



Effectively Utilizing Social Media



PASBO 62ND ANNUAL CONFERENCE AND EXHIBITS, PITTSBURGH

March 2017

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Go Where They Are

74% of parents

81% teens 12-17

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Utilizing Social Media

- Classroom Use
 - School Use
 - District Use

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Telling Our Story

- Show the good things our kids are doing
 - Taxpayer dollars used effectively
- Market School Programs

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Communication

- Reach out to parents, students, and staff quickly
 - Emergency Communications
- Gathering Input/Feedback

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Where to Start?

Facebook

Twitter

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Starting

Frequent Posts, Tweets, Retweets

- One Facebook post each weekday
 - Three tweets per weekday

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Starting

Relevant Timely Items

- District and School Events
- Messages from the Superintendent
 - Principal Announcements

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Starting

Brand Consistent

- Those who post need to understand
- This is not the forum for addressing complaints, gripes

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Don'ts

- allow others to hijack your message
- spar with parents, taxpayers online
 - over-post
- rely on social media as your only emergency notification system ¹⁰

Do

- use focused, quality photos
 - use short video segments
- encourage trusted contributors
- Highlight the positives on your district

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Best Practices

Facebook

- No Comments or Moderated Comments
 - Disable Reviews
 - Organization Page
- 2-4 minute Facebook Videos

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Best Practices

Twitter

- Individual accounts are fine but should have an official account as well
- Coordinate hashtags district-wide
 - #WeArePottstown vs. #wearepottstown

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Look at your Data

- Both Twitter and Facebook have analytics
 - Age, Gender, Location, Popular Times

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Look at your Data

- A drop in following/likes can signal you are posting too often
- Trivia or photo contests can drive interest up

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Coordination

- These efforts should be coordinated with all communications efforts
- Web, Rapid Dial, SMS, etc

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Policy and Guidelines

- Policy should describe Social Media as one of the tools for communication
- Avoid policies restricting the use of social media

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Question?

Thank You!

Get out there and Post!

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