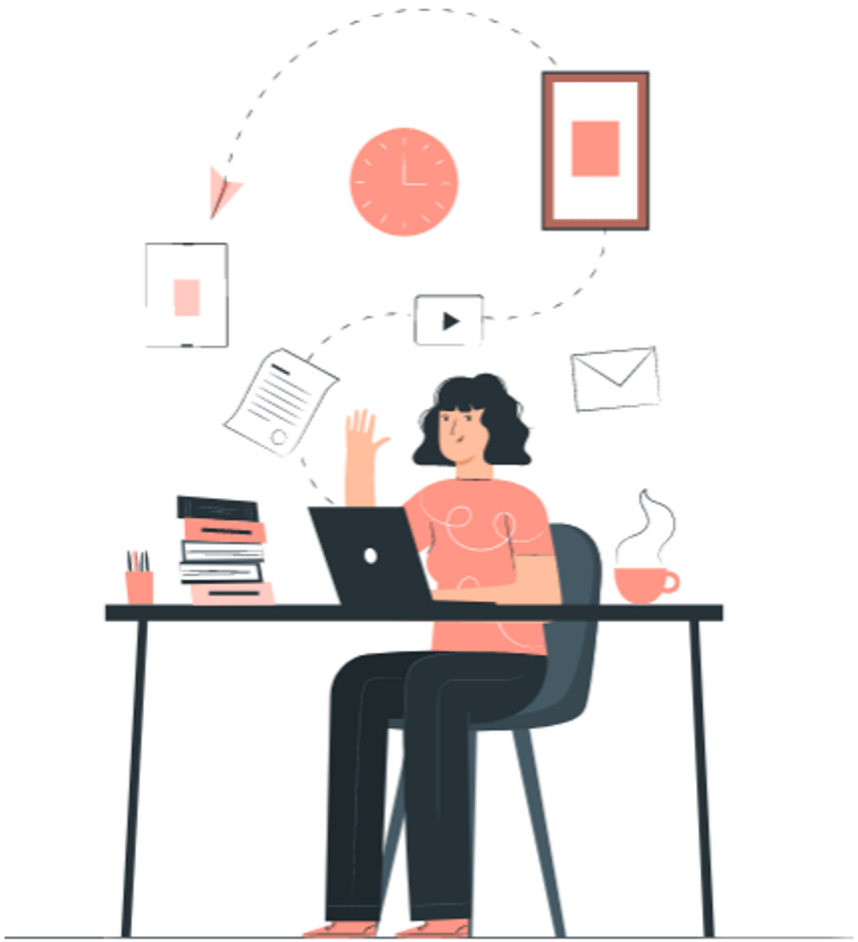


Social Media

Engagement & Online Conversations

Presented by
Heidi Hurst, Mesa Public Schools
Amber Woods, Sahuarita Unified School District



INTRODUCTION

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Why go social?

02

Best practices and guidelines

03

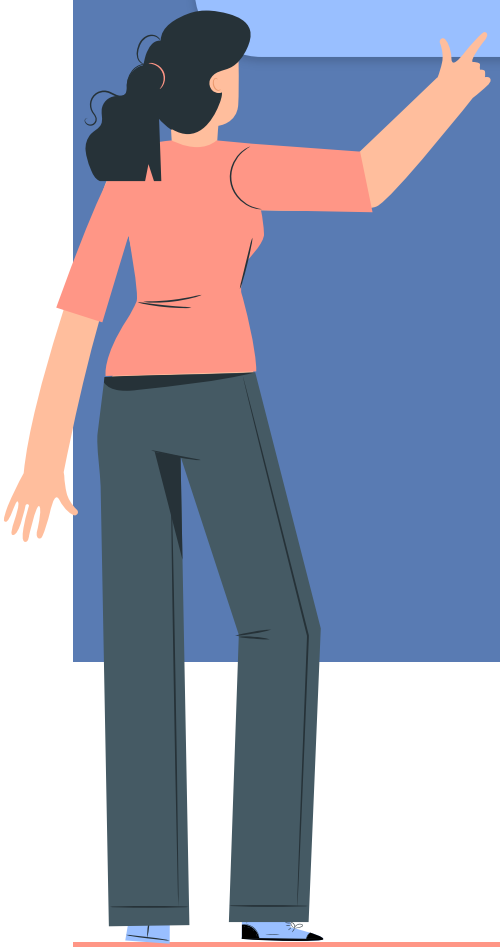
When to respond or ignore

04

When it involves the board

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Social media successes



A quick summary of today's webinar



Why go social?

Social media is powerful

- **68% of U.S. adults use Facebook.**
- **53% of Americans get news from social media often or sometimes.**
- **People spend an average of 2.5 hours per day on social networks and messaging.**

Social media is no longer an optional resource for telling your district's story.

It is one of the most highly effective (and budget-friendly) communications tools available.

Share information where your audience already is.

Why do school districts use social media?

- An extension of formal communications efforts
- Strengthen relationships & build trust
- To reach the broader community
- To share celebrations and successes
- To boost enrollment and recruit employees

Who is on your social media platforms?

- Employees (current and prospective)
- Families (current and prospective)
- Students
- Community members, alumni and former families
- Community partners
- Media







Who is on your social media platforms?



Current, prospective, and former families
Community Members
Community Partners
Media



Media
Community Partners
Employees



Students
Millennial parents & staff



Best Practices and guidelines

Social media guidelines in Mesa Public Schools

Official policy in progress

Staff are recommended to remove work information from their profiles

Staff behavior under district Code of Conduct policy

Profanity filter in use

Any personal attacks or private student information is hidden

Ad and spam will be hidden or deleted

Social media guidelines in Sahuarita Schools

Internal Guidelines

Provides direction for all staff (board members should be familiar with guidelines)

Staff Code of Conduct

Training for new staff members each year

Represent the organization at all times

External Guidelines

Terms of Use

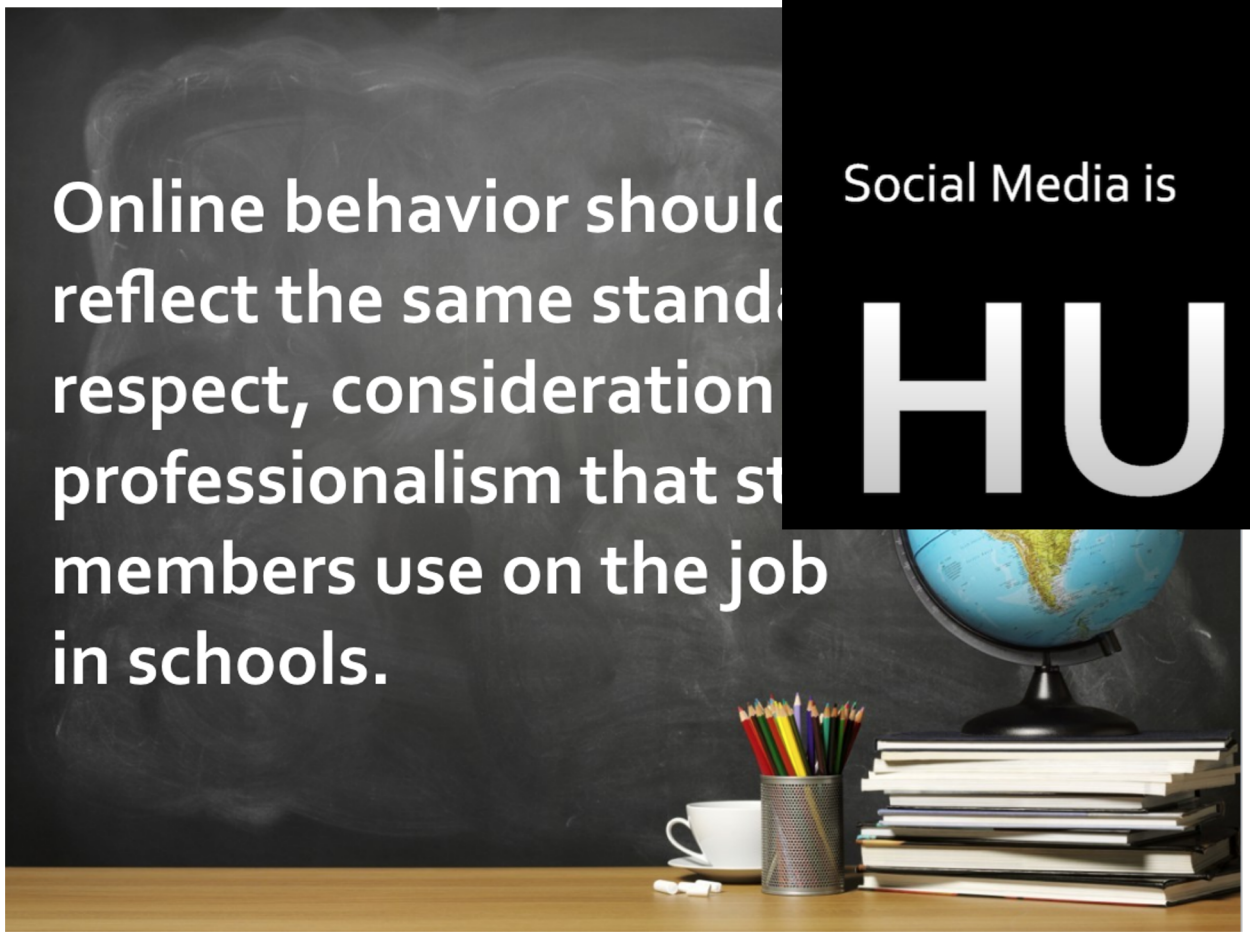
Comments/Questions are encouraged

Profanity filter set to strong, additional terms added to filter

Not allowed: Offensive language, spam, advertisements, political campaigns

Social Media Training





SAHUARITA UNIFIED SCHOOL DISTRICT

Terms of Use

Important: The Sahuarita Unified School District Facebook page is intended to be used for informational & celebration purposes only. If you wish to contact the Sahuarita Unified School District, please visit www.susd30.us or email susdnews@sahuarita.net.

The purpose of the Sahuarita Unified School District Facebook page is to provide students, parents, and community members with an easily accessible and frequently updated site that will disseminate information about official school district events, news, and programs in the Sahuarita Unified School District. Comments and feedback may be submitted, but are limited to the topics introduced by the site administrator, and must be in accordance with the guidelines below. This site is maintained and moderated by the Sahuarita Unified School District Facebook Office of Community Outreach to ensure that posted comments are constructive and suitable for all readers.

Posted comments must comply with the following regulations:

- Keep comments on-topic. Comments shall be limited to the topic of a specific posting made by the school district's site administrator. Topics not introduced by the site administrator's postings are not open for discussion on this page.
- Comments are not allowed if they include profanity, threatening words, vulgar language, or inappropriate language or content.
- The District has established a separate process to handle complaints and grievances. Comments are not allowed if they include specific allegations, a personal attack or accusations about a student, parent, employee or community member. Such specific complaints must be submitted through the District's formal grievance process.
- Comments are not allowed if they include private information about a student, parent, employee or community member including directory information, disciplinary issues, personnel issues, etc. Photographs may not be posted except by the site administrator.
- Comments are not allowed if they include offensive language that target specific groups.
- Comments are not allowed if they include spam or advertisements.
- Reporters and other persons seeking responses to questions or requests are asked to send questions to the Office of Community Outreach through their normal channels and to refrain from submitting questions as comments.
- To protect your privacy and the privacy of others, please do not include personally identifiable information like phone numbers or email addresses in the body of your comment.
- Comments cannot represent a person other than the one posting the comment.
- Comments promoting or assailing political agendas, campaigns, or candidates are not allowed.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality, or copyright.

Anyone posting comments contrary to this Terms of Use policy may be prohibited from future participation. Sahuarita Unified School District reserves the right to update these Terms of Use at any time without advance notice.

Office of Community Outreach

520.625.3502 350 W. Sahuarita Rd, Sahuarita, AZ 85629 www.susd30.us

External policy for social media use

Why is having a Terms of Use Helpful

Parent #1 Our family appreciates the mask mandate. Thank you SUSD for keeping our kids safe

Like - Reply - 5m

Parent #2 Parent #1 with respect, did you hear that there are no standard masks, and they are dangerous? Kids AND teachers are not safe.

Like - Reply - 5m

Parent #1 OH by the way, I have 2 kids in SUSD AND I am the one who homeschools my other children. I am in my lane, Forcing masks on my children is entering my lane. So, I guess you didn't listen to what we had to say. Please, if you have a disagreement with me, please feel free to talk to me about it. Don't slander on your page.

Like - Reply - 5m

Parent #2 i disagree. My child has been fine with the mask. Keep your littles at home and mask free

Like - Reply - 5m

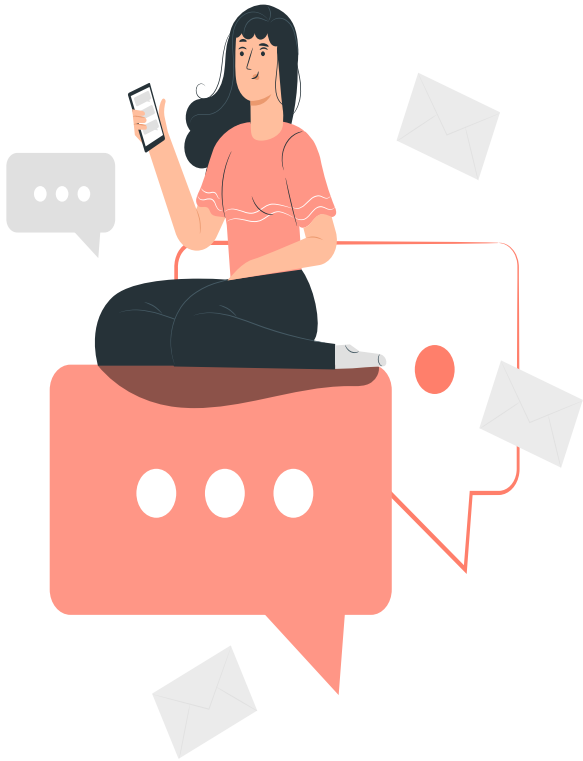
Parent #1 um, I didn't say your name. Were you stalking my page? Weird Creeper

Like - Reply - 5m

Sahuarita Unified School District Just a friendly reminder posted comments on the SUSD Facebook page should be constructive, on topic, and refrain from personal attacks or accusations. Please refer to our Terms of Use https://bit.ly/37qPo5X for additional information.

Like - Reply - 5m

Write a comment ...



How to communicate your best practices

To employees

- Provide annual communications training to administrators
- Provide training to any staff who will be overseeing school or district social media
- Reminders about appropriate online behavior in employee newsletter, email, or staff meetings

To the board

- Communications protocols and guidelines are shared in new board member training
- Reinforced as necessary by board president and superintendent



When to respond or ignore



When responding online you are also communicating with those who are not actively engaging on the social site.

They are looking to see how you handle a variety of situations.

Ask:

How might I participate productively?



When to respond to questions

Answer questions that are appropriate to answer publicly

If inappropriate to answer publicly, provide a phone number or email address for direct contact

Respond quickly to clear up misinformation with facts

Pay attention to tone to determine if engaging is productive

Remember that others likely have the same question!

When to respond to comments

"Like" positive comments to encourage continued engagement

If inappropriate to engage in public and you can determine their identity/school, send their comment to the administrator, or ask them to call/email their concerns.

Ignore negative or polarizing comments/venting when engagement would only lead to an argument

In Mesa & Sahuarita, our community often speak up in the district's defense in comments, which often defuses the situation



When it involves the board

Someone contacts the board – now what?

Before responding publicly or privately, refer to the communication protocols established between the board and superintendent

Board communication protocols in Mesa Public Schools

Questions regarding district operations/concerns and/or feedback are directed to the superintendent

Complaints received will be directed through the appropriate chain of command and shared with the superintendent

Board members reserve judgment and refrain from investigating concerns, deferring to chain of command

Board members notify superintendent prior to a meeting about positive/negative community comments on specific agenda items

Board members serve as ambassadors for the district

The board is the last stop in the complaint process

Individual board members have no authority to solve problems, but can confirm with the superintendent that complaints are addressed

Board communication dos & don'ts

DO

- Participate in or request training on best practices
- Establish appropriate communication protocols and boundaries
- Consider creating an official board member account for professional use
- Remember you represent the entire community
- Follow district social media channels and engage regularly
- Share district posts to your page
- Be polite in interactions

DON'T

- Overstep
- Discuss board business over social media
- Comment on controversial or divisive public posts
- Be impolite in exchanges as a board member
- Get defensive or bring emotion into your online conversations
- Say or write anything you would not be comfortable with ending up on the news or going viral!

Supreme Court Case- Impact to Online Conversations



Helpful phrases for your toolkit

“I want to help you.”

“Thank you for reaching out. I will forward your question/concern to the appropriate administrator/superintendent.”

“For more information, please visit or website or contact…”

“Thank you for sharing your question/concern. We are taking all stakeholder feedback under consideration.”

“I understand you are frustrated with our policy/procedure.”

“You are welcome to share your thoughts/concerns/ideas about our agenda items by…”

Remember, empathy and patience go a long way in resolving conflict.

How the board can support district social media efforts

Publicly support and be active in district social media activities. You help set the tone with the community.

Use social media to highlight the district's vision and/or mission. You can be a tool for delivering the vision to more stakeholders.

Drive awareness of the district's programs and activities, promote thought leadership and reach a broader audience.

Promote the district through your personal network in the community, including influential leaders and stakeholders.

Remember, you are one of your district's greatest influencers!

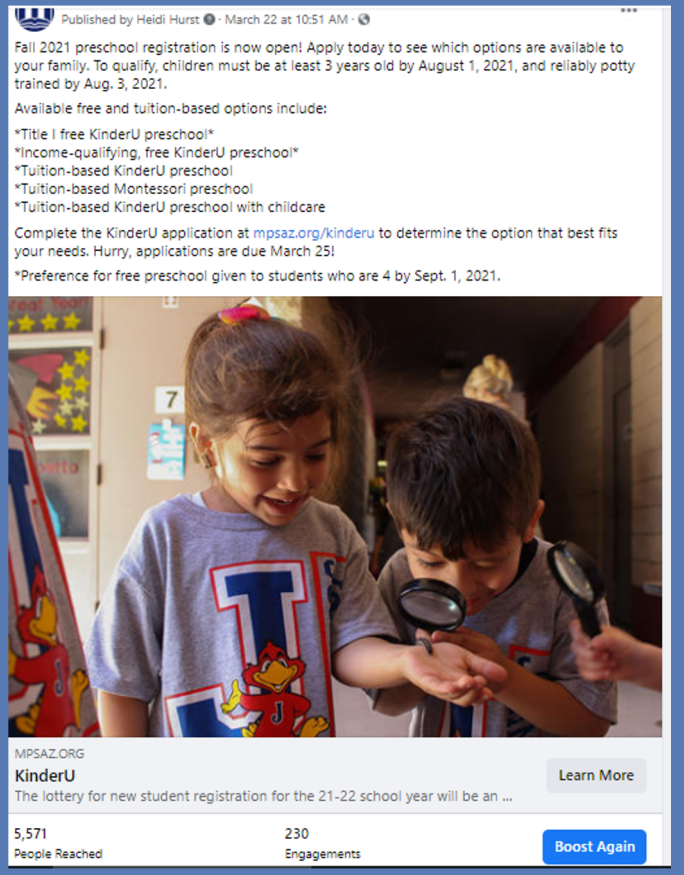
Avoid posting polarizing content, and defer to the district's official accounts.

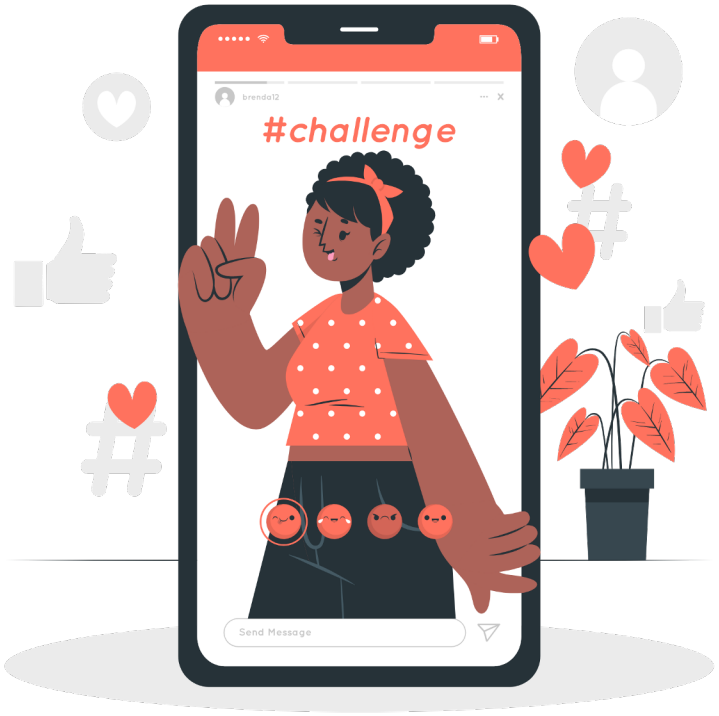
Support funding budgets for digital marketing and social media.



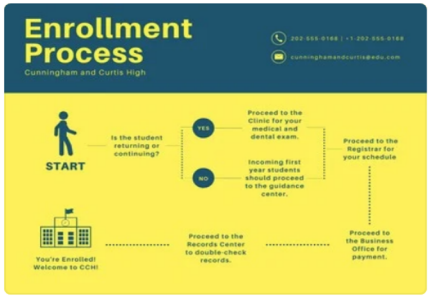
Mesa Public Schools uses social media as a key marketing tool to boost enrollment. Effective strategies include:

- Partnering with the Mayor and City Council to visit and post about our schools as enrollment promotion
- Repurposed existing school marketing videos as direct uploads with captions
- Uploading English- and Spanish-language parent testimonials to share and boost
- Using low-cost boost post option to reach a greater area

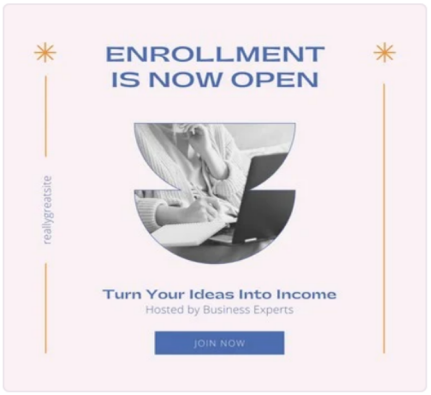




Developing Content













Use an online design & publishing tool

Canva.com/education



Share Content from the district/schools



Q&A: What made Walden Grove Principal Teresa Hill a winner?

Walden Grove Principal Teresa Hill was named Arizona National Association of Secondary School Principals (NASSP) Principal of the...

sahuaritasun.com

Everyone can reply

Share stories from media outlets highlighting student/staff/school successes



IDEAS

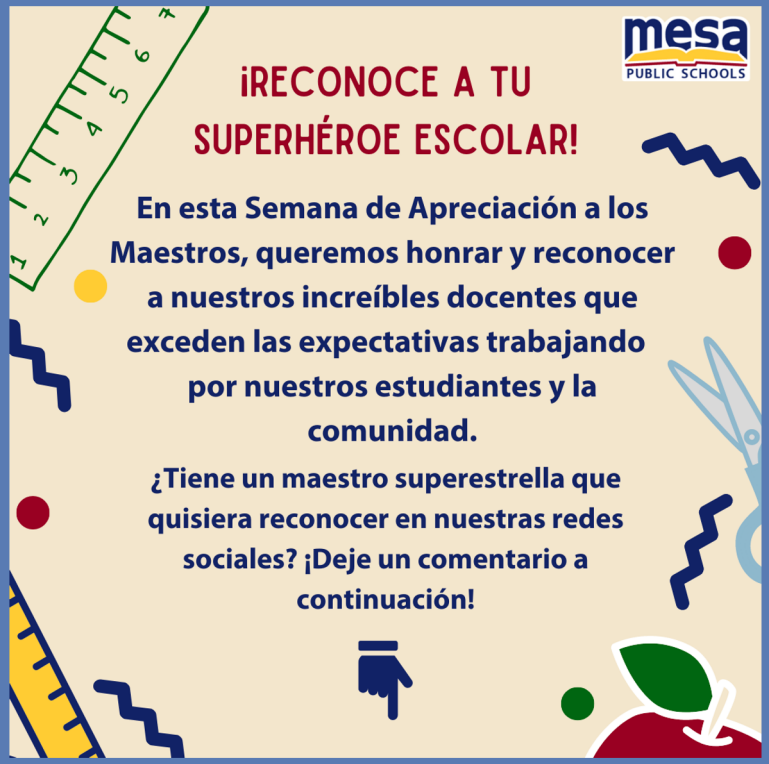


Social media successes

In 2020, Mesa Public Schools launched Spanish-language social media accounts on Facebook and Instagram.

It has quickly gained likes/followers and a loyal audience who engages often.

Follow us at facebook.com/mpsenespanol and instagram.com/mpsenespanol



Social media in a pandemic

How Mesa leveraged Facebook to stay connected during the COVID-19 pandemic.



During closures, Mesa amped up its social media posting. Popular features included:

Virtual PE lessons with district teachers

“Ask a counselor” Facebook Live to answer SEL-related questions

Weekly Facebook Lives with the superintendent in English and Spanish throughout the 2020-21 year promote transparency

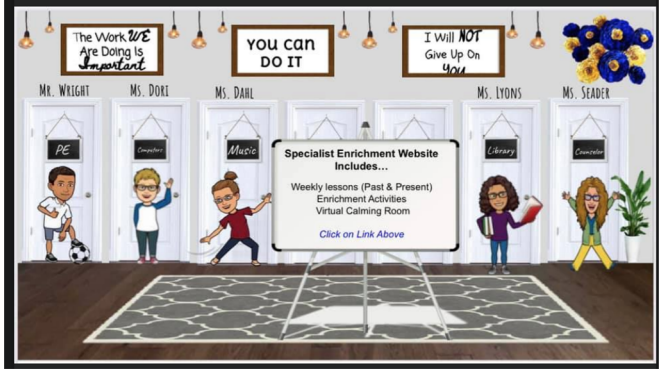
Social Media in a Pandemic



Owls,

We know virtual learning can be a lot of work and sometimes you may just need a break! Here is a place you can go when you just need that brain break! You can find music, stories, exercises, computer fun, and a virtual calming room. Did you miss a weekly special's lesson? You can even find past lessons here! Check it out! We hope you enjoy it!

https://sites.google.com/sahuarita.../spsenrichmentpage/home

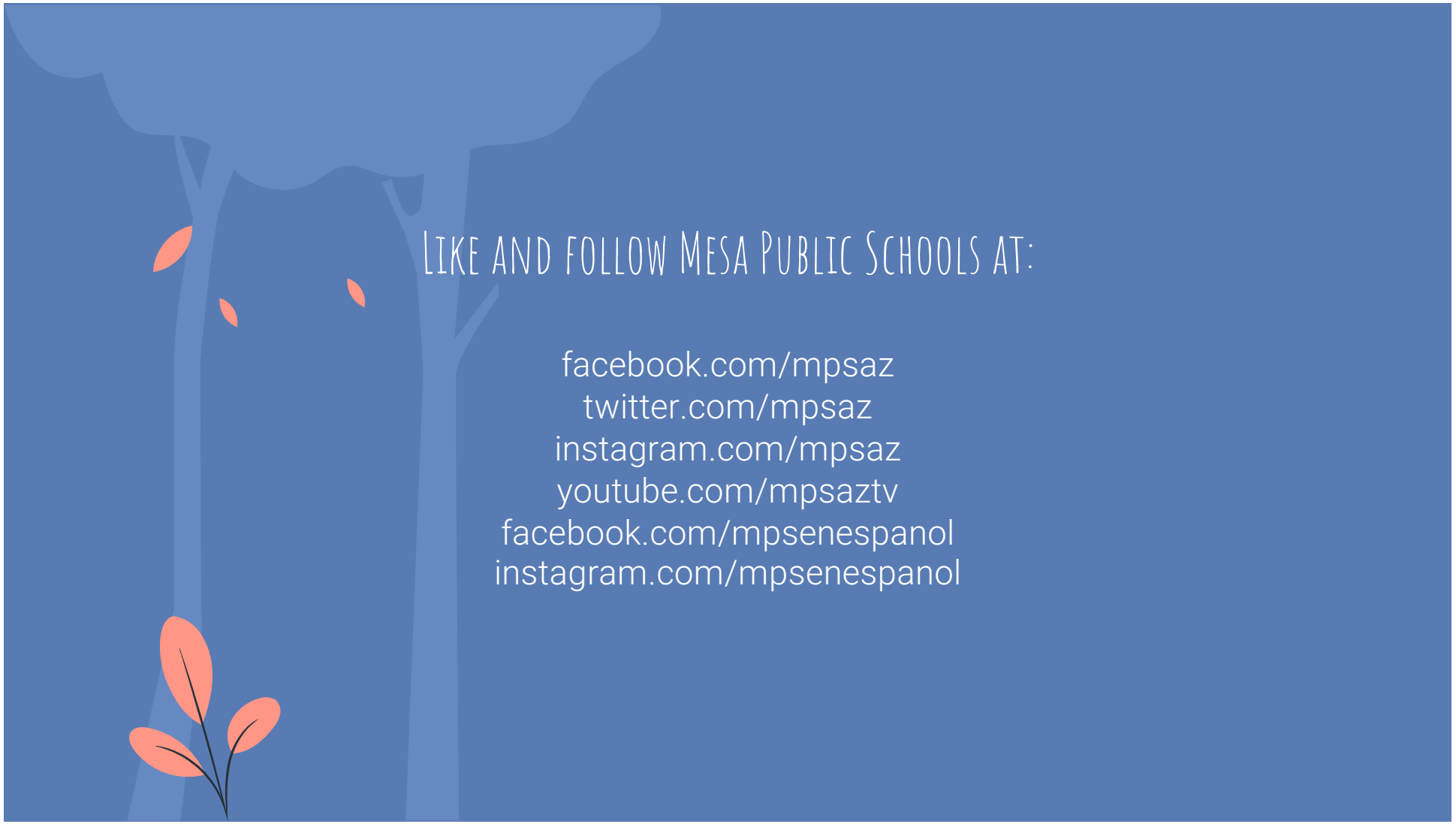


Sahuarita High School
February 16 ·

Mustangs, check out this video a student from NHS created for Kindergardeners for Love of Reading Week!



Let's continue the conversation



Like and follow Mesa Public Schools at:

facebook.com/mpsaz
twitter.com/mpsaz
instagram.com/mpsaz
youtube.com/mpsaztv
facebook.com/mpsenespanol
instagram.com/mpsenespanol

Like and follow Sahuarita Unified School District at:

facebook.com/SahuaritaUnifiedSchoolDistrict30

twitter.com/SUSD30

instagram.com/SUSD30

youtube.com/c/SahuaritaUnifiedSchoolDistrict30



THANKS!

Does anyone have any questions?
Contact us anytime at
hkhurst@mpsaz.org and
awoods@sahuarita.net.

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