# Safe and Strategic Social Media Engagement

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# About Us

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# 3 Tiers of Engagement Strategy

1. The content you post
   a. Photos, videos
   b. Quotes
   c. Information
   d. Think “edutaining” entertaining + educational
2. The way followers interact with your content
   a. Likes, comments, tagging & reviews
3. The way you interact with your followers
   a. Responding to comments, tags, and reviews

# Why are we talking about this?

# Just some stats...

- Generation X + Millenials are the biggest social media users (Generation X actually uses it MORE!)
- In a survey of 1,000 millennial parents with at least one child under the age of 10:
  - **90%** of parents found social media helpful for parenting
  - **37%** of moms and 50% of dads say they use social media at least once a day for parenting
  - **100%** of millennial parents expect brands to provide value to explain cost

**In short, parents (especially young parents) turn to social media more frequently than any other medium for advice and information.**

# Privacy policies and concerns are all over the place…

- Districts using “snaptrends” to monitor all the social media posts of everyone in the district
- Some schools don’t post anything on social media, while others are active
- There’s no industry standard

# Part 1: Implementing a successful social strategy when you have restrictions

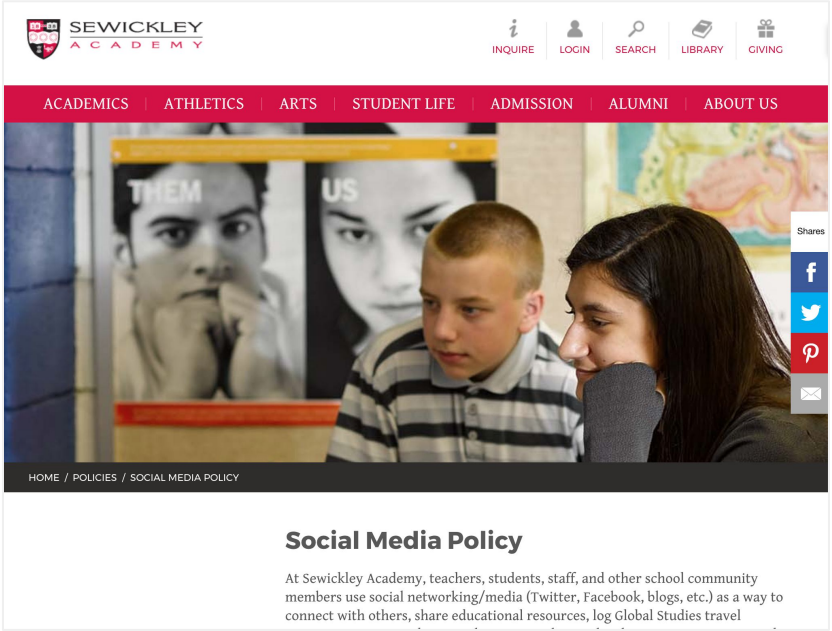
# Determine the goal of your strategy:

- Is it to engage current families?
- Is it for recruitment?
- What type of content do you want to post?
- How often do you want to post?

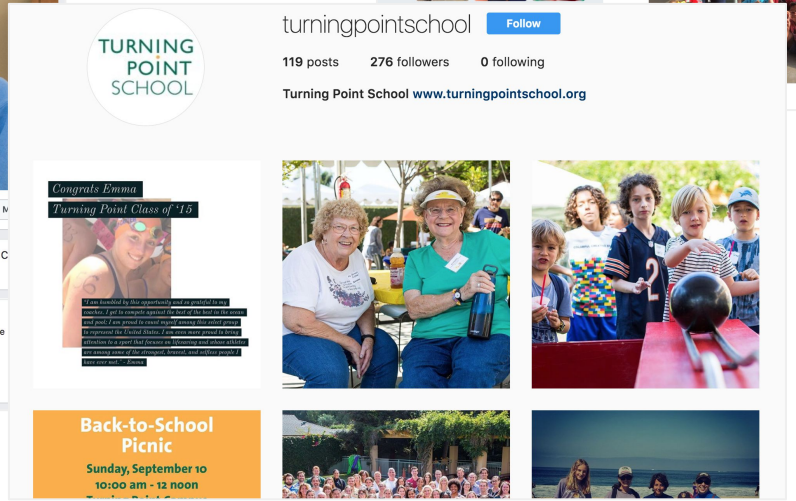
# Write a Social Media Policy

- Distribute school-wide
- Make sure it gets signed
- Use this as your opportunity to opt your child out of social media photos

Free Social Media Policy Template - **Download**

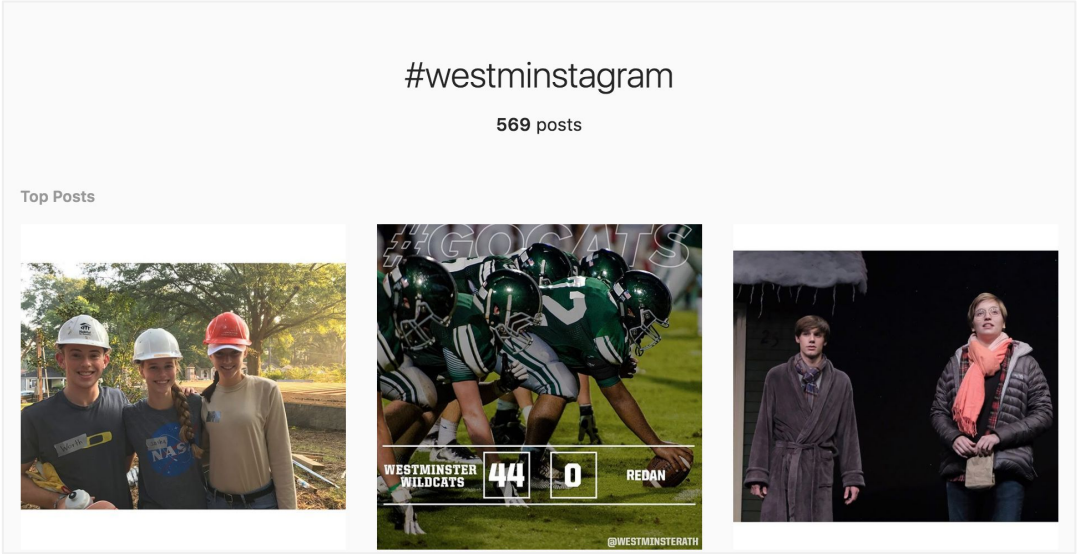


# Determine whether you will have a public or private presence

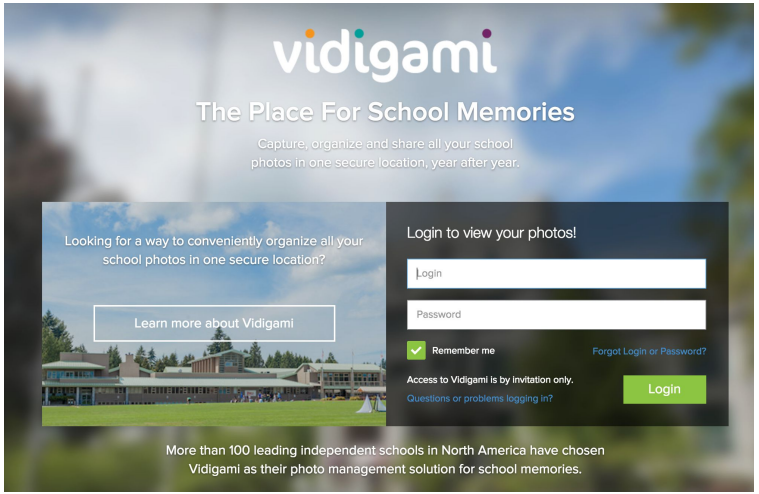


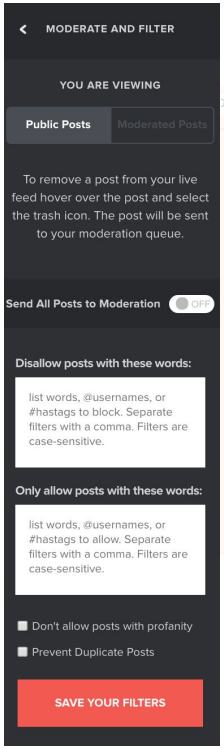
# Crowdsourcing Content - Develop a Process

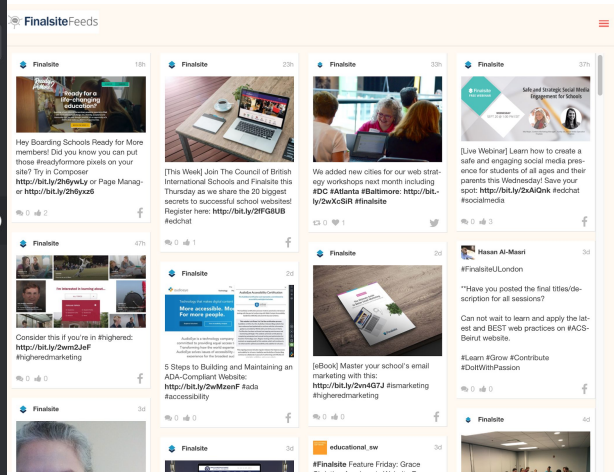
- How will you crowdsource content?
  - Via email? An App? A Hashtag?
- If you want to repost, ask!
- If there's something off-brand, ask to have the hashtag removed



# Use Tools to Help!



# Share Content With Privacy in Mind

- Ensure you have permission before you post!
- Don’t use full names on social media
- Only tag accounts if you’ve been given permission
- Don’t follow everyone in your community
- Enlist community content creators you can follow
- Don’t post exact dates right on FB
- If it is an all-school event where security is a concern, link to it in a password-protected portal

# Removal of inappropriate or off-brand comments/posts

- Refer back to the social media policy for what makes an inappropriate post
- Ask the user to delete or edit the post if it is public
- Request for teachers to make their personal accounts private and create separate, public school-only accounts
- It is OK to delete mean or inappropriate comments/questions
- In extreme cases you can block or ban a user from your accounts

# Three “P’s” to remember when posting…

- Permission
  - Did I get permission to post this? If yes, how? If no, is that in-line with our privacy policy
- Policies
  - Social media policy
  - Privacy policy
- Privacy
  - Specific names/dates

# Two FAQs…

- We’re not allowed to post ANY photos on social media, what can we do?
  - Memes, GIFs, inspirational quotes! (Use Canva)
  - THINK EDU-TAINING!
- What happens when we take a photo and a student didn’t grant permission?
  - You can’t post it.

# Part 2: Appropriate Social Media Engagement

# Engaging With Students: Dos + Dont's

- DO set a tone of engagement
- DO take screenshots as your digital paper trail
- DO reply to comments and questions (and do NOT ignore them!)
- DO comment on a photo, tweet or post where you are tagged
- Don't repost a photo without permission
- Don't follow your students or parents on social media

# Facebook

"Like" and reply to comments, or take things to DM when necessary

Invite people that engage with your posts to "Like" your page

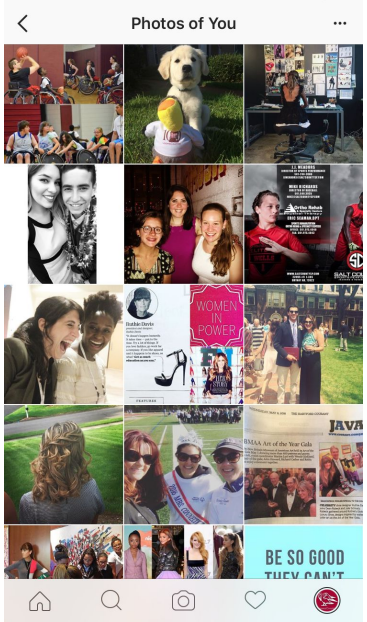
# Twitter

Follow select accounts, Retweet, Like, Retweet with comment, and use hashtags!

Create a Twitter List for easy access to the accounts that you engage with most!

# Instagram

## Follow, Like, Comment, Engage with Tagged Photos and Location Photos



**vaness_ahhh** The day that I've been dreading is actually here ..... My baby is officially starting his journey a month early and leaves to the east coast in the next few hours. Who knew I could accumulate so many tears of joy & sadness all at once. I know I'll get to see you in a month but man these next few days/ weeks/months/years just won't be the same with out you! Missing you already A-A-RON!❤️😭

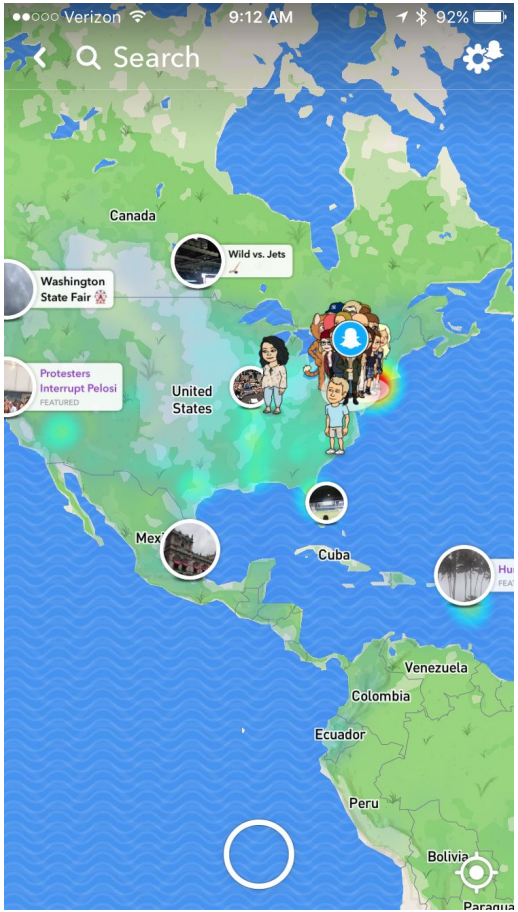
**xoxoemilyyyy** Wow, I didn't know he was that big already. I just remember him being so small lol

**loomischaffee** We will take great care of him (and make sure he calls home regularly 🙃) #LoomisChaffeeFamily

# Snapchat

Snap Maps

- Post to “Our Story” - Users see a collection of public snaps
- Encourage students to enable Ghost Mode or select which friends can see their location
- Enable Ghost Mode on your school account

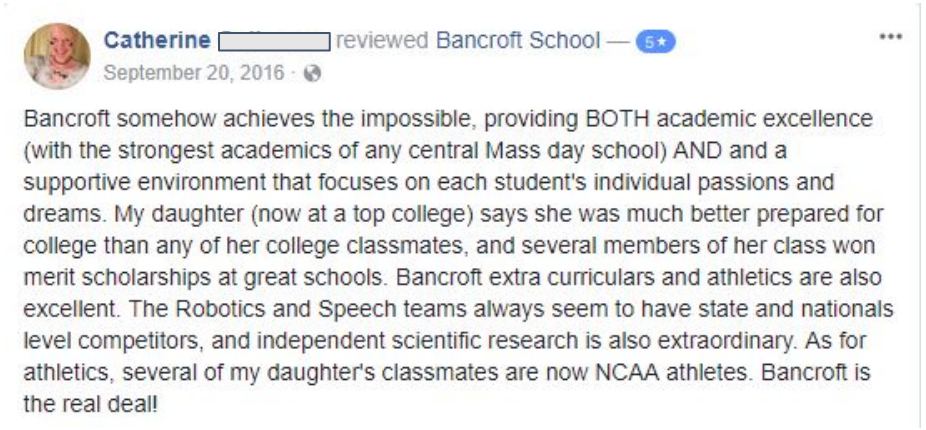


# Part 3: Review Management

# Impact of Online Reviews

84% trust online reviews as much as a personal recommendation

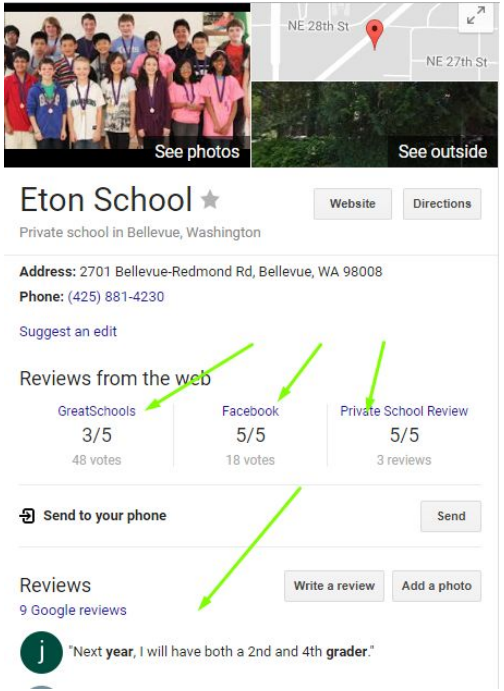
68% form an opinion after reading between 1 and 6 online reviews



# Visibility of Online Reviews

Google Search results are showing more than just Google reviews

- Facebook
- GreatSchools
- Niche
- Private School Review



# Create a Response Process

- Include in your Social Media Policy
- Who will monitor and respond?
- What are the common themes?
  - Create standard responses that can be customized for the specific review
- Where will we direct people to?
  - Contact information: phone or email?

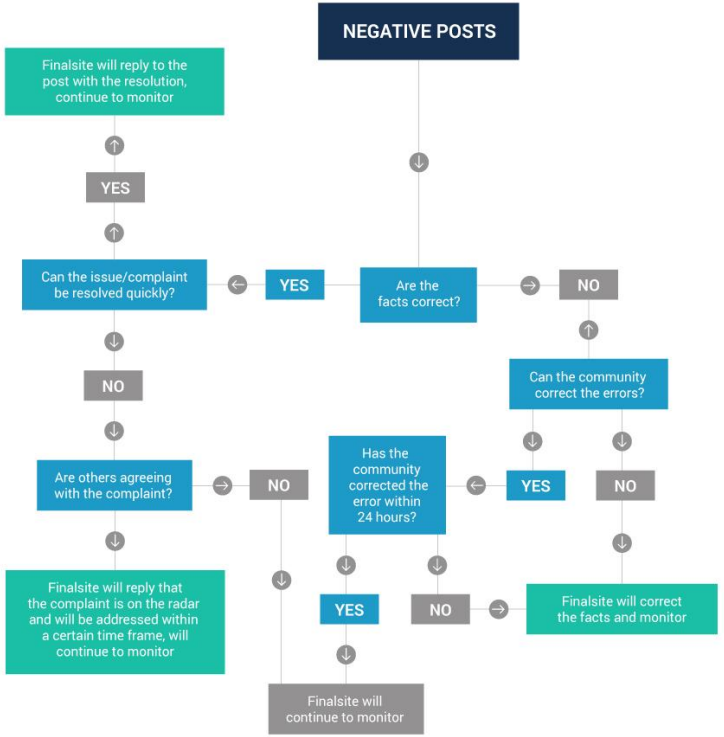
# Finalsite | Social Media Response Standard Operating Procedure

**RESPONSE CONSIDERATIONS**

**Sourcing.** Re-enforce the response by citing sources such as URLs and articles

**Timeline.** Do not rush! Take time to craft an accurate and relevant response

**Influence.** Focus on responding to the most active and relevant social media sites



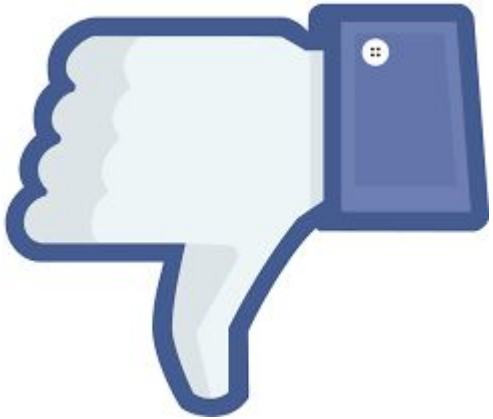
# Positive Reviews

- Opportunity to grow that relationship
- Shows the public you care
- Can be super simple

“Thank you for leaving us a review! You just made our day!”

# Neutral / Negative Reviews

- Opportunity to resolve the issue
  - Make the user feel heard
  - Apologize if appropriate
  - Take the conversation offline if possible
- Shows the public you are listening to users' concerns
- Gather common themes, concerns to share with internal team



# Facebook

- You have the ability to directly and publicly respond
- If negative, you can request they send their information via private message or provide contact information in your response
- Reviews cannot be deleted

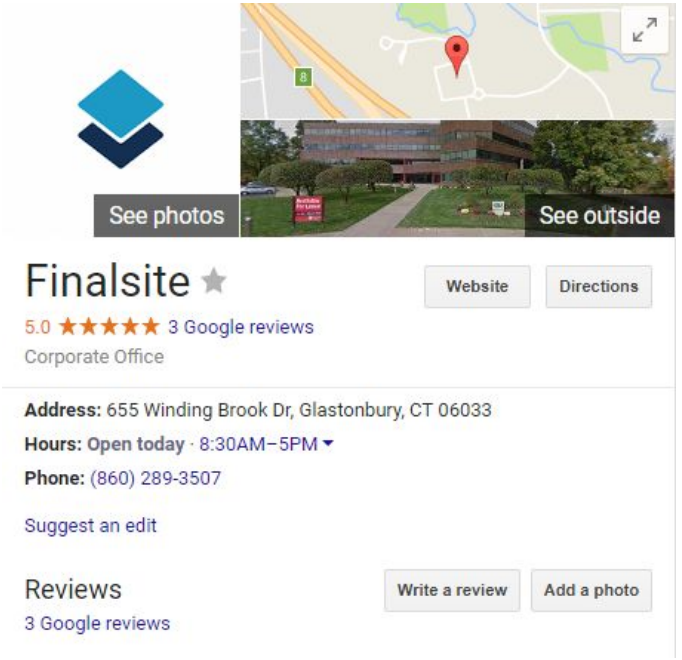
# Google

Claim your school listing and verify it on Google to be able to respond to Google reviews

- Google My Business

Ability to publicly respond

Provide contact information in your response



# Questions?

www.finalsite.com