



THE COMPLETE SOCIAL MEDIA TOOLKIT FOR SCHOOLS

CONTENT, METRICS, & MORE!



GETTING THE BENEFITS OF SOCIAL MEDIA

Successful schools know that social media is more than just a one-way communication tool, it's a key factor in engaging the community at large. Effective management of social media for your school can be the difference between a banner year for enrollment numbers and financial support, or a less-than-stellar report card from students, staff, parents or the law.

If you're responsible for social media at your school, congratulations! Creating an image that reflects your values and fosters communication with your audience can be both fun and rewarding. Your role in managing social media for your school is critical, but where to start, how to interact with your audience across accounts, and maintaining control is no easy task.

Help is on the way. Achieving social media success means that you create authentic, informative content and know how to work with the metrics that matter. In this guide, we're giving you a comprehensive toolkit that will help you do just that.

First, we'll teach you how to measure the success of your social media by reframing your perspective on what makes school social media different from the average user. Then we'll dive into each platform, giving you content ideas and showing you what metrics to evaluate in order to achieve your goals.

When your social presence is strong and unified, your district thrives online and in the classroom. Let's get started!





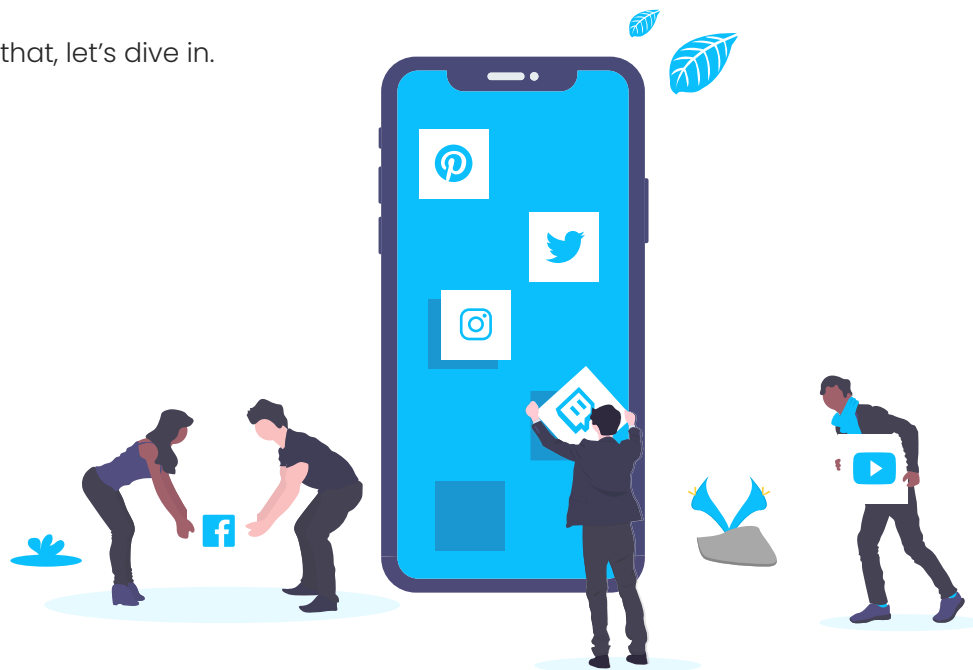
REFRAMING YOUR METRICS PERSPECTIVE

As a representative for the school districts that use social media, the metrics you care about most are different from the average user. Impressions on Twitter and Instagram mean more than likes. Reaching your students, parents, staff, and community members on Facebook means more than total follower count.

Why does engagement matter? In the interest of preventing controversy, many schools try to limit engagement and only use social media as a form of one-way communication. This strategy not only reduces the spread of the posts and possible impressions, but it also limits your school's ability to build trust with your community and control your story if challenges ever arise.

Your followers rely on supported social media to learn accurate information about sponsored events, breaking news, and learning opportunities. Liking posts, asking questions, and addressing concerns help your school define itself as a reliable resource.

With that, let's dive in.





FACEBOOK

When you think of Facebook, think of parents, who are the primary demographic on this social channel

Facebook is the social network where you can share your most important events and receive direct feedback from your community. Build trust among your parent groups and individuals by addressing questions and engaging in discussions that ensure an accurate and positive narrative around your schools.

YOUR FACEBOOK CHECKLIST



POST IDEAS

- 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.
- Ensure that you regularly post your social media policy so that your audience knows what is appropriate to share with you and your community



METRICS TO REVIEW

- Number of Posts
- Number of Followers
- Number of New Followers
- Average Impressions
- Percentage of Followers Who Saw Our Post
- Average Number of Engagements Per Post
- Average Engagement Rate Per Follower





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YOUR FACEBOOK CHECKLIST

↓ HOW TO DOWNLOAD

1. Go to the page you want to download data from
2. Click **Insights** from the far left panel
3. Under the **Page Summary** view, select the date range you're looking for (you will only be able to download insights from a maximum of 28 days in the past)
4. On the right hand side of the Page Summary, click **Export Data**

EQUATIONS TO KNOW

Average Impressions

= Lifetime Post Total Reach / Total Number of posts

Percentage of Followers Who Saw Our Post

= Average Impressions / Number of Followers

Average Number of Engagements Per Post

= Total Number of Engagements / Total Number of Posts

Average Engagement Rate Per Follower

= Average Number of Engagements Per Post / Number of Followers
(Multiply by 100 to get the percentage)

CAUTION – Beware First Amendment Laws. If your school is a public entity, hiding or deleting posts or comments can create trouble with the law. Know your rights first and educate your community to encourage positive, productive conversation.





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.

YOUR TWITTER CHECKLIST



TWEET IDEAS

- Highlight the information everyone will ask about, like bus routes, school registration nights, or testing information
- Help students prepare by providing colleges, job opportunities, and advice 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, universities or experts to create opportunities for collaboration
- Inspire your community with a post on historical relevance and milestone anniversaries

EQUATIONS TO KNOW

Average Impressions Per Follower

= Average Impressions / Number of Followers

Average Number of Engagements Per Post

= Average Engagements / Number of Posts

Engagement Rate Per Follower

= Average engagement / Number of Followers





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YOUR TWITTER CHECKLIST

||| METRICS TO REVIEW

- Number of Posts
- Number of Followers
- Number of New Followers
- Average Impressions Per Follower
- Average Number of Engagements Per Post
- Average Engagement Rate Per Follower

↓ HOW TO DOWNLOAD

1. Go to the page you wish to download data from
2. Click on **More**
3. Click on **Analytics**
4. Click on **Tweets**, adjust your date range for the data you want to export

PROTIP! Change the row height to 14 or 15, so it's easier to move through the spreadsheet.





INSTAGRAM

Filters, quizzes, stories, stickers, and more!

Instagram is quickly becoming the primary platform used by younger generations like your students – and even their parents!! Instagram and Instagram Stories focus on quality images and quick videos to help your district reach current, past and future 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!

YOUR INSTAGRAM CHECKLIST



STORY IDEAS

- 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.

WHAT'S THE DIFFERENCE



Instagram

Individual images or videos that remain in your profile feed

VS



Instagram stories

A collection of images and videos that expires after 24 hours





INSTAGRAM

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YOUR INSTAGRAM CHECKLIST

Your school should be using an Instagram Professional account to get the best analytics available. The easiest way to find these data points is looking at each post on the application.

The JSON Files

If you feel comfortable transitioning between different file types, Instagram will let you request to download your metrics through JSON files separated by content type.

||| METRICS TO REVIEW

- Number of Posts
- Number of Followers
- Number of New Followers
- Reach Rate
- Engagement on Reach
- Average Saves
- Number of Mentions

EQUATIONS TO KNOW

Reach Rate

= Number of People Who Have Seen Post/Number of Followers

Engagement on Reach

= Total of Likes, Comments, and Saves for a Post/ Posts' Reach

Average Saves

= Number of Saves/Number of Posts Over Time



YOUTUBE

Want to give more information than a tweet and better quality than facebook live? 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, helping people that may want to know about the what, why, and how behind the work that goes on behind the screen. Using tags and descriptors to make your videos more search-friendly so multiple audiences can find your content.



YOUR YOUTUBE CHECKLIST



VIDEO IDEAS

- Model positive discussion techniques long-form interviews or debates.
- Demonstrate the impact of volunteer initiatives in the community.
- Celebrate the district with reviews of successful events.
- Showcase student learning opportunities with stories on student club events.
- Post how money is being spent with updates on fundraising and building projects.
- Promote nutrition and wellness initiatives to encourage healthier habits.



METRICS TO REVIEW

- Average Number of Engagements
- Impressions
- Click-Through Rate
- Unique Viewers
- Views Per Unique Viewers
- Geography of viewers
- Traffic Sources



HOW TO DOWNLOAD

1. Go to the page you want to download data from
2. Click **YouTube Studio**
3. Select **Analytics** from the left hand menu
4. Select **See More**
5. Select the **Share** and **Download Icon** from the top right.

BONUS! The YouTube analytics studio gives you all the data points without needing to do the extra math!



DON'T FORGET!

Archive your social media! Our research shows that 1 in 12 social media records will be deleted. That's a lot of comments, messages, posts, and entire threads that can be deleted without warning! Not only that, but blocking users or deleting their inappropriate comments – while well-intentioned – could become a First Amendment rights issue if not backed up by policy and diligent records.

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 conducted 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.

CONCLUSION

A strong social media presence is required for schools in our digital era. Social media is the best way to help your district stay connected in moments of celebration or crisis.

It all boils down to this: schools that are active on social media understand that the key to achieving their online goals is simple – be social, be respectful, and engage! 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