



## Social Messaging Tips

### Facebook



- Generates sense of community.
- Promotes two-way communications and transparency.
- Ideal for posting school events, parent-teacher conferences and other important dates.
- Great for posting pictures and videos of school accomplishments to celebrate successes, such as honor roll, athletic event photos, student artwork, science fairs, board meeting minutes/briefs, or a notice to recruit volunteers, committee members, etc.

### Twitter



- Use for legislative updates, articles and links, “retweets” of important information, etc.
- Can be updated anywhere, takes very little time and forces you to keep your messages short, simple and concise.

### YouTube



- Great way to promote your school to prospective audiences/students.
- Include a virtual tour of your school, interviews with key staff, videos of award-winning programs, parent testimonials and other highlights.
- Make sure to include the business community, media, legislators, parents, real estate agents and others in your distribution lists.

### Blogs

- Monitor community and parent blogs frequently to know what’s being said about your school. Use as a way to control rumors and provide information people are wanting.
- If your school or superintendent writes a blog make sure it’s updated at least 2-3 times per month.
- Topics are universal and can address rumors, praise people, celebrate successes, etc.

## Website

- Parents are relying more and more on their school and/or district website for current information.
- Consider including a listing of phone and e-mail addresses with direct links for all teachers, counseling staff, secretaries and administrators; calendar information for upcoming meetings, fundraising events, days off, theatric, athletic or choral performances, standardized testing dates, etc.; steps to take to resolve a problem regarding their child and the school; lunch menus and prices; points of pride; and test scores or school report card results.

## Social Media Tips

- Keep it fresh and authentic.
- Be selective with your responses; not everything requires a response.
- Talk to your school technology director to ensure you have access to the Internet and social media accounts. Just because you may not develop your own, it's just as important to use the tools and monitor other conversations.
- Can't always control your message with social media; it's meant to promote authentic conversations and communications.
- Try using TweetDeck and HootSuite to manage multiple social media tools. Also, monitor your school district's reputation by using Google Alerts. All of these tools are web-based and free.
- Try to balance good news with the hurdles and challenges your district may be facing as it builds trust and credibility.



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