



24 SOCIAL MEDIA
CONTENT IDEAS
FOR SCHOOLS

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GETTING THE BENEFITS OF SOCIAL MEDIA

Schools across the country are realizing the benefits social media has on their districts and communities. Everything from increased enrollment numbers, better visibility and support for bond proposals, improved community engagement, and celebrating student achievements in the district can be attributed to a strong social media presence.

Schools that are active on social media understand that the key to achieving their online goals is simple: **be social!**

We've created a list of 24 content ideas that will help you get the most benefit from each of the most popular social media networks. Why? Because when your social presence is strong and unified, your district thrives online and in the classroom.



FACEBOOK

When you think of Facebook, think of parents.

Facebook is a fantastic way to share your most important events and information directly with parents. Build trust among your parent groups and individuals by addressing questions and engaging in discussions that ensure an accurate and positive narrative for your schools.

What should you share?

- Provide a summary of meetings and award ceremonies for those unable to attend.
- Showcase the ongoing celebration of school traditions to make alumni feel included and connected to the district.
- Share interviews with staff members or leadership to keep parents and community members informed of school events, updates and news.
- Post notices of upcoming events and fundraisers where parents and community members are encouraged to participate.
- Highlight students, teachers or staff members through special recognition opportunities.
- Celebrate successful classroom programs and lessons that will help parents understand what their children are learning.

TWITTER

Twitter is perfect for short stories for those with even shorter attention spans.

Twitter is an opportunity to quickly share information with a variety of audiences, including parents, students, and the larger community. Your goals for each post can range from building awareness around an upcoming event to sharing day-to-day announcements to managing communication in an emergency.

What should you tweet?

- Highlight the information everyone will already ask about, like bus routes, school registration nights, or testing information.
- Help students prepare by providing colleges, job opportunities, and advise for life after graduation
- Personalize your staff in behind the scenes stories on teachers, faculty, and daily workings in the district
- Receive feedback or inform initiatives through hashtags to Twitter chats
- Build relationships by following and engaging with other schools, districts or experts to create opportunities for collaboration
- Inspire your community with a post on historical relevance and milestone anniversaries

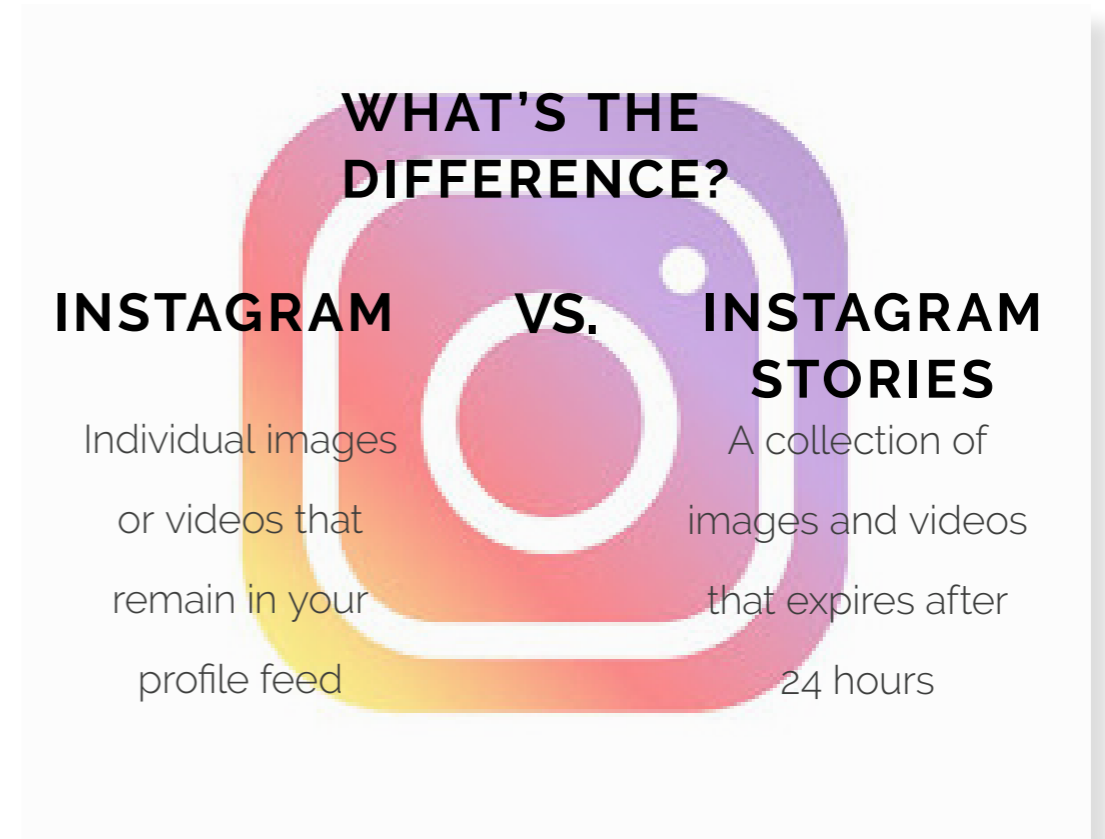
INSTAGRAM

Filters, quizzes, stickers, and more!

Instagram is quickly becoming the primary platform used by younger generations like your students -and parents!! Instagram and Instagram Stories focus on quality images and quick videos to help your district reach current, future and past students. Use hashtags to connect with other districts and communities across the platform. Pro tip: Only use Instagram stories if you want the content to be removed from your feed after 24 hours!

What is your story?

- Share a day in the life of teams and club members for students to feel involved in the schools' messaging
- Encourage student participation by sharing live coverage of school events.
- Build interest in learning activities through visually engaging lessons.
- Highlight popular landscaping and study areas to showcase fun places students go to learn.
- Give students a role in the decision-making process with surveys about upcoming student events.
- Provide a sense of community by using hashtags and liking student posts on school activities.

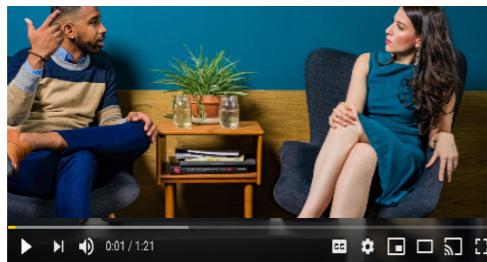


YOUTUBE

Youtube is for more than “how-to” tutorials and toy reviews.

Create longer videos that explore more dynamic stories and experiences from across your district. Using tags and descriptors to make your videos more search-friendly so multiple audiences can find your videos.

What should you upload?



Model positive discussion techniques long-form interviews or debates.



Showcase student learning opportunities with stories on student club events.



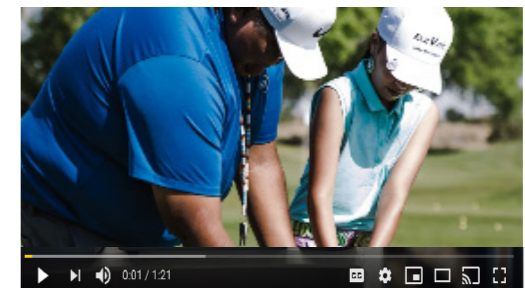
Demonstrate the impact of volunteer initiatives in the community.



Post how money is being spent with updates on fundraising and building projects.



Celebrate the district with reviews of successful events.



Promote nutrition and wellness initiatives to encourage healthier habits.

AN EXTRA TIP!

Archive your social media! Our research shows that 1 in 15 social media records will be deleted. That's a lot of comments, messages, posts, and entire threads that can be deleted without warning! No one wants their records called into question, but just like a teacher archives student grades, archiving social media should be an important part of your social media strategy. When a threatening comment gets deleted or conduct online is questioned, responsibility for those records falls to the district. Archiving helps the district remain proactive for public record requests, discovery requests, and after-action reports.

WANT TO SEE MORE?

Social media is the best way to help your district stay connected in moments of celebration or crisis. To learn more tips for building your social media strategy and ways to safely archive your social media records visit our website at [ArchiveSocial.com](https://www.ArchiveSocial.com)



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