



8 Steps to Social Media Success for Schools

Andrea Gribble



Agenda

- ❑ Introduction
- ❑ The Goal
- ❑ The Process
- ❑ The Results
- ❑ What's Next?
- ❑ Q & A



Introductions



- ❏ Andrea Gribble
 - ❏ Owner, #SocialSchool4EDU
 - ❏ Author, Speaker, Trainer
 - ❏ Trained over 50 districts
 - ❏ Over 8,500 social media posts for schools
- ❏ Mission:
 - ❏ **Celebrate Students & Connect Communities**





Introductions

- ❏ Manage, Train & Speak for Schools
- ❏ Team of 8 serves 14 schools
 - ❏ Social Media
 - ❏ Website Updates
- ❏ Blog at www.SocialSchool4EDU.com

Introductions

- ❑ Manage, Train & Speak for Schools
- ❑ Team of 8 serves 14 schools
 - ❑ Social Media
 - ❑ Website Updates
- ❑ Blog at www.SocialSchool4EDU.com



Agenda

- ❑ Introductions
- ❑ **The Goal**
- ❑ The Process
- ❑ The Results
- ❑ What's Next?
- ❑ Q & A



The Goal

- ❑ **Engage** parents, students, faith community & alumni
- ❑ Celebrate students
- ❑ Promote events
- ❑ Build an ongoing conversation
- ❑ Social Media as a learning tool





Hill-Murray School

December 16, 2015 at 3:52pm · 🌐

Help the next generation of Pioneers discover Hill-Murray School! Please share on Facebook. Our Winter Open House is Monday, January 11, 2016 from 6PM to 8PM. The Open House is for all prospective students and their families in all grades. Our faculty, staff and students are excited to show you around and have you experience Hill-Murray School for yourself. Find out more here: <http://www.hill-murray.org/page.cfm?p=664&newsid=284>



86k Views



👍 Like 💬 Comment ➦ Share

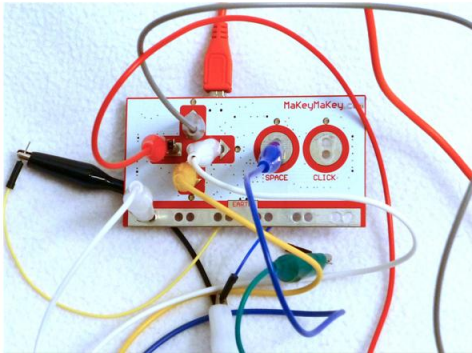
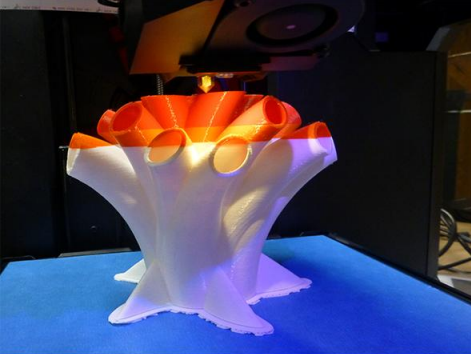
You and 765 others like this.

Chronological ▾

267 shares

Telling our Story

[Video Link](#)



Agenda

- ❏ Introductions
- ❏ The Goal
- ❏ **The Process**
- ❏ The Results
- ❏ What's Next?
- ❏ Q & A



The Process

1. Establish a vision
2. Create a system
3. Select the channels
4. Create hashtag
5. Policy & Permission
6. Staff Training - What and Why
7. Promote & Launch
8. Monitor & Improve



The Process		
1 VISION Our district will use social media to _____ _____ _____	2 SYSTEM Team Members _____ 1 email Address _____	3 CHANNELS <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> YouTube <input type="checkbox"/> Pinterest <input type="checkbox"/> Other _____
4 #HASHTAG # _____ It must be unique - check in Twitter or www.tagboard.com	5 POLICY & PERMISSION <input type="checkbox"/> Opt-in <input type="checkbox"/> Opt-out Need examples? bit.ly/SS4EDUpolicy Grab Kristin's book too - a helpful resource!	
6 TRAINING Gather your Staff Who? What? Why? Where? When? How? Provide list of ideas!	7 PROMOTE <input type="checkbox"/> Website <input type="checkbox"/> Programs <input type="checkbox"/> Posters <input type="checkbox"/> Newsletters <input type="checkbox"/> Newspapers <input type="checkbox"/> Apparel <input type="checkbox"/> Other _____	8 MONITOR What gets measured, gets done! • FB likes • FB reach • Tweets per day • Instagram Followers

We are dinner table conversation every night. What are they saying?

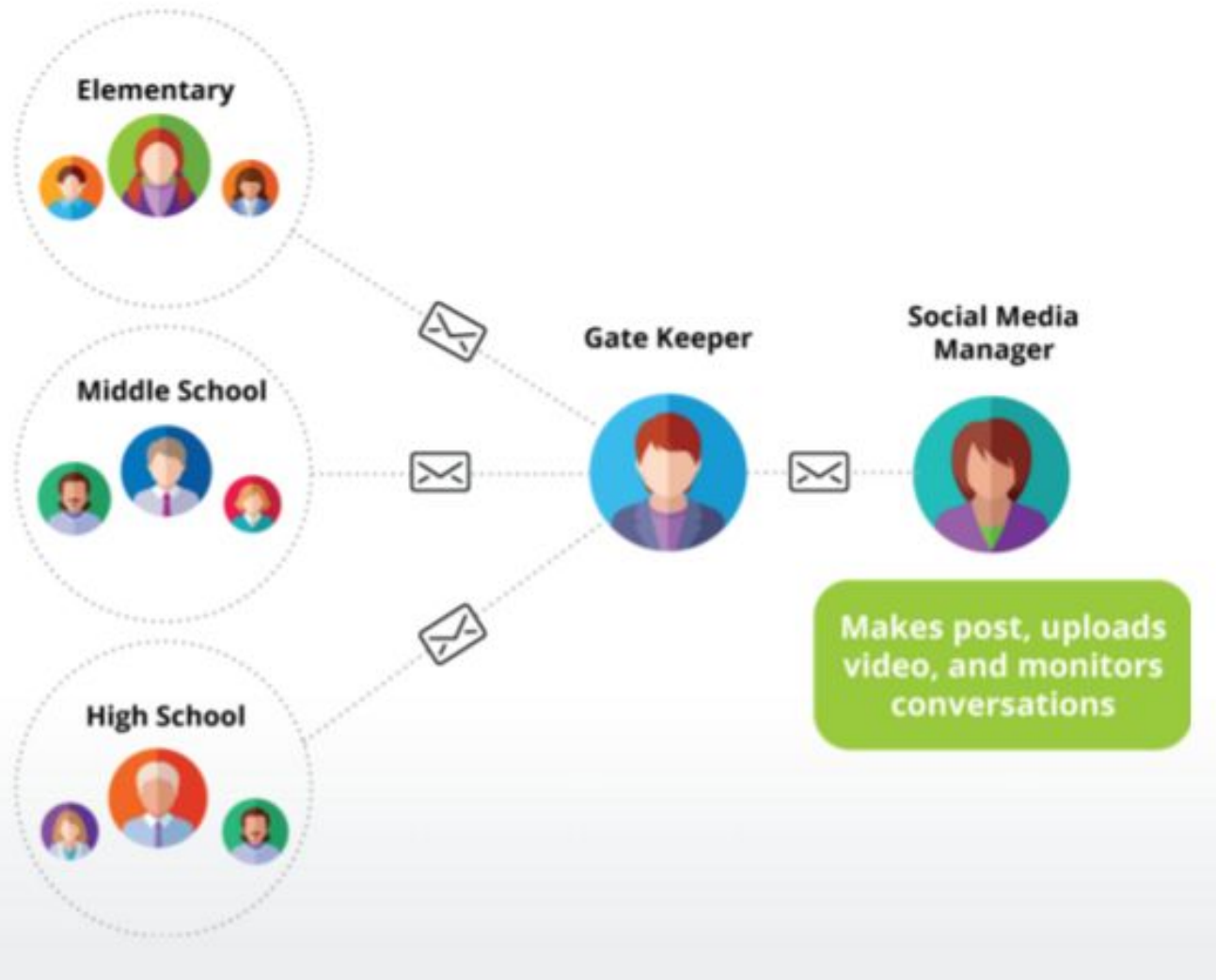
Establish a Vision



Create a System

- ❑ Select a team
 - ❑ Teachers
 - ❑ Students
 - ❑ Admin Assistants
 - ❑ #SocialSchool4EDU
- ❑ Create 1 e-mail address
 - ❑ calvinchristiansm@gmail.com
- ❑ Staff required to submit 1-2 things images per month





Select the Channels

☐ Start with one



Select the Channels

- ❑ Profile setup is key
 - ❑ Always use the same profile picture - logo
 - ❑ Call to action button
 - ❑ Links back to website



Create the #Hashtag

- ❑ One customized hashtag
- ❑ Allows EVERYONE to be a reporter
 - ❑ #GoFrederic
 - ❑ #CFMSRocks
 - ❑ #CameronComets
 - ❑ #WeLoveBPS
 - ❑ #APSiSAwesome
 - ❑ #ColfaxPride



Create the #Hashtag



Policy & Permission

- ❑ Permission for student photos
 - ❑ Opt-in
 - ❑ Opt-out
- ❑ Handling negative comments
 - ❑ Have a plan
 - ❑ Monitor comments
 - ❑ Acknowledge - take inappropriate ones offline
 - ❑ Document/Archive



Staff Training - What & Why

- ❑ Group Meeting
- ❑ Explain what, why & their role
- ❑ Address questions & concerns



Promote & Engage

❑ Promote your channels EVERYWHERE!

- ❑ Website
- ❑ e-mail signatures
- ❑ Sport & concert programs
- ❑ Posters
- ❑ Newsletters
- ❑ Newspapers
- ❑ Apparel



Promote & Engage

- ❑ Post consistently
 - ❑ At least twice daily
- ❑ Engage
 - ❑ Respond to messages
 - ❑ Like comments
 - ❑ Comment on other posts



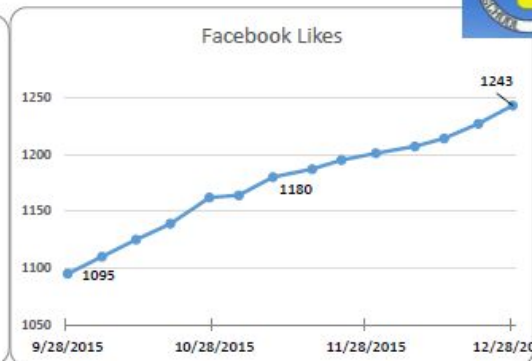
Monitor & Improve

- ❑ What is working?
 - ❑ Do more of that!
- ❑ What isn't working?
 - ❑ Stop doing that
- ❑ Share tracking with administration & school board quarterly



Monitor & Improve

Oct - Dec 2015 - Social Media Review – Rice Lake



Top Facebook Posts:

- 12/21 – Charlie Wiesner, rescue article – Photo & Link**
 22,648 Reached, 844 Likes, 99 Comments, 85 Shares
 - “Yep, there are still many people in the world with “compassion” for others. What a great guy.” ~ Rosanne M Ratzel-Levoir
 - “What a great Christmas feel good story!” ~ Jean Havenor
- 12/20 – Tainter 4th Grade learns how writing is used in the real world – Photo**
 3,739 Reached, 151 Likes, 9 Comments, 8 Shares
 - “Great learning experience for your students. The Judges in Barron county would also welcome the opportunity to talk to the kids about the importance of effective written and oral communication skills anytime.” ~ Mike Bitney
- 11/6 – Boys Soccer Team wins in semifinals over Notre Dame – Photo**
 3,360 Reached, 196 Likes, 6 Comments, 13 Shares
- 10/6 – Color Run from Hilltop/Tainter – Video by #SocialSchool4EDU**
 3,334 Reached, 66 Likes, 15 Comments, 16 Shares
- 12/27 – Tainter’s Grinch Day – Video by #SocialSchool4EDU**
 3,145 Reached, 87 Likes, 10 Comments, 11 Shares

Twitter – 59 Followers, Added 13 in last 3 months

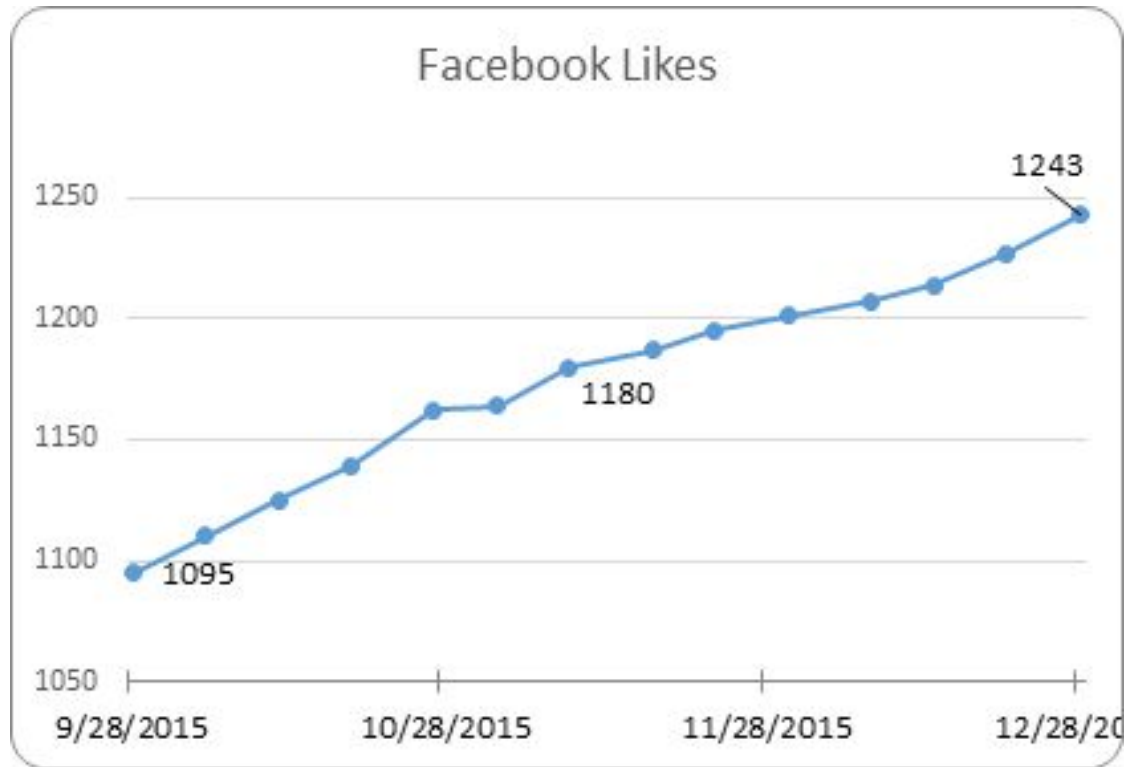
Instagram – 84 Followers, Added 30 in last 3 months

Your community is seeing 2.8 Posts per Day

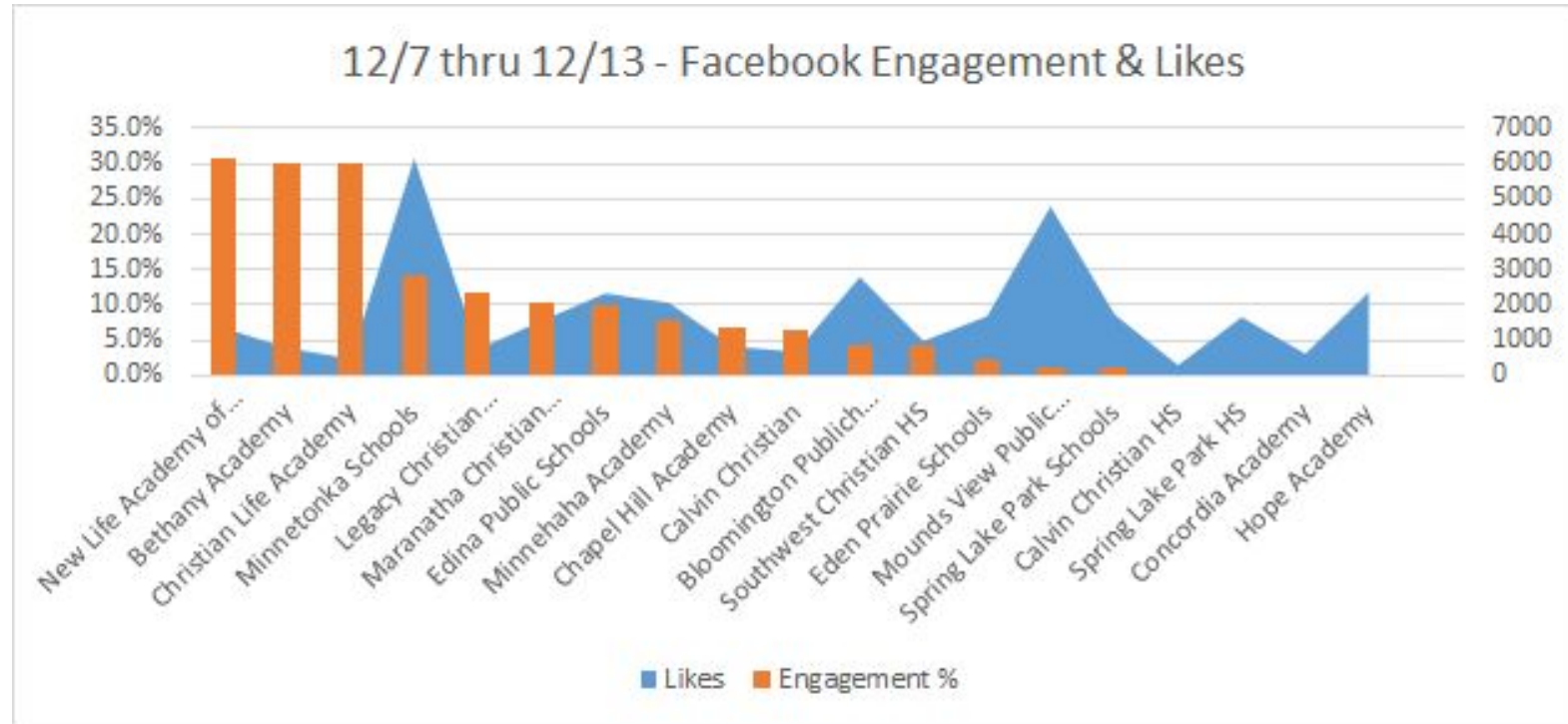
Keep it Up: Great photos and content from most schools. Love the short video clips!

Improvement Suggestions: We could use more photos from Haugen Elementary and the Pre-K classes.

Monitor & Improve



Monitor & Improve

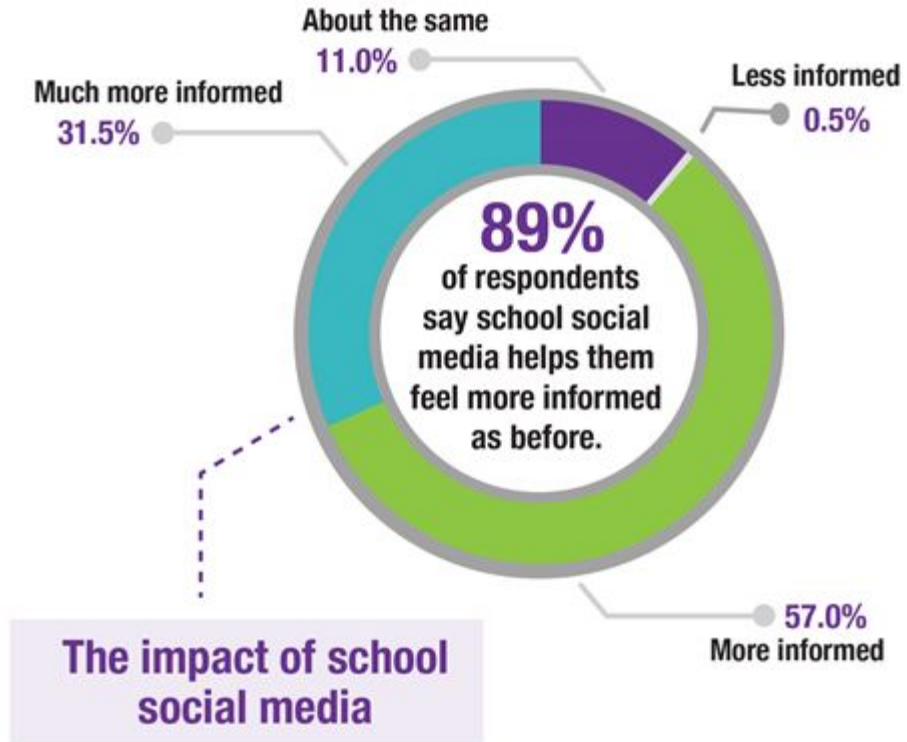


Agenda

- ❏ Introductions
- ❏ The Goal
- ❏ The Process
- ❏ **The Results**
- ❏ What's Next?
- ❏ Q & A



The Results



The Results

What do people like most?

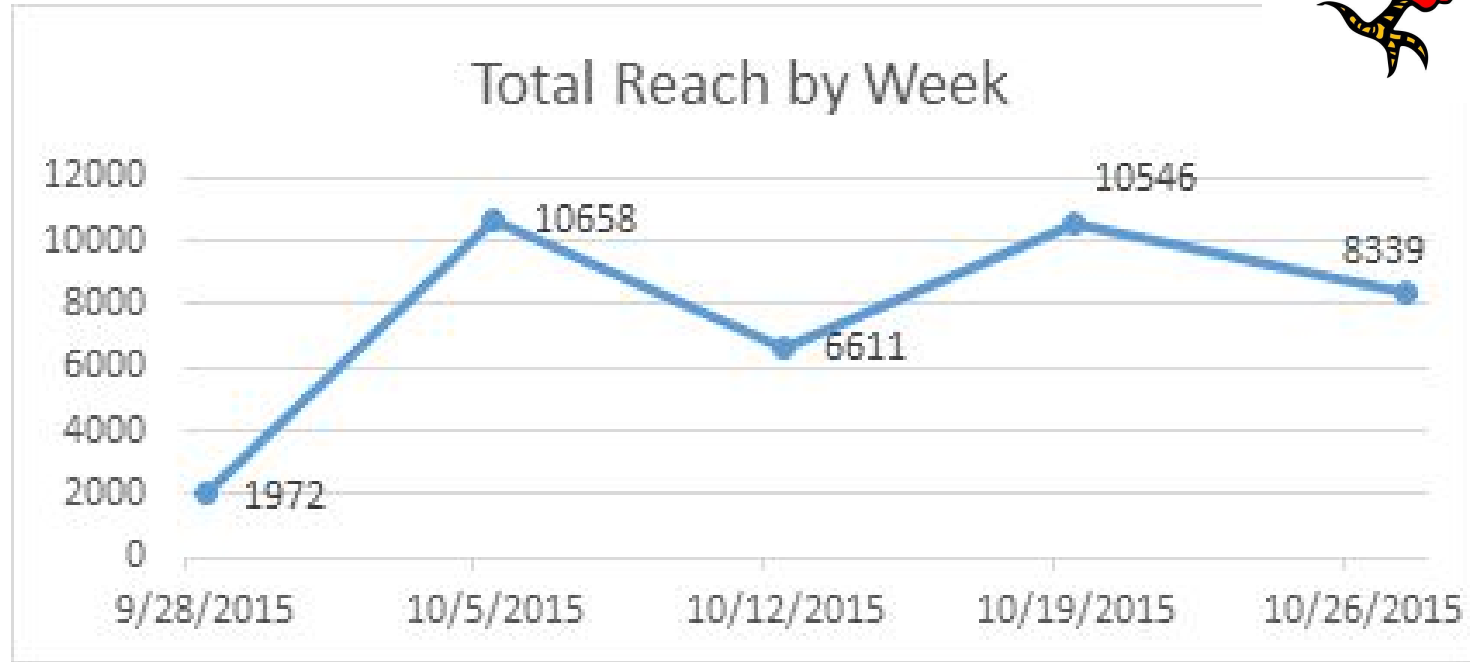
- 1 Staying informed
- 2 Great photos
- 3 Positive achievements
- 4 Sports
- 5 Throwback Thursday photos

How much do respondents use social media?



93% check social media at least once per day

The Results



The Results

Faculty Stories



<http://on.fb.me/1Lj0M48>

Reach: 6,221

Likes: 442

Comments: 47

Shares: 7

The Results

#TBT



<http://on.fb.me/1KoC90N>

Reach: 2,130

Likes: 40

Comments: 35

Shares: 3

The Results

Special Announcement



<http://on.fb.me/1NFAxXq>

Reach: 2,917

Likes: 95

Comments: 14

Shares: 37

The Results

Homecoming



Frederic School District added 21 new photos.

September 26, 2014 · 🌐

Like Page

Imagine getting welcomed to school or work like this!

Members of the Frederic Football Team made a tunnel and welcomed the elementary students to school this morning! The students LOVED it!

#GoFrederic



<http://on.fb.me/1FijSBv>

Reach: 5,100

Likes 200

Comments: 25

Shares: 19

+18

The Results

Support

Carter's Cancer Fight is Our Fight Too



<http://on.fb.me/1QiKTdn>

Reach: 7,488

Likes: 199

Comments: 36

Shares: 66

The Results

#Selfies



<http://on.fb.me/1W4dB5n>

Reach: 9,920

Likes: 323

Comments: 67

Shares: 13

The Results

Parent Photos



<http://on.fb.me/1QijZNS>

Reach: 2,313

Likes: 166

Comments: 17

Shares: 14

Agenda

- ❏ Introductions
- ❏ The Goal
- ❏ The Process
- ❏ The Results
- ❏ **What's Next?**
- ❏ Q & A



What's Next

- ❑ Adapt to achieve the vision!
- ❑ Facebook is still king overall
- ❑ Instagram is key for students
- ❑ Addition of platforms
 - ❑ SnapChat?
 - ❑ Periscope?
- ❑ Video is BIG!



New Auburn School District

Written by Andrea Gribble [9] · December 14, 2015 at 8:56pm · 🌐

Our K-3rd graders had the WIGGLES! Hear all that laughter? You were a hit.

Let's take time to tell the kids how great they did!



3,085 people reached

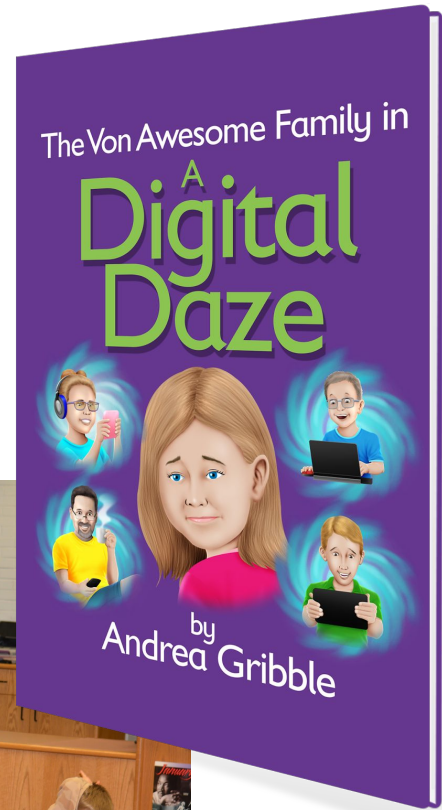
Boost Post

1.3k Views



Chance to Win!

- ❑ Complete the Drawing Slip
- ❑ One free book with 50% discount on school visit!



Q & A



andrea@socialschool4edu.com



Facebook.com/socialschool4edu



[@andrea4edu](https://twitter.com/andrea4edu)



Linkedin.com/in/andreagribble

