



Fall Social Media Webinar

Questions and Answers

YOUR QUESTIONS:

1. *Communicating during a lockdown?*
2. *Policies that allow, but regulate, social media use?*
3. *Convincing leadership to use social media?*
4. *How to monitor keywords on social media sites?*
5. *How to set up a Facebook page for a school?*
6. *How to turn off comments on Facebook?*

Key Tips:

- Monitor social media activity.
- Have a social media policy and plan.
- Decide who should have administrator access.
- Always communicate internally first.
- Prioritize responses to social media posts.
- Be human.

How do you recommend handling a crisis DURING a lockdown? Do people expect us to be on social media during the event?

The short answer is no. The safety of your students, faculty and staff comes first.

The more detailed answer however, takes into consideration your school's overall emergency communications plan.

How do you communicate *at all* during a lockdown?

Is there anyone outside of your physical building who has the responsibility of contacting authorities, parents, and others?

During the social media webinar, we emphasized identifying specific individuals – multiple people, not just one person – who have access to your social media channels.

Consider having these individuals in different physical locations (if possible), and using your same emergency communication protocols to post a pre-approved standby message on your official social media accounts.

Be sure to follow our 10 Social Media Tips for a Crisis.

Does anyone, particularly in a k-12 school, have written policies that allow, but regulate, social media use?

Some schools have, and many are in the process of developing, policies that actually try to encourage social media use – while still “regulating” activity that involves or impacts the school.

Strategic Communications, LLC works very closely with legal departments, human resource departments, technology departments, and other organizations

(such as the NLRB and the FTC) to ensure that social media policies clearly outline:

1. What is and is not allowed by faculty/staff
2. What supportive roles faculty and staff can play
3. What are the protocols for handling questions or concerns on social media

4. How violations of the policy will be handled by the school

5. When to delete posts or take conversations offline

The basics of a social media policy rely on legal compliance, but this should not be a “thou shalt not” document. The tone and specific guidelines should be encouraging and fit with your overall culture.

How can we convince superintendents and leadership that social media communication should be a priority?

Social media is one of the most cost-effective communications available. It is also time efficient, enabling you to reach large masses of people (students, parents, media, community) with a single post. You can increase support for any event or issue rather easily.

You already have audiences who rely on social media for other information. Being on social media will help them to find and rely on YOUR messages as the source of accurate information.

“Lack of control” on social media is no different than lack of control with news

media or other conversations happening in the community. If you're not there to provide information about your school, someone else is in control of your reputation.

Talk with other schools that have successful social media pages. Use these examples as support for your efforts.

How can schools monitor keywords on social media sites?

To monitor activity across social media platforms, first identify every variation of your school's name(s), as well as the names of key individuals and/or programs at your school. Next, review several of the free and paid tools available.

Google Alerts should be set up for a designated team member to receive

alerts "as they happen" (not once a day or once a week).

Social Mention is another free tool that allows you to track and measure what people are saying about you across 100+ social media sites in real-time.

Tools that offer basic free services and enhanced paid services include **Hootsuite** and **Sprout Social**.

Evaluate your available resources to monitor social media, and the features of each tool, to identify which tool is best for you. But keep in mind that "private" posts cannot be monitored by any of these tools.

As you review social media posts and comments, you can then determine if responses or other outreach are needed.

Do you have an opinion on whether is it best to be a school district on Facebook with a Like page or as an entity?

The only option available is to create a Facebook Page. This was formerly known as a "Like Page" or a "Business Page." Do not try to create a personal profile (like you would for yourself as an individual) for your school.

The person on your team who will be managing the school's Facebook page should be the person to set up the page. It is

critical that this person already has his/her own Facebook account before setting up the school's Facebook page. Even though Facebook lets you create a page without tying it to a personal account, you will lose many features on your Facebook page if it's not associated with an individual's account. Don't worry, none of your school's Facebook page

fans will ever see this individual's name or personal profile.

When you Create a Page for your school on Facebook, be sure to select "Company, Organization or Institution." This will give you all of the best features for your school's Facebook page to be successful. One of these features is the Timeline, which allows you to share the history of your school.

Keep your questions coming! Do not hesitate to contact Utica National Insurance or Strategic Communications, LLC with further questions.

Submit your questions:
Contact Lyndsay Hollis at LHollis@stratcomllc.com

Can we turn off comments from others on a Facebook page?

If you have set up a Facebook page as described in the question above, then you can choose not to show posts by others on your Page's timeline until you approve them, or not to allow others to post on your Page at all.

You can also turn off the "Recent Posts by Others" box on your Page.

To prevent posts from appearing until you approve them: click Edit Page, select Edit Settings, then click Post Visibility. Select "Hide posts by others on my Page timeline" from the dropdown menu.

To turn off the ability for other people to post on your Page's timeline: click

Edit Page, select Edit Settings, then click Posting Ability. Uncheck the boxes for "Everyone can post to timeline" and "Everyone can add photos and videos to timeline."

Much more information on adjusting settings is available on www.facebook.com/help.