



# School Social Media Accounts

## Why social media?

Social media is your chance to tell your story and connect with current and prospective families, volunteers, and partners.

## Which social media platform should I use?

Each social media platform is different. Read more below about the 3 main social media channels and determine what a good fit for your school is.

	Twitter	Facebook	Instagram
What is it?	An online social networking service that enables users to send and read short 140-character messages called "tweets."	The original social media platform that people use to keep in touch with friends, post photos, share links and exchange other information	An online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them.
Who uses it?	26% of teachers use Twitter along with many millennials (increasingly our parent base) and organizations.	65% of adults use Facebook and it is the most widely used social media platform across all age groups.	Instagram is the fastest growing social media channel.
What is required to set up?	All you need is an email address. *	You need to have a personal Facebook account. Once you are logged in, you will find the "Create Page" option along the left side of your screen.	Instagram is mobile only. You will need a smartphone to post. You will also need an email address.*

\*We suggest that you contact technology and set up an email address for your social media accounts, so multiple people have access.

## Before you get started

- Decide who your team is – having multiple people working on creating content and monitoring the page helps keep your social media fresh. Decide who is on the team and what their roles are. Some people might be in charge of taking pictures, another might be in charge of finding education articles to share, etc. If you have multiple people posting, make sure they keep the voice and messaging of your account consistent.
- Determine your mission – make sure everyone working on your social media know what the mission of your accounts are. Create a mission statement and share with staff.
- Gather student media releases – no pictures of students without release forms should be posted.
- Determine a name/look/feel across platforms – try to pick a uniform name and profile picture for all platforms you decide to use.
- Read over the Board’s Social Media Policies – you can find them [here](#).

Need help? Contact Libby Massa in the Office of Institutional Advancement.

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# School Social Media Accounts

## Twitter

### Creating content

- Try to generate an even amount of content in the following 3 categories:
  - School news and events – school delays, awards, scores, important dates
  - Ideas – parent resources, articles on education trends
  - Human interest stories – pictures and/or text that tell stories
- Retweeting
  - Helps generate engagement and potential opportunities for others to share your information
  - Try to add context when you retweet a post from someone else. Explain why the content is relevant to your school
- Include media – tweets with pictures, videos, and links generate more engagement.
- Tag the district/other key partners! @SLPS\_INFO is always looking for school-generated content. Tag us for an increased chance that we'll retweet!
  - Twitter is also a great way to thank donors/volunteers. Tagging them in a thank you post is an easy and free way to let them know you appreciate them!
- Tweet often! Twitter is the only social media where more is better. Since Twitter feeds show tweets in chronological order, the average life of a tweet is 8 minutes. Don't be afraid to post the same message multiple times. It will hit a different audience if you post at different times of day.

### Build Your Following

- Use Hashtags – tweets with hashtags get 2x more engagement. Don't use more than 2 in one post!
  - District hashtags: *#WeChooseSLPS #SLPS #SLPSGoestoCollege #CollegiateFriday*
  - Create your own hashtags to build school pride!
- Get followers by following others
  - Follow community organizations, media, local officials, education leaders, etc.
  - Follow SLPS district accounts – @SLPS\_INFO (be sure to follow our lists!), @SLPS\_SUPT, @SLPS\_Wellness, @SLPSFoundation, @FriendsofSLPS, @SLPS\_Listings
- Invite staff and families to follow you by including your handle in emails/newsletters

### Twitter Toolbox

- Shorten links – *www.bitly.com*
- Schedule tweets – *www.hootsuite.com, www.buffer.com*
- Edit/add text to pictures – *www.canva.com, www.picmonkey.com*



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## Facebook

### Quick Tips

- Facebook pages with the most complete profile information at the top of the page will appear in more followers' news feeds. Include the school's website URL in the about section.
- Tag others when posting, so they get notifications.
- Delete hyperlinks after posting (the link will still show up), and your status will look clean.

### Building your following

- Follow SLPS and other district schools with Facebook pages!
- Follow key influencers
  - Neighborhood associations
  - Local businesses and non-profits
  - Education pages – DESE, CharacterPlus, etc.
- Include your Facebook address in your newsletter/share with staff
  - Facebook and other social media often spread information faster than traditional media. Encourage families to follow to stay up-to-date!

### Creating Engagement

- Do not over-post! Aim to post 2-3 times a week.
- Post when people are online – generally around lunch time and after work (11 AM and 7 PM are ideal times).
- Once you begin posting, Facebook will keep analytics on your followers, and you can adjust times from there.
- Always give context when posting a link, photo or poll.
- Try “caption this” or “photo of the week/day” posts.
- Pictures are the top way to engage followers.
- Keep it simple. Short posts get more engagement (1-3 lines of text)



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## Instagram

### Creating Content

- Take pictures and share them! Instagram is the simplest social media because it follows the easiest formula: picture + description = post.
- Use pictures to share news, events, and human interest stories.
  - Recognize individuals – teacher of the month, students who scored advanced, volunteers, etc.
  - Photos or videos from an event
  - Announcements – snow day, reminder that tomorrow is a dress down day, etc.
- Make sure you always write a caption, but keep it brief.
  - Do not put links in the captions, they will not work. If you want to link to something, update the link in your bio and direct people there in the caption.
- Tag your pictures
  - Tag the people or associated organizations in your pictures.

### Build your following

- Use Hashtags – tweets with hashtags get 2x more engagement. On Instagram, there is no character limit, so you can use more hashtags! Cap hashtags at 30.
  - District hashtags: *#WeChooseSLPS #SLPS #SLPSGoestoCollege #CollegiateFriday*
  - Create your own hashtags to build school pride!
- Get followers by following others
  - Follow community organizations, media, local officials, education leaders, etc.
  - Follow SLPS district accounts – @SLPS\_INFO (be sure to follow our lists!), @SLPS\_SUPT, @SLPS\_Wellness, @SLPSFoundation, @FriendsofSLPS, @SLPS\_Listings
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### Instagram Toolbox

- Edit /add text to pictures – *www.canva.com, www.picmonkey.com*
- Create photo collages – download the Layout for Instagram app on iTunes/Google Play.
- Repost pictures – download the Regram app on iTunes/Google Play.



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