Let’s Get Social
Managing Your Presence on Twitter, Facebook and More

Maryland Association of Boards of Education
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What Does Effective Communications Look Like in a School District?

- Parents have multiple ways to communicate with the school district and the school district uses multiple ways to communicate with parents
- Teachers are engaged and enthusiastic
- Stories of student and staff success are readily and widely shared
- Administrators adeptly handle issues that “land”
- Communications efforts are coordinated and aligned with the school district’s plan
How Do We Communicate in Today’s World?
Social Media
Has transformed communication globally

- Anywhere, anytime, immediate
- Trending topics drive news coverage
- About 2/3 of Americans get news from social media sites*
- Increases community and political engagement
- Provides an inside look into schools/classrooms

*Pew Research Center, 2018
ESSAY—
What I did
on my Summer
Vacation.

YOU MEAN YOU HAVEN'T BEEN FOLLOWING ME ON TWITTER ALL SUMMER?
It’s a Smartphone World

% of U.S. adults in each generation who say they ...

- **Own a smartphone**
  - Millennial: 92%, 93%
  - Gen X: 85%, 90%
  - Boomer: 68%, 67%
  - Silent: 30%, 40%

- **Own a tablet computer**
  - Millennial: 68%
  - Gen X: 45%
  - Boomer: 17%
  - Silent: 34%

- **Use social media**
  - Millennial: 85%, 86%
  - Gen X: 75%, 76%
  - Boomer: 23%
  - Silent: 15%

Note: Those who did not give an answer are not shown.

PEW RESEARCH CENTER
Parents Are Changing

Your school district serves at least two generations of parents with different needs and demands

• Generation X
• Millennials
Gen-Xers (39-54 years old)

• Grew up when institutions were falling apart
• Advent of the 24-hour news cycle
• Were latchkey kids
• Independent, skeptical, high BS meter

*Communication takeaways?*

➢ Anticipate and prepare for skepticism
➢ They will search everything on Google before talking with you
➢ Be honest and direct
Millennials (22–38 years old)

- Came of age during Columbine and Virginia Tech shootings, 9/11
- Exponential use of technology especially social media
- Hungry to influence others and to be influenced
- Can make or break brands

**Communication takeaways?**

- Communicate using feelings and emotions
- Want to be part of a network, be empowered and work collaboratively
More Communication Realities

• Traditional news industry is more understaffed to cover stories, especially education
• Public is reading fewer newspapers, watching fewer news broadcasts, and getting more news through online sources
• Online space has become a host for the digital homes of legacy news outlets and new, “born on the web” news outlets
WHAT IS YOUR SCHOOL DISTRICT’S BRAND?
The BRAND PROMISE

- Traditional Media
- Social Media
- Logo
- Website
- Mission, goals

The BRAND EXPERIENCE

- School Facilities
- Employee Voices
- Academic Results
- Customer Service

YOUR SCHOOL DISTRICT’S BRAND

Customer Trust

District Management Council
Multiple Tools to Reach Your Audiences

- Face-to-face
- Newsletters
- PTA meetings
- Advisory groups
- District website
- Videos
- Text messages
- Surveys
- School Board meetings
- Traditional media
- Social media
Why Social Media Matters

• Your parents, staff, and students are already there
• Listening and engaging tool
• It’s free
• School board members are front-line reporters who have the power to tell your district’s story
IF YOU DON’T TELL YOUR STORY

SOMEONE ELSE WILL!
DO NOT LAND MINES ENTER
12 Social Media Guidelines for School Board Members

1. Clarify you are communicating as an individual member of the board and not an official district spokesperson

2. Avoid deliberating school district business with a quorum of the board. Board members should not use online communications as a vehicle for communicating with each other outside of meetings.

Source: Texas Association of School Boards
3. Direct complaints or concerns presented online to the appropriate administrator.

4. Avoid posting content that indicates you have already formed an opinion on pending matters (related to grievances, appeals or other disputes).

Source: Texas Association of School Boards
12 Social Media Guidelines for School Board Members

5. Ask for community input to be provided through appropriate channels but resist having your social network direct your decisions.

6. Post only content that the district has already released to the public.

Source: Texas Association of School Boards
7. When attempting to restate what happened at a previous board meeting, clarify that the posting is not an official record.

8. Conduct yourself online in a manner that reflects well on the district
   – Avoid posting information that is not verified and made public by the district

Source: Texas Association of School Boards
9. Immediately report harassing or defamatory communications to the superintendent if they involve school officials, staff, students or district business.

10. Retain electronic records—including your own posts and content others post to your account—when required to do so by your district’s records retention policy.

Source: Texas Association of School Boards
11. Immediately report to the district any potential security breach if you lose a district-issued or personal electronic device on which confidential records could be accessed.

12. Comply with your district’s acceptable use policy when using district-issued devices.

Source: Texas Association of School Boards
Tips for Success

- Post daily or at least 2-3 times per week using pictures, videos
- Make sure photos aren’t distorted and are interesting shots
- Show students and teachers in your top cover photos on FB and Twitter ... not buildings
- Amplify your district’s messages by retweeting the district official tweets or sharing your district’s Facebook posts
- Make sure there are links embedded in message to engage audience – link to other websites, documents, news articles
- Join in hashtag campaigns
https://twitter.com/ShebraEvans
(Montgomery County School Board President)
MCPS is looking for highly qualified & highly skilled tradespeople to join its workforce as facilities management support professionals and is holding a hiring expo from 7 a.m.– 4 p.m. on Sept. 19. Info:

MCPS to Host September 19 Hiring Expo for Maintenance

MCPS is hosting a hiring expo from 7 a.m.– 4 p.m. on Thursday, Sept. 19, at the Division of Maintenance, ... montgomeryschoolsmd.org
Martha James-Hassan @DrJamesHassan · Sep 6
So awesome!

Joe Manko @joemanko · Sep 6
I love this child’s response to the question what do you think about math? “It is challenging and it is going to help me fill my dream of being a president.” #SoAwesome #Liberty64
Welcome back, FCPS!

Coming this year:

- Market-level employee salaries
- Laptops & WiFi for HS students
- Arabic, ASL, Chinese, Korean & Vietnamese programs for all HS students
- Solar-powered schools
- Here Comes the Bus tracking app
- Free feminine products in restrooms
A huge thank you to Caroline County Emergency Services and Law Enforcement for training our staff with table top emergency exercises in case of a crisis. @CarolineCoPS
These #RESTerriers did a great job of opening the November board of education meeting with the Pledge of Allegiance! For more highlights of the meeting, check out this month's edition of BoardNotes:
https://tinyurl.com/y9jevpbe #GrowCaroline
Chesterfield County Public Schools Tweets School Board Meetings
https://twitter.com/@ccpsinfo

**Chesterfield Schools @ccpsinfo · Mar 12**
The School Board has approved a year-round schools calendar that would support Bellwood Elementary (approved site by VDOE) and Falling Creek Elementary (proposed site before VDOE) for the 2019-20 school year.
boarddocs.com/vsba/chesterfi...

**Chesterfield Schools @ccpsinfo · Mar 12**
The School Board is recognizing 9 principals nominated for the 2019 R.E.B. Award for Distinguished Educational Leadership. Congratulations to Dr. Lisa Hill, principal at Hopkins ES, for being named our 2019 R.E.B. distinguished educational leader!!
Tammy Fraley @tammyfraleyboe · May 4
Mental Health Awareness is ESSENTIAL to the success of students in schools today.

MdPublicSchools 🔄 @MdPublicSchools
May is #MentalHealthMonth. Mental Health is a growing concern in Maryland and throughout the nation. The Maryland State Board of Education is focusing on mental health, reminding students who maybe be suffering...

Tammy Fraley @tammyfraleyboe · Apr 11
the benefits of a fully trained school-resource officer goes far beyond policing.

NASRO @NASRO_Info
“You can prevent a lot of stuff from happening by having a relationship with students. ... A good resource officer is a good listener, a good communicator, a good mediator.” -- @RowanSheriff (NC) school resource officer supervisor...
Anne Arundel County Public Schools (AACPS)

November 13 at 9:15 PM

We say every day that our students are #AACPSAwesome, but this is even better than that. Thank you, Cristian.


PASADENAVOICE.COM

Chesapeake Student-Athlete Uses CPR To Save Unresponsive Man | Pasadena Voice

Kristen DeBoy Caminiti and 377 others

2 Comments 35 Shares
More Tips …

• Student safety is the overriding concern.
• Take particular care with students for whom there are custody/safety concerns.
• Always respect privacy and confidentiality of student information.
• Never post personal information or photos without consent.
• Address concerns promptly and openly, then continue the conversation offline to close the loop.
More Tips …

• Analyze your online image - Be aware of what your page or profile says about you
• Consult “Guide to Responding Online”
• Be prepared for constant evolution of social media tools and uses
• If you are new to social media, follow others and learn from good examples
• Follow your school system, superintendent and principals on social media
Cautions on Social Media

- District should have social media guidelines
  - Non-instructional use
  - Instructional use

- Include disclaimer as to what are excluded topics (political, confidential, obscene, defamatory, harassing, protected by FOIA)
Finally …

Don’t turn Twitter or Facebook into a battleground.

KEEP CALM
AND
DON'T FEED
THE TROLL
WRITE THE 
LARGEST NUMBER 
YOU CAN:

WARREN
Remember, anything online can be...

Captured in a screenshot

Subpoenaed by a court

Shared with the multitudes

Subject to a public records request

End up on a newsfeed

Featured in MABE’s next workshop
Keep Learning

- NSPRA’s blog “Social School PR” by school communication experts on using social media to meet school communication goals: [https://socialschoolpr.wordpress.com/](https://socialschoolpr.wordpress.com/)

- “Social Bulletin Board” highlights good examples of individual district and school use of social media, especially Facebook and Twitter: [SocialSchool4EDU.com](http://SocialSchool4EDU.com)

- Steven Anderson’s Twitter @web20classroom and blog [http://blog.web20classroom.org/](http://blog.web20classroom.org/)
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