social media to accomplish CEL's vision as "an agent of leadership development in literacy education" (NCTE, 2020b).

Firstly, to raise awareness and encourage a broader reach of participation with new literacy members in K-12 and higher education, CEL has rebranded itself. The effort strives to make the designation between CEL as a leadership affiliate of NCTE clear and visible. According to Kate Baker: "There's been some things within the Twitter chat, for example, like branding, we went through a rebranding process so that like, there's a logo that goes with CEL that was done within the past like three, three years or so" (K. Baker, personal communication, February 29, 2020). The rebranding is an attempt to increase CEL's visibility online so it can function as a digital space for professional networking and literacy connections.

Next, active engagement in teaching and leadership issues between members of NCTE and CEL as well as non-affiliate literacy educators across the country occur in the online community. Fogelson (2012) describes various methods, like personalized content, subgrouping members for greater motivation for participating in the community, and incentivizing interaction. In addition, the organization hopes to use the social media community as a springboard for

broader connections and professional relationships to begin to occur in regional pockets of local and state literacy groups as well.

Another goal of the organization is to “mentor and support emerging leaders” (NCTE, 2020c). CEL’s Twitter account has aided the organization in facilitating connections between mentors and mentees. To encourage strong relationships between mentors and mentees to take hold, CEL draws on people’s attention to tasks that are important in literacy supervision, instructional practices and stresses the capability of teachers in accomplishing goals. To help teachers further their potential, CEL exercises aspects of online community contribution such as framing, feedback and rewards, content, tasks, and activities, and community structure (Kraut & Resnick, 2011) to build a cohesive and supportive bond between literacy leaders.

The actions that CEL has taken towards accomplishing their goals includes increasing brand awareness, engagement, and membership through its social media platforms. By using new logos and enticing images that coincide with the content in which CEL pushes out, the organization hopes to catch the attention of new members. Additionally, specific hashtags used on Twitter further the mission and vision of CEL as a literacy leadership organization dedicated to the recruitment of new members. According to Nicholas Emmanuelle:

“...but we are looking to stir more interest in the organization. So we’re working on putting out more tweets whenever we have a blog, sending up, you know, four or so tweets promoting each new blog post every month, pushing out our call for proposals...”

[sic] (N. Emmanuelle, personal communication, February 29, 2020).

Further, Kate Baker elucidated on the notion that one of the organization’s goals involves “raising awareness about the organization, so and informing other people that CEL exists, okay” [sic] (K. Baker, personal communication, February 29, 2020).

CEL's goal of dynamic collaboration amongst English language instructors includes sustained and cohesive engagement within and beyond the community. Members of CEL are routinely invited to join on nationwide Twitter chats, attend the annual CEL and NCTE conventions in November, and to follow prominent thought leaders in the organization responsible for posting provoking content. For example, Nicholas Emmanuelle reports using his own social media following in the broader literacy community to encourage teachers and emerging leaders to engage in CEL:

“But my experience on Twitter is that obviously, the more followers you have, the wider reach you have.... So I just Tweeted out yesterday. Just my personal, like, ‘Hey, like, you’re looking for good Twitter chat, [sic] we’ve got a CEL chat coming up and we have another chat coming up.’ And so I tagged some people and sent it out. Not that I have a huge following, but I managed to get like 20 retweets on that... like 6,000 impressions or so. So, I think it helps that I have like, [sic] like I have some followers” (N. Emmanuelle, personal communication, February 29, 2020).

Also, according to Kraut and Resnick (2011), people in online communities respond better and engage more often when they experience a level of familiarity with the individuals within a community. This includes features of commonality and perceived level of high-status such as the case of Nicholas Emmanuelle.

Lastly, CEL has taken steps in the online community to structure their quarterly Twitter chats to coincide with the annual CEL Convention theme. Social media assists CEL in preparing mentees to take the necessary steps to be prepared, innovative leaders during the national conference and in their respective settings. In this sense, CEL has afforded members opportunities to “make community-specific investments” (Ren, Kraut, Kiesler, & Resnick, 2011)

by exemplifying mutual similarity between mentor and mentee experiences. Moreover, mentor and mentee relationships are framed in such a way through shared, normative obligations (Ibid) as CEL elucidates the need to understand and respond to affairs and movements in ELA education (NCTE, 2020b).

Due to constraints placed on CEL by the parent company, NCTE, the organization has struggled to ascertain concrete metrics to assist them in gauging the efficacy of their efforts to accomplish their goals. Nicholas explained CEL is active on two social media platforms where Twitter has a more significant following compared to its Facebook platform (N. Emmanuelle, personal communication, February 29, 2020). Still, both have limitations for improvements due to limited staff resources and access to the platform's analytics metrics, which CEL is trying to get permission from the parent NCTE on the valuable Twitter feed data that could be useful for marketing.

According to Kate, due to account control, there is not a formalized system to monitor the metrics towards their goals (K. Baker, personal communication, February 29, 2020). For example, information and analytics such as discussion engagement in terms of the number of threads, replies, and total tweets is not directly provided to them. Fortunately, both Kate and Nicholas are still able to see the total followers for the account, as well as the number of likes and retweets each post achieves. In this informal manner, Kate anecdotally describes the engagement as satisfactory but is not able to precisely quantify it (K. Baker, personal communication, February 29, 2020). Moreover, Nicholas expounded upon the fact that he will utilize specific hashtags on Twitter to be able to provide a pool of interactions through which he could search through regarding people and their interactions with the hashtag: "I mean, I've searched our hashtag, our CEL chat hashtag to find of find the people who tend to interact the

most often. So we can tag them in the text of tweets when we schedule those” (N. Emmanuelle, personal communication, February 29, 2020).

Ultimately, CEL as an organization is not as successful as it could be in building their online community. Although Nicholas and Kate are guiding CEL for growth through the use of current social media tools, progress is limited to the scope and capacity of the Twitter chats that are conducted on a quarterly basis. A large part of the inability to conduct sufficient efforts in building successful online communities with healthy interactions and engaging exchanges between prospective, new, and current members are inhibited by the bureaucracy that exists within CEL as an affiliate of NCTE. CEL needs to use the Twitter analytical tools to determine if the Tweets are having an impact on the membership retention and the engagement level among the members. Unfortunately, however, these opportunities are not being made available to either Nicholas or Kate.

Recommendations for the CEL Social Media Moderators, Nicholas Emmanuelle and Kate Baker as well as the rest of the Executive Committee, would encourage continued discussion with the parent organization of NCTE to provide more flexibility in terms of engagement and outreach within CEL. Furthermore, if Facebook Groups provides greater flexibility to Nick and Kate in terms of interactions with others, then using the Twitter account to encourage members and potential members deeper dives into conversations that further CEL’s mission should be conducted. As Ren, Kraut, Kiesler, and Resnick (2011) pointed out, identity-based devotion makes people more amenable to a group’s norms than pledge-based commitment, so developing the Facebook Group as an active network centered around literacy educators and leaders is recommended.

Collaboration Table

Member	Contribution(s)
Samantha Bahna	<ul style="list-style-type: none">● Topic Selection● Interviews + Digital Conversation Recording Application Setup● Spelling & Grammatical Revisions● Appendices (Screenshots and Metrics)● Parts 1-5
Damiano Mastrandrea	<ul style="list-style-type: none">● APA Paper Format Setup● Formatting Interviews (Otter.ai → Word Processor) ^[Appendix A & B]● Spelling & Grammatical Revisions● Sections: 3, 4, 5
Steven Wong	<ul style="list-style-type: none">● Interview Accuracy Check + Revisions

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Appendix A

Nicholas Emmanuelle (National Council for Teachers of English (NCTE) Council for
Exceptional Leadership (CEL) Member at Large) Interview

Speaker	Time	Comment
Nicholas Emmanuelle	0:00	Awesome.
Samantha Bahna	0:00	Yes. So there's three questions I wanted to ask and I know that you are responsible.
Nicholas Emmanuelle	0:07	Did you want to try to hang up and make sure that it's recording both parts of our conversation? Are you pretty sure it's good on both ends?
Samantha Bahna	0:13	Nope, I got it going.
Nicholas Emmanuelle	0:15	Okay, cool.
Samantha Bahna	0:15	yeah, I got it going. And so the first one is about because you run the social media or help manage social media.
Nicholas Emmanuelle	0:23	Yes.
Samantha Bahna	0:23	So like it has your the has the organization for the National Council for Teachers of English, like actually got together to say like, what are we seeking to build through this online community?
Nicholas Emmanuelle	0:35	Yeah, so I'm going to speak carefully.
Nicholas Emmanuelle	0:40	Hopefully I don't say anything wrong.
Nicholas Emmanuelle	0:44	The National Council of Teachers of English is the umbrella parents organization. The Conference on English Leadership is underneath that.
Samantha Bahna	0:52	Mhmm.
Nicholas Emmanuelle	0:53	So we are a separate entity under NCTE.
Samantha Bahna	0:58	Okay.
Nicholas Emmanuelle	1:00	NCTE being the parent company actually runs the CEL Twitter feed.

Samantha Bahna	1:06	Okay.
Nicholas Emmanuelle	1:08	Which they do not give access to us to live tweet from.
Samantha Bahna	1:13	Okay.
Nicholas Emmanuelle	1:14	So that's actually a really sticky bureaucratic layer.
Samantha Bahna	1:19	Okay.
Nicholas Emmanuelle	1:19	So if we want things tweeted, we have to feed that to our contact at NCTE. Who will then tweet out what we want.
Samantha Bahna	1:28	Okay.
Nicholas Emmanuelle	1:29	Or schedule it to be tweeted. But we can't access the account directly.
Samantha Bahna	1:34	Okay. Okay. I see. So what you have to kind of go through that media, uhh.
Samantha Bahna	1:39	middle guy.
Nicholas Emmanuelle	1:40	Mhmm. And they're, they're great with it. But it's just not direct for us. So when we think of something, we have to
Nicholas Emmanuelle	1:46	go through this chain. So on our end,
Nicholas Emmanuelle	1:50	I'm sorry if I'm like jumping ahead or looping around when we just set up a chart in Google, and Google, Google Doc, so we'll say like the first row is the time and the date we want it tweeted. The next row over as the text we want in the next row over is any image. And so for any, uh, specific social media push, for example, we're doing a Twitter chat next week, we're behind on planning, but we're doing one next week. But we just sent out all of our promo tweets to NCTE today, so they can schedule them to tweet out for the next week.
Samantha Bahna	2:27	Okay.
Nicholas Emmanuelle	2:28	So we set that up on our end before we kind of just say like, Hey, can you send a tweet that says whatever. So now we kind of have it set up, where they're tweeting what we want them to tweet. Otherwise, if we update our blog, they have how everything's connected. As soon as we post a blog, they'll--they'll tweet it out automatically.
Samantha Bahna	2:48	Okay.

Nicholas Emmanuelle	2:48	But as far as specific tweets targeting what we want, we have this we have a system now set up that we will set up a Google Doc for every initiative that we have whether they're awards or the Twitter chat or program proposals. And then we will send that document to NCTE within schedules at all to be tweeted out.
Samantha Bahna	3:14	Okay. And now what are, what is CEL trying to accomplish by the tweets and working through the tweets in terms of building like an online presence or their community?
Nicholas Emmanuelle	3:25	Yea. So we actually just had a nice conversation on that at our last executive board meeting. We were debating how much we were trying to reach current members versus how much we are reaching a broader audience. So so that has been a newer conversation so CEL Conference on English Leadership. Um, the acronym CEL doesn't quite tell us much of anything.
Samantha Bahna	3:52	Right.
Nicholas Emmanuelle	3:53	So we were discussing, not to change the name but to add another hashtag like LeadELA. English leadership, L-e-a-d-e-l-a. So we're talking about that to kind of broaden the audience, because we realized, at least for the Twitter chats that we were doing, we weren't getting many new faces.
Samantha Bahna	4:13	Mhmm.
Nicholas Emmanuelle	4:13	Um...
Nicholas Emmanuelle	4:13	So we've been working,
Nicholas Emmanuelle	4:16	perhaps not as successfully, as I'm sure as you know, everyone who does these types of committees are also on like 12 other committees.
Samantha Bahna	4:23	Right. Exactly.
Nicholas Emmanuelle	4:26	So and all the positions that were pulled in perhaps we're not quite successful yet, but we are looking to stir more interest in the organization. So we're working on putting out more tweets whenever we have a blog, sending up you know, for four so tweets promoting each new blog post every month,
Nicholas Emmanuelle	4:46	pushing out our call for proposals.
Nicholas Emmanuelle	4:50	But the challenge to with the
Nicholas Emmanuelle	4:55	NCTE run account is that when they schedule tweets, they can't tag people and images. So they can put, they can they can tag me as long as we put it in the text of the tweet, but they can't tag a whole bunch of people.

Samantha Bahna	5:11	Okay.
Nicholas Emmanuelle	5:12	So unless those of us on Twitter are consistently checking the CEL tweets, sometimes we will we on the committees executive committee will like miss some of those tweets and then we won't retweet them.
Nicholas Emmanuelle	5:26	And then that's only retweeting to people we're connected with anyway. Umm.
Nicholas Emmanuelle	5:31	So it's been challenging,
Nicholas Emmanuelle	5:34	finding new connections.
Nicholas Emmanuelle	5:38	But I think in general, our organization works best through we're small organization, our conference every year only is going to have about 170 people.
Samantha Bahna	5:48	Okay.
Nicholas Emmanuelle	5:49	So we're a smaller group and I think we do best by word of mouth, um, and one on one connections anyway.
Samantha Bahna	5:55	Uh huh.
Nicholas Emmanuelle	5:57	It's not like the NCTE last last November, and Baltimore NCTE's convention had like 8000 teachers.
Samantha Bahna	6:05	Wow.
Nicholas Emmanuelle	6:05	English teachers. I mean, I know some of the tech conferences are much bigger. So CEL is smaller. So we have had a challenge of of gaining new people unless it's through a personal invitation. So some of that, I think it's because it's harder for us to we can't just say, oh, I'll send a tweet today or will our organization will retweet something else. We don't retweet things often, since we aren't taking in charge and the NCTE team-- sorry if I'm talking-- Is this too much?
Samantha Bahna	6:37	No keep going on. No, this is great.
Nicholas Emmanuelle	6:40	The NCTE team runs a whole lot of other accounts as well. And sort of their social media people are doing a whole lot of other things, not just stuff for for our organization.
Samantha Bahna	6:52	Mhmm.
Nicholas Emmanuelle	6:54	So that their time is also limited.

Nicholas Emmanuelle	6:57	So in that in that case, that's becoming a personnel issue. And I do understand, you know, they don't want us to be tweeting something that we shouldn't be retweeting, and all the liability issues and and perception issues, if something were to be retweeted, that was not in line with NCTE's mission. So those are some of the challenges we get with the account since we can't get the accounts, um, under our own control... control is not the right word... since you don't have access to direct access to it.
Samantha Bahna	7:34	Right.
Nicholas Emmanuelle	7:34	We do have a Facebook page, but the organization which is run by CEL members, so NCTE is not connected to our Facebook page.
Samantha Bahna	7:44	Okay.
Nicholas Emmanuelle	7:45	It's a closed group.
Nicholas Emmanuelle	7:48	We had one or two people who are in charge of it. We're kind of branching out who has administrative privileges to the Facebook page.
Samantha Bahna	7:55	Mhmm.
Nicholas Emmanuelle	7:56	So I--I just gained that access. Um, a week and a half ago.
Samantha Bahna	8:01	Oh wow.
Nicholas Emmanuelle	8:02	And there's a whole list of people who requested and I'm not sure our process for accepting people. I'm actually like a list of our current members. But as far as if someone falls out of membership, we don't have a procedure to remove people from our Facebook page.
Samantha Bahna	8:16	Oh, wow.
Nicholas Emmanuelle	8:19	So that's a whole other separate social media...
Nicholas Emmanuelle	8:23	...option that we do have more direct connection with Facebook. But because we're all so busy, Facebook has not been as active as Twitter. And I don't know if Twitter's even. I'm not sure. I don't know how active Twitter is.
Samantha Bahna	8:38	Right, now with--
Nicholas Emmanuelle	8:40	Compared to other organizations. Our Facebook is less than that.
Samantha Bahna	8:42	Now. Would you say that you have more followers on Twitter than you do on say Facebook?

Nicholas Emmanuelle	8:49	Yes,yes.
Samantha Bahna	8:50	Okay. So just as I want to make sure that I heard you right, like essentially you guys are looking just to build membership and to put new faces in the fray, correct?
Nicholas Emmanuelle	9:01	Especially for the Twitter, yes.
Nicholas Emmanuelle	9:03	The highest interactions on Twitter are for the Twitter chats. And then also for when we put out a call for proposals for our conference every year. That's one of our larger meet ways of spreading the word for that.
Samantha Bahna	9:17	Okay, so those are some of the actions that you guys have taken, like actually trying to conduct Twitter chats. And, you know, like, let's say put out call for proposals, but how do you get other like, what are some of the other steps that you've taken to elicit more participation from say someone who doesn't have access to like your listserv or like an email where they are getting a word from mouth? It's like, how are you still reaching out?
Nicholas Emmanuelle	9:41	Yeah, we do have an email list. And that's also done through NCTE, the parent company.
Samantha Bahna	9:47	Okay.
Nicholas Emmanuelle	9:49	So, our president is in contact with the leadership through NCTE. So when we need an email, she will contact our contact at NCTE who will then send the email
Nicholas Emmanuelle	10:05	to our, to the current membership.
Samantha Bahna	10:09	Wow.
Nicholas Emmanuelle	10:10	So we don't have direct access to an email or, you know, the the president our president can't just email blast everybody on her own that is fed through NCTE.
Samantha Bahna	10:22	Okay.
Nicholas Emmanuelle	10:22	So those those layers become really red tape.
Samantha Bahna	10:27	Right.
Nicholas Emmanuelle	10:29	But again, I can see where we don't want to mispeak and then have this large organization NCTE at fault for something. So I understand it, but it becomes challenging.

Samantha Bahna	10:39	Wow. Yeah, no, absolutely. I think that is pretty difficult then for you guys to accomplish your goals. I mean, you guys are still I mean, I personally have been able to keep up with you. And I know that through your, you know, the Twitter activity. That's how initially I was turned on to you know, what was going going on with CEL. So that's interesting because you know, it caught at least you know, my attention to so I think like it's working, you know, too, but it's just so hard I can imagine for you to function in that capacity.
Nicholas Emmanuelle	11:14	Yes.
Samantha Bahna	11:15	Wow. Okay. So you do Twitter chats? And what are some of the hashtags that you're using to maybe open up to a broader base that are using maybe different hashtags like what what are their specific hashtags that you're using too?
Nicholas Emmanuelle	11:30	Sometimes we will attach the NCTE Village hashtag which is NCTE's kind of, go-to hashtag.
Nicholas Emmanuelle	11:40	So to connect with the larger NCTE community,
Nicholas Emmanuelle	11:45	we will do that.
Samantha Bahna	11:46	Okay.
Nicholas Emmanuelle	11:48	We don't, we haven't always added other hashtags. Umm...perhaps individually, some of us might tag other groups or Twitter chats that were part of, from our personal accounts.
Samantha Bahna	12:03	Okay.
Nicholas Emmanuelle	12:04	But as far as the professional account, we have not tagged other chats. I mean, maybe individual words like leadership or English or something, but, but not other specific hashtag communities.
Samantha Bahna	12:17	Okay. And--
Nicholas Emmanuelle	12:19	--I, we just have not discussed that, I guess.
Samantha Bahna	12:22	Okay. And now Is there any way that you guys can tell or measure on your end or even through, you know, NCTE--
Nicholas Emmanuelle	12:32	Mhmm.
Samantha Bahna	12:33	How you're actually making progress toward, you know, attracting more people, getting more activity, like is there you know--

Nicholas Emmanuelle	12:42	We do not have, no we don't have direct access to like, like the analytics per tweet. Is that what you mean?
Samantha Bahna	12:49	Even in...
Nicholas Emmanuelle	12:49	Like every these tweets or something? No, we don't have that information, I suppose could probably ask, I don't know how often you get that or for what tweets they'd provide it with us? I mean, I've searched our hashtag our CEL chat hashtag to kind of find the people who tend to interact most often.
Samantha Bahna	13:12	Mhmm.
Nicholas Emmanuelle	13:13	So we can tag them in the text of tweets when we schedule those.
Samantha Bahna	13:17	Okay.
Nicholas Emmanuelle	13:18	So at least pops up for them.
Nicholas Emmanuelle	13:21	But we don't get any type of updates on on how the account performs. Again, we could be might be able to request I don't know if they would have if NCTE would have the manpower and time to provide that to us.
Samantha Bahna	13:36	Now do you guys as moderators, like with you particularly. Do you notice like if you have like, like a lurker per se like someone that will, you know, like, a certain amount of tweets or they like things and you just happen to notice it off a your, maybe personal account? Do you happen to see like, anything like that? Are you guys using a informal like, Oh, I mean, a acknowledgments to say, hey, like I noticed, you know, we, I check the the CEL Twitter and we have like 50 more followers, you know, are you guys looking at anything informal like that as a way to help you?
Nicholas Emmanuelle	14:12	That's a great question. And no, we're currently not tracking the number of followers for the account.
Samantha Bahna	14:15	Wow.Interesting.
Nicholas Emmanuelle	14:18	So we probably should.
Samantha Bahna	14:20	Yeah--
Nicholas Emmanuelle	14:23	Honestly, that just has not come up in our conversations. We've been restructuring some other things within the organization in general. I think we were trying to do chats every month.
Nicholas Emmanuelle	14:37	And because we weren't growing the chats, we've reduced them to quarterly.

Samantha Bahna	14:41	Okay.
Nicholas Emmanuelle	14:43	And then we were kind of in our other we had an identity issue within the Twitter chats, because although we are English Leadership, that means that means the chats kind of, could have fall under anything that deals with educational leadership broadly. Or like English instruction specifically. So coming back every month was kind of like jumping around as far as the topics went, if that makes sense?
Samantha Bahna	15:09	Okay.
Nicholas Emmanuelle	15:09	I mean, there's NCTE chat, there's a few other. There's an AP Lang and AP Lit chat. Like there's a whole lot of English chats. So we weren't finding a niche. So now that we've split quarterly, our conferences in November. So the two chats leading up to the conference, and then the two chats following the conference will now focus on that conference's theme.
Samantha Bahna	15:36	Okay.
Nicholas Emmanuelle	15:38	And then, so, just chat next week or so we'll use November's theme. The chat three months from now is November's theme. And then the third chat of the year will focus on the upcoming November's theme. And so we'll kind of keep the theme so that way we can kind of focus on some conversations that came out of the convention. We can bring in speakers who spoke at the conventions as guest moderators, or upcoming speakers for the upcoming conference. So we're at least trying to focus now on the conference theme to kind of keep some type of cohesiveness, from Twitter chat to Twitter chat to hopefully, build that base of people know what to expect when they come to one of our chats. Since again, I think our topics before were just kind of too-- they jumped topics often.
Samantha Bahna	16:29	Okay. Okay, so to keep that a little bit more cohesive as a strategy to pull people in.
Nicholas Emmanuelle	16:36	Yes.
Samantha Bahna	16:36	And now, when you are leading up to like the conference in November and you're doing Twitter chats that are centered around that conference theme, NCTE and I'm assuming this might be true, some, you know, correct me if I'm wrong, but NCTE is blasting out, you know, to all the members like there's a Twitter chat around this theme of the conference? Do they do that?
Nicholas Emmanuelle	17:01	From the NCTE Twitter account?
Samantha Bahna	17:03	Uh-huh.
Nicholas Emmanuelle	17:04	I don't believe they do.

Samantha Bahna	17:06	Okay.
Nicholas Emmanuelle	17:07	No, it they'll they'll push it out through the CEL--
Samantha Bahna	17:11	okay.
Nicholas Emmanuelle	17:12	-- account. We don't get that from... I'm nearly positive we don't get that through their account. Okay. Just probably something I should look into. Good thing you're asking me these questions give me a great list of things to do.
Samantha Bahna	17:28	I don't want to add more to your list I understand that you're very busy.
Nicholas Emmanuelle	17:33	That's okay. No, I don't know if they always do. They might retweet. They might tweet out through CEL and then retweet it through NCTE. But not necessarily featured in their emails to members.
Nicholas Emmanuelle	17:49	It's that weird like under the umbrella of but also separate from category?
Samantha Bahna	17:56	Right.
Nicholas Emmanuelle	17:56	It's a strange relationship.
Samantha Bahna	17:58	Now what's your turnaround time? If you were to ask them to, you know, retweet or post something, is it a very long turnaround time?
Nicholas Emmanuelle	18:07	No. a day or so.
Samantha Bahna	18:09	That's pretty good.
Nicholas Emmanuelle	18:11	As long as a week day, pretty much 24 hours, they'll have things scheduled.
Samantha Bahna	18:17	And have you ever questioned at the CEL conference like, you know, satisfaction amongst like members of CEL like about the interactions online, whether--
Nicholas Emmanuelle	18:32	Yea...Uh---in regards to just how we run it or the fact of the connection with NCTE?
Samantha Bahna	18:36	I'm either like, I would say let's let's start with the first one, like how its run in their engagement with it and from it and if they're interacting. And then we'll jump to you know, how the NCTE kind of factors in.
Nicholas Emmanuelle	18:49	Yeah. People are joining for you positive is really just kind of sometimes just depends if people are using Twitter.

Samantha Bahna	18:58	Okay.
Nicholas Emmanuelle	19:00	Which not everyone does.
Nicholas Emmanuelle	19:04	I felt like I think I think Twitter by and large is still pretty well used among educators from what I've been gathering. But not everyone does. Some people are also older teachers in CEL. I mean there's turnarounds all the time. So some people are more apt to use Twitter than others. So it's well received. I think it just depends on how often people use Twitter. And since our our membership is smaller, compared something like NCTE which all the conference has 8000 entities-memberships. I don't know what it is, but it's much larger than that.
Nicholas Emmanuelle	19:47	So there's no complaints on it. Sometimes just peoples' schedule. As far as the connection to NCTE membership at large is unfamiliar with the process there, and the Executive Board has discussed access issues with NCTE.
Nicholas Emmanuelle	20:10	But, but those procedures are what they are.
Samantha Bahna	20:15	Right.
Nicholas Emmanuelle	20:17	How that ends up.
Samantha Bahna	20:18	Okay.
Nicholas Emmanuelle	20:19	That's how the discussion ends.
Samantha Bahna	20:21	Okay. And, and I have a one more question for you, if you don't mind about, if what if what, do you--actually, wel, it's a dual question, I suppose-- Do you host it or like moderate some of these Twitter chats?
Nicholas Emmanuelle	20:36	Oh, yeah. Yes. So, I'm a, I'm a member at large on the executive committee. So I have been assigned to social media.
Samantha Bahna	20:46	Okay,.
Nicholas Emmanuelle	20:47	So Kate Baker and I have been co moderating the past couple chats. So a year ago, the Twitter chats would have to used to be run by individuals tweeting things out from their personal accounts with the hashtag CELChat. Now that we have a better working relationship with the CEL account, and NCTE not a better working relationship, we have more direct contact now. They can push out our questions. So that way, I think before kind of just looks very homegrown.
Nicholas Emmanuelle	21:24	Okay.

Nicholas Emmanuelle	21:25	Which is what we didn't want, because if I were moderating, I will be tweeting out from my account. Now that we have it, we can have NCTE schedule the tweets for us. The questions are coming up out of the CEL account, which seems to me and Kate as moderators able to actually respond to people and moderate and engage with people a bit more.
Samantha Bahna	21:47	And so what's the like the, in your opinion, or your observation, what's like the speed or the quality of question answering like, or is it pretty positive? Like can you elaborate on that a little bit?
Nicholas Emmanuelle	22:00	Like during the actual chat?
Samantha Bahna	22:01	Yes, so when...
Nicholas Emmanuelle	22:03	interactions? Yeah, it will depend upon how many people are in a chat. For example, do you participate in Twitter chats? Ever?
Samantha Bahna	22:12	Sure, yeah.
Nicholas Emmanuelle	22:13	Okay. So I don't know how large of something that you've been on, like the, the NCTE chats are ridiculous. And there's no way to keep up with them at all. Ours are not that way. So ours might be as small as 15 people.
Samantha Bahna	22:31	Okay.
Nicholas Emmanuelle	22:32	So keeping up is pretty easy, which is nice because people can actually respond to each other.
Samantha Bahna	22:37	Right.
Nicholas Emmanuelle	22:38	It's not picking up the it's not picking up as many people as we would like to engage with. But the people who do engage, have some really nice connections.
Samantha Bahna	22:48	Okay.
Nicholas Emmanuelle	22:50	Which again, is I think one of the strengths of our organization though, is a lot of mentoring. A lot of supporting each other. The leadership aspects as a lot of, hey, how do you do this thing? or How are you dealing with this struggle? So the mentorship and the personal connections is really what the strengths of the organization, it plays out that way in the CEL chats. Although, of course, we'd love more participation, which is what we're working at. So again, I think focusing, focusing our cohesiveness, chat to chat, to make sure we have a kind of stronger identity, the fact that now we have the CEL account, tweeting things out for us, gives us a bit more of a professional face.
Samantha Bahna	23:41	That's, I mean, that's actually pretty helpful. I'm hoping for you, at least when you notice like you know, an uptick, hopefully that will come and like

		engagement. So I really feel like you went above and beyond and some of the questions here that I asked you and giving me details. So I appreciate that you took the time to talk to me.
Samantha Bahna	24:02	Oh yea, no problem.
Samantha Bahna	24:03	Because this is super helpful for me to see, you know, because we're looking at the structuring of organizations and how they function online. And, and so this is helpful for us. You know, I'm working with two others that are also, you know, working in this endeavor with me to see exactly how organizations are doing just that. So...
Nicholas Emmanuelle	24:24	Yeah, I think in my limited experience here on on Twitter, at least, I don't do a lot of professional networking on Facebook, but I tend to do that as a personal thing. But my experience on Twitter is that obviously, the more followers you have, the wider reach you have. So I'm moderating CEL chat next Tuesday. I'm moderating another chat the week after. So I just tweeted out yesterday. Just my personal, like, hey, like you're looking for good Twitter chat, we've got CEL chat coming up and we have another chat coming up. And so I tagged some people and sent it out. Not that I have a huge following, but I was meant I managed to get like 30 retweets on that.
Samantha Bahna	25:16	Wow.
Nicholas Emmanuelle	25:16	Like 6000 impressions or so. So I think it helps that I have like, helps that I have some followers. It's actually because if it's if it's a new account, or whether it's an organization's account or a personal account, it's the connections you build that people are willing to retweet you are willing to listen. So I think it matters how interactive the account is like the the CEL account itself won't respond to people. So it's not an interactive account.
Samantha Bahna	25:45	Okay.
Nicholas Emmanuelle	25:46	Whereas other organizations I think can NCTE is account itself when the social media people are on it will respond to people and will you know, will say you will retweet people's questions. The CEL account because that is a their second or third or fourth job duty on their, on their list of things to do. The CEL account doesn't interact as much with other people. So I think the interaction definitely helps building online presence, at least in the least in the Twitter world.
Samantha Bahna	26:16	Okay. Well, I mean, honestly, Nicholas, I want to say thank you so much again, I know I took up a lot of your time here. But I--
Nicholas Emmanuelle	26:27	You're the one that has to transcribe it all. So...
Samantha Bahna	26:32	Hopefully, I will get some help with that. I really do appreciate that you, you know are we're willing number one, and two so patient and thorough to answer the questions.

Nicholas Emmanuelle	26:45	You're welcome.
Samantha Bahna	26:46	And I appreciate it. So when I transcribe it, you know, it's this is only going to be used for a class assignment. It's not going to be pushed out or published or anything like that. So but either way when I transcribe it, if you would like me to just, you know, again, I find it ethical to send you a copy of the transcript. So you could see it, but it is not going to leave. Just it's just for an assignment. It's not going to leave the the context of that assignment.
Nicholas Emmanuelle	27:14	Fantastic.
Samantha Bahna	27:15	Well, thank you so much again. I really appreciate it.
Nicholas Emmanuelle	27:18	No problem. Have fun at PETE&C. How many people are there. How large of a conference is it?
Samantha Bahna	27:24	I'm not 100% sure, but it's a pretty decent turnout. You know, I would say it's probably double of what NCTE would be.
Nicholas Emmanuelle	27:36	Oh, wow. Okay, so it's pretty large.
Samantha Bahna	27:38	Yeah. It's pretty large, mhmm.
Nicholas Emmanuelle	27:41	Awesome. And that goes to Wednesday?
Samantha Bahna	27:43	It goes to Wednesday. Yes.
Nicholas Emmanuelle	27:45	Enjoy.
Samantha Bahna	27:46	Thank you.
Nicholas Emmanuelle	27:47	I love conferences.
Samantha Bahna	27:48	Yeah, me too.
Nicholas Emmanuelle	27:50	Good. All right. It was
Nicholas Emmanuelle	27:53	fun. And let me know if I can help with anything else.
Samantha Bahna	27:56	Thank you. I appreciate it. You too. Bye.
Nicholas Emmanuelle	27:59	Bye.

Appendix B

Kate Baker (National Council for Teachers of English (NCTE) Council for Exceptional
Leadership (CEL) Member at Large) Interview

Speaker	Time	Comment
Samantha Bahna	0:00	Okay, so, okay. So when I was, let's say I asked Nick the same three questions. And essentially, what the first question I wanted to ask is, you know, what is Sal trying to accomplish in the online community, whether it's Twitter or Facebook, but just in the online community in general, what is CEL trying to accomplish?
Kate Baker	0:22	One is raising awareness about the organization, so and informing other people that CEL exists, okay. And what you know, we offer as an organization, so, you know, informing folks about events such as the National Conference, opportunities to receive awards, so you know, to, you know, by nominating someone for an award let's see what the conference is for like proposals to print You know, ways that people can get involved. And then, you know, periodically we'll do Twitter chats, I will do a book talk or a book study on Facebook, within our enclosed. I don't know, Facebook might be open, that one might be public, like the Twitter chat is definitely like open public. Like you don't have to be a CEL member. I can't remember if the Facebook group, I think we advertise that to everyone but then to participate. You had to become a solid member. That's the other thing too is like bringing up membership.
Samantha Bahna	1:41	Okay, so bringing up membership and then just to increase like, say engagement, would that be like a fair, okay. And so, what actions like have you taken or like Nicholas or like you as a moderator? What are some of the actions that you've taken to try to accomplish that besides, like, I know you mentioned Twitter chat. But is there anything else that you've done to try to increase that?
Kate Baker	2:05	There's been some things within the Twitter chat, for example, like branding, we went through a rebranding process so that like, there's a logo that goes with CEL that was done within the past like three, three years or so. As part of like raising awareness with the Twitter chat, I designed graphics that would you know, for each question or whatever accompanying information is posted on the chat, so. So just like brand awareness, doing that type of bit. I don't moderate the account itself that's run by NCTE. So behind the scenes, we have a workflow where, like, tweets that we want to go out by the big account by the CEL We will email information to scheduling and then pushing out content from our, our official Twitter account. Okay.
Samantha Bahna	3:12	So it sounds like you know, it's more like for you guys with that rebranding effort. I know Nicholas spoke about it yesterday. So rebranding and then kind of repurposing CEL and like its function under NCTE. Okay. I just want to make sure that I'm like getting you correctly because I want to, you know, accurately capture what you're saying.

Kate Baker	3:32	And it's also to being able to work with the larger organization, you know that the CEL is an affiliate event NCTE so that while we're doing this public facing communication, via Twitter, for example, behind the scenes, there's a lot of communication that's occurring between members who aren't involved in the process of creating these types of chats and experiences. So the members do the heavy lifting of like content creation. And then the NCTE account handles, you know, actually pushing out that content, distributing it. Okay.
Samantha Bahna	4:21	And now like, Is there anything that you guys do on your end like even like whether it's informal or formal, like say metrics to understand like progress towards say, attracting more individuals to sell or more engagements like have you noticed like our we have more people like participating this Twitter chat versus like another one? Do you guys do anything formal or informal for that purpose?
Kate Baker	4:48	Um, most of it would be informal. We can't see the metrics on the NCTE CEL Twitter account specifically. So we can't see our level of being engagement with each individual tweet, for example, or then to compile them and do like, you know, how effective was this chat, you know, in February versus the chat in September. We do know that we always get a lot of engagement informally, and just through observation, anecdotal evidence of leading up to the convention in the fall in November. So there is usually a lot, a lot more activity happening where people are retweeting, commenting, sharing out, you know, announcements about convention and, and then also live tweeting on the day of the, actually the days, multiple days of the convention. So we'll see an increase in engagement there as well.
Samantha Bahna	5:53	Now, Nicholas mentioned that you were a he rather, will use sometimes His personal Twitter account to kind of encourage engagement. Is that something that you do as well?
Kate Baker	6:08	Yes.
Kate Baker	6:11	So, you know, the, the account, the main account pushes it out. I mean, they're scheduling the tweets, but it's not like someone I think is real actively, you know, answering and replying to people, you know, that engaged with the official account. So, we are members, we take it upon ourselves to follow the hashtags and to, you know, keep an eye on things and then reply and engage. So like, especially during the chat itself, both Nicholas and I are replying to people were responding, encouraging the conversation to happen, whereas the official account is just pushing it. Like they just posted the question. Okay, then that's it. We're doing the rest of the conversation piece.
Samantha Bahna	7:05	Oh, wow. And now Kate, like, What? What is your role like? I know, Nick said that he had like an actual, like official like, title or like, position. What is your position? Would you be able to like, put a label on that in terms of what you do with CEL?
Kate Baker	7:23	I'm an elected position member at large. Okay, this is also my my spot.
Samantha Bahna	7:29	Okay. I know I one last question, if you don't mind me asking is is has there

		been any mentioned with NCTE in terms of communication with them regarding like an opportunity for you, at the CEL level to, you know, have more control over the online community.
Kate Baker	7:50	We've had conversations about
Kate Baker	7:53	sharing the load of the account, but um NCTE wants NCTE staff members, handling you know, the the official account.
Samantha Bahna	8:05	Okay.
Kate Baker	8:05	So they won't ever share the credentials with us on that. So, again, we have to do the behind the scenes workflow of we've created the content, you know, written it up on a Google Doc created the visuals, the companion images, send it to them. And then they, based on the information on Google Doc will schedule the tweets out.
Kate Baker	8:30	So we,
Kate Baker	8:34	there isn't like, um, like, a concerted effort. Like, it's not like, you know, we get on a call once a month and talk about what our strategy is for social media. You know, it's not like any of us are in marketing, that we have like a marketing calendar like that, like it's very, very much ad hoc. It's what we you know, the executive committee at CEL. We'll say okay, these are initiatives that we need to publicize. Okay, we'll talk to NCTE about publicizing those initiatives for us.
Samantha Bahna	9:09	Okay. And now, in terms of like getting individuals I know Nick mentioned yesterday and I don't know if this is something that you would agree with or something that you do as well. He like about he noticing on like maybe your individual profile people that might be active on NCTE and encouraging them through your own profile to kind of nudge them to CEL and engagement with CEL was that something that you do too?
Kate Baker	9:43	Um, sometimes not. I mean, not specifically, NCTE like, I whenever I'm on Twitter, conversing with colleagues you know, and I find out some buddies an ELA person. Also, you should check out CEL.
Samantha Bahna	9:59	okay.
Kate Baker	10:00	You know, if I'm in a flipped class chat, because I do a lot with flipped learning on the flip learning networks board, you know, someone over again I find an ELA person I'm like, Oh, you should check out CEL.
Samantha Bahna	10:15	Okay. So more like word of mouth kind of. Okay. Well, okay. I mean, I really appreciate it. That was the only questions that I had. And I so very much appreciate you take the time to talk to me because, you know, it's an interesting assignment that I feel some of my cohort members have struggled with trying to find people to respond to them from organizations.
Kate Baker	10:40	Mhmm.
Samantha Bahna	10:40	Because I said this to Nicholas yesterday. It's so interesting that people want to,

		you know, engage online, but they don't want to engage in person.
Kate Baker	10:50	That's funny.
Samantha Bahna	10:51	And so, you know, it's been helpful for me because, you know, I'm a doctoral candidate, looking at you know, again, online communities and how they interact and the members and things like that and how people can design, you know, better or more fluid experiences. So that's why it's helpful for me to see, you know, how individuals like moderators and and stakeholders at the top are actually working to engage individuals. So it's been helpful for me. So I appreciate your time today key. Welcome. very welcome. And thank you so much, and I really appreciate it. And again, I can send you the transcript if you'd like to see it. So that way, you you see what I have. And that's exactly what I will work off of, and it's again in the context of the course only.
Kate Baker	11:37	Sounds good.
Samantha Bahna	11:38	All right, Kate, thanks so much.
Kate Baker	11:40	You're welcome.
Samantha Bahna	11:40	Have a good day.
Kate Baker	11:42	All right, you too.
Samantha Bahna	11:45	Let me pause the audio

Appendix C

Screenshot Metrics



CEL Executive Committee Member, Emily Meixner of TCNJ, Tweeting out Nicholas and Kate's Twitter Chat

Nicholas Emmanuele
12.7K Tweets

Nicholas Emmanuele
@NAEmmanuele Follows you

English Teacher & Dept Chair | Member-at-Large @NCTE_CEL | Vice President @PCTELANews | President @LiteracyAGE | SpEd Adjunct @GannonU | PhD Student @UBuffalo

Erie, PA andnot2yield.blogspot.com Joined October 2017

2,853 Following 3,220 Followers

Followed by Alicia Blankenship M.Ed, Nicole Biscotti, M. Ed, and 15 others you follow

You might like

- BetMGM @BetMGM Follow
- Jeffery E. Frieden @SurvivEDU Follow
- Abigail French @awfrench1 Follow

Nicholas Emmanuele
12.7K Tweets Following

comment they will grow, but don't shield them from reality.

Nicholas Emmanuele Retweeted

NCTE CEL @ncte_cel · 1h

Join @ncte_cel @KtBkr4 @NAEmmanuele for #CELchat tonight where we will be discussing "Building Opportunities for Emerging Leaders." See you at 8:00 p.m. ET/ 7:00 p.m. CT #leadELA #NCTEVillage @heatherrocco @MrBronke @sarajaneekush @mrjoshflores

#CELchat #leadELA

Date: 3-3-2020
Time: 8pm ET/ 7pm CT
Topic: Building Opportunities for Emerging Leaders
Hosts: @NAEmmanuele @KtBkr4

- Q1: Where/how do we connect with mentors/mentees?
- Q2: What is most vital in a mentor/mentee relationship?
- Q3: How do we build/create/nurture opportunities for new leaders?
- Q4: What tips would you provide for those who wish to step into leadership roles?
- Q5: How can new or emerging leaders be nurtured to succeed?
- Q6: How do we continue the momentum of mentorship over time?

Profile of Nicholas Emmanuele, Member-at-Large of CEL and Social Media Moderator

This screenshot shows the Twitter profile of Kate Baker (@KtBkr4). The profile picture is a collage of photos, with a circular inset showing her. The bio identifies her as an M.Ed., MAIT, HS ELA, Edmodo Senior Community Manager, FLN Board member, and NCTE-CEL Member at Large. It lists her website (kbakerbyodlit.blogspot.com) and mentions she joined in June 2012. She has 9,787 following and 8,935 followers. A blue 'Following' button is visible. The left sidebar contains navigation icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a 'Tweet' button.

This screenshot shows a tweet from Kate Baker (@KtBkr4) posted 5 hours ago. The tweet text says: "You should join us tonight @LaVonnaRoth @NJCTENews @OCTELA @ColoLangArtsSoc @NCTEWWU @WLAC_NCTE! #celchat #leadela #Leadership". It includes a quote tweet from NCTE CEL (@ncte_cel) dated 10 hours ago, which says: "We hope to see you for tonight's Twitter chat at 8:00 p.m. ET! We'll reflect on learning from mentors and becoming mentors ourselves. #CELchat #NCTEVillage #leadELA @NAEmmanuele @KtBkr4 @jschwarzeteach @MrBronke @heatherocco @Mrs_Krapels @zackoryk @BHDuckworth @mattparilli". Below the quote is another tweet from Kate Baker saying: "Join me, @NAEmmanuele, @ncte_cel for tonight's #CELchat at 8pm ET/ 5pm PT. We will be discussing 'Building Opportunities for Emerging Leaders'". At the bottom, there is a blue banner for the #CELchat #leadELA event, providing the date (3-3-2020), time (8pm ET / 7pm CT), topic (Building Opportunities for Emerging Leaders), and hosts (@NAEmmanuele @KtBkr4). The left sidebar is identical to the first screenshot.

Profile of Kate Baker, Member-at-Large of CEL and Social Media Moderator

NCTE CEL
9,425 Tweets Following

NCTE CEL
@ncte_cel Follows you

Since 1970, the Conference on English Leadership (CEL) welcomes English department chairs, literacy leaders & all those concerned with language arts leadership.

📍 Urbana, IL USA 🌐 ncte.org/cel 📅 Joined July 2010

3,563 Following 5,247 Followers

Followed by Nicole Biscotti, M. Ed. 🍏❤️, Mrs. G (Nikki Healy), and 18 others you follow

Tweets Tweets & replies Media Likes

NCTE CEL @ncte_cel · 2h

Join @ncte_cel @KitBkr4 @NAEmmanuele for #CELchat tonight where we will be discussing "Building Opportunities for Emerging Leaders." See you at 8:00 p.m. ET/ 7:00 p.m. CT #leadELA #NCTEVillage @heatherrocco @MrBronke @sarajaneekush @mrjoshflores

#CELchat #leadELA

Date: 3-3-2020 Time: 8pm ET/ 7pm CT Topic: Building Opportunities for Emerging Leaders Hosts: @NAEmmanuele @KitBkr4

- ❑ Q1: Where/how do we connect with mentors/mentees?
- ❑ Q2: What is most vital in a mentor/mentee relationship?
- ❑ Q3: How do we build/create/cultivate opportunities for new leaders?

Profile for National Council for Teachers of English Conference on English Leadership (CEL)

The screenshot shows a Twitter search interface for the hashtag #NCTEVillage. The left sidebar contains navigation options: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, with a blue 'Tweet' button at the bottom. The main content area displays three tweets:

- Literacy Association of Greater Erie (LitAGE) @LiteracyAGE · 1h**: One more day until our Social Hour @BN_Erie on Wednesday, March 4 from 6-7pm. Join us for an hour in the lower level for networking and informal conversations about teaching & learning! #LitAGE #NCTEVillage #PAProudEducator
- Sean Ruday @SeanRuday · 1h**: Dr. Amy Price Azano (@ruralprof) and I are co-editing a themed issue of the Journal of Literacy Innovation that focuses on rural literacy instruction! Submissions are due Aug. 1, 2020. More info here: journalofliteracyinnovation.weebly.com/october-2020-s... #nctevillage @VATEnglish @ncte @ncte_elate @ILAToday
- NCTE CEL @ncte_cel · 2h**: Join @ncte_cel @KtBkr4 @NAEmmanuele for #CELchat tonight where we will be discussing "Building Opportunities for Emerging Leaders." See you at 8:00 p.m. ET/ 7:00 p.m. CT #leadELA #NCTEVillage @heatherrocco @MrBronke @sarajanekush @mrjoshflores

At the bottom of the tweets is a banner for #CELchat #leadELA with the following details:

- Date:** 3-3-2020
- Time:** 8pm ET/ 7pm CT
- Topic:** Building Opportunities for Emerging Leaders

#NCTEVillage hashtag showing engagement by NCTE CEL and other individuals and groups

The image shows a screenshot of a Twitter interface. On the left is a navigation sidebar with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a 'Tweet' button. The main content area displays a tweet from 'NCTE CEL' (@ncte_cel) posted at 7:00 AM on March 3, 2020. The tweet text reads: 'We hope to see you for tonight's Twitter chat at 8:00 p.m. ET! We'll reflect on learning from mentors and becoming mentors ourselves. #CELchat #NCTEVillage #leadELA @NAEmmanuele @KtBkr4 @jschwarzeteach @MrBronke @heatherrocco @Mrs_Krapels @zackoryk @BHDuckworth @mattparrilli'. Below the text are icons for replies, retweets, likes, and share. To the right of the tweet is a 'Relevant people' section listing three users: NCTE CEL, Nicholas Emmanuele, and Kate Baker, each with a 'Following' button and a brief bio.

Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More
Tweet

Tweet

NCTE CEL @ncte_cel

We hope to see you for tonight's Twitter chat at 8:00 p.m. ET! We'll reflect on learning from mentors and becoming mentors ourselves.
#CELchat #NCTEVillage #leadELA
@NAEmmanuele @KtBkr4 @jschwarzeteach
@MrBronke @heatherrocco @Mrs_Krapels @zackoryk
@BHDuckworth @mattparrilli

7:00 AM · Mar 3, 2020 · Sprout Social

5 Retweets 5 Likes


Relevant people

NCTE CEL @ncte_cel **Following**
Since 1970, the Conference on English Leadership (CEL) welcomes English department chairs, literacy leaders & all those concerned with language arts leadership.

Nicholas Emmanuele @NAEm... **Following**
English Teacher & Dept Chair | Member-at-Large @NCTE_CEL | Vice President @PCTELANews | President @LiteracyAGE | SpEd Adjunct @GannonU | PhD Student @UBuffalo

Kate Baker @KtBkr4 **Following**
M.Ed, MAIT, HS ELA, @Edmodo Senior Community Manager. FLN Board, NCTE-CEL Mmbr at Large, SwimCoach, #CELchat #Edmodochat #Flipclass #NJEAlerns

Tweet from NCTE CEL tagging members of CEL and NCTE who head regional cohort groups of English leaders for NCTE CEL.

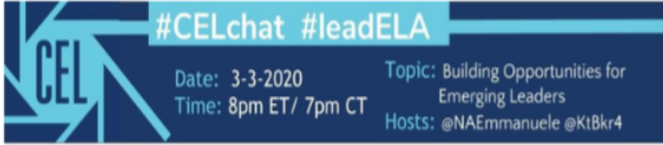
 **Matthew Parrilli**
to me, All_Is_ ▾ 1:48 PM (3 hours ago) ↩ ⋮

Hi Samantha and Allison,

I would like to personally invite you to tonight's #CELchat featuring CEL Members-at-Large, Kate Baker (@KtBkr4) & Nick Emmanuele (@NAEmmanuele). The topic of tonight's chat directly aligns with the essence of the CEL ELF program that we have been a part of for going on two years. I am planning to check in while watching the Super Tuesday results roll in. Perhaps you will be available to join the conversation too.

Take care,
Matt

The chat will begin at 8pm EST and the questions that will be covered are:



Q1: Where/how do we connect with mentors/mentees?
Q2: What is most vital in a mentor/mentee relationship?
Q3: How do we build/create/nurture opportunities for new leaders?
Q4: What tips would you provide for those who wish to step into

Email from Cohort 8 NCTE CEL Leader, Matthew Parilli to invite Samantha to participate in the Twitter Chat. Matthew was tagged in the above screenshot by NCTE CEL.

Home

NCTE CEL @ncte_cel · 5m
Thank you for joining us tonight for #CELchat #leadELA! Please be sure to follow some of the great leaders who shared tonight!

#CELchat #leadELA

Thank you so much for joining and sharing!

Be sure to follow those you chatted with tonight and stay connected to the Conference on English Leadership!

1 1 5

NCTE CEL @ncte_cel · 6m
Last chance to apply for our Emerging Leaders Fellowship and leadership awards: bit.ly/32pLYT4 #CELchat #leadELA

Award Nominations

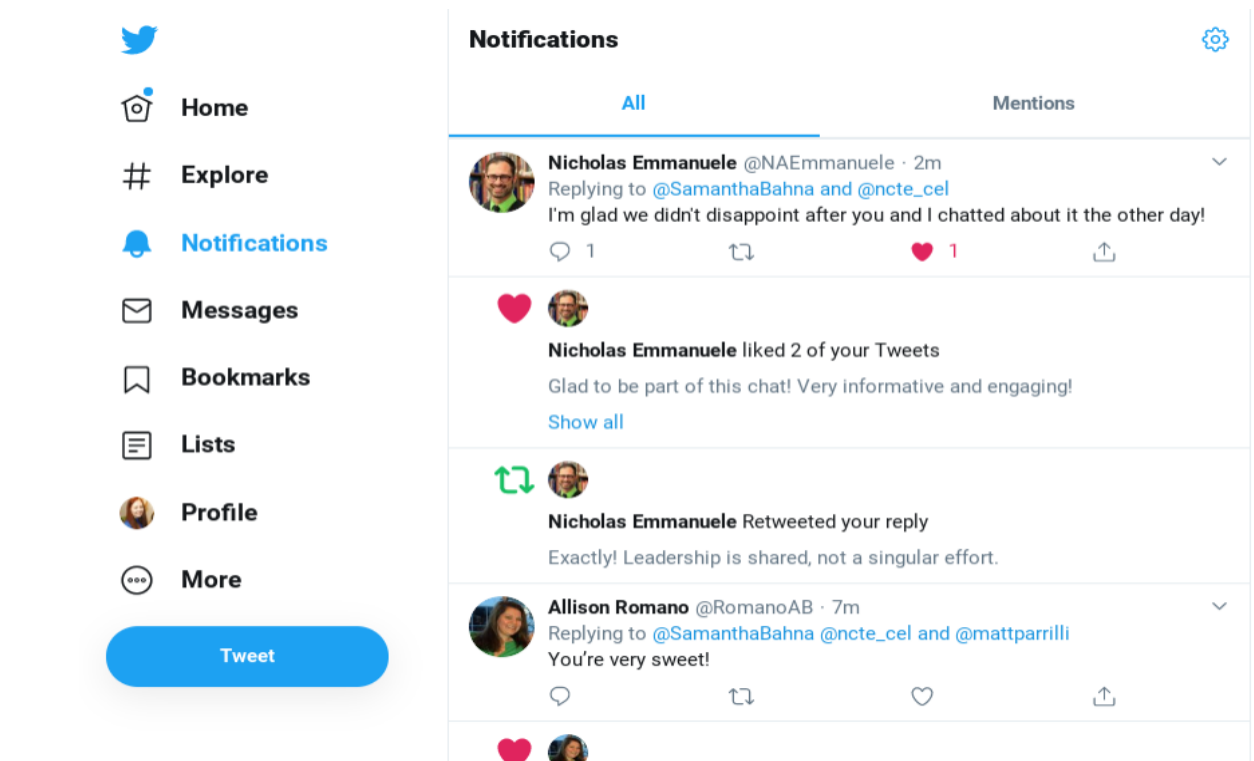
Twitter #CELchat #leadELA Chat on 3/3/2020

The screenshot shows a Twitter interface with a left-hand navigation menu and a main feed area. The navigation menu includes icons and labels for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a blue 'Tweet' button. The main feed area is titled 'Home' and contains three tweets. The first tweet is from Nicholas Emmanuele (@NAEmmanuele) posted 3 minutes ago, expressing excitement about the #CELchat and #leadELA chat, and promoting the Conference on English Leadership (CEL) with a link to nctecel.wordpress.com. The second tweet is a reply from Samantha Bahna (@SamanthaBahna) to @ncte_cel, mentioning @mattparrilli and @RomanoAB. The third tweet is from NCTE CEL (@ncte_cel) posted 4 minutes ago, thanking participants for joining the chat. Below the tweets is a banner for #CELchat #leadELA.

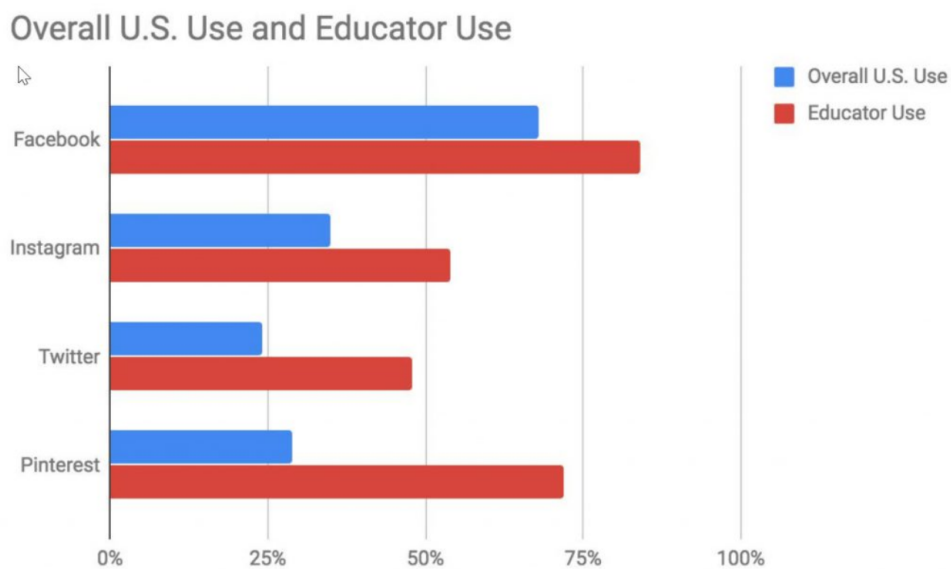
Twitter #CELchat #leadELA Chat on 3/3/2020

The image is a screenshot of a Twitter home feed. On the left is a navigation sidebar with icons and labels for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. Below these is a blue 'Tweet' button. The main content area shows a tweet from 'NCTE CEL @ncte_cel' posted 10 minutes ago. The tweet text says: 'Last chance to apply for our Emerging Leaders Fellowship and leadership awards: bit.ly/32pLYT4 #CELchat #leadELA'. The tweet includes a graphic with the text 'Award Nominations Know an amazing literacy leader? Consider nominating them for one of @ncte_cel three annual awards. Deadline for nominations is March 1. bit.ly/CEL1029Awards'. The graphic features a blue and white geometric design with the letters 'CEL' in large font. Below the tweet are icons for replies (1), retweets, likes (2), and a share icon. Below that is a reply from 'Kate Baker @KtBkr4' posted 11 minutes ago, which says: 'What a WONDERFUL #CELchat tonight! THANK YOU everyone for participating! #leadELA'. The reply includes a small profile picture of Kate Baker.

Twitter #CELchat #leadELA Chat on 3/3/2020



Twitter #CELchat #leadELA Chat on 3/3/2020. Note: Nicholas Emmanuele alluding to our interview.



Murphy, J. (2018). MDR Teachers and Social Media Survey [MDR]. Retrieved from <https://mdreducation.com/2019/01/17/teachers-social-media-use/>