Using Social Media to Build and Support Partnerships

Presented by:

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Kenosha School of Technology Enhanced Curriculum – KTEC
Kristen Kief
• 4 years in this position
• Worn a variety of hats in schools for over 15 years
• Handle all communication about our school – to staff, parents, and community

Kenosha School of Technology Enhanced Curriculum – KTEC
• 4K – grade 8, public charter school
• Focused on 21st Century, STEM curriculum

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KTEC Kenosha School of Technology Enhanced Curriculum

Nice to meet you!
The Importance of Social Media

- Reaches millions of people
- Targets specific audiences
- Builds legitimacy, trust, real-time communication

- Know your audience
- What is important to them
- What do you want then to do/learn/know
Follow district guidelines!!!

- Media restrictions
- Administrator

Audience: Everyone

- Most detailed, complete information
- Keep up-dated daily if possible
- Promote your social media sites
- Use social media to direct people to your website.

Make it easy to use

- Clear menus and links
- Specific areas for specific audiences
- Mobil Optimization

Dedicated area thanking sponsors and partners

- Link to their sites
- Show their logo/brand
- Follow district guidelines!!!
  - Should you allow other people to post? Comments? Private messaging? Media restrictions?
- Audience: Parents, students, school district
  - Event info
  - Reminders
  - Photos
  - Achievements
- Create a PAGE not a Profile
  - You can have multiple administrators
- Use high-quality images
  - Represent your brand – logo, school building, mascot
  - Increases shares
- Engage audience
  - Share page with everyone
  - Ask questions
  - Post frequently
  - Videos and photos

Best Practices: Facebook
- Follow district guidelines!!!
  - District #s
  - Media Restrictions
- Audience: Businesses, Organizations, Community Members
  - Tag people and organizations often to get their attention – Don’t spam
  - Use #s to expose your posts to others interested in similar topics
- Post Frequently
  - At least once a day or more
  - Schedule posts for a variety of different times of day
  - Watch character limits
- Engage with other accounts
  - Like, retweet, reply
  - Follow people/organizations/companies you want to, or already do interact with.

**Best Practices: Twitter**
<table>
<thead>
<tr>
<th>Other Social Media Sites:</th>
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</thead>
<tbody>
<tr>
<td><strong>Instagram</strong></td>
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<tr>
<td>- Follow District Guidelines</td>
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<tr>
<td>- Audience: Individuals</td>
</tr>
<tr>
<td>- Can’t share others’ photos</td>
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<tr>
<td>- Others can’t share your photos</td>
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<tr>
<td>- Good if you just want to share photos</td>
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<tr>
<td><strong>LinkedIn</strong></td>
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<tr>
<td>- Follow District Guidelines</td>
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<tr>
<td>- Audience: Professionals</td>
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<tr>
<td>- Pages don’t get much traffic</td>
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<tr>
<td>- Better to have a personal account and share about your passion</td>
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<td>- Can create personal contacts that may lead to partnerships</td>
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<td>- You can find out what prospective partners are talking about and doing</td>
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<td>- Articles get traction</td>
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<tr>
<td><strong>YouTube</strong></td>
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<tr>
<td>- Follow District Guidelines</td>
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<tr>
<td>- Audience: Individuals, Organizations</td>
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<tr>
<td>- Great place to house videos – especially if longer</td>
</tr>
<tr>
<td>- You can subscribe to channels with similar interests</td>
</tr>
</tbody>
</table>
Twitter  
https://support.twitter.com/

Facebook  
https://www.facebook.com/help/

YouTube  
https://www.youtube.com/user/YouTubeHelp

LinkedIn  
https://www.linkedin.com/help/linkedin

Instagram  
https://help.instagram.com/

Buffer  
https://buffer.com/guides

Hootsuite  
https://hootsuite.com/help

Social Media Image Sizes  
https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/

Why use a social media calendar  
https://hingemarketing.com/blog/story/5-big-reasons-why-you-need-a-social-media-content-calendar

Ideas for content  
https://www.renweb.com/50-ideas-for-your-schools-social-media-school-blog

Good Content  

Safe Social Media Posting  
http://teachmiddleeastmag.com/top-6-ways-safely-promote-school-social-media/

Good Advice  
https://www.finalsite.com/blog/p/~post/4-ways-to-increase-your-schools-social-media-engagement-20160629

Using Hashtags  
https://coschedule.com/blog/how-to-use-hashtags/

# and @  
http://www.socialmediatoday.com/content/beginners-guide-hashtags-mentions-and-replies
Examples
Examples
KTEC has many ways to share all the things going on. If you click on the social media links at the top right of this page, you can see students at work, great information about STEM and education, and get reminders & updates about KTEC and community events.

Our KTEC Facebook Page has daily posts with photos and videos of students, event reminders, and other relevant information. Subscribe to the Kenosha School of Technology Enhanced Curriculum’s YouTube channel to see videos of district competitions, performances, and our KTEC students in action. We even have a Pinterest page! You can find great engineering crafts, experiments, articles on STEM and how to help your children succeed, inspirational stories about amazing discoveries and people achieving amazing things, links to great websites for students, and of course some humor! KTEC shares our accomplishments and connects globally with other educators, engineers, corporations, and more through our KTEC School twitter account and LinkedIn.

Thank you to all of our Partners in Education.
Innovation occurs when learning is connected to real-world applications. Community partnerships create 21st Century Students.

On the front page of our website

Examples