Best Practices for Using Social Media in Schools

MOSPRA New Member Check-In, Fall 2022

Jill Filer

Director of Communications
Harrisonville Schools

- @jfiler

- jill.filer@harrisonvilleschools.org

- (816) 738-1055

Research

Who is your audience on Facebook?

What are your most "popular" posts?
*Highest reach

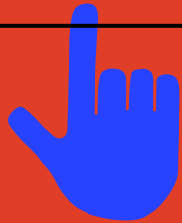When is your audience on Facebook?
*Schedule your posts

What concerns/threats to you have?
*Posting Guidelines

Engagement: The number of interactions your content received from users (likes, comments, shares, saves, etc.)

Reach: The number of people who see your content.

Page Set-Up/ Guidelines

Use Business Suite app on your phone

Turn off Tabs that are unnecessary (Reviews for sure)
*Page Settings, Templates & Tabs

Check your page's username/URL

Messaging? – Your call

Our Auto Response to Messages
Hi, thanks for contacting us. We suggest that you also email jill.filer@harrisonvilleschools.org with your question as this platform is not monitored as frequently as email.

LIKE

Commenting Guidelines

We welcome your comments as a means of sharing your own experiences, suggesting improvements or chiming in on the conversation. To keep our page focused, we have set some comment guidelines.

1. This page is moderated and all comments are reviewed by the Harrisonville Schools Communications Department.

2. To ensure exchanges that are informative, respectful of diverse viewpoints and lawful, we will not allow comments that are or include:

- Off Topic. We will delete comments not related to the subject of the page entries.

- Spam. Comments focused on selling a product or service will not be posted.

- Personal Attacks. If you disagree with a post, we'd like to hear from you. We do ask that you refrain from personal attacks or being disrespectful of others.

- Illegal. Laws that govern use of copyrights, trade secrets, etc., will be followed.

- Language. Comments including but not limited to: profane or provocative language, hateful, racially or ethnically offensive or derogatory content, threats, obscene or sexually explicit language will be deleted.

- Links to outside websites. We will not allow fans to include links to websites for any purpose.

Contact Us Directly. District social media accounts are not meant to circumvent regular communication channels for sharing personal issues & concerns. While the district makes every effort to respond to direct questions in a timely manner, comments regarding a personal issue with the district or a school staff member will be removed. If you have a personal issue or concern and wish to share it, contact district staff directly. For who to contact, please visit our website Conversations area - https://www.harrisonvilleschools.org/Page/1083.

The Purpose FB for Us
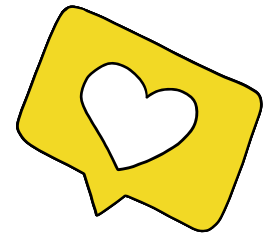
Telling our stories

Sharing our Key Messages/Focus Areas

Celebrating our students, staff

Sharing community-wide info (not anything that could be controversial)
*Example: Closure of track for repair, snow days
*Share posts from other community pages re: family/youth events

Info & reminders about school events

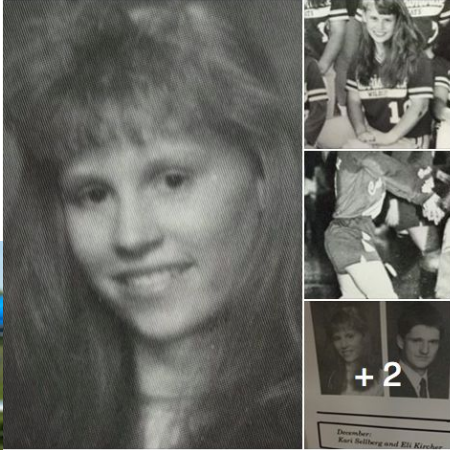*Information for our families is sent using most effective comms tool which for us is email & text.*
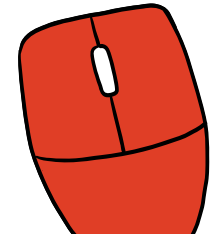
Why Use Facebook?

Inside look in your schools

Real time communication

Humanize your district

Engage families, community

Families love pictures

Research – Best Practices for Posting

- Always use photo, graphic or video with every post
  *Create general use district graphics – Reminder, Good Luck, Congratulations, Imp Info

- Videos get higher engagement than photos (short videos)
  *Best to post video natively to Facebook than to post using a YouTube or other link
  *Videos don't need to be fancy
  *Use FB Live (but tell people ahead of time when to watch)

Research – Best Practices for Posting

- Minimum – 2 posts per day (district page)

- Post natively
  *Instead of sharing posts from another page, save photos,
  post on your page & tag the other page.

- Posting a group of photos? Best photo first

Planning

- Check your profile pic & cover photo

  Cover Photo – showcase your

  students (humanize)

  *Create in Canva

  *Use # on cover photo graphic – more in a minute

- Profile Photo – district logo

- Use a content calendar

  Affton, Harrisonville

- What goes on district page vs. school pages?

#WILDCATPRIDE

Branding

- Need to ensure uniform look across district
    - How will you refer to district/schools?
    - Harrisonville Schools, ECC, HES, HMS, HHS, etc.
- Use district colors on all graphics
    - What is the hex code for your main color?
- Include district logo(s) on all graphics
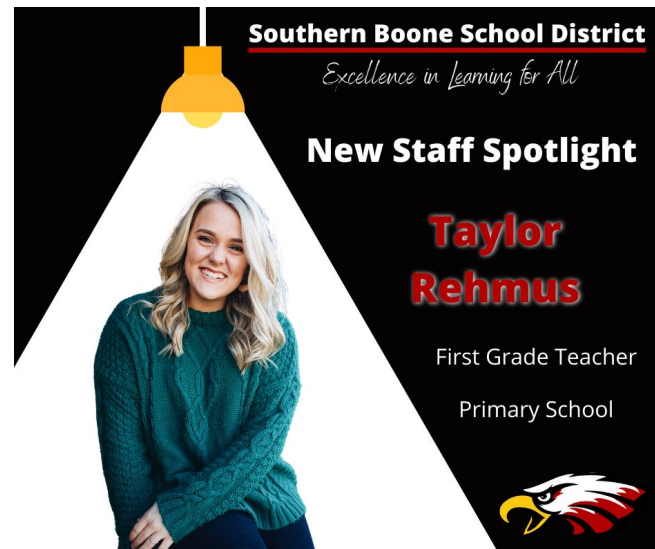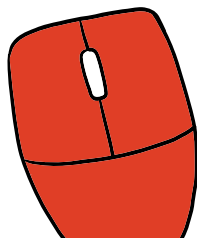
Branding

Use district #s as often as possible

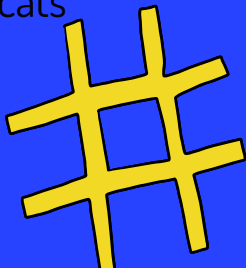Develop #s that share your district's key messages/focus areas

Our Hashtags
#GDTBAW
#WildcatPride
#WildcatFamily
#WildcatsGiveBack
#SafeWildcats

WOW

Harrisonville Schools
September 2 at 7:30 AM ·

This story is truly GREAT! 💙💙
Thank you for sharing Brandi! And thank you Officer King for being such an amazing part of our #WildcatFamily!

#GDTBAW
Harrisonville Early Childhood Center Wildcats
Harrisonville Missouri Police Department

What's GREAT Today?

My son has had a very hard time transitioning into kindergarten. Drop-off time was the worst - he didn't feel safe without mom & dad. All the ECC support staff that helps with morning drop-off have done an amazing job and gone above and beyond their call of duty to help with this transition but up until today it has been a very heartbreaking struggle. On Tuesday, Mrs. Sumner, the school counselor, and I talked and we thought that if the resource officer talked to him, he might feel more safe. On Wednesday, Officer King met us at the car for yet another difficult transition. Officer King ended up walking my son to his classroom and chatted along the way. Yesterday, he met us at the car again. They had made a deal that he would walk Luke to his classroom if he could get out of the car on his own. Luke did just that. For the first time this year, there were no tears, no screaming and clinging to mom, and no terrified child to drop off. He gathered his stuff, took Officer King's hand and walked into ECC. This act of kindness simply made my heart burst.
- Brandi Bottorf, Luke's mom

Boost this post to reach up to 516 more people daily if you spend $14.

Boost post

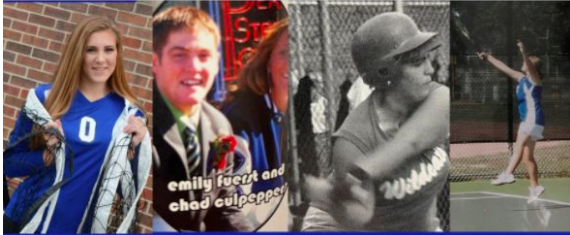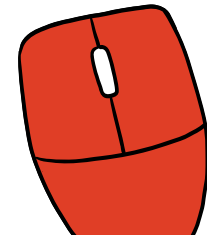444   36 Comments 82 Shares

Content/Engagement

Humanize staff
*Support staff esp. garner a lot of love
*Show staff as real people

Use regular features
*Teacher Proud Tuesday
*Feature Friday

Album vs. Post for photos
*Album description not always visible
*Use album for big events; when you might add more photos later

Content/Engagement

Park Hill School District
Yesterday at 8:06 AM · 🌐

SELF-MADE ART: During summer school at Walden Middle School, Erick Quaife (left) from Plaza Middle School - Park Hill School District and Koch Kuer (right) from Walden Middle School worked on their self-portraits in art class. #LifeReadyParkHill #ParkHillCSIP

👍 11

Harrisonville Schools
Published by Jill Filer ✓ · 1h · 🌐

Wildcat Week in Review
➡️ Practicing for an emergency 🚨
➡️ Enjoying family 💙
➡️ Prepping for the future 🎓
➡️ Finding a comfy spot 🛋️
➡️ Finding the purpose 🔍
➡️ Learning about erosion 🌎
➡️ Practicing fine motor skills ✏️
➡️ Presenting a plan 🏆

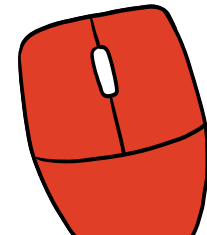Uniformity in post construction

Tag other schools, organizations

Use emojis or ask for emjoi comments

Ask questions

Respond/like comments as the Page

No photo list

Content/Engagement – Writing

- Names? Full or first name, last initial?

- For academic posts – explain what the students are doing & why/what's the purpose of the activity/lesson

- Have fun, be creative, play with your words, alliteration

- Use we/our
  – Ex: Congratulations to our Wildcats who earned....
  – Ex: We are happy to announce our.....

- Call to action – tell them what you want them to do
  – Please share this w/family & friends, share your congratulations in the comments, let's have an applause parade

- For regular feature – use same format for all posts

Affton School District
June 17 at 7:04 PM · 🌐

Mesnier Primary School Summer Journey students read Jack and the Giant Sunflower, a mixed-up fairytale version of Jack and the Beanstalk, and then were challenged to follow build plans to create a giant sunflower, bike, or caterpillar from LEGOS. 🌻🌿🚲
#afftonlearns #afftonstrong

Content Sourcing

- Follow other school districts, schools
  *Be sure your page is following all other district pages
- Create "Admire & Acquire" folder
- How can you encourage content submissions from others?
  *Sticker/Form – [What's Great Today](#)
  *Contest
  *Student Submissions (HS/MS)
  *Crowdsourcing
    First Day of School
    #AfftonAroundtheWorld

Promote Your Page

On high engagement post, click on reactions & invite people to "like" your page
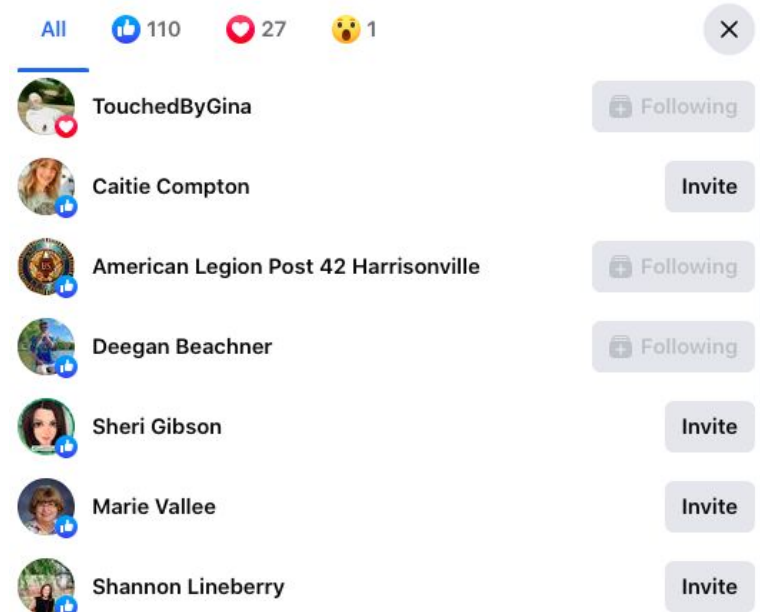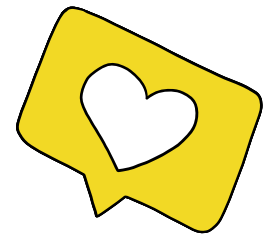
In all newsletters

In email signature line

Feed on website

Window stickers on building doors/posters or signs in buildings

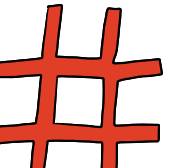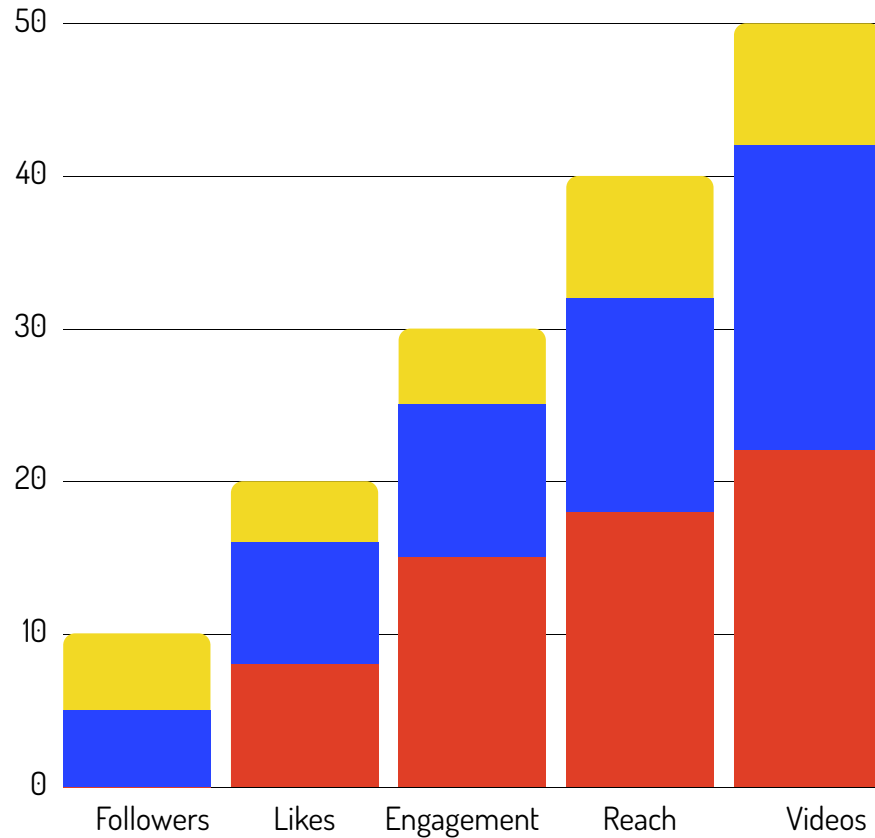New teacher workshop/training

Evaluation

Note baseline stats, then track on monthly basis *Followers/Likes, engagement/reach, best post

To increase reach, post shares are important – shares have double the impact of a comment and 14x that of a reaction.
Source: SocialSchool4Edu

Resources

Andrea Gribble - Social School 4 Edu
- Mastering Social Media for Schools Podcast
- Follow SocialSchool4Edu on Facebook
- https://socialschool4edu.com/

Other districts'/schools' Facebook pages
*Affton School District
*Clinton Schools

Questions?

Share Your Best Post or Feature

(that could be admired & acquired)