SOCIAL MEDIA
STORYTELLING FOR
SCHOOL DISTRICTS

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Social Media Storytelling for School Districts

Presented by:
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Social media opportunities
Social media challenges

Video posted on social media shows middle school students fighting
KOB - 20 hours ago
A spokesperson for Albuquerque Public Schools said the district is aware of this fight being promoted on social media and that the students are...

Halls High School lockdown ends after social media threat
WVLT.TV - May 9, 2019
KNOXVILLE, Tenn. (WVLT) – Halls High School principal Mark Duff said the school was on a "soft lockdown" after reports of a threat made on...

Mount View High School placed on lockdown after social media threat
Bluefield Daily Telegraph - May 7, 2019
By EMILY COPPOLA. Bluefield Daily Telegraph. WELCH – After a threat was made via social media, Mount View High School in McDowell...

Sheriff: Social media threat prompts lockdown at Morris County School...
News 12 New Jersey - 11 hours ago
A social media threat prompted a lockdown at the Morris County School of Technology in Benville, leaving some students and parents on edge.
Social media revolution
The Social Media Iceberg
Observe, listen and learn

- Take a baseline
- Evaluate how peers use social media
- Listen and learn
Your role in social media
Know your audience

• Channel use by teens:
  – 76% use Instagram
  – 75% use Snapchat
  – 66% use Facebook

• Channel use by adults:
  – 73% use YouTube
  – 68% use Facebook
  – 35% use Instagram

Setting goals

Reach & Impressions

- Build awareness
- Amplify other marketing efforts
- Attract families
- Drive website traffic
- Generate views
- Increase likes/follows

Engagement

- Build a community
- Serve as a resource
- Collect feedback
- Develop relationships
- Increase event attendance

Shift sentiment

Thought leadership

Drive referrals

Drive website traffic

Collect feedback

Build a community

Serve as a resource

Amplify other marketing efforts

Attract families

Build awareness

Generate views

Increase likes/follows

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Build a community
Choose your channel(s)

- Consider your goals
- Use channel(s) native to and preferred by your audiences
- Remember building a following and engaging audiences takes time and effort — social media is not free
## Content Buckets

<table>
<thead>
<tr>
<th>Students/Teachers</th>
<th>School Level</th>
<th>District District</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Awards</td>
<td>• School announcements</td>
<td>• District updates</td>
</tr>
<tr>
<td>• Celebrations</td>
<td>• Projects</td>
<td>• Community news</td>
</tr>
<tr>
<td>• Projects</td>
<td>• Events</td>
<td>• School closures</td>
</tr>
<tr>
<td>• Field trips</td>
<td>• Celebrations</td>
<td></td>
</tr>
<tr>
<td>• Storytelling, good news</td>
<td>• Reminders, school closures</td>
<td></td>
</tr>
</tbody>
</table>
Video is king

- Facebook feed
- Facebook Live
- YouTube
- Snapchat
- GoPro/first-hand view
- Vlogging
- 360 video
Show faces from your community
Write, rewrite, edit and rewrite

- Test different styles, angles and headlines
- Use different methods on the same platform
- Repost content later on in a different format to continue to drive clicks
- Proofread ... Errors erode credibility
Set a timeline

• Focus on the long haul
• Overall strategy
• Short-term campaigns
  – Back to school
  – Homecoming
  – March is Reading Month
Content calendars

• Google Calendar, Excel, Word, etc.
• Drafting content
• Use social media tools to create and schedule content
  • Canva
  • Hootsuite
  • Buffer
Create Once, Publish Everywhere
Algorithms

“Facebook has said publicly that its new algorithm is intended to leverage historical data about individual users to predict which content is most likely to be perceived as interesting.” 
(The Light Digital)
What it can mean for you

• Determines whether or not your posts are seen in a person’s newsfeed
• Prioritizes “relevant” content
• High preference for video (especially live)
When creating content ...

**Do**
- Post content that you predict people will like, comment, share, click, etc.
- Pay attention to time of day due to “time decay”

**Don’t**
- Try to game the algorithm
- Link all your social channels together
Negative comments, reviews

• Acknowledge and take the conversation offline
• Do not respond emotionally/take it personally
• Harness social media champions
In a crisis ...

- Rapid response is key
- Get the facts
- Media protocol
- Consider privacy and legal requirements, as well as other implications, before posting
Strategy

Content

Measurement
Basic terminology

• **REACH:**
The number of unique users who saw your content

• **IMPRESSIONS:**
The number of times your content was viewed overall (includes repeat views)

• **ENGAGEMENT:**
The number or times or percentage that people interacted (clicked, liked, shared) with your content
Tracking data and reporting

- Month-over-month percentage increases in reach, impressions and engagement
- Highest and lowest performing content
- Real-life interactions
Questions?

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