

Framing in Social Media:

Diffusing frame elements in micro-messaging contexts

The most strategic use of a Core Story is to pull from it at every opportunity, in order to diffuse reframed understandings of the issue into the public conversation and to take advantage of the power of repetition. With this in mind, it's clear that social media communications are an important tool for reshaping the public conversation, offering a frequent and flexible venue to use frame elements. By responding in 'real time' to civic dialogue, well-framed social media can help to change the conversation about an issue.

In the following sequence, we demonstrate how communicators might incorporate the Core Story's themes and tested frame elements into an organizational Twitter feed. Most of the sample tweets assume that an organization is sharing interesting, useful, or new information about a promising approach – thereby making use of the essential frame element of Solutions. Treating tweets as "headlines" that lure a reader to click on the link is a good way to drive readers to content, and infusing tested frame elements into these headlines establishes the lens through which readers will view what they read when they get there. (Note that the links here are not live – they are placeholders for content that organizations want to share.)

Frame Element	Especially good for topics such as...	 Sample Tweet
<p>Future Preparation: this is essential to being prepared for the challenges and opportunities that society, collectively, will face in the times ahead.</p>	<p>Curriculum & instruction STEM learning</p>	<p>World is changing so fast – next generation must be agile thinkers. New blog on teaching problem solving: http://samplelink #edchat</p>
<p>Fairness Across Places: this is a chance to ensure that access and opportunity is available to all, regardless of location</p>	<p>Afterschool/out of school Curriculum & instruction</p>	<p>Latest report reveals some areas have abundance of afterschool oppy's; others, less so: http://samplelink #edreform</p>
<p>Human Potential: this is essential to maximizing the possible contributions of learners.</p>	<p>Assessment reforms Equity/racial disparities Student centered learning</p>	<p>Today's post: Bringing out children's talents today – because we'll need them tomorrow: http://samplelink #sclchat</p>
<p>Ingenuity: this is an opportunity to be resourceful, clever, and thoughtful to solve problems and generate new ideas.</p>	<p>Curriculum & instruction New standards Systemic reforms</p>	<p>Ingenious approach to combining vocab instruction, informational text, complex text for #CCSS success: http://samplelink</p>
<p>Progress: this will help society move forward and is in keeping with the times.</p>	<p>New standards Space and time reforms</p>	<p>Forward-thinking #blendedlearning program updates definition of 'classroom' for today's connected world: http://samplelink</p>
<p>Pragmatism: this matters because we believe in taking practical steps that will make a positive difference.</p>	<p>New standards Teacher quality reforms</p>	<p>So much to do, #teachers love practical ideas! Common sense policy offers mentoring in 1st year #ntchat http://samplelink</p>
<p>Workforce Preparation: this is essential to building a workforce ready for the jobs of tomorrow.</p>	<p>21st century skills New standards</p>	<p>Jobs in 2024 will be new, different. #PBL focus on 'cooking w information' is getting us ready: http://samplelink</p>
<p>Charging Stations: A metaphor for educational opportunity and access</p>	<p>Equity/racial disparities Funding reforms How context influences student outcomes</p>	<p>Good oppy's for #education = charging stations. But new report shows system is patchy, some areas need more power http://samplelink</p>

Frame Element	Especially good for topics such as...	 Sample Tweet
<p>Cooking with Information: A metaphor for active, hands-on instruction, including use of technology</p>	<p>Blended learning</p>	<p>#sclchat: how do you act as a mentor chef for kids as they cook w/ information? Share recipes, please!</p>
<p>Dashboard: A metaphor for a rich, complex, and valid assessment system</p>	<p>Assessment reforms Formative assessment Teacher-driven assessments Valid use of assessments</p>	<p>@panelists tackle big Q: how can wise assessments build kids diverse talents? A: like drivers, use real-time data, keep eye on road http://samplelink #commonsense</p>
<p>Information Drivers: A metaphor for teacher's role in facilitating learning, especially with technology</p>	<p>Blended learning Deeper learning Student-centered learning</p>	<p>Inspiring visit to this #pbl program! http://samplelink. Puts kids in driver's seat, w/ teachers alongside to guide journey. #competencyed</p>
<p>Orchestra: A metaphor for the complexity and coordination of the education system</p>	<p>Educational leadership Systems alignment Systemic/structural reforms Teacher quality reforms</p>	<p>#Education works like an orchestra – all sections need to harmonize. Love this approach to getting principals in tune: http://samplelink</p>
<p>Pollination Points: A metaphor for expanding existing configurations of learning space and time</p>	<p>Afterschool/out of school Space and time reforms</p>	<p>#afterschool programs work like pollination points. Kids carry knowledge from place 2 place. Get buzzing w this list http://samplelink</p>
<p>Remodeling: A metaphor for reform</p>	<p>New standards Reinvesting in traditional public education Systemic/structural reforms</p>	<p>State releases blueprint for renovating our approach to funding high-needs districts: http://samplelink #edreform</p>
<p>Scaffolding: A metaphor for the support that teachers need to be effective</p>	<p>Teacher quality reforms</p>	<p>Learning = construction project so teachers need strong scaffolding. This PD http://samplelink offers critical support, a #edreform must!</p>
<p>Weaving Skills Ropes: A metaphor for the integrated nature of skills, including social-emotional-cognitive</p>	<p>Afterschool/out of school Deeper learning Project based learning Social-emotional learning Student centered learning</p>	<p>STEM learning braids together: curiosity / prob solving / exploration. What other skills needed for weaving strong skill ropes? #STEMchat</p>