



Don't forget to check yourself in on [Facebook](#) and [Foursquare](#) @gomiem!  
Did you [Tweet](#) what you are learning right now (#MIEMEAP2016)?  
Add today's session to your blog via [Tumblr](#)!  
[Yelp](#) the quality of the hotel's accommodations.

ARE YOU OVERWHELMED YET????

# Social Media Management Tools

Presented by Karen Heath, Supervisor of Communications at Berrien RESA  
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# The Next 45 Minutes:

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Take social media temperature

Discuss why social media has leverage

Match the audience to the platform

Learn the lingo-#\_@! and create quality posts

Planning your messages

Data collection

Create a campaign

- Practical application

Responsibility-management, staff, students, community

# Current Practices

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By show of hands...

# Why Do Schools Use Social Media?

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Timely/Immediate

Perception of personal contact

You have control

Audience's preferred method of contact

Data collection readily available

\$\$\$-free resource (and ads are cheap!)

# Use the Correct Platform

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 Facebook

 Google+

 Twitter


 Instagram


 Snapchat—Geofilters!

 Pinterest

 LinkedIn

 Website, Tumblr (blog)

 YouTube, TeacherTube,  
SchoolTube, Vine

 Foursquare (become the  
Mayor), Yelp!

Check out [sproutsocial.com](http://sproutsocial.com)

# Social Media Language

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What does #@\_school\_ mean????? 🤪

- Difference between #MIEMEAP2016 and txtspk is evrywhr

Is there a professional tweet style?

- Tone
- Required hashtags

Character limits (140) and getting the word out

Friend, Fan, Follower, Pinner

# Generic Posts vs. Posts that are Actually Read!

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- Always include a visual-video, photo/collage, infographic, school logo
- Point the reader back to your website/resource with additional information
- Check your hashtags
- Add your district's personality
- Be timely...scores, announcements, delays/closings
- Ask questions, use surveys....**FEEDBACK=ENGAGEMENT**
- Use built-in tools (Boost posts through ads, promote events through calendars)

# Social Media Takes Work

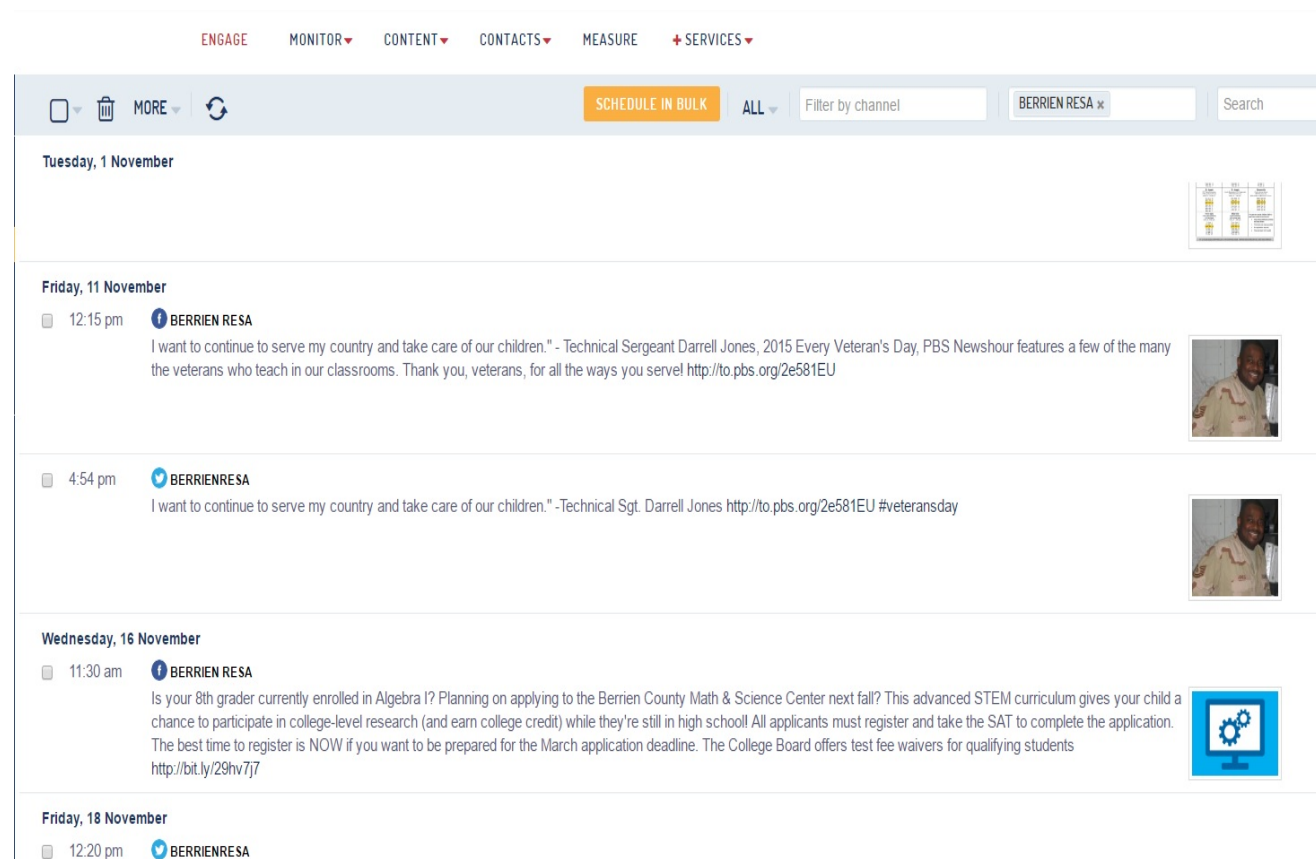
Must be marketed in order to work

## Constant Management

- Who has time?
- GOOGLE ALERTS
- Must provide responses to comments within 24 hours or sooner

Need to have something to say

- Calendar



The screenshot shows a social media management interface with a navigation bar at the top containing: ENGAGE, MONITOR, CONTENT, CONTACTS, MEASURE, and SERVICES. Below the navigation bar is a toolbar with icons for a calendar, trash, MORE, and refresh, along with a 'SCHEDULE IN BULK' button, an 'ALL' dropdown, a 'Filter by channel' input, a search box containing 'BERRIEN RESA', and a search button.

The main content area displays a list of posts:

- Tuesday, 1 November**: A small calendar icon.
- Friday, 11 November**:
  - 12:15 pm: BERRIEN RESA. Post text: "I want to continue to serve my country and take care of our children." - Technical Sergeant Darrell Jones, 2015 Every Veteran's Day, PBS Newshour features a few of the many the veterans who teach in our classrooms. Thank you, veterans, for all the ways you serve! <http://to.pbs.org/2e581EU>
  - 4:54 pm: BERRIEN RESA. Post text: "I want to continue to serve my country and take care of our children." - Technical Sgt. Darrell Jones <http://to.pbs.org/2e581EU> #veteransday
- Wednesday, 16 November**:
  - 11:30 am: BERRIEN RESA. Post text: "Is your 8th grader currently enrolled in Algebra I? Planning on applying to the Berrien County Math & Science Center next fall? This advanced STEM curriculum gives your child a chance to participate in college-level research (and earn college credit) while they're still in high school! All applicants must register and take the SAT to complete the application. The best time to register is NOW if you want to be prepared for the March application deadline. The College Board offers test fee waivers for qualifying students. <http://bit.ly/29hv7j7>
- Friday, 18 November**:
  - 12:20 pm: BERRIEN RESA.



# Data Management

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Why is this important?

- Measure success
- Strategic planning
- Accreditation
- ROI

Tools of the trade

- Tweet Deck/Hootsuite
- Google Analytics
- Facebook

# How to create a calendar for your social media campaign

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Define goal

Define audience

Determine platform

Back up from the goal date (two week rule).

Outline messages-Hootsuite, Buffer, K12 Social and others

Execute messages

Monitor outcomes via analytic data

Make adjustments as necessary-boost posts!

# Practical Application: How to Write a Social Media Campaign

Event: Back to School Ice Cream Social

Target audience: Parents

Date	Twitter	Sent	# Reached	Comments	Website	Action	# Reached	Comments	
August 10	@abc123elem is hosting back to school ice cream social 8/28 @6 pm. #back2school	X	416	2 retweets  "Can't wait to attend!" Karen Heath (parent of 2 <sup>nd</sup> grade student)		Post event flyer	Posted on 8/10/16	Per analytics, 15 clicks	Next year...be sure the flyer includes photos from the 2016 event.
August 15									
August 20									
August 22									
August 25									
August 27	Need to cool off? Ice Cream @abc123elem tomorrow night! Meet your teachers too!								
August 28	Tonight! Ice cream! Be there! 6 pm @abc123elem playground								

# Pointers:

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- Can you target multiple audiences? YES!
  - Age
  - Access to Technology
  - Types of services needed

## Messaging

- Layering via multiple platforms
- Include other messages from your district (via newsletters, website, school marquees, flyers, etc.)

# Employees and Social Media

*Properly embracing tech tools*

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District policies and understanding by employees

- Social Media Policy/Acceptable Use Agreement is a contract

Friending Students

Making appointments

Class assignments and the protection of students only accessing safe environments

- Violation of E-RATE (laws have changed)
- Conflict with education safety standards

Protection of student information

# Bullying is unacceptable. Period.

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When you manage a social media platform, YOU ARE RESPONSIBLE FOR ALL CONTENT!

- All posts, including those which you retweet, fan or allow to live on your social media platform serve as a reflection of your district's mission and values.
- Differs from contrary perspectives
  - Opposing perspectives SHOULD live on social media
- TIP: Do not post students success stories AFTER you have verified media release is on file.

# Top Tips (A Review)

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- Start with a self-check.
- Know your district's social media policies.
- Know your role.
- Do not feel overwhelmed.
- Start with the platform that best matches your audience.
- Create a plan.
- Use available tools.
- Monitor and respond.
- Collect data, analyze and make adjustments.
- Stay current. Post regularly.

# YOU ARE NOT ALONE!

## MSPRA Members Can Help (and you can join too!)

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Reach out to area professional school communicators!

- Local and ISD levels
- Have a wealth of experience

If you are responsible for school communications, you may want to become a member!

- Network of resources (many members having over 10 years of school PR experience)
- Communication specific training and development
- Listserv and document/template database
- Mentors
- Issues management/support



# Questions or Clarification?

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Google it!

...Or you can always contact me if you need help!

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