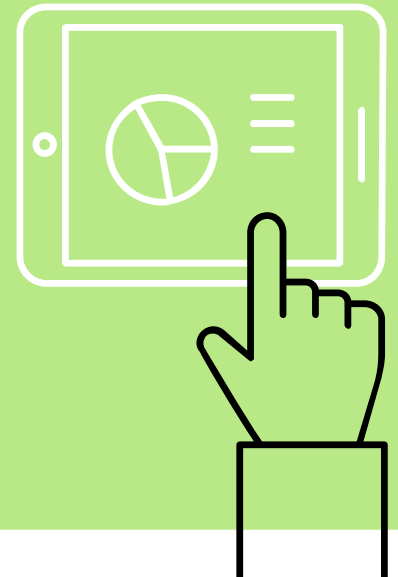
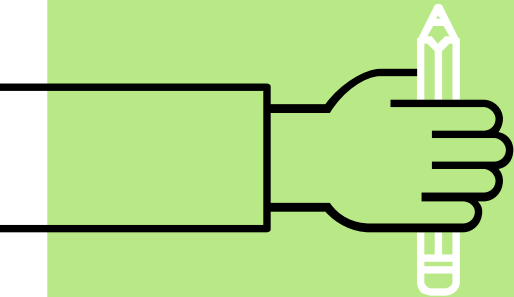
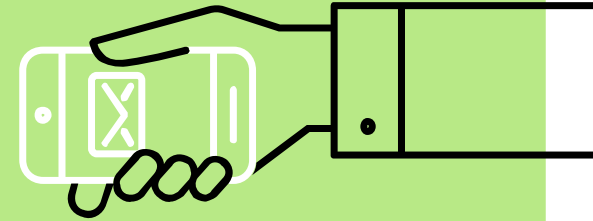
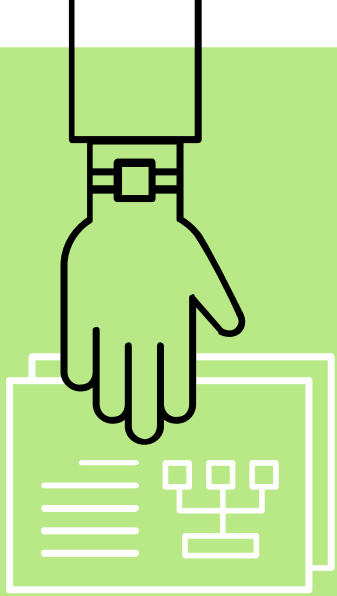


#NYSuptsFall  
#K12CoreBTS



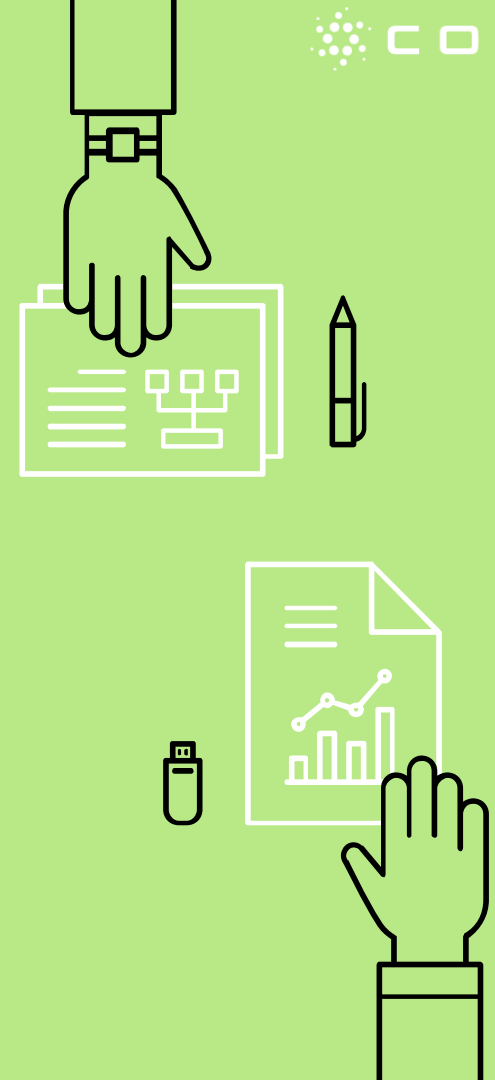
Communicating with your  
School Community  
through Social Media

Presented by: Sara Marino



# WHY SOCIAL MEDIA MATTERS

- Prospective and current families get their information
- Real-time
- Showcase #TheAwesome
- Compliments pre established methods
- Communicate with:
  - Parents
  - Community
  - Alumni
  - Business

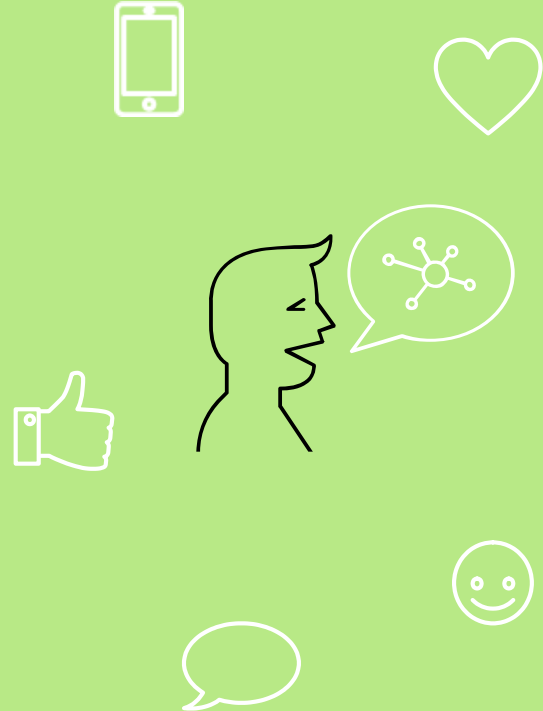


# WHY SOCIAL MEDIA SHOULD MATTER TO YOU

*What do you want people to think of  
when they see your district?*

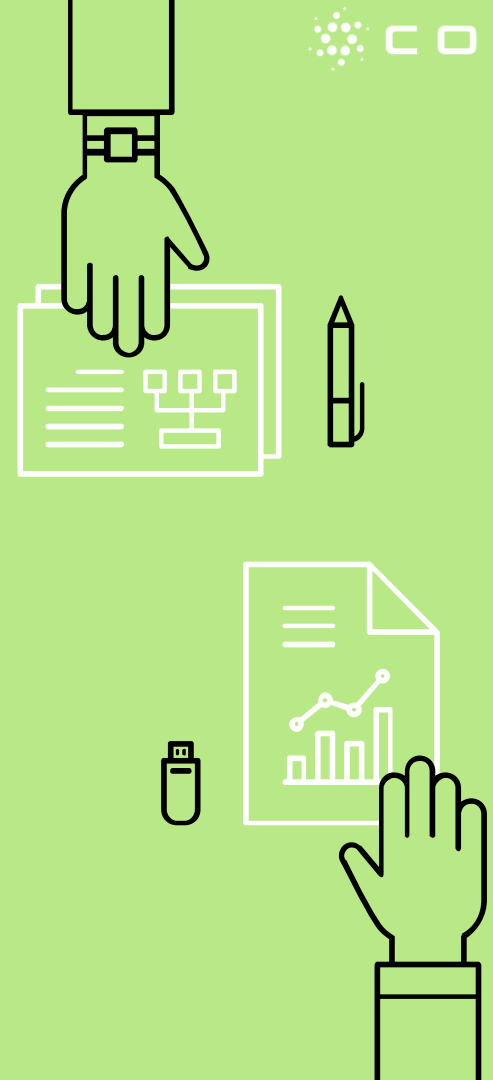
*What do you want your community to  
say about your schools?*

*Do you want to engage your community?*

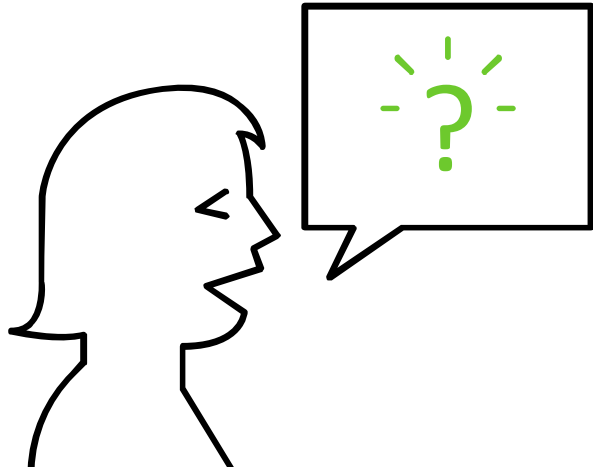


# WHAT AM I GETTING?

- ▶ Branding
- ▶ Control the message
- ▶ #truth
- ▶ District-to-parent communication
- ▶ Curriculum tool – Bullying – online footprint
- ▶ Local business engagement
- ▶ Adaptable
- ▶ Actual savings – human capital



Which  
Social  
Media  
Network  
Do I Use?



76% of schools  
are on **3+** networks

16% of schools  
use only **two** social networks

8% of schools  
use only **one** social network

# What Are Schools Using?

94% use Facebook

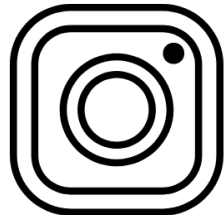
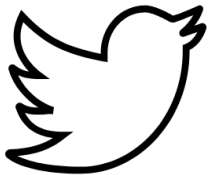
90% use Twitter

65% use Instagram

51% use Youtube

10% use Snapchat

## Most Popular Combination



### BEGINNER:

Have a strong presence on one platform.

### INTERMEDIATE:

Branch out to other networks.

### EXPERT:

Crucial that posts remain consistent on all platforms.

# What the Community is Using?

65% of Facebook is female  
44% of millennials deleted their accounts  
Preferred platform for grandparents

Twitter is comprised of 68% female

66% of users are 15-34

Instagram is 68% female and 90% of users are under 35 years old

61% of LinkedIn is Male aged 25-54

Males make up 74% of Google+

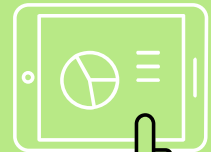
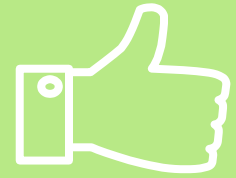
# Why do you need to know?

Varied demographics

Reach as many as possible

Same information

Consumes a least one platform daily





# What can I do with them?

## FACEBOOK

### One Main page

Announcements

Photo Albums

Events

### Livestream

Community feel

### Sharing



## TWITTER

### Multiple accounts

### SD/Blding/Admin

Athletics/Science/Art

240 character limit

Photos and Videos

### #Hashtag campaigns

### Analytics

ReTweeting



## INSTAGRAM

Popular with students

### Photo/video

### Graphics

### #Hashtags

Regram

### Crosspost to FB & Twitter



2X

Tweets with hashtags get two times more engagement than tweets without



↓17%

When you use more than two hashtags, your engagement drops by an average of 17 percent.



11+

Interactions are highest on Instagram posts with 11+ hashtags.



NO #

Facebook posts *without* a hashtag fare better than those with a hashtag

# ADDITIONAL PLATFORMS

## LINKEDIN

**Working parents**

Content like FB

**Tags and #**

**Crosspost to twitter**

District page

Administrators build profiles

**Highlight district initiatives**

## YOUTUBE

**1 billion users – more than any cable network**

Videos posted/shared/archived

Messages from the Supe

**Videos shared via twitter**

**Board meetings Events**

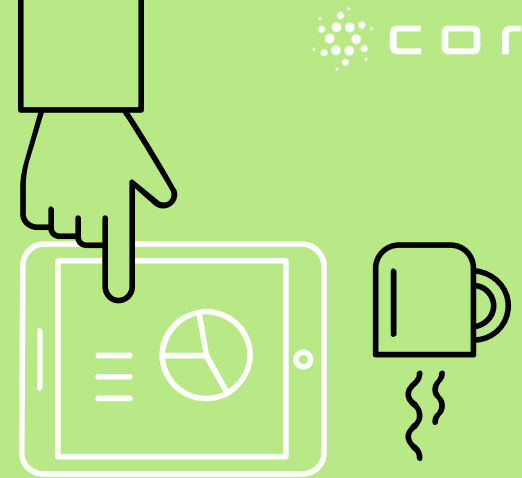
## GOOGLE+

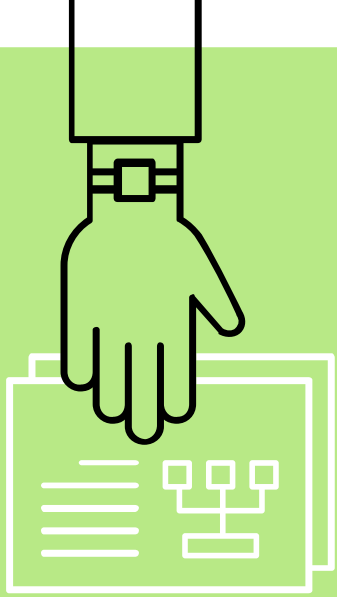
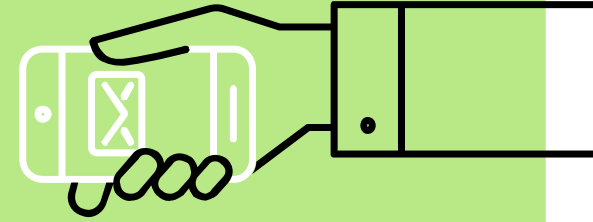
Millennials

Similar to Facebook

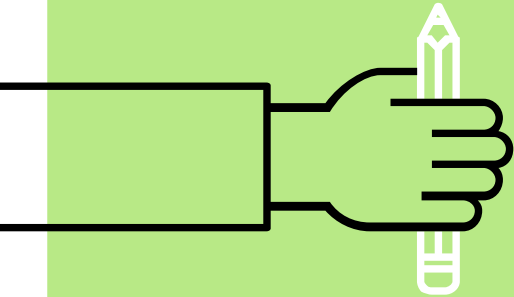
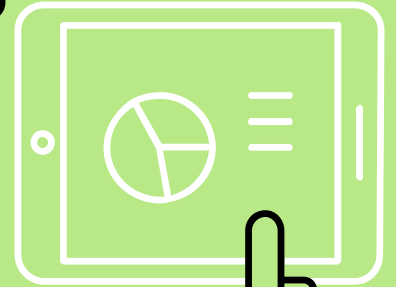
**Updates and photos shared**

**Schools using Google**

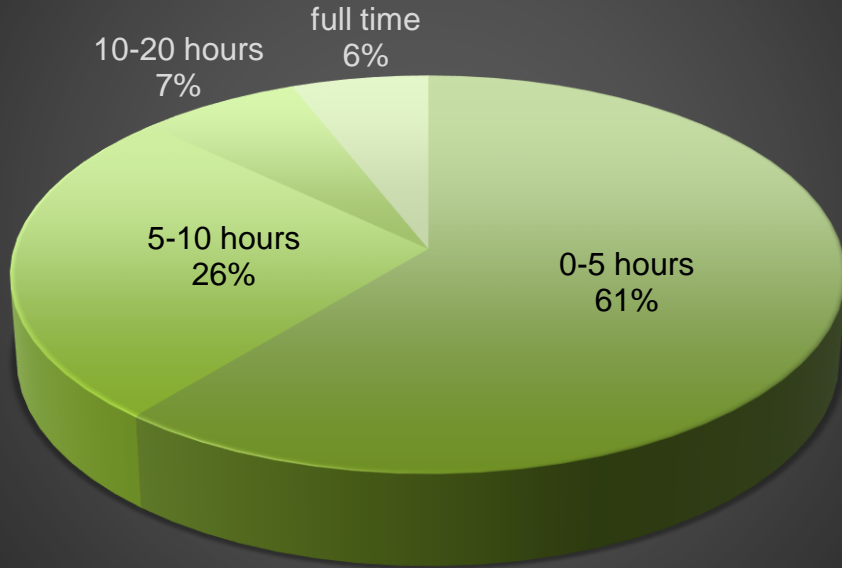




How much time?



# Time Dedicated to Social Media per Week



■ 0-5 hours ■ 5-10 hours ■ 10-20 hours ■ full time

## 0-5 Hours

Makes it difficult to implement a real strategy with little to no results

## 5-10 Hours

1 hour per day for posting  
1 hour per day for strategizing

## 10-20 Hours

Allows for quality content, multimedia and more focused strategy

## Full-time


Utilize all platforms, multimedia, highest level content, focused and expertly executed strategy.

# How often should I post to each Platform?



**FACEBOOK**  
DON'T SATURATE YOUR FEED  
1-2 posts per day (8-15 per week)

**TWITTER**  
SHORT MESSAGES, FAST PACED  
3-10 tweets per day



**INSTAGRAM**  
PHOTO AND VIDEO BASED, TEXT SECONDARY  
1-2 posts per day



**LINKEDIN**  
BUSINESS NETWORK FOCUSED  
1-2 posts per day



**YOUTUBE**  
VIDEO ONLY PLATFORM  
1-2 videos per week



**GOOGLE+**  
SOCIAL ARM OF G-SUITE  
1-2 posts per week



# Why do I need to spend so much time?

Each platform is consumed in a different way.

Understanding that will help make your strategy more successful.

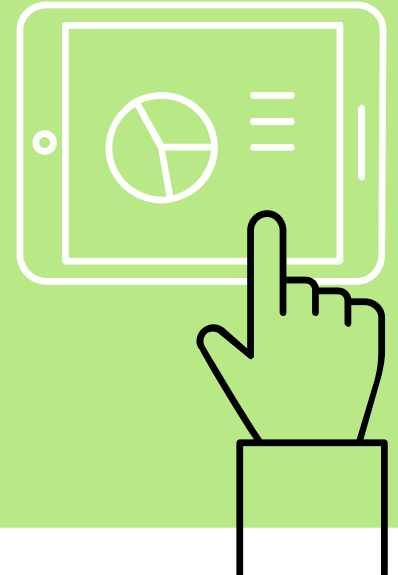
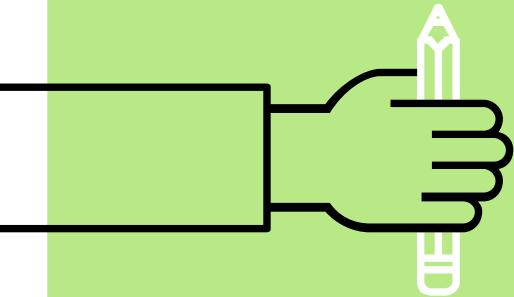
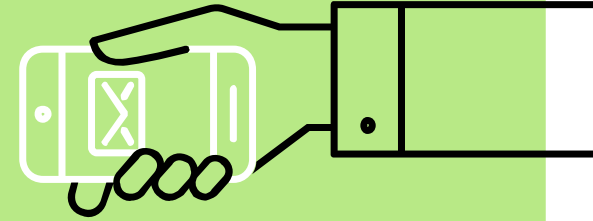
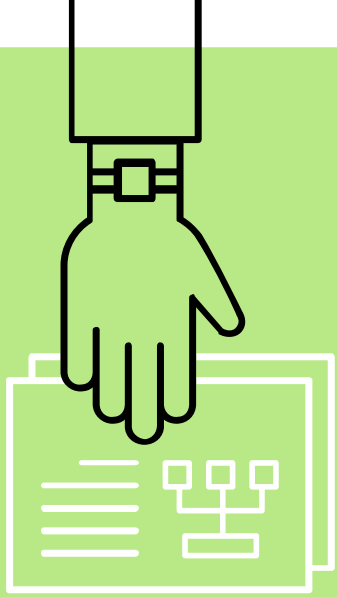
Posting 10 times a day to Facebook will over saturate your feed, while 10 tweets a day is considered within the normal amount.

Cross-posting and using multimedia will help build followers and keep your community engaged.





# Monitoring



# What are your Options?

## Locked Down

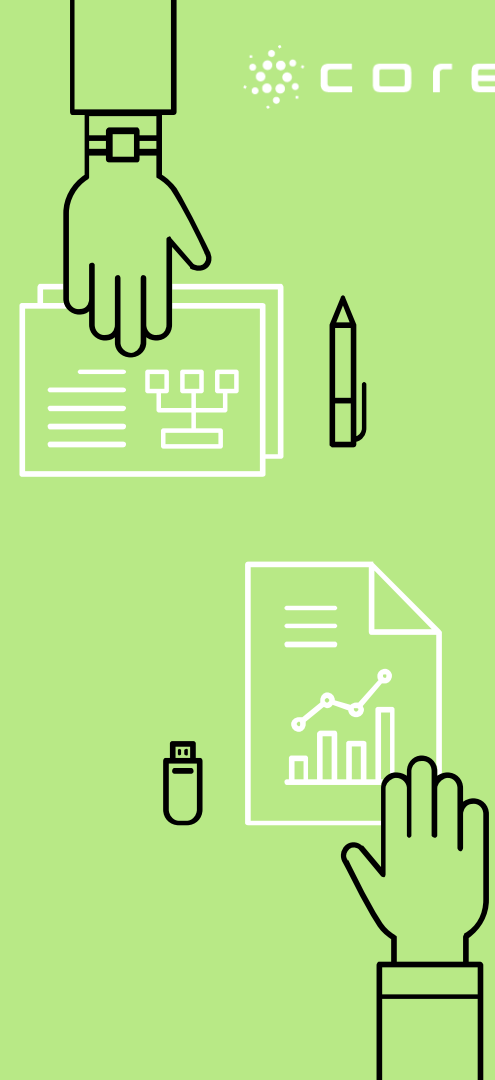
- No comments, no shares, no retweets
- One-way broadcasting
- No engagement

## Cautious

- Limited comments, sharing, retweets
- Share photos and events in district
- Direct inquiries back to district contact

## Confident

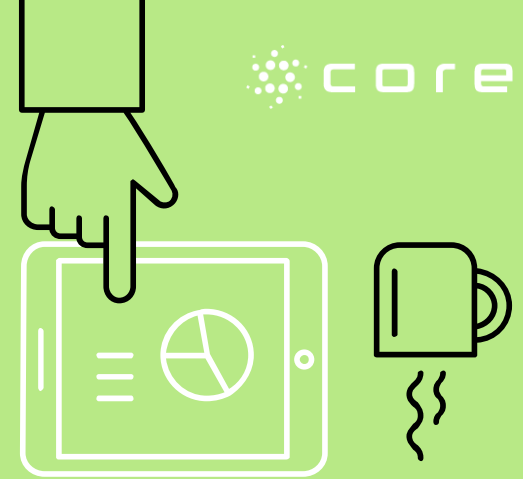
- Allow comments, sharing and retweets
- Share content from other sources
- Address negative – directly or indirectly





# Forensic Monitoring

- ▶ Hire an on-site specialist
- ▶ Use a monitoring tool
- ▶ Have a social media policy
- ▶ Be tuned in to your student body
- ▶ Have someone on-site who understands
- ▶ Know how you are going to respond
- ▶ Be aware of the surrounding community
- ▶ Be in touch with local authorities
- ▶ Practice what you preach



# What are you getting out of this?

- ▶ How are you going to control the message?
- ▶ How are you going to make sure your entire community knows the good things going on?
- ▶ How are you going to engage your community in real time?



# THANKS!

## Any questions?

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