

Safe and Strategic Social Media Engagement

Mia Major, Content Marketing Manager

Karley Ice, Social Media Specialist

About Us



MIA MAJOR

CONTENT MARKETING MANAGER



KARLEY ICE

SOCIAL MEDIA SPECIALIST

3 Tiers of Engagement Strategy

1. The content you post
 - a. Photos, videos
 - b. Quotes
 - c. Information
 - d. Think “edutaining” entertaining + educational
2. The way followers interact with your content
 - a. Likes, comments, tagging & reviews
3. The way you interact with your followers
 - a. Responding to comments, tags, and reviews

Why are we talking about this?

Just some stats...

- Generation X + Millennials are the biggest social media users (Generation X actually uses it MORE!)
- In a survey of 1,000 millennial parents with at least one child under the age of 10:
 - **90%** of parents found social media helpful for parenting
 - **37%** of moms and 50% of dads say they use social media at least once a day for parenting
 - **100%** of millennial parents expect brands to provide value to explain cost

In short, parents (especially young parents) turn to social media more frequently than any other medium for advice and information.



Privacy policies and concerns are all over the place...

- Districts using “snaptrends” to monitor all the social media posts of everyone in the district
- Some schools don't post anything on social media, while others are active
- There's no industry standard

Part 1: Implementing a successful social strategy when you have restrictions

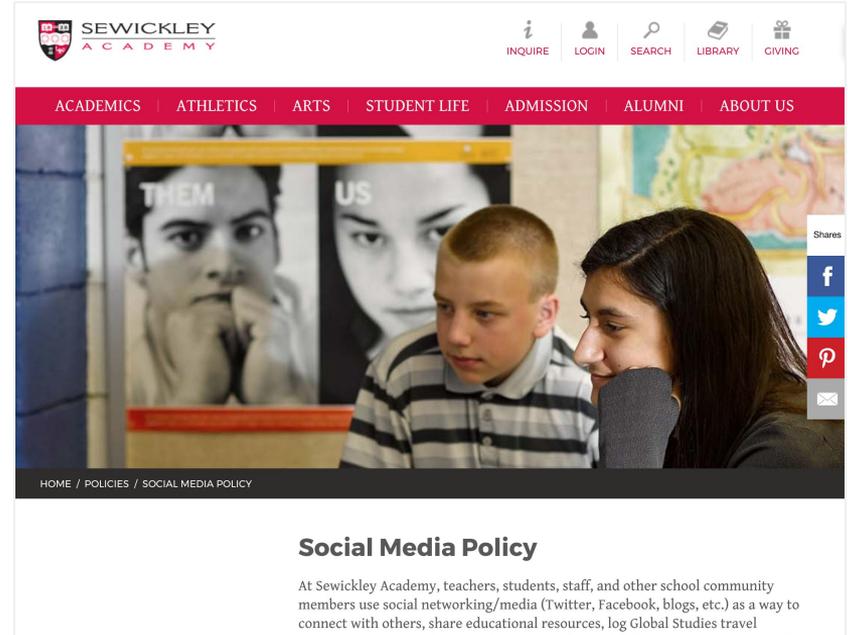
Determine the goal of your strategy:

- Is it to engage current families?
- Is it for recruitment?
- What type of content do you want to post?
- How often do you want to post?

Write a Social Media Policy

- Distribute school-wide
- Make sure it gets signed
- Use this as your opportunity to opt your child out of social media photos

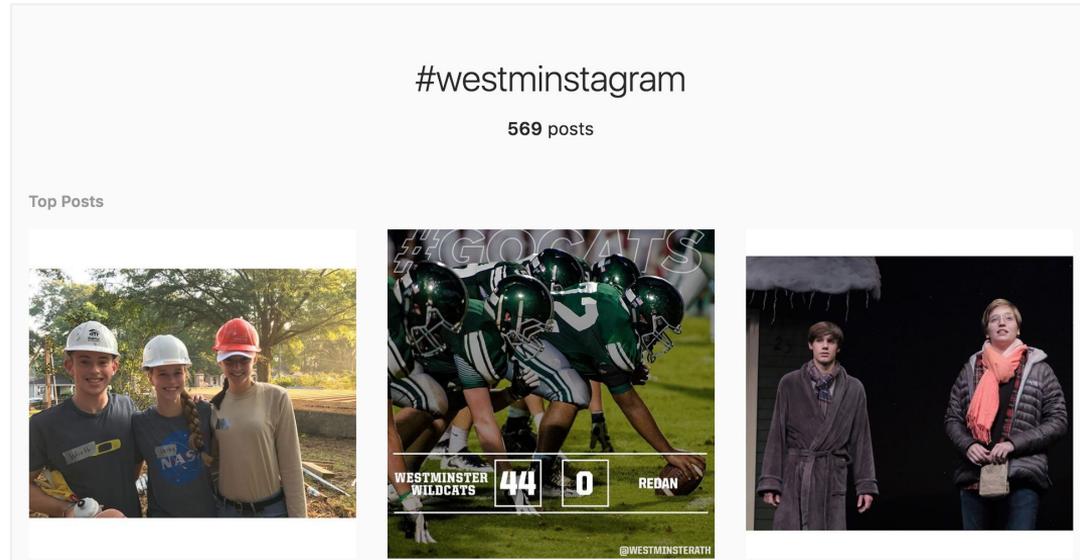
Free Social Media Policy
Template - [Download](#)



The screenshot shows the Sewickley Academy website. At the top left is the school's logo. To the right are navigation links: INQUIRE, LOGIN, SEARCH, LIBRARY, and GIVING. Below this is a red navigation bar with links for ACADEMICS, ATHLETICS, ARTS, STUDENT LIFE, ADMISSION, ALUMNI, and ABOUT US. The main content area features a large image of three students looking at a poster with the words 'THEM' and 'US'. On the right side of the image are social media sharing icons for Facebook, Twitter, Pinterest, and Email. Below the image is a breadcrumb trail: HOME / POLICIES / SOCIAL MEDIA POLICY. The page title is 'Social Media Policy'. The text below the title reads: 'At Sewickley Academy, teachers, students, staff, and other school community members use social networking/media (Twitter, Facebook, blogs, etc.) as a way to connect with others, share educational resources, log Global Studies travel'.

Crowdsourcing Content - Develop a Process

- How will you crowdsource content?
 - Via email? An App? A Hashtag?
- If you want to repost, ask!
- If there's something off-brand, ask to have the hashtag removed



Use Tools to Help!



vidigami
The Place For School Memories

Capture, organize and share all your school photos in one secure location, year after year.

Looking for a way to conveniently organize all your school photos in one secure location?

Learn more about Vidigami

Login to view your photos!

Login

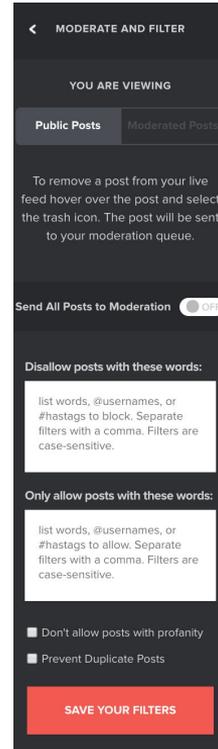
Password

Remember me [Forgot Login or Password?](#)

Access to Vidigami is by invitation only.
[Questions or problems logging in?](#)

Login

More than 100 leading independent schools in North America have chosen Vidigami as their photo management solution for school memories.



← MODERATE AND FILTER

YOU ARE VIEWING

Public Posts Moderated Posts

To remove a post from your live feed hover over the post and select the trash icon. The post will be sent to your moderation queue.

Send All Posts to Moderation OFF

Disallow posts with these words:

list words, @usernames, or #hashtags to allow. Separate filters with a comma. Filters are case-sensitive.

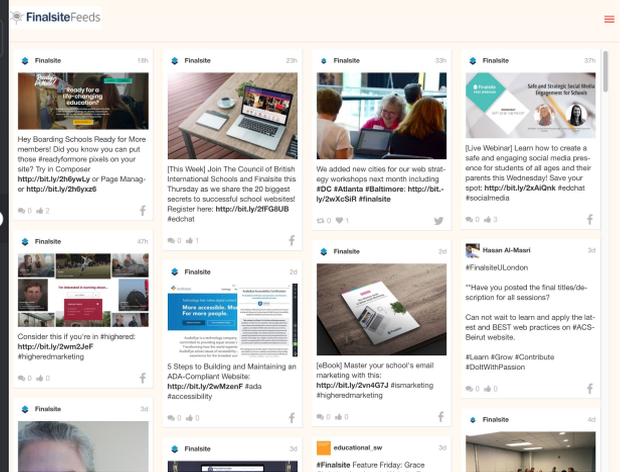
Only allow posts with these words:

list words, @usernames, or #hashtags to allow. Separate filters with a comma. Filters are case-sensitive.

Don't allow posts with profanity

Prevent Duplicate Posts

SAVE YOUR FILTERS



FinalsiteFeeds

Hey Boarding Schools Ready for More members! Did you know you can put those #newsformore pixels on your site? Try in Composer! <http://bit.ly/2W6yK4y> or Page Manager <http://bit.ly/2W6yK4y>

[This Week] Join The Council of British International Schools and Finalsite this Thursday as we share the 10 biggest secrets to successful school websites! Register here: <http://bit.ly/2FG8UB8> #csbit

We added new cities for our web strategy workshops next month including #DC #Atlanta #Baltimore: <http://bit.ly/2wXc5R8> #finalsite

Learn how to create a safe and engaging social media presence for students of all ages and their parents this Wednesday! Save your spot! <http://bit.ly/2wXc5R8> #socialmedia

More accessible. More powerful. More than enough!

Consider this if you're in #highered: <http://bit.ly/2w6Z6eF> #higheredmarketing

5 Steps to Building and Maintaining an ADA-Compliant Website: <http://bit.ly/2w6Z6eF> #ada #accessibility

BeBock Master your school's email marketing with this: <http://bit.ly/2w6Z6eF> #marketing #higheredmarketing

Have you posted the final titles/description for all sessions? #FinalsiteUK/London

Can't wait to learn and apply the latest and BEST web practices on #ACS-Berkeley website.

#Learn #Grow #Contribute #CSonWWP/Passion

educational .sw

#Finalsite Feature Friday: Grace

Share Content With Privacy in Mind

- Ensure you have permission before you post!
- Don't use full names on social media
- Only tag accounts if you've been given permission
- Don't follow everyone in your community
- Enlist community content creators you can follow
- Don't post exact dates right on FB
- If it is an all-school event where security is a concern, link to it in a password-protected portal

Removal of inappropriate or off-brand comments/posts

- Refer back to the social media policy for what makes an inappropriate post
- Ask the user to delete or edit the post if it is public
- Request for teachers to make their personal accounts private and create separate, public school-only accounts
- It is OK to delete mean or inappropriate comments/questions
- In extreme cases you can block or ban a user from your accounts

Three “P’s” to remember when posting...

- Permission
 - Did I get permission to post this? If yes, how? If no, is that in-line with our privacy policy
- Policies
 - Social media policy
 - Privacy policy
- Privacy
 - Specific names/dates

Two FAQs...

- We're not allowed to post ANY photos on social media, what can we do?
 - Memes, GIFs, inspirational quotes! (Use Canva)
 - THINK EDU-TAINING!
- What happens when we take a photo and a student didn't grant permission?
 - You can't post it.

Part 2: Appropriate Social Media Engagement

Engaging With Students: Dos + Dont's

- DO set a tone of engagement
- DO take screenshots as your digital paper trail
- DO reply to comments and questions (and do NOT ignore them!)
- DO comment on a photo, tweet or post where you are tagged
- Don't repost a photo without permission
- Don't follow your students or parents on social media

Facebook

“Like” and reply to comments, or take things to DM when necessary

Invite people that engage with your posts to “Like” your page

Baley Major any progress on the drainage of the soccer field thou?
Like · Reply · August 3 at 12:20am · Edited

Lawrence School Thanks for your question, Baley! No news regarding the soccer field at this time but we're committed to improving all our playing facilities as much as possible each year. Go Lions!
Like · Reply · August 3 at 9:53am

Lawrence School Speaking of the soccer field... it's lined, cut and ready for practice to begin this Monday!

Like · Rep

Write a r

Invite to Like Finalsite

- 6
- Liked
- 1 mutual friend
- Invite
- Invite

Twitter

Follow select accounts,
Retweet, Like, Retweet with
comment, and use hashtags!

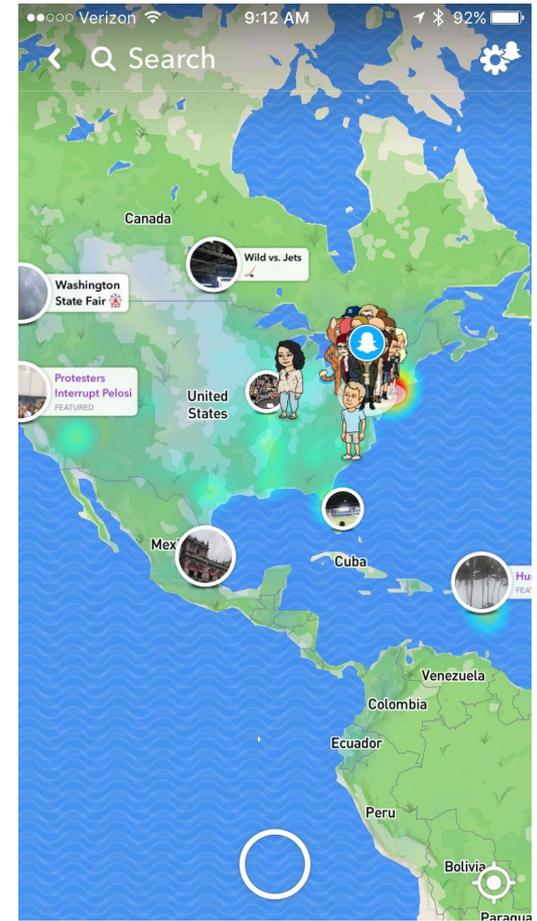
Create a Twitter List for easy
access to the accounts that
you engage with most!



Snapchat

Snap Maps

- Post to “Our Story” - Users see a collection of public snaps
- Encourage students to enable Ghost Mode or select which friends can see their location
- Enable Ghost Mode on your school account



Part 3: Review Management

Impact of Online Reviews

84% trust online reviews as much as a personal recommendation

68% form an opinion after reading between 1 and 6 online reviews



Catherine [redacted] reviewed Bancroft School — 5+

September 20, 2016 · 🌐

Bancroft somehow achieves the impossible, providing BOTH academic excellence (with the strongest academics of any central Mass day school) AND a supportive environment that focuses on each student's individual passions and dreams. My daughter (now at a top college) says she was much better prepared for college than any of her college classmates, and several members of her class won merit scholarships at great schools. Bancroft extra curriculars and athletics are also excellent. The Robotics and Speech teams always seem to have state and nationals level competitors, and independent scientific research is also extraordinary. As for athletics, several of my daughter's classmates are now NCAA athletes. Bancroft is the real deal!

Visibility of Online Reviews

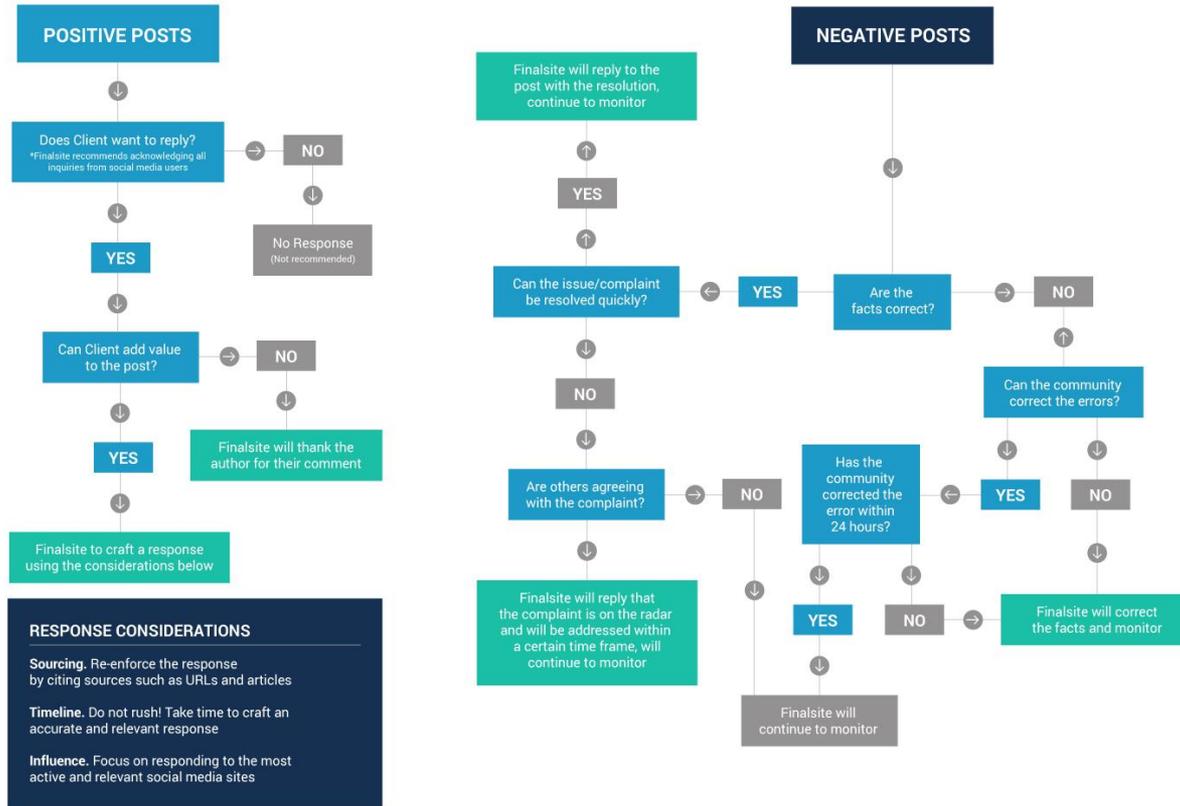
Google Search results are showing more than just Google reviews

- Facebook
- GreatSchools
- Niche
- Private School Review

The screenshot shows a Google search result for Eton School. At the top, there are two photo thumbnails: one of a group of students and one of a building exterior. Below these are buttons for 'See photos' and 'See outside'. The main heading is 'Eton School' with a star icon, followed by 'Private school in Bellevue, Washington'. There are buttons for 'Website' and 'Directions'. The address is '2701 Bellevue-Redmond Rd, Bellevue, WA 98008' and the phone number is '(425) 881-4230'. There is a 'Suggest an edit' link. Under 'Reviews from the web', there are three review cards: GreatSchools (3/5, 48 votes), Facebook (5/5, 18 votes), and Private School Review (5/5, 3 reviews). Below these are buttons for 'Send to your phone' and 'Send'. At the bottom, there is a 'Reviews' section with '9 Google reviews' and buttons for 'Write a review' and 'Add a photo'. A review snippet is visible: 'Next year, I will have both a 2nd and 4th grader.'

Create a Response Process

- Include in your Social Media Policy
- Who will monitor and respond?
- What are the common themes?
 - Create standard responses that can be customized for the specific review
- Where will we direct people to?
 - Contact information: phone or email?



Positive Reviews

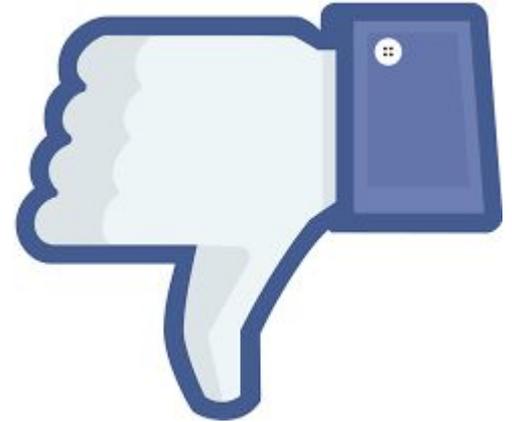
- Opportunity to grow that relationship
- Shows the public you care
- Can be super simple

“Thank you for leaving us a review! You just made our day!”



Neutral / Negative Reviews

- Opportunity to resolve the issue
 - Make the user feel heard
 - Apologize if appropriate
 - Take the conversation offline if possible
- Shows the public you are listening to users' concerns
- Gather common themes, concerns to share with internal team



Facebook

You have the ability to directly and publicly respond

If negative, you can request they send their information via private message or provide contact information in your response

Reviews cannot be deleted



Google

Claim your school listing and verify it on Google to be able to respond to Google reviews

- Google My Business

Ability to publicly respond

Provide contact information in your response



Finalsite ★

Website

Directions

5.0 ★★★★★ 3 Google reviews

Corporate Office

Address: 655 Winding Brook Dr, Glastonbury, CT 06033

Hours: Open today · 8:30AM–5PM ▼

Phone: (860) 289-3507

[Suggest an edit](#)

Reviews

3 Google reviews

[Write a review](#)

[Add a photo](#)

Questions?

www.finalsite.com