

# SOCIAL MEDIA FOR SCHOOLS

Presented By:



STRATEGIC COMMUNICATIONS, LLC

# ABOUT US

- Public relations
- Crisis communications
- Strategic planning
- Government relations



# WHY AM I HERE?



# WHY SHOULD SCHOOLS CARE ABOUT SOCIAL MEDIA?

All industries are rapidly adopting, and relying on social media.

- Enables you to hear, and reach, almost anyone at little or no cost.
- Allows for virtually instantaneous responses and two-way communication.
  - This can be a blessing and a curse



# WHAT SOCIAL MEDIA SITES ARE USED MOST?









- Facebook
  - Do you have an official Facebook profile?
  - Unofficial pages?
- Twitter
- YouTube



# FACEBOOK



Syracuse University | Class of 2014 Q

-  **Syracuse University Class of 2014**  
Open Group · 3,391 members
-  **Syracuse University Class of 2013**  
Closed Group · 2,607 members
-  **Syracuse University**  
Syracuse University, Syracuse, New York 13244 · 124,154 like this · 64,144 were here
-  **Syracuse University Alumni**  
Syracuse University Office of Alumni Relations, Syracuse, New York 13244 · 12,507 like this · 490 were ...
-  **Syracuse University College of Law**  
Syracuse University College of Law, E.I.White Hall, Suite 400, Syracuse, New York 13244 · 2,188 like thi...
-  **Syracuse University Bookstore**  
Schine Student Center - 303 University Place, Syracuse, New York 13244 · 1,658 like this · 446 were here
-  Find all groups named "Syracuse University"
-  Find all places named "Syracuse University"

See more results for "Syracuse University"



# TWITTER



## The # Hashtag

Trends · Change

#mixingbeats  Promoted

#mtvstars

#OneOfMyFavoriteMoviesIs

#MQBMarjorieVOTA

#PYD

#HappyMonday

Thanksgiving

PrimeSense

Liz Cheney

Starbucks





YouTube

lhollis@stratcomll...

**What to Watch**

My Subscriptions











Social

History

Watch Later

**SUBSCRIPTIONS**

Add channels

-  Popular on YouTube
-  Music
-  Sports
-  Gaming
-  Education
-  Movies
-  TV Shows
-  News
-  Live
-  Spotlight





# BEFORE YOU GET STARTED ...

- Identify the social media platforms where your audiences are already active.
  - You don't need to utilize EVERY social medium.
- Have a strategic and coordinated social media policy and plan.
  - It is important to have a *policy* in place with guidelines for how employees (admin *and* faculty) are to use their personal social media sites as representatives of the school.
  - Your *plan* will outline the procedures for posting and responding on the school's official social media pages



# WHO SHOULD BE POSTING ON THESE SITES?

- Decide who should have administrator access
  - These individuals should generally be part of the school's communications or public affairs team.
- Set the audience's expectations
  - Establish a reasonable time-frame to respond to posts and comments on your pages.



# SET AND TRACK YOUR GOALS

- Your social media initiatives need to be tied in with an overall business goal.
- Identify your objectives, such as:
  - Increasing engagement with parents and students
  - Increasing support for a budget
  - Increase brand visibility and recognition
  - Promote events leading to good attendance
- Along the way, measure the success of these objectives



# RESPOND AND MONITOR

- If you have an official social media presence, respond to ALL of your social media platforms
  - Take the conversation offline if needed
- No matter what your level of activity, monitor other social media activity
  - Google Alerts or other tools for monitoring key words



# BE TRANSPARENT. BE HUMAN.

- Communicate openly and honestly
- Have a human voice
- Become the source of accurate information



# A CRISIS HAPPENS ... NOW WHAT?

- Listen, respond, engage, maintain.

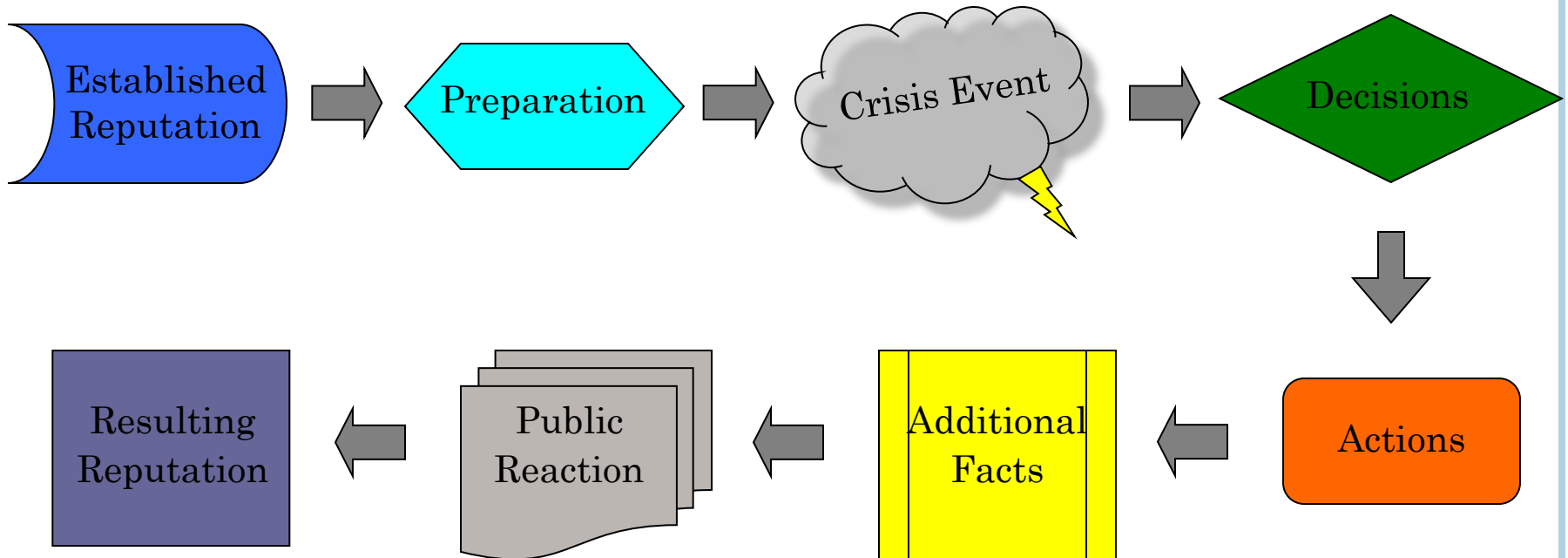


# SCHOOL CRISIS EXPERIENCE

- Fires & evacuations
- Bus accidents
- Missing students
- Work slowdown
- Workplace violence & suicide
- Layoffs
- NYSED “watch list”
- Contentious budget votes
- Faculty fraud
- Closing schools
- Cheating scandals
- Leadership changes
- No-confidence vote
- Tax-status threats
- Social media abuses
- Improper student-teacher relationships



# MANAGING YOUR REPUTATION





# HOW ARE SCHOOLS USING SOCIAL MEDIA FOR CRISIS COMMUNICATION?

- Notifications on school dismissals and closures
- Post status information throughout a crisis
- Provide school protocols
- Provide information on the correct people to contact
- Disseminate safety information, news alerts and health alerts
- ... and many more!



# KEY AUDIENCES

- Students
- Families
- Parents
- Administrators
- Teachers
- Public safety officials
- Board members
- Media
- Neighbors
- Adjacent districts
- Government officials
- Suppliers/vendors
- Regulatory bodies
- Insurance company
- State Education Dept.



# EMPLOYEES ARE YOUR #1 AUDIENCE

- Within minutes of identifying a crisis, contact your faculty, teachers and staff.
- Provide updates frequently



CONTROL THE MESSAGE.  
*THINK TWICE, POST ONCE.*



- Remove any pre-scheduled posts
  - Focus on the current crisis at hand.
  - Create key messages with the internal staff.
  
- Communicate as soon as possible with affected audiences, and have standby statements ready.
  - Determine whether to acknowledge the crisis on the school's social media sites.
  - Answer questions with approved messages to let audiences know that you are in the process of resolving the issue.
    - Be careful promising to provide more information.



# LISTEN & RESPOND

- Monitor relevant keywords about your school
  - Across social media and the web
- Assess the nature of the questions & comments and respond accordingly
  - Prioritize responses based on urgency of questions or comments.
  - In time, respond to every post that needs a reply.
- Keep calm, use a unified voice
  - Ask angry individuals to contact you offline.



# BE HUMAN.

- Show empathy
- Be flexible
  - Update your responses with the most recent information.
  - Inaccurate information can spread quickly. Correct any wrong information in the media. Be the trusted source.



# EXAMPLE 1:

- School Bus Accident



## EXAMPLE 1:

- What role could social media play in a situation like this one?
- How was this situation handled by the school?
- What could have been done differently?





## EXAMPLE 2:

- Teacher/Student Texting



## EXAMPLE 2:

- How was this situation handled by the school?
- What could have been done differently?
- How are you managing this in your school?



# EXAMPLE 3:

syracuse.com

Powered by: THE POST-STANDARD

Central New York



Sign in | Join

Search



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SPORTS

H.S. SPORTS

ENTERTAINMENT

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## Cicero-North Syracuse student suspended after speaking out against failed budget on Twitter



By Sarah Moses | [smoses@syracuse.com](mailto:smoses@syracuse.com)

[Follow on Twitter](#)

on May 24, 2013 at 1:45 PM, updated May 24, 2013 at 1:46 PM

590  
comments

Tweet 563

Like 4.4k

Share 17

Email

Cicero, NY -- Patrick Brown, a senior at Cicero-North Syracuse High School, was suspended Thursday after he posted on [Twitter](#) about the district's failed 2013-14 school budget.

Brown, who has never been in trouble with the district before, started a hashtag on Twitter Wednesday to discuss things the district could cut in its budget for next year. The hashtag [#shitCNSshouldcut](#) became very popular with students who started posting throughout the school day.



Patrick Brown

## EXAMPLE 3:

- How was this situation handled by the school?
- What could have been done differently?
- How are you managing this in your school?



# COMMON MISTAKES

- Content is not updated in a timely enough manner to be current and useful.
- Messages and responses are not integrated with other school communications, i.e. emails, phone calls, letters, school website, etc.
- Comments on social media sites are not monitored by staff and go unanswered.



# OKAY, IT'S OVER. RIGHT?

*Wrong.*

- Be sure to follow up on social media after the crisis has come to a close.
  - Provide a sense of resolution.
  - Provide the steps that are now in place to prevent a similar crisis in the future.



# BE PROACTIVE

## INVESTIGATE AND INTEGRATE

- Check out other social media pages
  - Look at other school's social media sites and what they post
  - See what works, and then differentiate yourself
- Integrate your social media platforms
  - Have links to these social media sites on your official website
  - Share posts across platforms



# PLEASE SUBMIT YOUR QUESTIONS

Continue the conversation with  
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