

Help Activate ED Expand Social Media Reach Through Collaboration

- Activate ED to realize its vision of helping to make Education the best led sector in America, it will be critical to build strategic alliances with social/digital media teams at partner/ally organizations.
- Coordinating Social/Digital media outreach with other organizations through email is time consuming, cumbersome and ineffective.

ACTIVATE ED WOULD LIKE A SMARTER WAY TO COLLABORATE WITH OTHER ORGANIZATIONS TO PROMOTE EVENTS AND THE ACTIVATE ED CAMPAIGN AT LARGE.

Can you create a way for myriad organizations to coordinate their social/digital media outreach around events and ideas we all wish to succeed?

Example of what coordination currently looks like:

Day	Tweet
<p>FRIDAY 6/14</p>	<p>Tweet #1 (If you didn't send this Monday) a.m post @HACKtivateED 6/14: Where @OUSDNews @SFUnified @aspire @ActivateED @codeforamerica join #edtech to build solutions! hacktivateed.org</p> <p>Tweet #2: P.M Post Check out the @HACKtivateEd #video created by @ActivateED 4 @edpioneers are activating #education with #technology and #innovation</p>
<p>SATURDAY 6/15 If you can schedule at 12:00est</p>	<p>Right Now - 100 #technologists #educators & #designers are collaborating at @codeforamerica for @HACKtivateEd Do great work. Please RT.</p>
<p>Sunday 6/16 If you can Schedule at 6pm EST</p>	<p>Congrats to @ActivateED, 4 amazing @edpioneers fellows and all of the participants at @HACKtivateEd. We are excited to see what you built.</p>