#socialmedia
for **School Districts**

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Why?

- News outlet that is relevant and meaningful to your audiences
- Inexpensive
- Immediate
- Free professional development
- Find helpful information about students and staff (intervention)
- Assist parents/students (directly) with issues as needed
- Recruiting efforts
- Recognition of staff and students

Guerilla Marketing

- **"Guerrilla marketing** is an advertising strategy in which low-cost unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget."

  - *Wikipedia.com*

Top 7 Anticipated Social Media Trends for 2015

- Social media will be designed more for mobile devices.
- Images will be used in a more extensive manner.
- Short videos will be more in use.
- Companies will look to go for viral marketing.
- Real-time marketing will rise significantly.
- Instagram and LinkedIn will be the most popular platforms.
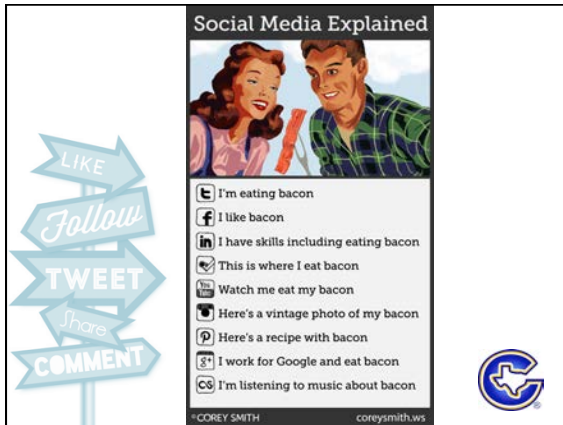- Creativity will be the need of the hour.

Source: http://www.socialmediatoday.com

Content Marketing

Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy.

Contentmarketinginstitute.com

The Big 7 for 2015

- Facebook (23% growth rate, 1.15 billion)
- Google+ (33% growth rate, 359 million)
- YouTube
- Twitter – (44% growth rate, 215 million)
- **Instagram** (150 million)
- Pinterest (20 million)
- **LinkedIn**

Social Media Explained

I'm eating bacon
I like bacon
I have skills including eating bacon
This is where I eat bacon
Watch me eat my bacon
Here's a vintage photo of my bacon
Here's a recipe with bacon
I work for Google and eat bacon
I'm listening to music about bacon
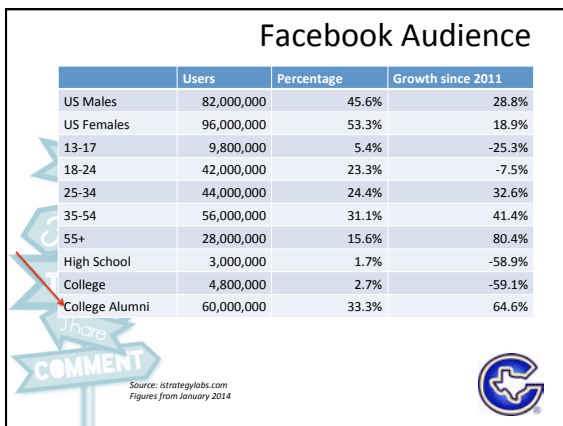
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Facebook

- Demographics (25+)
- Policies
- "Friend" vs. "Page"
- Custom URL:
  - www.facebook.com/username
- Give it a human voice

Like

Facebook Audience

	Users	Percentage	Growth since 2011
US Males	82,000,000	45.6%	28.8%
US Females	96,000,000	53.3%	18.9%
13-17	9,800,000	5.4%	-25.3%
18-24	42,000,000	23.3%	-7.5%
25-34	44,000,000	24.4%	32.6%
35-54	56,000,000	31.1%	41.4%
55+	28,000,000	15.6%	80.4%
High School	3,000,000	1.7%	-58.9%
College	4,800,000	2.7%	-59.1%
College Alumni	60,000,000	33.3%	64.6%

Source: istrategylabs.com
Figures from January 2014

Twitter

- Demographics (<25) – young alumni
- Develop a hashtag
  - #corsicanaef #corsicanaisd
- Pull staff tweets to your site (more voices)
- Link to fresh content (more voices)
- Say what you don't know (stop the guessing)
- Ask for what you need. (# community engagement)

IN CASE OF FIRE
EXIT BUILDING
BEFORE TWEETING
ABOUT IT

Twitter

- 5 p.m. – best time to post and get retweeted
- Set aside 10 minutes a day – intentional tweets, not sporadic
- No need to Tweet everything immediately. Keep a notepad.

Guide to Twitter Lingo

at (mention)	@	**NSFW**	not safe for work
hashtag	#	**OH**	overheard
caret/hat sign	^	**PRT**	partial retweet
financial hashtag	$	**RLRT**	real life retweet
as far as I know	**AFAIK**	**RT**	retweet
carbon copy	**CC**	**SMH**	shaking my head
correction	**CX**	**TFTF**	thanks for the follow
direct message	**DM**	**TIL**	today I learned...
Follow Friday	**FF**	**TL;DR**	too long; didn't read
hat tip/heard through	**HT**	**TMB**	tweet me back
in case you missed it	**ICYMI**	**TQRT**	thanks for the retweet
Music Monday	**MM**	**TT**	translated tweet
modified tweet	**MT**	**W/**	with

Mashable

Google+

- Friends+Me = Shares Google content with other platforms
- Chrome will share to your personal profile Chrome Do Share plugin
- Steady Demand - analytics

YouTube

- Owned by Google
- Understand your demographics to craft messages
- Partner with YouTube celebrities
- Link to your site/complete descriptions
- Be clever & tell a story

Instagram

- 50% crossover with Twitter
- Create engagement with photo contests
- Feature your "peeps" – donors, board, staff
- Get more interest in your events
  (# is also for Instagram)

Pinterest

- 4x more women than men
- Attracts older people & high earners $75,000+
- About section – key statement, mission
- Location is key for local searches!
- Be social (follow others)
- Organize your boards.
  - Be specific.
- Don't just pin your own stuff

Linked In

- Attracts high earners $75,000+
- Scoping competition
- Advanced people finder
  – alumni
- Polls – opinion, quick market research

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In 20-30 years, one of the hardest things our kids will have to do will be finding a screen name that hasn't already been taken.

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Linked In

- Most useful for:
  – Research people and companies (75.8 percent)
  – Reconnect with past business associates/ colleagues (70.6 percent)
  – Build new relationships with people who may influence potential customers (45 percent)
  – Increase face-to-face networking effectiveness (41.2 percent)

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Social Media Management

hootsuite
Social Media Dashboard

Tips

- Limit the number of platforms
- Keep consistent usernames and profile pics for branding
- Share your content and make it shareable
- Establish a routine (stats)
- Dedicated time, but limited

Social Media War Room

Policies & Social Media

- http://socialmediagovernance.com/policies/#axzz1t9QE04Ym
- Common Sense Media – Digital Citizenship

https://www.commonsensemedia.org/educators/toolkits

"It appears that you're only attention starved. Perhaps you should rip another selfie on facebook."

someecards
user card
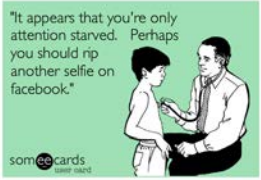
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