



# #LoveTeaching 2015

“THERE’S NOTHING EASY ABOUT TEACHING. THERE’S ALSO NO MORE IMPORTANT PROFESSION”

~Arne Duncan, U.S. Secretary of Education

During the week of Valentine’s Day, educators across the U.S., Canada, Europe, Asia, and Australia shared their love of teaching with stories, pictures, and videos on social media during the #LoveTeaching campaign

ENGAGEMENT Reply 457 988

EXPOSURE

**5M** FIVE MILLION PEOPLE INTERACTED WITH THE CAMPAIGN

**22M** MILLION PEOPLE WERE AWARE OF THE CAMPAIGN

LOCATION

**9 OUT OF 10 TWEETS** CAME FROM THE U.S.

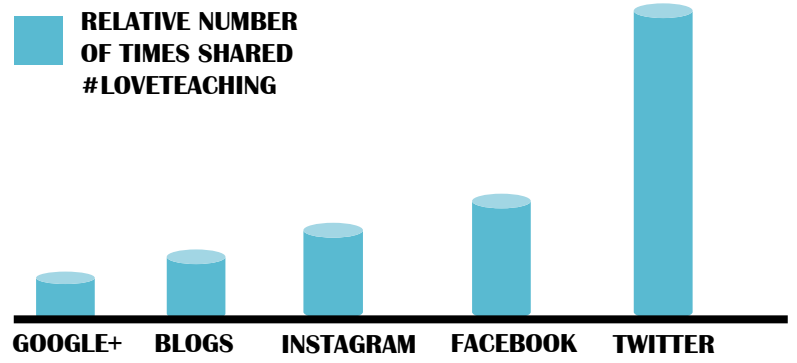
SOCIAL CHANNELS

FACEBOOK  
TWITTER  
TUMBLR  
BLOGS  
INSTAGRAM  
GOOGLE+

POPULARITY

**#LOVETEACHING** REACHED THE **#3** TRENDING TOPIC IN U.S. ON TWITTER FEB. 11TH

SOCIAL MEDIA BREAKDOWN



TOP TWEETERS

**@ARNEDUNCAN**  
**@FLOTUS**  
**@ERIKALOWERY**  
**@EDUTOPIA**  
**@USEDGOV**  
**@EDWEEKTEACHER**

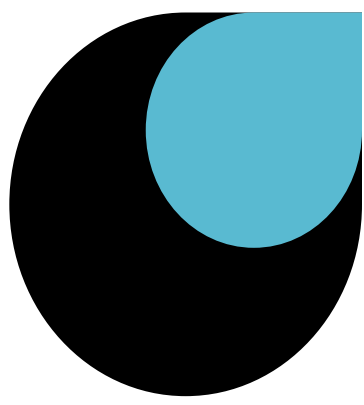
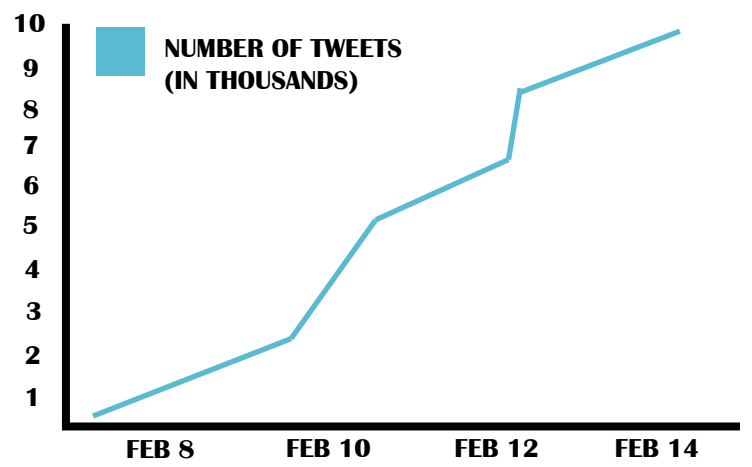
SHARING

**WAS TWEETED OVER 9,700 TIMES**

TOP SUPPORTING ORGANIZATIONS

**U.S. DEPT. OF ED**  
**STATE DEPTS. OF ED**  
**THE TEACHING CHANNEL**  
**CENTER FOR TEACHING QUALITY**  
**COUNCIL OF CHIEF STATE SCHOOL OFFICERS**  
**EDUCATOR LEARNING SERIES**  
**EDUTOPIA**  
**NNSTOY**  
**EDUCATION WEEK**  
**GATES FOUNDATION**

CUMULATIVE SHARING



**3,800**

CONTRIBUTORS TO THE CONVERSATION

The #LoveTeaching campaign sought to honor the great teachers and great teaching that inspire people to go into education, and to stay in the profession. No matter how it was shared, #LoveTeaching week was a chance to celebrate teaching, leading, and learning.



**OUR VOICES ARE LOUDER TOGETHER**

With social media comes great power to communicate for a change. Teaching is a noble profession, and it isn’t always easy or fun, but that doesn’t mean there aren’t still reasons to #LoveTeaching. For more information on the campaign visit: [j.mp/loveteaching](http://j.mp/loveteaching), search the hashtag on social media, or join in the ongoing conversation online.