

DRAWDOWN

LEARN TEACHERS NETWORK

An Invitation

We invite you to help us launch the Drawdown Learn Teachers Network, an online community of connected educators who are teaching climate solutions using the work of Project Drawdown as a resource.

At Project Drawdown, we have heard from many teachers who have incorporated Drawdown or drawdown.org as a resource for their classes, and from many more who are interested in finding examples of how Drawdown has been used by other teachers. We are excited about this and we want to connect and expand this community of teachers worldwide. To do that, we are launching the Drawdown Teachers Network, an initiative that will allow the community grow organically, with nurturing from Project Drawdown.

The basis for the Drawdown Learn Teachers Network is a powerful, simple, and sustainable set of internet-based practices and venues that Drawdown Learn educators in any discipline and at any educational level can use to share their work, collaborate, get answers from experts to thorny problems, and broaden their individual participation into a coherent, self-regulating, and sustainable community. Initially, we'll use blogs and Twitter to launch the Network.

Twitter and Blogs: The Online Mechanics of Drawdown Learn Teachers Network

When used together, a Twitter account together with a Medium blog are a powerful combination for online professional learning communities.

Each serves a different but interrelated purpose. Jump-starting a community of like-minded educators who share their ideas and best practices is a process that helps others to find their way into dialogue and practice with you.

Why Use Twitter?

Twitter is a useful interactive, short-burst broadcast medium. Used in conjunction with the hashtag [#ITeachDrawdown](https://twitter.com/ITeachDrawdown), Twitter can help you to announce a new lesson or blog post, request feedback, make connections, celebrate or highlight someone else's lesson or ideas, ask questions, request or make recommendations, or ask others for help or feedback. Twitter is a free-flowing stream of ideas, so it's a convenient place to share ideas and brainstorm.

It's also great for empowering people who are not interested in public attention because it's totally fine to follow along on Twitter conversations and find ideas. You can encourage others to join in by modeling

best practices. The conversation threads, resources shared, and connections with other teachers you can make here are the point.

The most amazing thing about Twitter for educators is that there is almost always somebody else out there in some other part of the world who is thinking about the same thing you're thinking about in any given moment. The web of connections you can make will astonish you.

Why Use a Blog

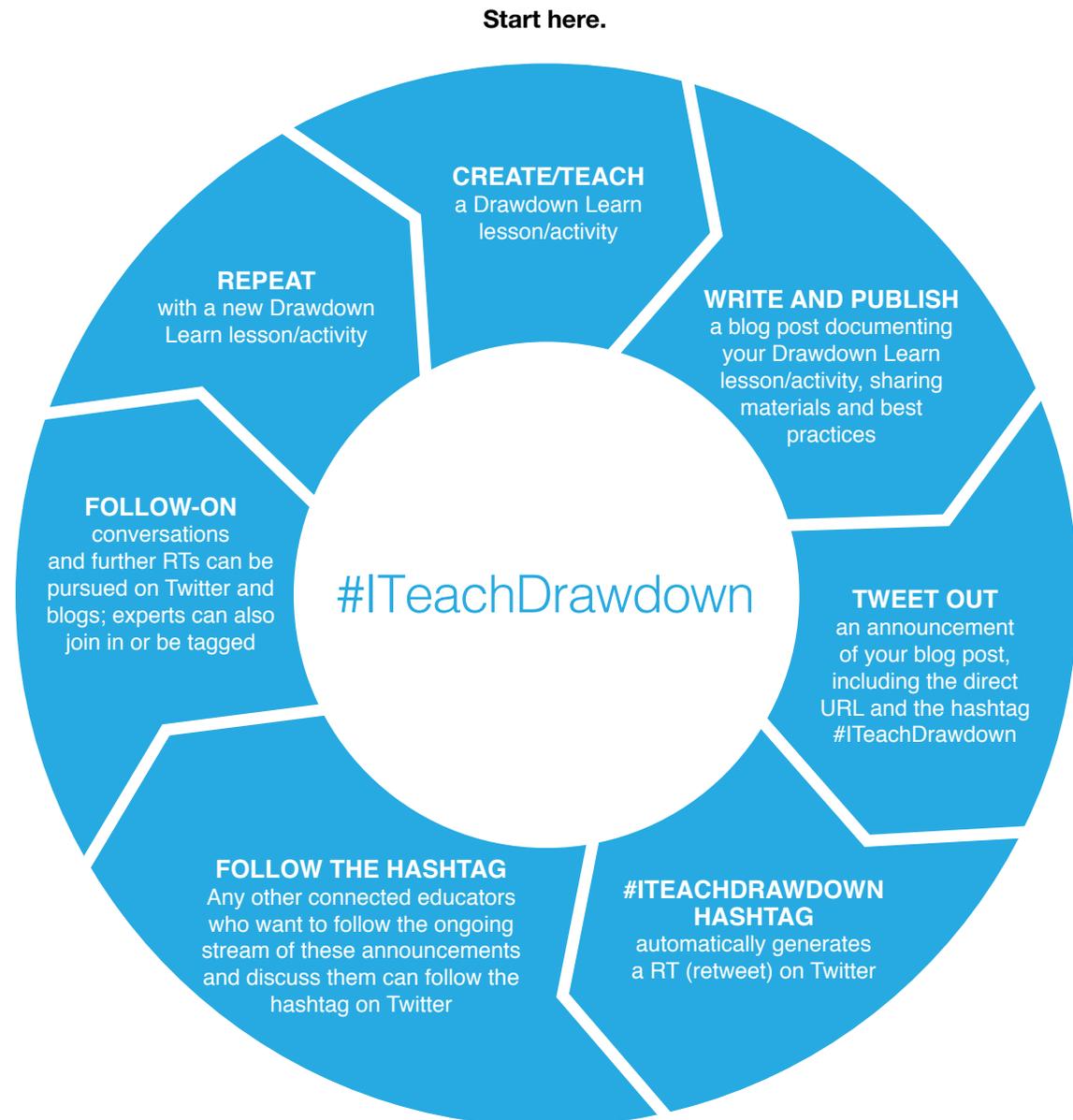
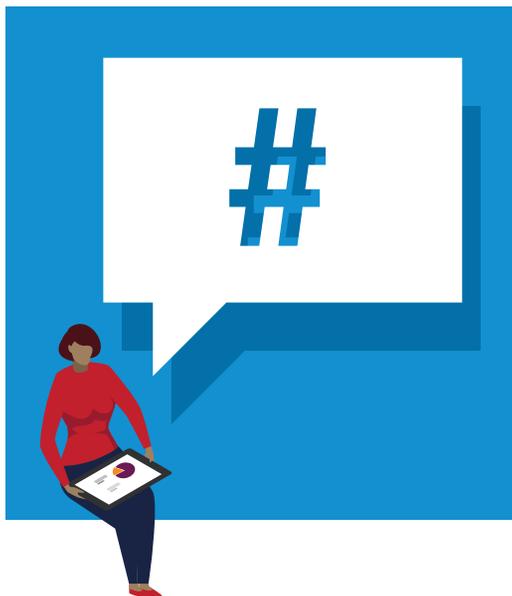
A blog is a free, worldwide sharing and archival platform. It's useful for documenting and publishing a Drawdown-related lesson or activity, making it shareable and findable. It's also useful for going into depth on implementation plans in the classroom. Writing a blog post about a lesson plan "pins" it on the web, turning search engines into your own archival or retrieval service.

Readers can also leave comments on your blog or ask for clarification about specifics. Basically, a blog post is a way to go into depth about your lesson or activity ideas. Your blog gives the details and implementation guidance other teachers will need to be successful with a specific lesson.

Weaving Your Twitter and Blog into a Cycle

The big idea here is to use Twitter and your blog together in a cycle to generate and spur on conversation.

Keep reading to get started with Twitter and your Medium blog and start sharing teaching resources and lessons about climate solutions.



1. Start With Twitter

If you aren't using Twitter, you'll need to create a Twitter account to get started. Already on Twitter? That's ok! You are welcome to use whatever Twitter handle you'd like.

Make sure your Twitter account is publicly available and has a brief, engaging profile and picture associated with it. Your Twitter account will be most effective if you make it personal. Generic-sounding user names, profiles, and avatars do not generate confidence that you are a real person.

Once you've created your Twitter profile, start following [@ProjectDrawdown](https://twitter.com/ProjectDrawdown) and [@DrawdownLearn](https://twitter.com/DrawdownLearn).

You can also follow the hashtag [#ITeachDrawdown](https://twitter.com/ITeachDrawdown). To do so, follow these steps:

- 1) Go to [Twitter.com](https://twitter.com) and sign in.
- 2) Perform a search of [#ITeachDrawdown](https://twitter.com/ITeachDrawdown) in the search box (top right.)
- 3) Once you are on the search results page, click the three dot "More" icon.
- 4) Select 'Save this search'.
- 5) Perform the search regularly to track the hashtag.

When you see someone tweet something that interests you, follow them. This will tailor your Twitter timeline so that you start receiving more relevant tweets in your feed.

2. Create a Lesson Blog

Next, you'll need to create a blog on Medium.com where you'll post your [#ITeachDrawdown](https://twitter.com/ITeachDrawdown) lessons and materials that you want to share with other teachers.

You can use your Twitter account to register for Medium, and the two accounts will remain connected. Medium.com is a free, easy, reliable blogging platform where you can create and publish your lessons and activities. However, if you already have a blog, feel free to use that.

Once you have a lesson blog set up, be sure to include its URL in your Twitter profile. This will help readers to discover and refer to your work.

3. Show Your Badge

As a member of the Drawdown Learn Teachers Network, we'd like to send you a digital badge you can use on your blog to indicate your participation in this community.

This will enable Project Drawdown to help get the word out about your lessons and amplify your reach. It will also enable others to find you.

Email us at learn@drawdown.org to receive the digital badge.



Here are some resources to help you get started.

Twitter

<https://help.twitter.com/en/twitter-guide>

<https://www.scholastic.com/teachers/articles/teaching-content/twitter-teachers/>

<http://ditchthattextbook.com/2019/03/08/a-beginners-guide-to-twitter-for-educators/>

Medium

<https://writingcooperative.com/a-quick-guide-to-medium-9f61864ab26>

<https://www.theteachingspace.com/blog/medium>

Tips for Writing an Attention-Getting Blog Post to Share Your Drawdown Learn Lesson Ideas

The blog posts you write about your Drawdown-related lesson plans or activities will be the most powerful and enduring ways you can help to share your teaching strategies and best practices with other educators around the world.

The best teaching is personal, which is what makes it so powerful. Other teachers reading your blog posts will understand that. So unlike a standard lesson plan for your administration or district, you should share what is most personal and/or meaningful about the activity or lesson for you.

Here are some suggestions you can include to make your blog post stand out and help others understand how to successfully implement and/or adapt your ideas.

Your Blog Post Title

Giving your blog post a catchy, explanatory title is helpful for grabbing your readers' attention. If the topic itself was the most interesting thing about your post, then use that. But if the most important learning in the process was something you figured out for yourself, then by all means, make that your focus. However you frame it, try to include your lesson topic and general age level in your title, if you can.

Introduction

- Start your post with a one- to two-sentence summary of what you accomplished by creating and implementing this lesson. Why was it important? What worked well? Why was it useful to approach things this way?
- What was the general topic(s) of the lesson? Which Drawdown sector or solution(s) does it refer to? Give the simplest and most helpful citation you can; sometimes this is just a link. If there are any applicable science teaching standards or other standards that this lesson addresses, please be sure to mention them.
- Who was your lesson designed for and at what level (what course; elementary, middle/high school, college/university)? Was there any important prerequisite knowledge students needed to be successful with this lesson? Were there any specific scaffolds or techniques you recommend?
- A photo or photos of students engaged in the activity will really help other teachers to get the gist of what's going on. Seeing real-world student engagement can give other teachers courage to try something new or different. Remember to blur or mask student faces to ensure student privacy. Photos of your materials in use are also incredibly helpful. For example, if the cards in your card sort should be color-coded to help students make connections, feel free to show us that in a photo.

Lesson Overview

- What materials would a teacher need to gather to implement your lesson in their own classroom?
- Links to shareable and downloadable files and materials, including customizable versions; links to specific purchased items you found helpful can also be helpful here.
- Links to drawdown.org and any related online materials.
- Major steps in the lesson / activity — What were the two or three phases of the learning cycle for this lesson? What happened in your class when you did them?
- Tips and hints for implementation — Was there something you figured out during your first class with this activity that you were able to leverage in subsequent periods?
- Quiz questions and answers — Share how you test students' understanding of the lesson.
- Closure activities — How did your class summarize and organize what they learned from the activity? Did you have a particular homework follow-on or exit ticket that worked well?

Reflection and Invitation To Engage

- What did you value most about this activity? What did your students value?
- What did you learn about how to teach this topic/ lesson more effectively?
- Where would you point someone who wanted to read/learn more about the pedagogical moves and framework you employed?
- Invite comments below the post or on Twitter and thank your readers for listening.

Amplifying Our Voices – Harnessing the Power of Twitter

When you read about a brilliant Drawdown Learn lesson that you'd like to try, say so! Retweeting with a comment is the essence of amplifying important messages on Twitter. Or tweet out the link to the blog post with your own comment or suggestion.

Things go by quickly on Twitter, so retweets (or RT) are a valuable way to help get the word out about something.

You can also reply to a tweet announcement by celebrating, asking for further recommendations, or sharing your own ideas.

In addition, including the [#ITeachDrawdown](https://twitter.com/ITeachDrawdown) hashtag in your announcement tweet will trigger an automatic RT by the [@DrawdownLearn](https://twitter.com/DrawdownLearn) account. This helps ensure that your announcement gets maximum exposure in targeted timelines of other interested teachers.

If someone offers a useful comment on Twitter, feel free to reply and engage with them. Twitter conversations can be valuable ways to gain and share additional information. They're also a great way to connect with other educators who share your interests.

Questions?

Contact us at learn@drawdown.org.

The Drawdown Learn™ Teachers Network is an initiative of Project Drawdown®, a 503(c)(3) nonprofit organization. Learn more at drawdown.org. Drawdown Learn is a registered trademark of Project Drawdown.

