# Building your District's Social Media Foundation

Presented by:

December 12, 2012

CESA 6
SMART THINKING.

# Implementing social media in your district

- Purpose

- Content

- Logistics and how-to's

- Resources

# So, what is a "hashtag" anyway?

- Play clip to 2:20 here

Facebook – 900 million users
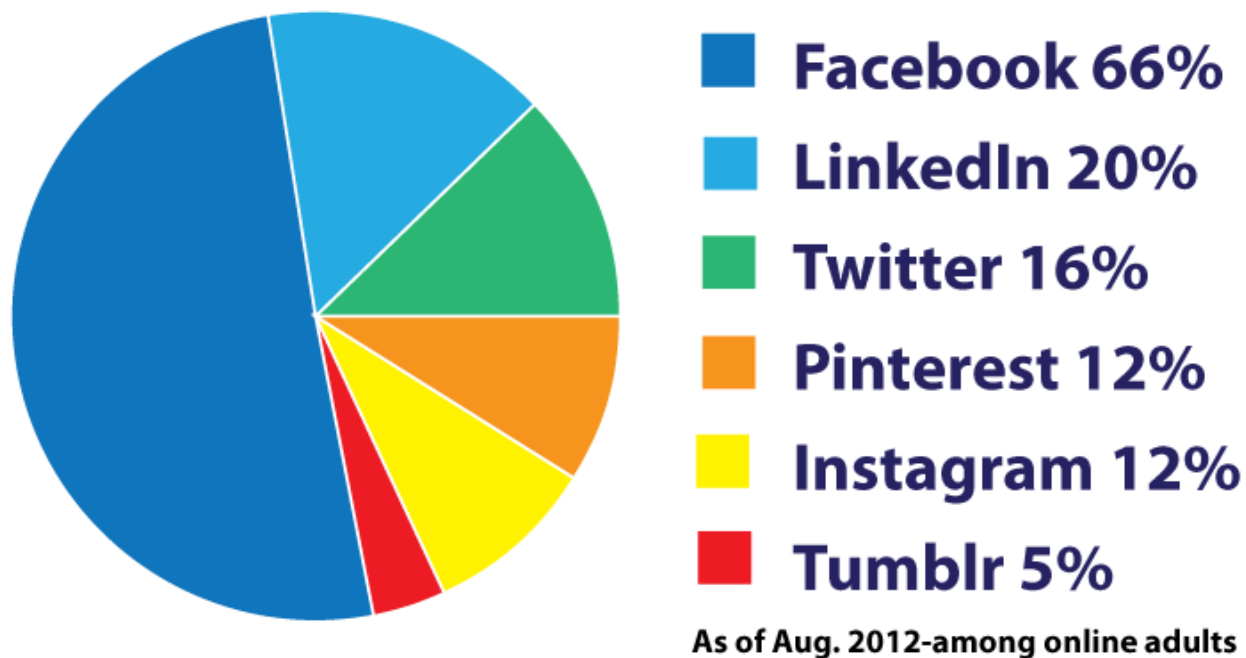
Twitter – 550 million users

Google+ - 170 million users

Pinterest – 12 million users

# What sites are people using?



**Facebook 66%**
**LinkedIn 20%**
**Twitter 16%**
**Pinterest 12%**
**Instagram 12%**
**Tumblr 5%**

**As of Aug. 2012-among online adults**

Data source: Pew Internet Research, as of Aug. 2012

# Social media is:

- The art of listening and sharing online: 2-way communication

- Another tool in your communications toolbox

- Organic: something that grows from within your organization

- <u>Not going away</u>

# Social media is not:

- A fad
- Something to be afraid of
- A band-aid for poor communications
- Free

# Wisconsin school districts using social media

- **Delavan-Darien**
  - WordPress blog platform for news and content creation
  - Android/iPhone/iPad app for parents
  - Blog pushes news to the district home page
  - Upload and share photos
  - Can subscribe to e-newsletter

# Wisconsin school districts using social media

- **Winneconne**
  - Facebook, Twitter, YouTube, monthly e-newsletter
  - District Facebook page more than 541 fans.
  - Used for announcements, celebrations, and open enrollment campaign

# 6 steps to building a social media foundation

1. Determine objectives for using social media

2. Decide how social media fits with your existing communications plan/activity

3. Decide who will manage your social media efforts

4. Decide on content-what to share and where

5. Choose which tools to use

6. Evaluate results, and refine the process

# Step 1

1. *Objectives?*

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# Step 2

*2. Think about how social media fit into your overall communication activities?*

Another tool in your communication toolbox:

- Student recognitions

- Daily news

- Celebrations/events/ holidays

# Step 3

*3.Who will manage social media?*

- Determine staffing and time commitment
- Start with 1-2 hours a week dedicated to social media.

# Step 4

*4. How to determine content?*

- What are you already doing that can be re-used on Facebook or Twitter?

- <u>Will we</u>: use photos of students? share from other sites? use names of students or staff? post district-level or school-level information?

# Step 5

*5.Which tools to use?*

- What tools are in place now?

- Which tools do we have the resources to deploy?

- Which tools are most effective for <u>our</u> needs?

# Step 6

**6. *Measure results and adjust***

- What will determine the success of your social media program?

  Examples: number of likes, shares, comments, increased web traffic, reduction in complaints, positive feedback

| FACEBOOK is … | TWITTER is … |
|---|---|
| Best for sharing photos and videos | Best for sharing links to photos, videos or events |
| Best for posting information reminders (ex. School Board meeting tonight…) | Best for tweeting breaking news from the School Board meeting |
| Posting a picture about a trending topic to create engagement | Setting/re-tweeting a trending topic (#hashtag) |
| Best for asking your community for advice or recommendations | Best for creating a learning community by connecting with experts |
| Like a reunion; you probably already know most friends there | A party at your neighbor's brother-in-law's mother house: you must start conversations |
| Where people have conversations about breaking news | Where breaking news hits first |

# Getting started on Facebook

➢ Create a page for your district

➢ Customize it with your district logo, description, address and contact information

➢ Add photos and design cover image

➢ Determine settings

➢ Add an Acceptable Use Statement

➢ Invite fans!

# Tips for Facebook

- Keep updates short
- Post minimum 2x per week, max 2x per day
- Times posts for peak usage times (10am, 2pm, 7pm)
- Write with personality
- Photos and videos get the most attention
- Post updates that encourage interaction (include links)
- Thank fans for comments and likes-builds relationships
- Use Insights to see what type of posts work best

# Getting started on Twitter

➢Create a page for yourself at Twitter.com

➢Complete your profile: contact information and web address

➢Add logo or photo

➢Follow some people

➢Post your first Tweet!
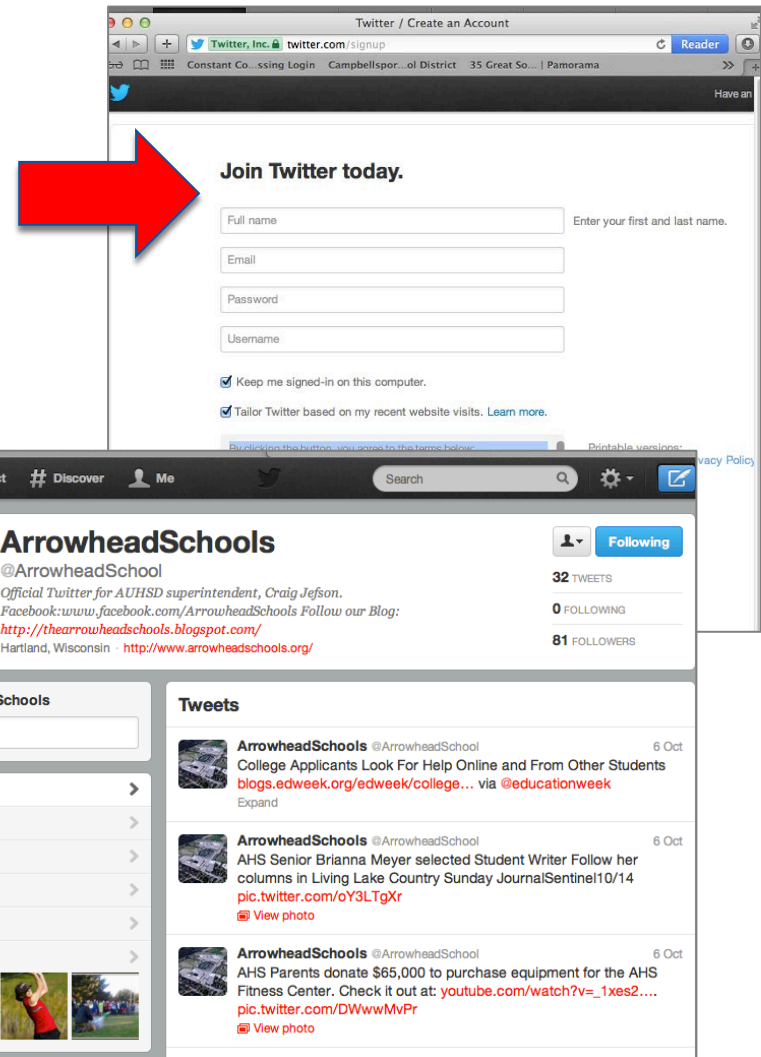
# Tips for Twitter

- Consider customizing the background to support brand image
- Tweet on-line updates and answers
- Provide regular updates to ongoing projects
- Tweet links to your district website
- Use hashtags (#edtech)
- Post early and often; re-tweet
- Post photos or videos from events
- Report breaking news

# Q&A and Handouts

- Sample policy template document for districts
- Sample acceptable use policy for Facebook
- Sample CESA 6 social media response sample flowchart