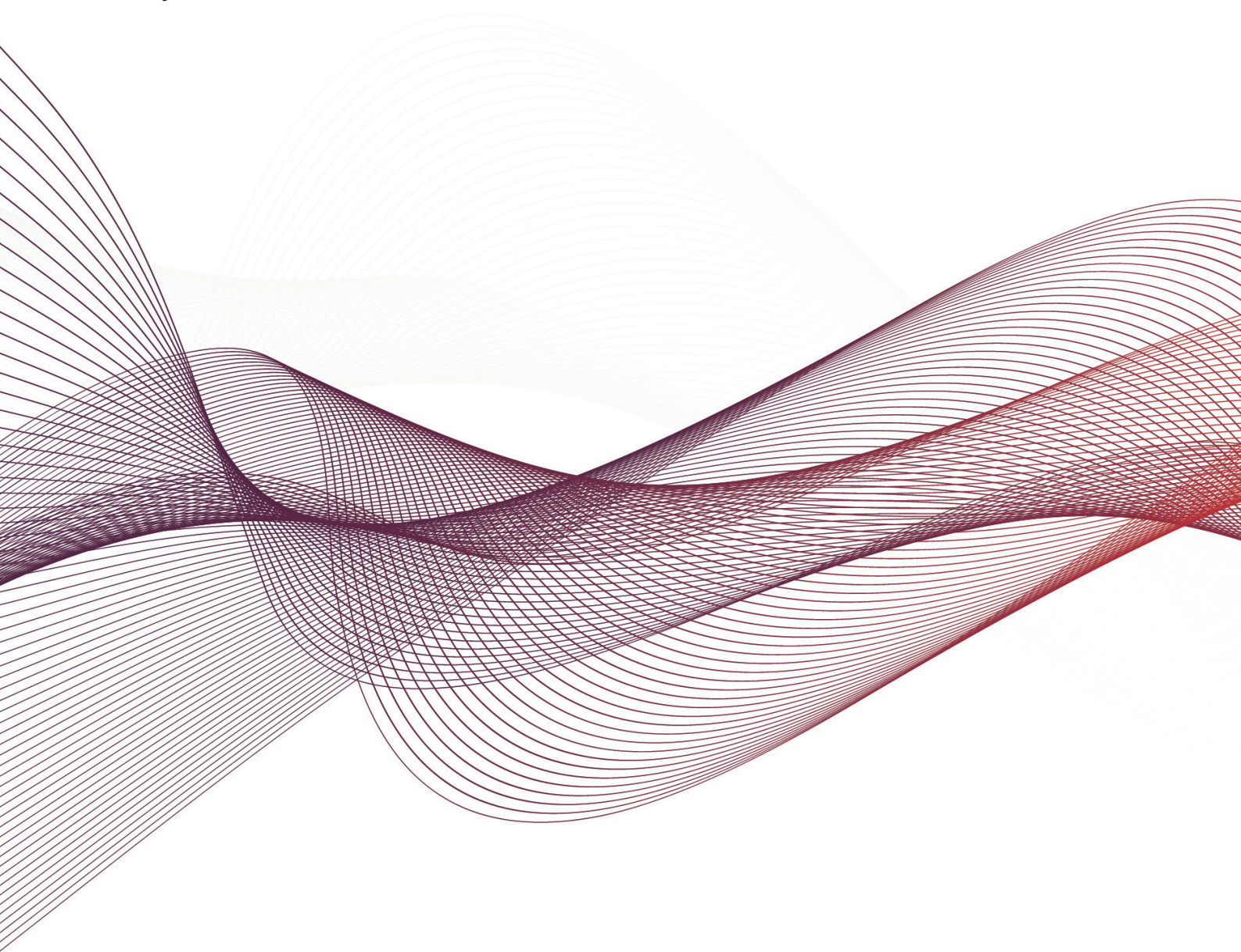


WHITE PAPER

Edruptors 2021: the top international education
influencers of the past year

January 2022





“Social influencer: A key individual with an extensive network of contacts, who plays an active role in shaping the opinions of others within some topic area, typically through their expertise, popularity, or reputation.”

Oxford English Dictionary

Who are the opinion shapers within international education today? ISC Research has explored the question for this first white paper identifying the key education influencers who are followed on social media platforms by people around the world.

We have named these influencers, Edruptors because of the impact they can have to affect change for educators.

Our research of social media’s international education influencers included analysis of key social media channels and followers, their breadth of followers around the world, and their content focus. A weighting scale was applied based on their country of location. You can learn more about our analysis in the section, ‘How we achieved our results’.

The white paper includes:

- Top 10 Edruptors of 2021
- Insights from the top 10 Edruptors of 2021
- Top 75 Edruptors of 2021

- Organisations edrupting international education in 2021
- How we achieved our results

Chapter 1

Top 10 Edraptors of 2021



Top 10 Edruptors of 2021



1. Vicki Davis aka Cool Cat Teacher

Vicki Davis is a teacher and blogger based in the United States. She was named one of Twitter's Top 10 Rockstar Teachers by Mashable, and was a LinkedIn Top 10 Ed Voice of 2020. Her blog, [Cool Cat Teacher Blog](#) shares free resources for teachers, the 10-minute Teacher Show podcast is published twice a week for teachers. Vicki is included in Thomas Friedman's book *The World is Flat*. Follow Vicki on [Twitter](#) or [LinkedIn](#).



2. Monica Burns

Dr Monica Burns is a curriculum and edtech consultant and former teacher living in New York. She launched her website, [Class Tech Tips](#) which includes a blog and podcast in 2012 to help make edtech easier, and its integration more streamlined, for educators. Monica is the author of several publications on edtech including *Tasks Before Apps: Designing Rigorous Learning in a Tech-Rich Classroom*, and *Edtech Essentials*, a reference guide for all learning environments. Follow Monica on [LinkedIn](#) or [Twitter](#).



3. Ioannis Ioannou

Ioannis Ioannou is an educator, advisor, and speaker on sustainability leadership and corporate responsibility. He is an Associate Professor of Strategy and Entrepreneurship at London Business School. He is recognised by several rankings as one of the top social media influencers on issues of corporate sustainability. Although his work doesn't have a direct link to the education of children, he credits children for influencing sustainability change. Follow Ioannis on [LinkedIn](#) or [Twitter](#).



4. Sophie Bailey

Sophie Bailey is the founder and host of [The Edtech Podcast](#) which was launched in 2016 to improve the dialogue between education and technology for better innovation and impact. She lives in the UK and her background is in education technology including Head of Content at BETT, the world's largest education technology event. Sophie's monthly podcast attracts education leaders and learning specialists from over 145 countries. Follow her on [LinkedIn](#) or [Twitter](#).



5. Karim Abouelnaga

Karim Abouelnaga is CEO of [PRACTICE Benefit Corp](#) (formerly, Practice Makes Perfect), a public benefit corporation in the US that partners with K-12 schools to help narrow gaps in children's educational opportunities. Karim launched the company at age 18 following his own experiences of growing up in Queens, New York. Forbes published a day-in-the-life feature of Karim which has become Forbes'

most viewed video of all time. His TED Talk was named one of the nine most inspiring talks of 2017. Follow Karim on [Twitter](#) or [LinkedIn](#).



6. David Willows

Dr David Willows is currently Director of Advancement at the [International School of Brussels](#) in Belgium. He has been helping to share and define the future of advancement in schools for many years. [Fragments 2](#) is his popular blog which shares micro stories (300 words or less) on school administration and communication. In 2022, David will be embarking upon a new venture aimed at helping schools to stand out. Follow David on [Twitter](#) or [LinkedIn](#).



7. Al Kingsley

Al Kingsley has almost 30 years of experience in educational technology and digital safeguarding. He lives in the UK and is CEO of edtech company, [NetSupport](#). Al is the author of *My Secret #Edtech Diary*, co-author of *A Guide to Creating a Digital Strategy in Education*, and shares advice widely about the use of technology in all areas of education including in the classroom, to leverage better communication, and to support wellbeing. Follow Al on [LinkedIn](#) or [Twitter](#).



8. David Harkin

David Harkin is the founder and CEO of education company [8billionideas](#) which aims to support schools in giving students the skills and belief to change the world.

He is Director of Entrepreneurship at several international schools, has two TEDx Talks, and co-founded the #UnlockingEducation movement which encourages discussions around the future of education. David lives in the UK. You can follow him on [Twitter](#) or [LinkedIn](#).



9. Kai Vacher

Kai Vacher spent 25 years as a teacher and school leader in the UK state sector before moving to Oman as Principal of [British School Muscat](#). Under his leadership, the school has achieved many accolades, is Outstanding in all categories by the British Schools Overseas inspectorate, and is a teacher training school. Kai frequently shares his ideas and experiences of effective initiatives for school leaders. Follow him on [LinkedIn](#) or [Twitter](#).



10. Alec Couros

Dr Alec Couros is a professor of education technology and media, and the Director for the Centre of Teaching and Learning at the [University of Regina](#) in Canada. He shares advice and strategies that focus on avoiding the many pitfalls of education technology whilst gaining from its benefits. He supports all stages of education as well as the corporate sector. You can follow him on [LinkedIn](#) or [Twitter](#).

Insights from the 2021 Top 10 Edruptors

What makes a good Edruptor?

Vicki Davis says she never set out to be an education influencer: “I’m just a teacher. I had no plans for any of this to happen. I started writing because I wanted my students to know how to blog and podcast, and then I wanted my students in South Georgia to be able to connect with people all over the world because I truly believe that we need to build bridges today that the society of tomorrow will walk across. So I started interviewing teachers all over the planet, you know, friends of friends from other places, and we learn from each other and it’s been a great experience.”

Vicki’s popularity comes from sharing her own teaching experiences and ideas as well as conversations with other teachers: “I love teaching and I focus on what I have in common with my audience. I don’t try to know everything, but there are a few things that I know I’m good at such as education technology. The world doesn’t need rockstar teachers, they just need ideas from everyday teachers, and the chance to appreciate one another. Teachers want helpful things in short sound-bites, that’s why I have the show The 10-minute Teacher, to give them something to help them in their classroom that day. All the global collaboration between teachers on social media was our way to help each other in the pandemic.”



“Honesty and authenticity are really powerful.”

Sophie Bailey

Personal insights matter to **Sophie Bailey**: “What I like about podcasts is they’re about human storytelling. So, it doesn’t have to be a giant name that’s going to give you the most interesting insight, especially for an audience that’s geared around education. Just having that passion to reach out to people, to connect and share. Honesty and authenticity are really powerful.”

David Willows considers other people’s content through a different lens: “Often my starting point is reflecting on somebody else’s ideas. After all, being an influencer is not so much stating ‘This is what I believe’, as much as presenting another perspective and looking at the world from another point of view – challenging us to see the world differently. This is how we make sense of the world and make sense of the complex business of learning.”

Al Kingsley searches out innovators: “My passion is giving voice to others who come up with great and relevant ideas and are doing something fantastic in education, giving them an opportunity to share this with a wider audience. No two schools are the same, and no two cohorts of children are the same, so suggesting that one product or idea is perfect in education is a misnomer; it’s about allowing others to make the decision whether it’s right for their school and their cohorts or not.”

Monica Burns focuses on edtech solutions and advice for educators: “I really strive to make things quick and easy to understand, and actionable. I create resources, many that are complimentary, with ready-to-use templates that are easy for people to locate. I also share advice on products, picking and choosing aspects that I think will resonate with my audience.”

Actively engaging counts says **Ioannis Ioannou**: “In my social media, I am just being me, in the same way that I would comment in real life if you stopped me down the street. I like to share my own research work and views about sustainability and corporate brand responsibility, and to also learn from others and hear their views.

My willingness to engage authentically seems to have resonated with a lot of people over the years.”

Kai Vacher believes self-expression matters: “Social media is an outlet for me to express my thoughts about education; about learning, schooling, school leadership, to put my ideas out there and get feedback from colleagues all over the world. It’s also about sharing some of the things happening in school every day. Fantastic things always happen in school, and social media gives an outlet to share these with our immediate community on a daily basis.”

Engaging directly with teachers is important to **Karim Abouelnaga**: “Anyone who’s been in education for a long time knows that the greatest impact happens between the student and the teacher. So as someone who is trying to influence education, you need to focus on the area where there’s the highest impact, and that’s the teacher. At the end of the day, if we can improve teachers’ practice by just one percent every day or week, we’re going to have a magnitude of impact on the children that they’re serving every single day.”

Reputation and relationships have to be built, says **David Harkin**: “You’ve got to go steady in education and earn your reputation. Do good work and, after a series of months or years, that builds up and this allows you to become someone people might listen to. Have a positive progressive vision for the future; put stuff out there that’s realistic, that people can move towards, and articulate it well. It’s one thing having the idea. You’ve also got to be able to articulate it in a way that everybody understands.”

The global power of social media

Social media has proved to be a vital resource for educators around the world to share and access solutions, advice, and ideas quickly. Our Edruptors use a range of social media platforms to optimise their reach and engage with their audience:

Vicki Davis has the most traction on Twitter: “It’s the best place to find people and reach out to them, but the biggest obstacle in the last few years has been the algorithms; Twitter deciding what they want me to see. So, I’m now relying on my blog, newsletter, and podcast; things teachers can access easily, and am depending on email a lot to know I can hear from people I want to hear from. I’ve found help and ideas from teachers in other countries on Facebook groups. I also use a lot of tools like Buffer to share my contact to all social media platforms because I don’t have ten hours a day to run CoolCatTeacher, my goal is to stay in the classroom.”

Monica Burns likes Twitter and is also embracing Instagram and TikTok: “Twitter has been a wonderful way to connect, learn about different people’s work, reach out, and ask questions. But I’m increasingly excited about shorter form video content (in the sense that you don’t need another link) like what you’ll find on Instagram and TikTok. I think there’s a lot of value for educators in a space like Pinterest to gather information using the keyword option, in addition to following different people or boards.”

Al Kingsley rates Twitter and LinkedIn but is moving towards the preferences of younger educators too: “Twitter is a fantastic education platform and a great place to share resources. LinkedIn continues to be a great place to connect and develop, YouTube is good for short exemplars of best practice or ideas. We add social media platforms in line with our age group cohorts of teaching staff. So, we’re now seeing

Instagram is a great place to share content with teachers offline, as well as to have online discussions, TikTok is particularly popular with teachers in the US.”

For **Karim Abouelnaga** it’s LinkedIn and Twitter: “Surprisingly, LinkedIn is where I have the most dialogue with educators. Second, it’s Twitter for sharing quick ideas, snippets of news, and quick exchanges with someone. But I don’t neglect Facebook, Instagram, or YouTube; when folks have downtime they’ll scroll through. All are really great places to engage.”

David Harkin says it’s Twitter, LinkedIn, and Instagram for him: “You’ve got to use them in the right way, to understand how important they can be, to find your voice. You can’t bombard people, you’ve got to use them wisely. They’re incredible tools to get your voice out and LinkedIn is particularly good to network and connect.”

For strategic international engagement, think about country-specific social media channels says **Sophie Bailey**: “Twitter is still really effective in many countries, and YouTube offers fantastic ways for people to display how they are innovating in their education. LinkedIn gets more usage from senior leaders who want to connect and share. Facebook groups are useful; it’s a chance for educators to pile in on different issues, and for schools to showcase their brand. And there are a fair amount of teachers enjoying some of the more education-oriented aspects of TikTok. In China it’s WeChat or Weibo.”

For international school Head, **Kai Vacher**, the power of social media means he never feels professionally isolated: “Leading a school doesn’t have to be lonely. Just because you’re alone as a school leader, maybe a long way from home or anywhere remote, social media means that you always have others you can connect with. So, if you’re working on a particular issue, or you’re struggling with something, you have a community you can ask and get support. Also, as a British international school, it helps me keep in contact with what’s happening in UK

education. There are some things from the UK I would never have found out about if it wasn't for social media."

What matters most in 2022?

What will matter most for international educators in 2022? What will they engage most closely with on social media and through other content channels? We asked our Edruptors for their opinions.

- Wellbeing

Sophie Bailey believes we're moving into a more human-centred year: "Students have gone through the wringer in the last two years; they've faced huge changes in terms of their environment, when they're learning, how they're learning, exams if they're at that stage, their ability to maintain friendships, the disruption. It's been absolutely massive for them. Educators and leaders are on the frontline of seeing the effects of that. They all know best that student wellbeing and motivation are absolutely the number one to unlocking everything else in learning. So, I think this year will be a rebuilding of the school community. Also, as a second priority, it will be addressing that idea of keeping up or catching up; how to get to a point as a teacher where you know you're actually back on track academically, or around the curriculum? And thirdly, I think we will be reflecting on how the delivery of education has changed and to what extent there are skills gaps around digital for both teaching and learning and administration. There are some really exciting pieces of edtech out there, but we need to remember that the teaching is forefront and edtech just enables teachers and leaders to get on with the task at hand; that it comes to life when there's a human at the end of it who is helping, and assisting and nudging."

Kai Vacher agrees: “There has been a lot of anxiety amongst our student body, our staff and our parent community about the whole uncertainty of examinations, particularly GCSE’s and A Levels. These are very important for our young people, for their parents and for the teachers who teach them. The anxiety and disruption that we’ve had to face around this has taken its toll on the whole community. So hopefully, we are looking forward to a year where we have more certainty about what’s going to happen. Also for staff within the international community, quarantine restrictions have made international travel virtually impossible or at least very challenging and that’s had a real impact on the wellbeing of international school communities.”

Karim Abouelnaga thinks wellbeing will be the main focus too: “We all know children are coming to school with invisible backpacks, regardless of their social class, and now that invisible backpack is carrying even more. Teachers are carrying them too. Trauma has been inflicted and a sense of fear has been instilled into people. The biggest challenge will be the mental health impact of this on children and on teachers. If you can’t get teachers and leaders into schools, then how can kids learn?”

- **Innovation and technology**

2022 will be a year of focusing on the role of data in schools and exploring the metaverse, as well as wellbeing says **Al Kingsley**: “I hope this year will be about wellbeing and social emotional learning. For educators, finding ways towards an effective work-life balance, and for learners, more focus around the missed opportunities for arts, sports, and collaboration. The effective use of data and AI (artificial intelligence) to support personalised learning will be a focus and looking at the opportunities that the metaverse might provide in terms of enriching the learning experience. The metaverse comes with a huge opportunity to pull together all those different virtual learning experiences that we already use, but it poses the question of who’s making sure that the experience is appropriate, and how we monitor and validate what children have access to and are exposed to.”

Hybrid teaching and learning will be the big question of 2022 says **Vicki Davis**: “Lots of teachers are already asking how they will teach hybrid, how they can manage both environments, how they can connect with those kids outside the classroom, how they can help them emotionally. There are a lot of reasons why kids aren’t coming into the classroom. As a teacher, I don’t need to know their reasons, I just need to know I can teach them wherever they are. Being a teacher in a smaller school, we used hybrid last school year so I can share ideas on how I’m doing this for those starting now; that’s what teachers want to know.”

Monica Burns thinks 2022 will focus on access: “For educators in all parts of the world, top of their list is getting high-quality resources into kids’ hands in a way that they can access them from everywhere they are. My advice is to embrace your place; really lean into that spot that your students are already using, already logging in to. For the educators that I speak to, they’re now trying to leverage what they have, and use it in a way that will reach all their students no matter where they are.”

2022 will be about experimentation says **Ioannis Ioannou**: “These are still early days of delivering education virtually, through technology, and I would say the best way forward is experimentation so as to discover and explore different features or different delivery methods. Doing so would ultimately allow us to create a more effective learning experience and enable us to convey knowledge more effectively and in a way that would work for different audiences. Experimentation is, after all, the only way to get to innovation. At the same time, if you become more virtually literate, you’re also more likely to adopt adjacent technologies that enhance the educational experience.”

David Harkin agrees but sees this as progression: “We are probably at the most exciting point in education in over 100 years if we’re prepared to learn. There’s been so much innovation in the last two years. We’ve got to take what we’ve learned in

that time and be galloping into the future with excitement about what the sector can do in the years ahead.”

- **Lessons learned**

David Willows thinks that COVID will continue to dominate the conversation, but in a way that looks to the future: “Today, I believe that there’s an urgency when it comes to thinking about how our schools will be beyond COVID. We need to reflect deeply on the lessons that we’ve learned along the way and not assume that we will ever go back to how school was like in 2019. We need new models and frames of reference. Our responsibility is to seek out a new way of being a school that is more joyful, more liberating, and more relevant for students. We also cannot ignore the fact that, despite the disruption of the past two years, some of our students learned better when they are online and working from home. We need to give up on the idea that traditional schooling was good for all students, and that some learners discovered something completely novel here.”

Chapter 2

The Top 75 Edruptors of 2021



Rank	Influencers	Interests	Follow on Twitter	Connect on LinkedIn
1	Vicki Davis	Teaching and learning	https://twitter.com/coolcatteacher	https://www.linkedin.com/in/coolcatteacher
2	Monica Burns, Ed.D.	Edtech	https://twitter.com/classtehtips	https://www.linkedin.com/in/monicaaburns
3	Ioannis Ioannou	Sustainability	https://twitter.com/ioannoulbs	https://www.linkedin.com/in/ioannoulbs
4	Sophie Bailey	Edtech	https://twitter.com/soph_bailey	https://www.linkedin.com/in/sophiebailey
5	Karim Abouelnaga	Edtech	https://twitter.com/KarimAbouelnaga	https://www.linkedin.com/in/karimabouelnaga
6	David Willows	Teaching and learning	https://twitter.com/davidwillows	https://www.linkedin.com/in/davidwillows
7	Al Kingsley	Edtech	https://twitter.com/AlKingsley_Edu	https://www.linkedin.com/in/alkingsley
8	David J Harkin	Classroom and leadership	https://twitter.com/davidjharkin	https://www.linkedin.com/in/davidjharkin
9	Kai Vacher	Teaching and learning	https://twitter.com/PrincipalMuscat	https://www.linkedin.com/in/kai-vacher-88753718/
10	Dr. Alec Couros	Leadership	https://twitter.com/courosa	https://www.linkedin.com/in/couros
11	Tim Kastle	Leadership	https://twitter.com/timkastle	https://www.linkedin.com/in/timkastle
12	Conrad Hughes	Teaching and learning	https://twitter.com/ConradHughes0	https://www.linkedin.com/in/conrad-hughes-4511963a
13	John Mikton	Edtech	https://twitter.com/jmikton	https://www.linkedin.com/in/jmikton
14	Deborah Eyre	Teaching and learning	https://twitter.com/eyre_deborah	https://www.linkedin.com/in/deborah-eyre-0642075/

15	Simon Noakes	Leadership	https://twitter.com/SimonNoakes	https://www.linkedin.com/in/simonnoakes/
16	Angeline Aow	DEIJ	https://twitter.com/angeaow	https://www.linkedin.com/in/angeline-aow-she-her-b0b6304
17	Nicholas Mckie	Leadership	https://twitter.com/MckieNicholas	https://www.linkedin.com/in/nicholasmckie/
18	Kevin Simpson	DEIJ		https://www.linkedin.com/in/kevin-simpson-kdslglobal/
19	Gavin McCormack	Classroom & leadership		https://www.linkedin.com/in/gavinmccormack/
20	Tom Sherrington	Classroom & leadership	https://twitter.com/teacherhead	https://www.linkedin.com/in/tom-sherrington-teacherhead
21	Jake Miller	Edtech	https://twitter.com/jakemillertech	https://www.linkedin.com/in/jakemillertech/
22	Dylan Wiliam	Classroom & leadership	https://twitter.com/dylanwiliam	https://www.linkedin.com/in/dylan-wiliam-2ba123/
23	Daniela Silva	Classroom & leadership	https://twitter.com/iLearnDSilva	https://www.linkedin.com/in/danielasilvachong/
24	Anne Keeling	Classroom & leadership	https://twitter.com/A_Keeling	https://www.linkedin.com/in/annekeeling/
25	Philippa Wraithmell	Edtech	https://twitter.com/MrsWraithmell	https://www.linkedin.com/in/philippa-wraithmell-59b07b107/
26	Principal Kafele	Leadership	https://twitter.com/principalkafele	https://www.linkedin.com/in/principal-kafele-84580436/
27	Mark Steed	Leadership	https://twitter.com/independenthead	https://www.linkedin.com/in/independenthead
28	Sunny Thakral	Teaching and learning	https://twitter.com/KSThakral	https://www.linkedin.com/in/sunny-thakral-fcct
29	Colin Bell	Classroom & leadership	https://twitter.com/COBIS_CEO	https://www.linkedin.com/in/colin-bell-314b09a/

30	Tim Logan	Edtech	https://twitter.com/teb_logan	https://www.linkedin.com/in/teblogan
31	Richard Henry	Classroom & leadership	https://twitter.com/richfhenry	https://www.linkedin.com/in/richard-henry/
32	Jane Larsson	Classroom & leadership	https://twitter.com/CISJanelarsson	https://www.linkedin.com/in/janelarssoncis/
33	Liz Free	Classroom & leadership	https://twitter.com/lizAMFree	https://www.linkedin.com/in/liz-free/
34	Alberto Herraez, M.Ed	Leadership	https://twitter.com/aalbertoherraez	https://www.linkedin.com/in/albertoherraezvelazquez
35	Kam Chohan	DEIJ	https://twitter.com/ecis_kam	https://www.linkedin.com/in/kam-chohan-996aaa3a
36	Tanya Crossman	DEIJ	https://twitter.com/TanyaTck	https://www.linkedin.com/in/anyacrossman/
37	Jess Early Years MCCT	Wellbeing	https://twitter.com/JessGosling2	https://www.linkedin.com/in/jess-gosling/
38	Jessica Wei Huang	DEIJ	https://twitter.com/HuangJaz	https://www.linkedin.com/in/huangjaz/
39	Ernest Jenavs	Classroom & leadership	https://twitter.com/Ejenavs	https://www.linkedin.com/in/enavs/
40	Kathleen Naglee	Classroom & leadership	https://twitter.com/Knaglee	https://www.linkedin.com/in/kathleen-naglee-4b199b11/
41	Mark Leppard	Leadership	https://twitter.com/BSAKheadmaster	https://www.linkedin.com/in/mark-leppard-mbe-12b75a95/
42	Liam Printer	Teaching and learning	https://twitter.com/liamprinter	https://www.linkedin.com/in/liamprinter/
43	Justin Hardman	Edtech	https://twitter.com/jahardman	https://www.linkedin.com/in/justinhardman/
44	Julian Fisher	Sustainability	https://twitter.com/julianmfisher	https://www.linkedin.com/in/jfisherjulian

45	Alysa Perreras	DEIJ	https://twitter.com/PerrerasAlysa	https://www.linkedin.com/in/alya-perreras/
46	Liz Cloke	Classroom & leadership	https://twitter.com/misscloke	https://www.linkedin.com/in/misscloke/
47	Rebecca Findlay	Classroom & leadership	https://twitter.com/FindlIR	https://www.linkedin.com/in/rfindlay/
48	Craig McNeil	Edtech	https://twitter.com/CraigHK	https://www.linkedin.com/in/mcneilcraig/
49	Amber Gove, PhD	Classroom & leadership	https://twitter.com/ambergove	https://www.linkedin.com/in/amber-gove/
50	Polly Akhurst	DEIJ	https://twitter.com/pollyakhurst	https://www.linkedin.com/in/pollyakhurst
51	Dr Maria Toro-Troconis	Sustainability	https://twitter.com/mtorotro	https://www.linkedin.com/in/dr-maria-toro-troconis-62624520
52	Danny Steele	Leadership	https://twitter.com/steelethoughts	https://www.linkedin.com/in/danny-steele-066129150/
53	James Tucker	Classroom & leadership	https://twitter.com/JtuckerJames	https://www.linkedin.com/in/jtuckerjames/
54	Katie Rigg	Wellbeing	https://twitter.com/KatieRiggCIS	https://www.linkedin.com/in/katie-rigg-b0a4bb32/
55	Katie Tomlinson	Leadership	https://twitter.com/TheShipcoach	https://www.linkedin.com/in/katie-tomlinson-ab8850172/
56	Rhiannon Phillips Vianco	Wellbeing	https://twitter.com/RhiPhillipsB	https://www.linkedin.com/in/rhiannon-phillips-bianco-5148a4200/
57	Danau Tanu	DEIJ	https://twitter.com/danautanu	https://www.linkedin.com/in/danau-tanu-90540069/
58	Tatiana Popa	Teaching and learning	https://twitter.com/Tatianapopab	https://www.linkedin.com/in/tatianapopab/
59	Constance Leung	DEIJ	https://twitter.com/constancekg	https://www.linkedin.com/in/constance-leung-6740aa13/

60	Ben Rothwell	Leadership	https://twitter.com/VHPS_DeputyHead	https://www.linkedin.com/in/mrothwell/
61	Martyn Reah	Wellbeing	https://twitter.com/martynreah	
62	Patrick Ottley-O'Connor	Wellbeing	https://twitter.com/ottleyoconnor	
63	Dan Roberts	Leadership	https://twitter.com/danjjroberts	https://www.linkedin.com/in/dan-roberts-31226217
64	Nneka Johnson, Ph.D.	DEIJ	https://twitter.com/NnekaJ_EDU	https://www.linkedin.com/in/nneka-johnson-ph-d-4652317/
65	Ceci Gomez-Galvez	Student voice	https://twitter.com/cecigomez_g	https://www.linkedin.com/in/ceci-gomez-galvez-5b97b374/
66	Georgina Dean	Edtech	https://twitter.com/TechyLeaderEDU	
67	Kyra Kellawan	DEIJ	https://twitter.com/kyra_kellawan	https://www.linkedin.com/in/kyrakellawan
68	Josefino Rivera, Jr.	Edtech	https://twitter.com/josefinor	https://www.linkedin.com/in/josefinor
69	Yolanda Ramírez Lagos	Leadership	https://twitter.com/yramirezla	https://www.linkedin.com/in/yolanda-ramirez-lagos
70	Raymond Smith	Student voice	https://twitter.com/drrlsmith	https://www.linkedin.com/in/raymond-smith-00abb462/
71	Jules Knight Williams	Classroom & leadership	https://twitter.com/KnightWilliams	
72	Tanay Naik	Teaching and learning	https://twitter.com/naik_tanay	https://www.linkedin.com/in/tanay-naik-8963409/
73	Darnell Fine	DEIJ	https://twitter.com/de_fine	https://www.linkedin.com/in/darnell-fine-b54a8062/
74	Cristina Milos	Teaching and learning	https://twitter.com/surreallyno	https://www.linkedin.com/in/cristina-milos-0013181a/

75	Clint Hamada	Edtech	https://twitter.com/ chamada	https://www.linkedin.com/in/ clinthamada/
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Chapter 3

Top 10 edrupting organisations of 2021



Top 10 edrupting organisations of 2021

We identified the Top 10 organisations influencing international education through social media in 2021. We analysed the breadth of their followers around the world and content focus, applying a weighting scale based on country of location.

Twitter is the leading social media channel for organisations focused on international education. As many of these organisations do not have a LinkedIn account, data analysis was based on Twitter only.

1. MindShift

US-based [MindShift](#) from KQED News explores children and learning, the future of learning, and how educators, parents, and others can support children with their learning. It includes very accessible discussions addressing many issues that affect children and their learning including the role of technology, the brain and learning, inequalities, and wellbeing.

2. Learning for Justice

[Learning for Justice](#) started as Teaching Tolerance and focuses on racial justice with educational resources for teachers, parents, and others. It is based in the US but aims to advance human rights for all people.

3. Education Week Teacher

The US-based [Education Week Teacher](#) aims to inspire K-12 teachers through news, analysis, and teacher experiences.

4. #DisruptTexts

This is a US-based grassroots teacher movement to challenge curriculum content through an antiracist lens. [#DisruptTexts](#) advocates for equitable curriculum and antiracist pedagogy.

5. The Edtech Podcast

This is the podcast hosted by Sophie Bailey who is number 4 in our Top 10 Edruptors list. [The Edtech Podcast](#) originates from the UK and centres around education technology and global innovation within education.

6. COBIS

COBIS is the [Council of British International Schools](#) a global association supporting British schools overseas and advocating for British education around the world.

7. BSME

BSME, the association of [British Schools in the Middle East](#), supports a network of British international schools throughout the Middle East region.

8. Education Investor Global

The UK-based [Education Investor Global](#) publishes news and hosts events for education companies and education investors worldwide.

9. CIS

Based in the Netherlands, the [Council of International Schools](#) is an association for schools, higher education institutions, and individuals which aims to inspire the development of global citizens through high-quality international education.

10. ECIS

The [Educational Collaborative for International Schools](#) is a UK-based global association supporting international schools in the development of teachers and leaders.

Chapter 5

Research methodology



How we achieved our results

The following data gathering and analysis tools were used in our research:

- BuzzSumo: Identified influencers by keywords, retweet and reply ratios, and average retweets
- Followerwonk: Mapped locations of followers
- LinkedIn and Twitter data: Identified number of followers, post frequency, published work shared by others on Twitter and LinkedIn
- SurveyMonkey: Our influencer 2021 survey distributed via LinkedIn, Twitter, and Facebook

Metrics were identified to measure international education influencers with Twitter and LinkedIn accounts. These metrics were:

- Twitter followers: the number of individuals who follow the influencer on Twitter.
- LinkedIn followers: the number of individuals who follow the influencer on LinkedIn.
- Retweet ratio: the percentage of tweets sent by the influencer that were retweets. This metric showed how often an influencer was posting their unique content versus sharing content from other accounts via retweets.
- Reply ratio: the percentage of tweets sent by the user that were replies.
- Tweet frequency: how often an influencer posted unique content on Twitter.
- LinkedIn frequency: how often an influencer posted unique content on LinkedIn.
- Average retweets: the average number of retweets the influencer gained per tweet. This metric demonstrated the level of follower engagement.

- Survey mention: the number of mentions received by the influencer within our survey.
- Global reach: the percentage of followers of the influencer by country.

Weightings were identified for ranges within each metric based on, what ISC Research considered to be, the influential values of the metrics.

The lists of identified Twitter and LinkedIn education influencers were merged. Those influencers with more than 50% global reach in one single country were excluded. This merging took place for individuals only. For organisations, only Twitter-based metrics and weightings were applied.

Rankings were identified based on scores of common metrics and on scores of differing metrics.



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