

## **Putting Community into Communications:** *how to put a face on your schools + humanize your district*

<https://goo.gl/iPnQW2>

### **Topics to Post About:**

- Event Spotlights - Relate local happenings or holidays to your staff or students (i.e., Royals Parade, #parkwaykindergarten, Veteran's Day)
- First Day of School - Invite parents to submit photos of their students on the first day of school (i.e., #ASD1stDay, #firstdayflyers, Parkway's GoPro kindergarten video)
- Giving Back - Staff & student service projects, donations to local organizations
- New Staff - When you have new teacher/staff orientation, take a photo of each new staff member and ask them a few questions to get to know a little about them
- Professional Development - Post photos of your staff during PD, this works throughout the school year and during the summer
- Schedule Regular Features - Pick a day of the week (or month) and highlight staff, students or your schools on a regular basis (i.e., #TBT, #FeatureFridays, Where They Got Their Start Wednesday, Tuesday Teacher Feature, Faces of SPS)
- Snow Days - Create a hashtag and invite your parents, students and staff to show off their #snowday fun (i.e., #AfftonSnowDay, #ParkwaySnowDay)
- Staff - Select 1 or 2 staff members each month to spotlight, ask questions that show the person behind the position (i.e., JCPS Teacher Feature, Affton's Lead Strong Staff Spotlight)
- Standardized Tests - Post your testing schedule, tips for parents to help their students, and congratulate students on their accomplishments
- Students - Highlight students who do great things in your schools – and not just academically; create regular features (i.e., West Plains We Are Zizzers videos, #AfftonStrong Student of the Month)
- Summer - Post photos of your students and staff as they head out for summer vacations, staycations, day trips or other summer fun (i.e., Affton Around the World, Staff Summer Fun Photos, student involvement in summer activities)
- World (or State) Events - Take what's happening in the world, state, community and relate it to your schools (i.e., celebrity or entertainment news, DESE notices about graduation rates or flags at half-staff, statewide safety drills, potential development affecting your community)

### **Ideas for Social Media:**

- Create District Hashtags - Bring your community together by creating and regularly using a district hashtag (i.e., #AfftonStrong, #BDTBTB, #AfftonLearns, #GDTBAW)
- Staff Blogs or Twitter Accounts - Encourage your staff to post more than just school or district photos and information; give followers the opportunity to get to know them

### **General Ideas:**

- Include photos with your stories or posts as often as possible
- Rather than posting facts only, include a quote from a student or staff member that talks about what the award/recognition/event means to them or their students
- On Facebook, post albums of photos by month rather than by separate events
- If you have classroom pages on Facebook or teacher accounts on Twitter, take photos from them and share with your district's or school's wider audience
- Invite your community to tag themselves if they are included in your photos

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