SOCIAL MEDIA TOOLKIT

STEP-BY-STEP GUIDE TO IMPLEMENTING A SOCIAL MEDIA STRATEGY IN YOUR SCHOOL OR DISTRICT

HIGHLIGHTS

- Setting a policy
- Defining your channels
- Implementing & promoting your program
- Monitoring and evaluation

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CASE
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SOCIAL MEDIA TOOLKIT

Social media is shaping how school leaders communicate, connect with their communities, share breaking information, monitor sentiment, and, yes, how they talk with and teach their kids. This five-step toolkit provides you with resources to implement, maintain and successfully leverage social media to improve student, teacher and community engagement and move your communications and community engagement programs into the 21st century.

GETTING STARTED

Before you start a social media program for your school or district, you need to ask yourself a few questions. Weigh your options well. If you don't have the time or resources to fully implement a program, you may need to ask yourself if it's worthwhile at all.

A. Who will maintain the sites? And do I have resources for constant monitoring and contact via social media channels?

B. What objectives am I trying to achieve?

C. Who is my audience?

D. What is my message?
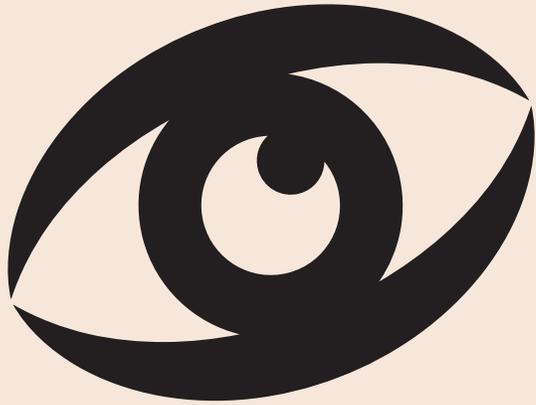
HEADS UP!

You don't need to use every channel, in fact, you may want to purposefully limit your social media program to one or two targeted channels.
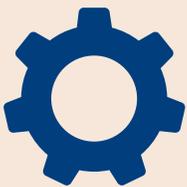
SETTING A POLICY

So, you've decided that you want to create a social media program. It's now time to create a framework and policy for your program.

A. Who is responsible for what?

It's great to have a central person in charge of social media. But the true power is in grassroots syndication and cloud-based information sourcing. Under this system, an individual district or school would have one central "social-media point person" to traffic and control message and system integrity, while empowering staff members and teachers as "social media team members" who can post on behalf of the organization. The social media point person is also responsible for monitoring and responding to third-party content.

B. Policy.

Adjust your policy to your stakeholders. When in doubt, contact legal counsel and build consensus on the policy with your board. A good social media policy should cover:

1. Responsibilities
2. Standards of behavior for students, staff and teachers
3. Privacy and personal safety
4. Response matrixes
5. Clear definitions of technologies and media channels
6. Copyright protection and liability disclaimer
7. BYOD policy

C. Boilerplate policy samples.

Use these boilerplate policies to custom-tailor a policy to meet your school needs. Don't forget that each social media channel requires a terms-of-use to define the rules of engagement (CASE Facebook terms of use).

1. Edudemic social media policy boilerplate
2. Edutopia social media guidelines for schools

D. State and district social media policy examples

1. CDE Social Media Policy
2. Colorado State University Social Media Policy
3. Falcon District 49 Social Media Policy
4. JeffCo Social Media Policy
5. Minnetonka School District Social Media Policy
6. Pottsville Social Media Policy

TOOLS OF THE TRADE

WOW! THIS IS A LOT OF WORK. HERE'S SOME TOOLS TO HELP YOU GET STARTED, SCHEDULE, MONITOR AND MANAGE MESSAGES.

- Creating a Facebook page
- Twitter 101
- YouTube for schools
- Google in education
- Dashburst top social media management tools
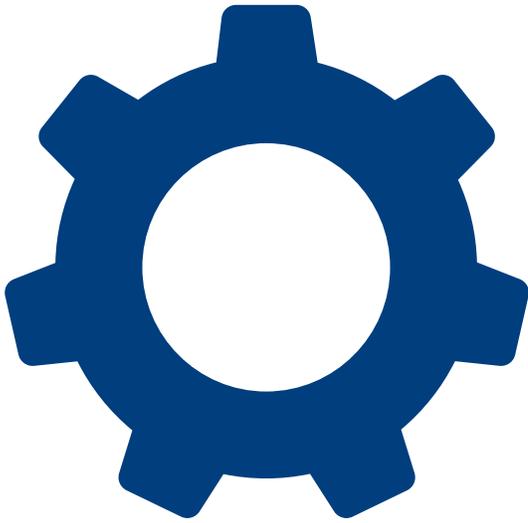
DEFINING YOUR CHANNELS

So you have the resources and policies to make it happen, now
what channels should you use to reach what group?

A. **Facebook.** This number-one channel is easy to use to create dialogue, to push out notifications and to promote activities. It's widely used by teachers and students.
  - i. Tips on Facebook for schools

B. **YouTube.** Great for sharing videos of competitions, sporting events and student and school activities. Watch for copyright infringement (no, you can't play Ricky Martin's Living La Vida Loca as the soundtrack for your recent board meeting).
  - i. YouTube for Schools from Edudemic

C. **Twitter.** Twitter is good for monitoring sentiment on issues and checking the temperature of your community. It's also good for sharing breaking news.
  - i. Twitter for teachers from Edudemic

D. **Blogs.** Blog platforms allow for more in-depth storytelling and have the options to share comments and feedback.
  - i. www.edublogs.org
  - ii. www.blogger.com

E. **Wikis.** This is a good information sharing platform when you want to be able to edit and share common information. Just make sure the information doesn't leak!

F. **LinkedIn and Yammer.** These sites and groups are good for connecting with professional colleagues and sharing internal information.

G. **Ustream.** Want to allow parents to remotely watch a board meeting or game? Consider webstreaming through a service like ustream.

H. **Pinterest, FourSquare, Slideshare, Google + and MySpace (remember them?).** While you may wish to push out syndication to multiple channels, in the end, it's just more to monitor and manage. Keep it simple!

I. **Syndication.** Social media is about sharing. Be sure to allow your stakeholders the chance to share your information through multiple channels through a syndication embed tool like www.sharethis.com.

J. **Social embeds.** Embedding your Facebook or twitter feed into your web page allows for readily updated information.

IMPLEMENTING AND PROMOTING YOUR PROGRAM

A. Message. Social media is about empowering your stakeholders (teachers, parents, students) as messengers. You want to build systems that allow for buttom-up communications. That said, creating solid top-down messages and responses that build and support your brand – and define the rules and practices for engagement – is also key. Don't forget to craft your message to the media and target market.

I. Three Ships Media tips on creating targeted messaging

B. Create a response matrix. Be prepared for cyber-bullying, tears, bad words and negative posts, and create a response matrix to respond systematically to issues.

1. California State University Response Matrix

2. COSN: Rethinking Acceptable Use

3. Policies to Enable Digital Learning

C. Share it with everybody!

I. Include your social media information on e-mail signatures, websites, e-Newsletters, printed collateral, business cards, etc.

Social Media Response Matrix

Office of University Communications

DISCOVER

WEB POSTING

Has someone discovered a post about the organization? Is it positive or balanced?

YES → **NO**

EVALUATE

"TROLLS"

Is this a site dedicated to bashing and degrading others?

NO

CONCURRENCE

A factual and well cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.

You can concur with the post, let stand or provide a positive review. Do you want to respond?

MONITOR ONLY

Avoid responding to specific posts, monitor the site for relevant information and comments. Notify UCom.

YES

"RAGER"

Is the posting a rant, rage, joke or satirical in nature?

NO

FIX THE FACTS

Do you wish to respond with factual information directly on the comment board?
(See Response Considerations)

YES

NO

"MISGUIDED"

Are there erroneous facts in the posting?

YES

YES

LET STAND

Let the post stand — no response.

YES

"UNHAPPY CUSTOMER"

Is the posting a result of a negative experience?

YES

RESTORATION

Do you wish to rectify the situation and act upon a reasonable solution?
(See Response Considerations)

RESPOND

NO

SHARE SUCCESS

Do you wish to proactively share your story and your mission?
(See Response Considerations)

FINAL EVALUATION

Write response for current circumstances only. Will you respond?

YES **YES** **YES**

RESPONSE CONSIDERATIONS

| TRANSPARENCY	SOURCING	TIMELINESS	TONE	INFLUENCE
Disclose CSUEB connection.	Cite your sources by including hyperlinks, video, images or other references.	Take time to create good responses. Don't rush.	Respond in a tone that reflects highly on the rich heritage of CSUEB.	Focus on the most used sites related to CSUEB.
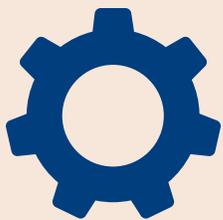
MONITORING & EVALUATION

A. Establish protocols to monitor social media. Whether it's once a day or once an hour.

B. Establish goals. What are your metrics for success? And your metrics for conversion. A few   steps make goals benchmarking easy.

1. Start with a baseline. Where are you at now? How often are you messaging? How many people like your page, comment or share?
2. Set reasonable targets, including shares, likes, comments and clicks.

If your goal is to sell raffle tickets for a prize, your social media conversion rate isn't the number of likes you get, it's the number of people buying tickets that were driven their by social media.

3. Set soft targets for community engagement (ie. Parents are actively commenting)
4. Monitor
5. Report back on a consistent schedule
6. Share your results with your community
7. Read Social Media Today's Top 50 Social Media Monitoring, Analytics and Management Tools

C. Adapt to change. A big strength of social media is its temporal nature. It's a good place to experiment, to adapt and to expand.

COLORADO INFLUENCERS

1. **CASE social media channels** Facebook | Twitter | LinkedIn | YouTube

2. **Top Colorado education social media influencers.**
    A. @BruceCaughey
    B. @denvereducation
    C. @ednews
    D. @cprbrundin
    E. @9newseducation
    F. @coloradoan
    G. @zahiratorresdp

3. **Top Colorado education hashtags**
    A. #EdColo
    B. #CommonCore
    C. #educationleaders
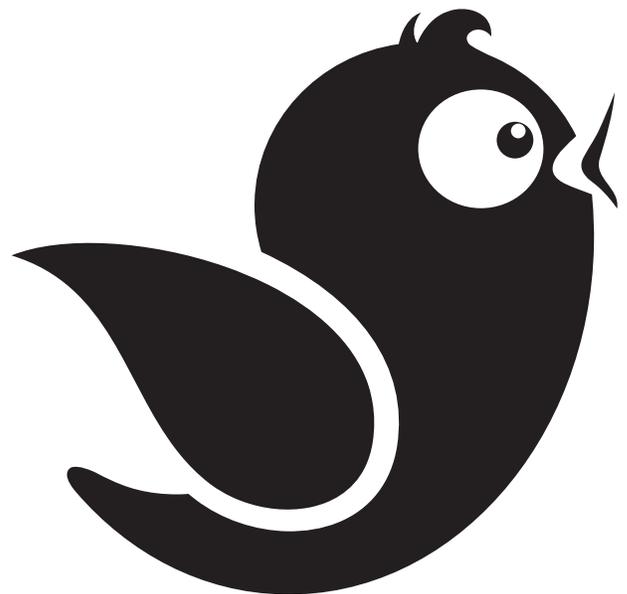
GLOSSARY

1. **Twitter:** A micro-blogging service that allows members to publicly post and share short, 140-character messages. While Twitter is not the only such service, it is the most well-know, with the largest user-base within North America.

   A. **Tweet:** A post made to Twitter.

   B. **Handle:** Name for a Twitter account.

   C. **RT or Retweet:** The result of reposting someone else's tweet or "forwarding" the Tweet.

   D. **@ message:** A response or a message to a specific handle, used to talk to other users.

   E. **DM or direct message:** A private message sent to a user.

   F. **Hashtag or #:** The use of the "#" symbol to denote a major topic and aggregate conversation around a specific topic. Hashtags are hyperlinked and searchable on Twitter.

   G. **Trending:** The most popular topics on Twitter, usually big news stories or shared Twitter jokes.

   H. **Twitter Lists:** A tool for organizing and categorizing related groups of Twitter users that an organization is following.

   I. **TweetDeck:** A social media dashboard application for management of Twitter and Facebook accounts. The interface consists of a series of customizable columns which can be set up to display Twitter and Facebook updates, Twitter direct messages, hashtag (#) searches and more.

2. **Facebook:** The single largest and most-trafficked social networking site with more than 900 million registered users.

   A. **Facebook Pages:** Major brands, businesses, organizations, public figures, politicians, celebrities, etc. use Facebook Pages as their social home on the web. Schools and districts should be pages, individuals can use personal facebook pages.

   B. **Timeline:** The design of a Facebook Page that features a large image (known as a cover photo) at the top of the page, landing tabs, static and dynamic tabs, photos, and content organized in chronological order.

   C. **Likes:** The number of people that have opted-in to receive updates from a Facebook Page.

3. **LinkedIn:** A business-orientated social networking site geared towards companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates and clients.

   A. **Company Page:** Centralized location where LinkedIn members can go to stay in the loop on company news, products and services, business opportunities, and job openings.

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