

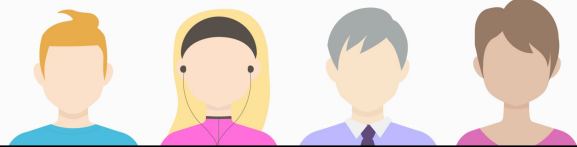
Puking Positivity

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<https://bit.ly/3hopEwI>

Know your audience



Puking Positivity

Why does your school use social media?

- Share with a partner.
- Be prepared to share with the group.



04:00

Social Media - Hollister R-V School District

WHERE WE WERE:

Hollister R-V School District
September 9, 2017

Updated:
Due to the nature of this situation, we are unable to release all details. We realize this can cause confusion and frustration. Our primary objective is to ensure the safety of all students. We are confident there is no threat to staff or students, therefore school will be in session tomorrow. Hollister Families.

We apologize for the late notice but wanted to communicate with all parents about a possible threat the school district became aware of late this evening (Monday, Sept. 9th) through social media. With reports from parents and students and the work of our administration and local law enforcement we were able to quickly investigate and address the situation. We greatly appreciate the work of local law enforcement to handle the situation.

Thank you to those who reported the situation and allowed the school district and law enforcement to work together on the matter.

As always we place the safety and security of our students as our top priority and look forward to serving your children tomorrow.

109 others · 123 Comments · 82 Shares

Like Comment Share

Confirmation that he was arrested & working alone would be nice

Every child in every grade 1-12 should be excused tomorrow for us parents that decide to keep our kids home!!!!!!!

confirmation by whom?

This is so vague I am not sending my kids tomorrow

So how exactly can anyone say that it's safe?

Wow surprising my comments are disappearing

the school district

Thank you for saying that I said something similar & it somehow disappeared

some of mine have also.

Someone posted something saying "if you go to Hollister School I'd advise not going tomorrow @ 9"

Who? WHO? Is this person detained? This little blurb and "congratulations for doing their job" is not enough for me.

I probably a minor so you won't get the name and the post was anonymous on the platform they posted it on. Just wanted to let you know what I have said

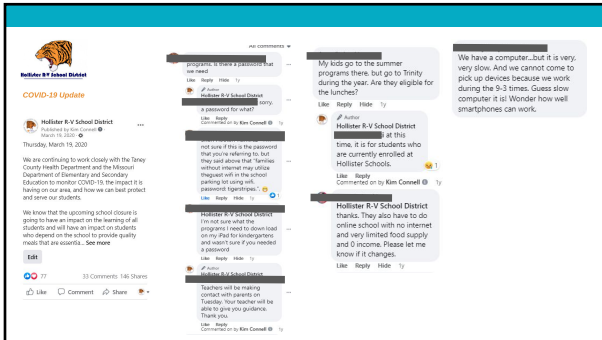
Social Media - Hollister R-V School District

WHERE WE WERE:



Hollister R-V School District

COVID-19 Update



The screenshot shows a Facebook post from Hollister R-V School District. The post text reads: "We are continuing to work closely with the Toney County Health Department and the Missouri Department of Elementary and Secondary Education to monitor COVID-19, the impact it is having on our area, and how we can best protect and serve our students. We know that the upcoming school closure is going to have an impact on the learning of all students and will have an impact on students who depend on the school to provide quality meals that are essential. See more". The post has 77 likes and 33 comments. Several comments are visible, including one from a user named 'Aurora' asking about summer programs and another from 'Katie' asking about online school options.

Social Media - Hollister R-V School District

THE TURNING POINT FOR US:



Social Media - Hollister R-V School District

WHERE WE ARE NOW:

- Celebrations
- Positivity
- Secondary Source of non-controversial information

Social Media - Hollister R-V School District



 **hollister_tiger_pride** This week is National FCCLA week. FCCLA members develop skills for life through: character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation. #MakeItCount #FCCLAWeek #CTEMonth #HeartofHollister #HSDontheRISE

2d



Social Media - Hollister R-V School District



 **hollister_tiger_pride** The ECC secretaries are the best! Not only do Donna and Hollie take care of all of the ECC records, documents, phone calls, and emails, they greet everyone who enters with a "hello" and a smile. I am always amazed at how well they know every name of every student when they enter the building. Thank you for ALL you do! #HeartofHollister #HSDkindnesswins

1d

Social Media - Hollister R-V School District

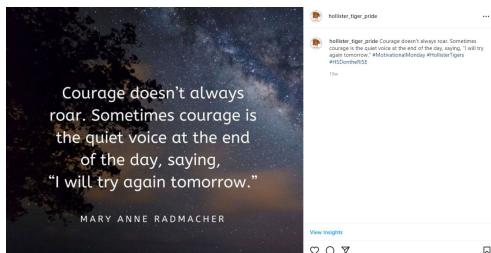


Social Media - Hollister R-V School District

WHERE WE ARE NOW:

- Motivational Monday
- Tiger Tuesday
- What Do You Think Wednesday
- Throwback Thursday
- Feature Friday

Social Media - Hollister R-V School District



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Tiger Tuesday



Kaiden Taylor, 6th Grader

Tiger Tuesday



Nancy Beckman, IPS 4th Grade ELA Teacher

Tiger Tuesday



Jessica Frost, IHHS Counselor

hollister_tiger_pride Tiger Tuesday: Nancy Beckman Ms. Beckman teaches 4th grade ELA at Hollister Middle School. She is in her 27th year of teaching in Hollister. In her 27 years, Ms. Beckman has taught 3rd and 5th grades at Hollister Elementary and 6th, 7th, and 8th grades at IHMS. Being "transplanted" in Hollister 53 years ago, Ms. Beckman loves her job and loves her community. "Hollister is my community," Beckman says, "the quaintness of downtown Hollister, the friendly people who live here, and how the community rallies around each other is why I love Hollister. Hollister is a great place to live and raise a family."

She also shares that she loves teaching in Hollister: "I love all of the kids, my colleagues, peers, and administrators, and I love to learn." When not at work, Ms. Beckman enjoys hanging out with her grandkids, swimming, reading, and being outdoors... especially if being outdoors is on a beach! #HollisterTigers #heartofhollister #teacherhood

2w

Social Media - Hollister R-V School District



hollister_tiger_pride What Do You Think Wednesday: Which is better candy corn or peanut butter kisses?

16w

Social Media - Hollister R-V School District



hollister_tiger_pride It's 1999 (we think) and these Hollister High School Band members are performing for students at Hollister Elementary School. Who are they? #TBT #HollisterTigers

21w

Social Media - Hollister R-V School District



 **hollister_tiger_pride** Feature Friday: Hollister Chamber
Everyone at the Hollister Area Chamber of Commerce are true champions of Hollister Schools. They give back to the community in countless ways. Santa Train and the Great Hollister Easter Egg Hunt are just 2 of the many amazing things they do that are extra special to the students of Hollister.
Everyone at the Hollister Chamber plays a huge role in making Hollister a great place to work, a great place to live, and a great place to raise a family! #HollisterTigers #HSDbettertogether #HeartoHollister #HSDOnTheRise

24x

Social Media - Hollister R-V School District

WHERE WE ARE NOW:

→ Pertinent and controversial information is communicated **DIRECTLY** to the intended audience!

Hollister R-V School District

Pertinent and controversial information:



Positive Social Media

WHAT YOU PUT IN THE BLENDER MATTERS:

- If you put *milk* and *ice cream* in the blender, you will get a *milkshake*.
- If you put *dirt* and *water* in the blender, you will get *mud*.



Positive Social Media

WHAT YOU PUT IN THE BLENDER MATTERS:

- The blender works. It is made to work. It's up to you to decide what you put in it. What you put in is what you will get out.



Positive Social Media

YOU CAN'T POUR FROM AN EMPTY CUP:

- What are you doing to fill your cup?



Positive Social Media



BE INTENTIONAL AND HAVE A PLAN:

- What can you do today to make your social media more positive?
- What can you implement next year?

<https://bit.ly/35vOPfx>

Positive Social Media

RESOURCES:

- [Editorial & Projects Calendar](#)
- [52 Effective Social Media Post Ideas and Examples](#)
- [The Big List of No-Fluff Social Media Post Ideas for Schools](#)
- [100+ Amazing Social Media Poll Questions To SkYROCKET Your Engagement](#)

Social Media - Hollister R-V School District

FOLLOW US:

- Facebook: [@HollisterTigers](#)
- Instagram: [hollister_tiger_pride](#)
- Twitter: [@Hollister_RV](#)
- LinkedIn: [Hollister R-V School District](#)

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Positive Social Media - BE INTENTIONAL AND HAVE A PLAN:

Today I can make my social media more positive by:

Next year I can implement:
