

TOP SOCIAL MEDIA TIPS *for* SCHOOL DISTRICTS



Schools across the country are realizing the benefits of using social media in their districts. Social media is receiving credit for including increasing enrollment numbers, raising support for needed funds, and celebrating student achievements. How are these districts doing it? Our top educational social media experts weigh in on their tips for getting the most out of your district's social media.

Showcase the Best of Your Community

If you want others to visit or stay in your community, social media is a great way to show them why. Show off learning opportunities, club work and district wins. Social media can be more than just news reports. Be sure to shout out your successes and successes in progress!

Different Platforms Have Different Audiences

Social media is a fantastic way to promote school events. However, if you are promoting an event targeted to students on Facebook, then you aren't going to get much of a response. Different audiences focus on different platforms. Changing your messaging for each platform will allow your posts to have a greater impact.

Control Your Narrative Online

If you aren't telling your story, someone with a stronger opinion will. Become the go-to source for information about your district by providing updates on special events and breaking news. Use your social media presence to engage in conversations and promote accurate and positive information.

Use the Most of What You Have

No matter what your budget, you can do social media. If you are a smaller team, consider teaming up with community members to get pictures and videos, or take advantage of the free versions of design software. Your post doesn't have to look fancy, it just has to look clean and contain accurate information.

Get Others Involved

You have hundreds, possibly thousands of savvy social media users that would love to contribute. Let them! Not only does tapping into your student population take some work off of you, having club members or student government members take over the school's social media teaches them how to use social media safely and effectively.

Maintain A Social Media Directory

Does that club that disbanded six years ago still have a Facebook account? It shouldn't. Maintaining a social media directory of all accounts associated with the district is one of the best ways to combat dead accounts and make sure all accounts are registered. It also helps when you want to engage with other accounts and generally be social on social media.

Build Your Audience

So if different audiences are on different platforms, does that mean that you shouldn't reference each other? No! Referencing the stories and different content on other platforms helps you build your audience and demonstrate the variety of experiences your district has to offer.

Get Content Cleared

Always make sure you have clearance from parents or guardians before posting pictures of students. Whether through a school-wide permission form or asking each individual student, you should never post photos of minors without permission. Not only does following this rule protect your district from legal issues, it also gives your students a feeling of privacy and security.



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