

Top 10 Facebook post ideas I “borrowed” from friends

1. **12 Day of Christmas** – Posts for the 12 days leading up to Christmas break highlighting the charitable activities of your students & staff. *Tina Zubeck, Platte County R-3 School District*

OR Post pictures that symbolize the 12 Days of Christmas in your school. For example, a picture of your school’s drumline for the 12th Day (drummers drumming) or the basketball team for the 10th Day (Lords a leaping)

2. **Walk-About Wednesday** – Each Wednesday post a picture from somewhere in your district and tell about the building/artwork/place. *Mizzou Alumni Association*
3. **Throwback Thursday** – Each Thursday post a picture from an old yearbook. Ask people to comment about their memories from that year and to “tag” their picture.
4. **National _____ Day** – Go to www.giftypedia.com to find out what holiday is being celebrated on every day of the year. Some might even tie into education.
5. **"30 Things to Know About ____ (your district)" to begin the _____ school year!** – Post reminders, information for back-to-school for the 30 days leading up to your first day. Ideas – calendar, start/end times, communication resources, parent portal, before/after school programs, lunch, etc. *Dallas Ackerman, Liberty Public Schools*
6. **Summer Vacation Picture Contest** – Ask your fans to post a picture of themselves wearing a school T-shirt on their vacation. Encourage your fans to show your school on vacation all around the world. You could even create a contest and award some cool prizes based on the best photos posted.
7. **Snow Day Picture/Idea Submission** – Ask families to submit pictures showing how the students filled their time off on snow days. OR ask families to submit ideas on snow day activities to entertain the kids. *Multiple Districts*
8. **What Went Right** – first day of school post – Many times the first day of school is filled with complaints from parents and stories by the media about what when wrong....this post highlights what went right. (See back for full post.) *David Luther, Jefferson City Public Schools*
9. **Share other District Page Posts** – We have a lot of groups/organizations/teachers that have Facebook pages. One of the best ways to cross-promote is to share each other’s posts. Then, fans of one page become fans of the other pages.
10. **Random Act of Kindness Quotes & Ideas** – During the month of February this year, we posted a quote and an idea for a Random Act of Kindness each weekday. All info came from www.randomactsofkindness.org

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Everyday Posts/Pictures

Award Winners – Both Student & Staff

Announcements - Building & District-level

District Newsletters

Safety Drills

Upcoming Events

Community Service

In the local paper/on the news today/this week....

Blog Posts

City/Community Announcements

Wishing teams/students luck at State

Board of Education meetings – Especially student, staff recognition

Videos

Student Artwork

Other tips

1. *Don't tell your customers to like you and follow you, tell them why and how they should.* Everywhere you turn, you see “Like us on Facebook” and “Follow us on Twitter.” Huh? Why? How? Give your customers a reason to connect with you on social networks, answering the question, “What’s in it for me?”
2. *Ask questions.* Wondering why nobody’s responding to your posts on Facebook? It’s probably because you’re not asking questions. Social media is about engagement and having a conversation, not about self-promotion. If a pizza place posts on Facebook, “Come on by, 2 pizzas for just \$12,” nobody will comment, and nobody will show up. If that same pizza place posts, “What’s your favorite topping?” people will comment online– and then be more likely to show up.
3. *Share pictures and videos.* People love photos. The biggest reason Facebook has gone from 0 to 900 million users in 7 years is photos. Photos and videos tell stories about you in ways that text alone cannot. **Also, you can ask people to write captions for a picture that you post.
4. *Fill in the Blanks* - Fill-in-the-blank posts are great at sparking engagement. The blanks are essentially ‘platforms’ for people to share their creativity. Ex: My favorite thing about being a Harrisonville Wildcat is _____.
5. *Tips* - Tips are ideas that fans are able to consume and implement easily. A tip is engaging because it gives value to your audience and therefore makes them more likely to react.

What Went Right

Some school stories that did not get reported...

We humans have a bad habit. We sometimes find ourselves focusing on the negative things in our lives and fail to recognize the positives. Our media doesn't do much to help us in this regard. Bad news is typically more likely to get published and, as much as we might not like to admit it, we read and watch those stories. Reporters will sometimes use the terms "soft" or "fluff" for positive stories. That's a shame, because some of those stories are the most remarkable.

Yesterday was the first day of school for more than 8,700 Jefferson City Public School District students, and a few things did not go perfectly. Some student IDs were incorrectly printed, a few busses ran behind, and no doubt almost every student, parent and teacher had something not go right. But what about the other side of the story?

What went right?

- * More than 4,500 students had a safe school bus ride to and from school. Our buses cover an average of 4,354 miles each day (our district is a big one – 233 sq. miles).
- * More than 7,000 students ate breakfast, lunch or both at school. There were healthy choices available (although more than a few cookies were eaten too). For some students these were the best meals of their day. For some students these were the only meals of the day. Our cooks are amazing.
- * Our 650 teachers, principals and other professional staff greeted students, helped them find their classes, began the teaching process and in general did an exceptional job. This did not happen by accident. Most teachers spend much of their summer preparing for the next school year so that things start right.
- * Schools were clean and grounds were taken care of (I would say "grass was mowed," but with the dry weather, we had a lot less grass than usual). Our maintenance and custodians spent the summer making sure windows were fixed, roofs were repaired, floors were waxed, and, in general, getting schools ready for kids.
- * Secretaries and other office staff greeted students, and we all know that as the year goes along, these people will handle thousands of jobs and virtually every one of those jobs will in some way impact students.
- * District administrators, principals and Board Members spent much of their time making sure the district is focused on doing what is right for students. The coordination of 8,700 students, 1,200 staff, and 18 school buildings does not happen by accident, and it won't happen at all if someone is not minding the switch.

Look, I'm a public relations person, so I know that people will say, "Well, he's paid to put a positive spin on everything." True confessions: my day did not go perfectly yesterday either, and I spent a little time dwelling on those imperfections, but after I threw my little private fit, I decided to look for the positive. This is a wonderful community in which we live, and we have very good schools. Are their problems? Of course. Are they insurmountable? No (although some are tougher to solve than others). The main thing we need to do is keep our eyes on the ball, and for the JCPS that means always doing what is in the best interest of the student.

Please feel free to share "what went right" with us from time to time. When teachers do a great job -- tell them (this goes for all of us: parents, colleagues, bosses, etc.). When your kids experience success -- celebrate! When you see something that needs to be improved -- tell those involved, and be part of the solution. Am I talking to myself as I write this? Yes, I can't help it! OK, enough, have a great day! (David Luther, Asst./Supt. School-Community Relations.)