

# Social Media Success for Schools

Proven Tips and Practical Tools



THE MITCHELLS

# What Is Social Media?

*“The means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.”*

- **Two-way dialogue** with your students, families, peers, and community
- Opportunity to share **valuable content**, including information, education, and entertainment
- **Listening tool** to hear directly from your community what they think about your school, what their concerns and questions are, and more
- Social media can reach users at **every stage** of the decision journey:
  - Awareness: Introducing new audiences to your school
  - Consideration: Encouraging audiences to learn more about your school
  - Conversion: Driving audiences to take action
  - Advocacy: Building a loyal community who act as brand ambassadors



# How Does Social Media Help Your School?

Enhanced Communication  
Community Building  
Increased Visibility  
Parental Involvement  
Student Engagement  
Alumni Relations  
Crisis Management  
Showcasing Achievements  
Educational Resources  
Cost-Effective Marketing



# Recommended Platforms



Nearly 50% of all Facebook users are aged 25-44.



Benefits for schools: Parent Engagement, Community Building, Promotion, Comprehensive Communication, Alumni Networks



48% of US adults 30-49 have active Instagram accounts.



About 67% of U.S. adults aged 18-29 use Instagram.



Instagram is particularly popular among teenagers and young adults.

Benefits for schools: Student Engagement, Showcasing Visual Content, Building Community, Alumni Connections



# Goals With Social Media

<b>Enhancing Communication and Engagement</b>	Foster effective communication and engagement between the school, students, parents, and the community.
<b>Showcasing School Achievements and Culture</b>	Highlight school achievements, unique programs, and positive culture to build a strong, positive reputation.
<b>Recruitment and Retention</b>	Attract prospective students and families while retaining current ones by showcasing the benefits and values of the school.



# Visual Communication

**Consistent Branding Reduces Cognitive Load:** When users encounter a consistent visual identity, it reduces the cognitive load required to process information, leading to a better user experience and higher engagement rates.

**Higher Engagement on Social Media:** Posts with images produce 650% higher engagement than text-only posts.

**Boosts Sharing:** Visual content is 40 times more likely to be shared on social media than other types of content.

**Avoiding Overwhelming Visuals:** Clear visuals communicate better: Ensure your visuals are focused and uncluttered to effectively convey your message and engage your audience.



# Do's And Don'ts

## Do's

- Engage with Your Audience
- Promote Positive News and Achievements
- Provide Valuable Content
- Encourage User-Generated Content
- Promote Safety and Well-Being

## Don'ts

- Ignore Negative Feedback
- Forget About Privacy and Permissions
- Post Inconsistently
- Engage in Inappropriate Behavior
- Neglect Monitoring and Analytics



# What Do We Share On Social Media?

School News and Announcements

Events and Activities

Student and Staff Spotlights

Educational Content

Extracurricular Activities

Community Engagement

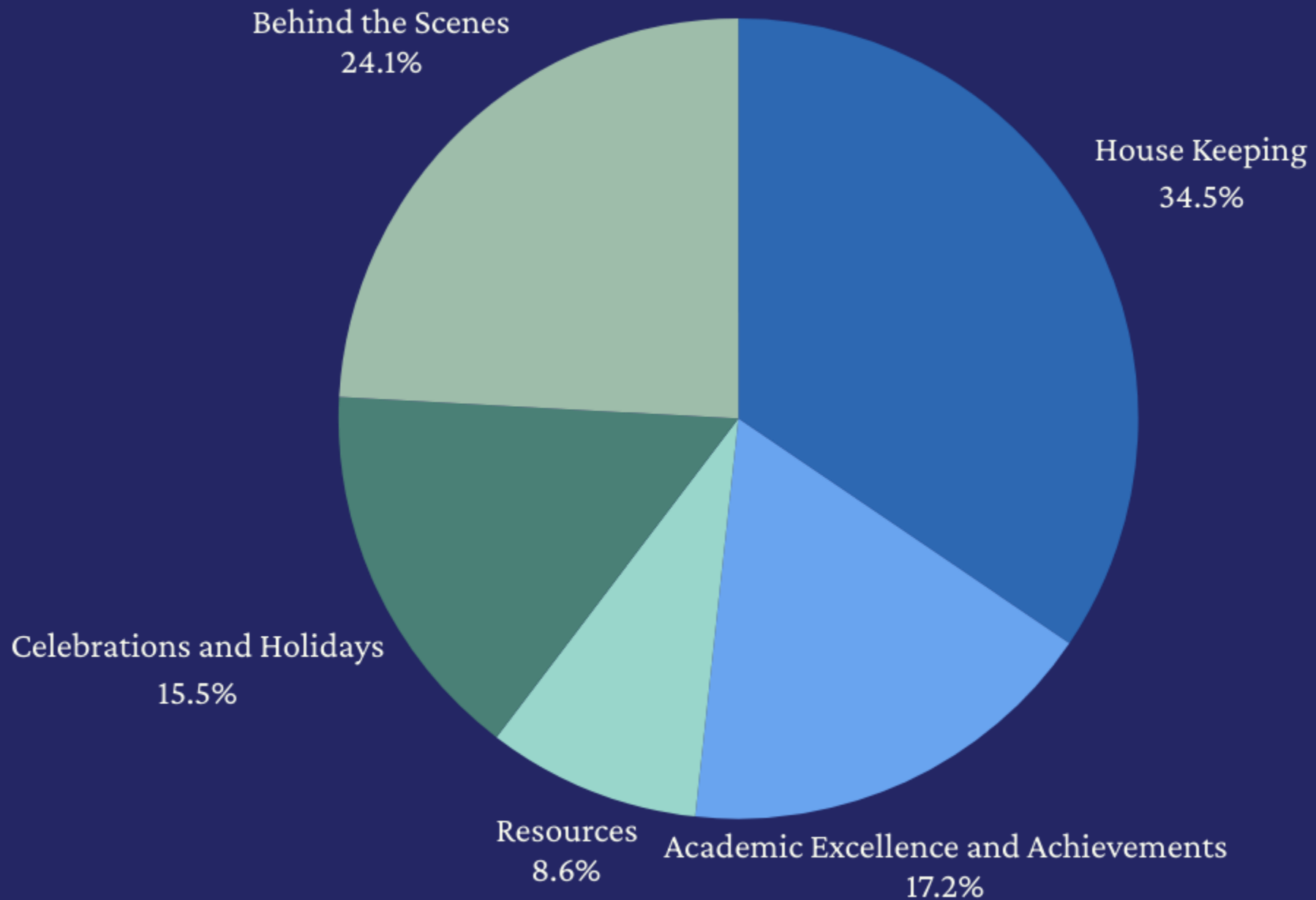
Wellness and Safety Tips

User-Generated Content

Interactive Posts



# Content Pillars



**Housekeeping** : Important dates, supplies lists, event announcements, policy updates, reminders, school hours, registration deadlines, transportation information

**Academic Excellence and Achievements**: Honor Roll Announcements, Student of the Month, Competition Winners, Extracurricular Achievements, Scholarships Awarded, Teachers of the Year, Staff Achievements, School Academic Progress/Achievements

**Resources, Technology, and Innovation**: New library resources, tech tips, online learning tools, innovative classrooms, STEM initiatives, Teacher Trainings

**Celebrations and Holidays**: Holiday greetings, cultural celebrations, seasonal events, birthday shoutouts, special days, anniversaries, themed days, recognition days

**Behind the Scenes**: Teacher profiles, a day in the life, staff meetings, classroom set up, student council, volunteers in action, pet projects, EDEP fun



# Actionable Tactics

- **Create a content calendar**
- **Have templates to share “housekeeping” items**
- **Engage with your audience**
- **Batch content creation**
- **Leverage scheduling tools**
- **Implement analytics**



# Sample Calendar

MONTH		August 2024						
YEAR		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						REGISTER FOR REMINDERS VIA APP (EXAMPLE)		
					CLASSROOM PREP (EXAMPLE)	HOMEROOM ASSIGNMENTS BY LAST NAME (EXAMPLE)		
	FIRST DAY OF SCHOOL (EXAMPLE)	HOMEROOM SCHEDULE (EXAMPLE)	REG. BUS SCHEDULE RESUMES (EXAMPLE)					
					MEET YOUR ADVISORS (EXAMPLE)			

- Housekeeping
- Academic Excellence and Achievements
- Resources, Technology, and Innovation
- Celebrations and Holidays
- Behind the Scenes



# Sample Calendar

MONTH		September 2024						
YEAR		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			LABOR DAY				VARSITY FOOTBALL VS. EHS 7:30 PM (EXAMPLE)	
					CLOSED DUE TO INCLEMENT WEATHER (EXAMPLE)			
			DAY IN THE LIFE OF TEACHER (EXAMPLE)					

- Housekeeping
- Academic Excellence and Achievements
- Resources, Technology, and Innovation
- Celebrations and Holidays
- Behind the Scenes



# Sample Calendar

MONTH		October 2024						
YEAR		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Housekeeping		Housekeeping	Resources, Technology, and Innovation	Celebrations and Holidays
	JANE DOE MATH COMPETITION WIN (EXAMPLE)	Housekeeping			Resources, Technology, and Innovation	Housekeeping	Housekeeping	
		Academic Excellence and Achievements	Housekeeping	Housekeeping	Housekeeping		Celebrations and Holidays	
			Housekeeping	Academic Excellence and Achievements	REPORT CARDS WILL BE SENT ON FRIDAY, OCT. 25TH (EXAMPLE)	Resources, Technology, and Innovation	Housekeeping	
Housekeeping			Housekeeping			Housekeeping		
						Celebrations and Holidays		

- Housekeeping
- Academic Excellence and Achievements
- Resources, Technology, and Innovation
- Celebrations and Holidays
- Behind the Scenes



# Example Posts

## BEHIND THE SCENES



Our teachers are gearing up for another great school year! Check out Ms. G's new kindergarten classroom, inspired by her favorite childhood book, *The Very Hungry Caterpillar*! This environment is sure to help her students grow 🐛!

## ACADEMIC EXCELLENCE AND ACHIEVEMENTS



Huge congratulations are in order for our Teacher of the Year, Mr. Davis! He has shown the utmost respect and care for all of his students and fellow staff, we could not be more proud to call him an Eagle!

## RESOURCES, TECHNOLOGY, AND INNOVATION



Exciting news... the new microscopes are here 🧪 🌐! With the help of top of the line tools, we hope to further stimulate our students' interest in the natural sciences and encourage them to stay curious about the world. Stay tuned to see our students' studies and experiments!

## CELEBRATIONS AND HOLIDAYS



Wakulla County School District wishes our students, families, faculty, and staff a very Happy Thanksgiving! We are thankful for the endless support and hard work our community gives us today and everyday. Classes will return on November 28th, see you then!

## HOUSEKEEPING



Save the date, our Annual End-of-Year BBQ is approaching! Grab your tickets using the link in our bio!



# Measuring Success

## Key Metrics to Track

- **Engagement Rate:** Measures the level of interaction (likes, comments, shares) with your content.
- **Reach and Impressions:** Reach is the number of unique users who see your content; impressions are the total number of times your content is displayed.
- **Follower Growth:** Tracks the increase in the number of followers over time.
- **Comment Sentiment:** Analyzes the tone of comments on your posts to determine public sentiment.
- **Content Shares:** Tracks how often your content is shared by users.







# Measuring Success

## Tools to Use

- **Native Platform Analytics:** Facebook Insights, Twitter Analytics, Instagram Insights.
- **Third-Party Analytics Tools:** Hootsuite, Buffer, Google Analytics.
- **Surveys and Feedback:** Conduct regular surveys to gather direct feedback from your audience.

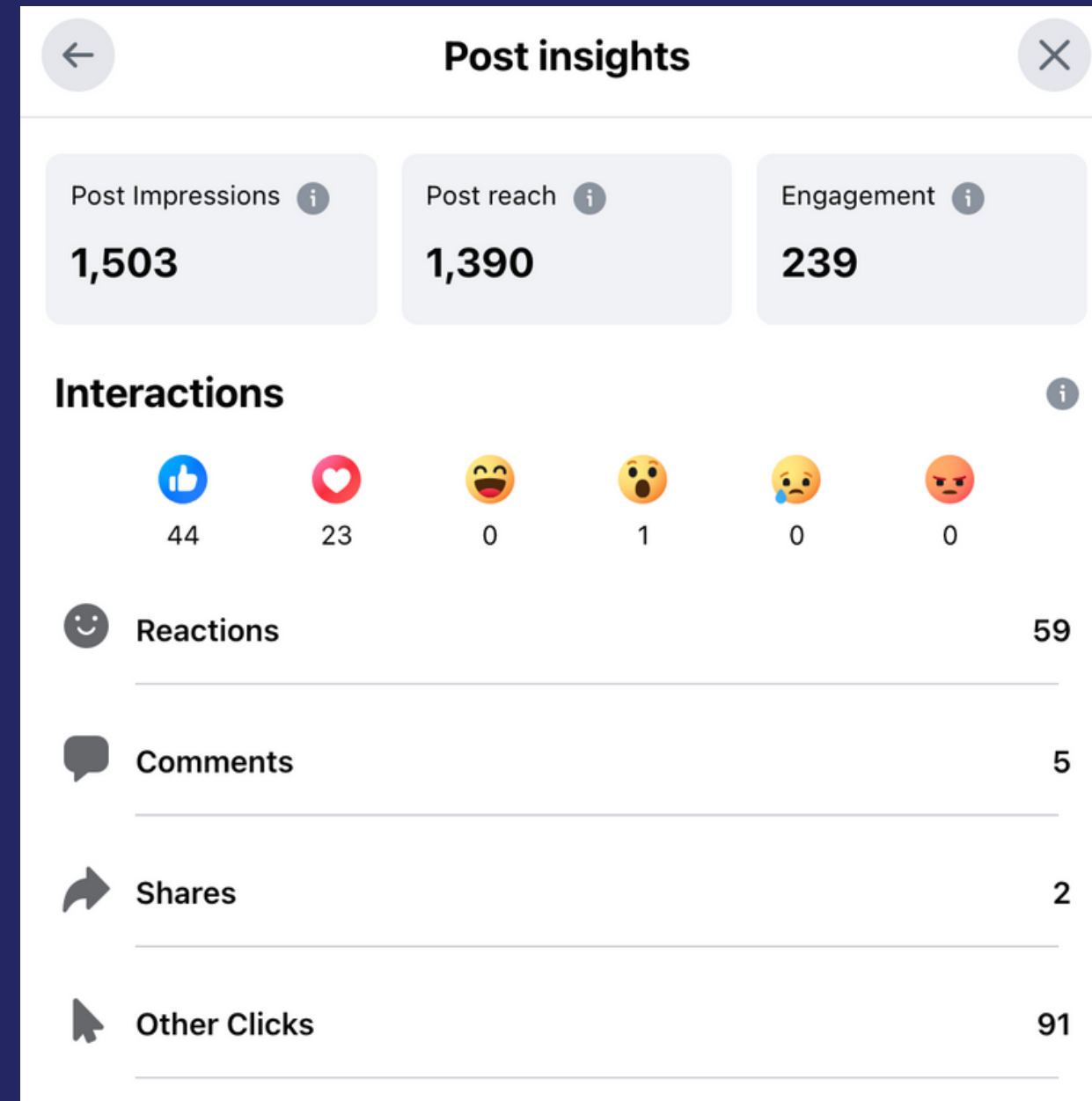


# Measuring Success

 57	 1	 14	 4	<b>Post interactions</b>	<b>76</b>
				Likes	57
				Shares	14
				Saves	4
				Comments	1
<b>Overview</b> ⓘ				<b>Profile activity</b> ⓘ	<b>27</b>
Accounts reached					24
Accounts engaged					2
Profile activity					1
				<b>Impressions</b>	<b>737</b>
				Profile	396
				Home	273
				Other	63
				Explore	5



# Measuring Success





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# Engagement and Interaction

## Interactive Content Types

**Polls and Surveys:** Gather feedback and opinions from students, parents, and staff.

**Quizzes:** Get students, parents, alumni, and staff excited about facts and history about their school.

## Responsive Communication

**Promptly Respond to Comments and Messages:** Show responsiveness and attentiveness to community feedback.

**Addressing Concerns and Queries:** Resolve issues and provide clarifications in a timely manner.

## Calls to Action (CTAs)

**Encourage Participation:** Use clear CTAs to invite followers to events, contests, and school initiatives.

**Promote Sharing and Engagement:** Ask followers to share posts and tag friends to expand reach and engagement.

# Handling Negative Feedback

*Handling negative feedback professionally can turn a potentially harmful situation into a positive one, showcasing the school's commitment to listening and improving.*

## **STAY CALM AND PROFESSIONAL**

Respond promptly without being defensive.

## **ACKNOWLEDGE AND APOLOGIZE**

Show empathy and acknowledge the concern. Apologize if necessary.

## **TAKE THE CONVERSATION OFFLINE**

Offer to discuss the issue privately via direct message, phone, or email to resolve it more effectively.

## **FOLLOW UP**

Ensure the issue is resolved and follow up to show continued commitment to improvement.



# Privacy, Security, And Legal Considerations

- 1. FERPA (Family Educational Rights and Privacy Act):** Protects the privacy of student education records.
- 2. COPPA (Children's Online Privacy Protection Act):** Governs the online collection of personal information from children under 13.
- 3. Clear Social Media Policies:** Establishes guidelines for social media use by staff and students.
- 4. Cyberbullying and Online Conduct:** Addresses issues of cyberbullying and inappropriate online behavior.
- 5. Data Security:** Protects sensitive information from being accessed or shared improperly.



# Tools and Resources

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- **FREE ONLINE CONTENT SCHEDULER: [BUFFER](#)**
- **FREE TEMPLATES FOR POST DESIGN: [CANVA](#)**
- **FREE PROJECT MANAGEMENT: [ASANA](#) OR [TRELLO](#)**
- **FREE GRAMMAR CHECKS AND COPY EDITING: [GRAMMARLY](#)**
- **FREE LINK IN BIO (MULTIPLE LINKS): [LINKTREE](#)**



# Cliff Notes

- **Enhanced Communication:** Engage students, parents, and community.
- **Showcase Achievements:** Promote successes and unique programs.
- **Community Building:** Foster connections and engagement.
- **Consistent Branding:** Clear, focused visuals. Templates are your friend.
- **Audience Engagement:** Respond to comments and encourage sharing.
- **Content Planning:** Use a content calendar and scheduling tools.
- **Key Metrics:** Engagement rate, reach, follower growth.
- **Handling Feedback:** Respond calmly, show empathy, resolve offline.
- **Privacy Compliance:** FERPA, COPPA.



# Q&A



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