Tip of the Month: 10 Takeaways from MSPRA's Social Media Action Lab 10/29/15
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[Sent via email to Muskegon Area Superintendents]

1. Social media is highly effective at creating **strong emotional connections** to specific brands. It is particularly effective with school audiences.
2. Adding a picture to a social media post will increase your **engagement by 35%.**
3. Content (images, video) should make you cry! People don't want to read long press releases; they want glimpses of social moments, bite-size content, mini-campaigns, real time responses. What do you want your audience to aspire to?
4. **Facebook is still KING!** While other social media platforms are gaining popularity, Facebook is still the best investment of your time as a school district for reaching parents and community members. A district should limit the number of Facebook sites it has (i.e. avoid creating a Facebook site for every building if possible).
5. **Twitter** is a **real-time tool** to update your audiences as you live the moment in your school. Many district Superintendents and Principals have their own sites and Tweet out images throughout the day. Make your teachers and administrators more human and inspiring through Twitter! Reporters will be more likely to pick up on Tweets as this is the media's tool of choice.
6. Use social media for storytelling and also for storymaking.
7. If you are trying to reach Moms, consider **Pinterest**. Some districts organize their Pinterest site by school building news/newsletters to Pinterest.
8. To reach students try **SnapChat, InstaGram, or Vine**. Vine hosts 6.5 second videos. See https://vine.co/tags/6secondscience InstaGram provides visual content and is a great place for 15 second videos and exclusive photos that you won't see on Facebook or anywhere else. See https://instagram.com/therealcost/ SnapChat is a place for 10 second videos, photos, visual text messages and SnapChat stories. **Go to** http://blog.snapchat.com/post/91847164170/introducing-geofilters **and claim your schools' Geofilters before someone else does!**
9. https://www.canva.com/ is a simple, free, web-based graphic design tool that makes it quick and easy to create social media graphics and even flyers!
10. The average time spent on a Tumblr is 28 minutes. It is a shorter, quicker microblogging platform. See http://6secondscience.tumblr.com/