ABOUT

GettingSmart.com is a community for news, stories and leadership on innovations in learning and teaching. Users engage by reading, watching, listening, and sharing thought leading perspectives in feature blogs and publications on K-12, HigherEd and lifelong learning.

With 5,500+ blogs to date, we’ve maintained the same belief that we had when we launched in 2008. It’s that excellence and equity in education are the most important issues for the American economy and society, and it’s our responsibility to make a positive impact.

Join us as we explore and reimagine the future of learning.

CONTACT
Editor@GettingSmart.com
GettingSmart.com

POPULAR POSTS & PUBLICATIONS

- 100 Schools Worth Visiting
- Smart Parents: Parenting for Powerful Learning
- 23 Can’t Miss Edu Conferences
- 10 Things That Haven’t Changed for Teachers in 10 Years
- Preparing Leaders for Deeper Learning
- Meet Generation Z
- 8 Tips to Stop Micromanaging & Start Leading

SOCIAL MEDIA STATS

Total Social Followers: 150,000*

Monthly Social Media Impressions: 1,900,000*

Linkedin: 302

Pinterest: 470

Facebook: 974

Twitter: 6.4K

WEBSITE STATS

Monthly Unique Visits: 147,000

Monthly Page Views: 285,000

Annual Page Views: 2,600,000

Annual Unique Visits: 965,000

Smart Update Subscribers: 4,500

Average Daily Page Views: 8,350

Average Monthly Social Media Impressions: 67,500

Average Monthly Page Views: 28,500

Average Annual Page Views: 260,000

Average Annual Unique Visits: 96,500

AUDEIENCE AND DEMOGRAPHICS

40% male

60% female

25% age 25-34

21% age 35-44

27% age 45-54

United States: 67%

International: 33%

62% desktop

26% mobile

11% tablet

Visitors to the site are highly targeted and arrive mainly via targeted search engine queries, social media interactions, and highly relevant inbound links. In short, GettingSmart.com is uniquely positioned to offer an audience that is receptive to your message. GettingSmart.com targets an audience of education leaders, EdTech organizations and startups, K-12 and HigherEd educators, students, policymakers, parents, nonprofit leaders, and learning focused thinkers. Our site is viewed internationally and built to be responsive across all devices.