WHAT'S GOING ON IN THERE?!
USING SOCIAL MEDIA TO COMMUNICATE WITH YOUR SCHOOL COMMUNITY

P. Sloan Joseph, Instructional Technologist
Greer Middle School
Greenville County School District
pdjoseph@greenvilleschools.us
Twitter: @psjoseph718
A FEW OF MY FAVORITE THINGS!

LAW & ORDER
Disclaimer:
This is an informational session. Participants should have already established accounts and have basic knowledge of how to operate Facebook, Instagram, and/or Twitter.
LEARNING TARGET:
Participants will be able to identify ways to use social media to communicate with their school community and/or improve their class/school culture.
Hack Learning @hackmylearning · 8h
Don't be afraid of social media in schools. Trust me- they're talking about school there already, you might as well get the real story out there. #HackLearning
Who’s in the room?
What social media are you using?
ATTENTION!!!! ATTENTION!!!!

1–Make sure parent/guardian has given consent for student to appear on social media.
2–Communicate a clear purpose for using their child’s image.
School Culture & Social Media

The set of norms, values, and beliefs, rituals and ceremonies, symbols and **stories** that make up the ‘persona’ of the school.

Social media can help you “tell your story.”
You can’t tell your story without communication. Social media:

- increases visibility and accessibility
- builds trust (nothing to hide)
- minimizes misunderstandings (clear & concise)
- establishes effective partnerships (businesses/organizations, Ex: DonorsChoose)
HAVE YOU CONSIDERED?

- What do you want your school community to see/believe?
- What is the average age of the parents at your school?
- Have you asked your school community their preference? (students, parents, teachers)
- Have teachers been trained on how to use social media? (basic/advanced, for instruction)
<table>
<thead>
<tr>
<th></th>
<th>Ages 16-24</th>
<th>Ages 25-34</th>
<th>Ages 35-44</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>25%</td>
<td>29%</td>
<td>22%</td>
<td>76%</td>
</tr>
<tr>
<td>Instagram</td>
<td>37%</td>
<td>34%</td>
<td>18%</td>
<td>89%</td>
</tr>
<tr>
<td>Twitter</td>
<td>30%</td>
<td>31%</td>
<td>21%</td>
<td>82%</td>
</tr>
</tbody>
</table>
What does this mean for your school community? (Turn & Talk)
Why use social media?

- Go where your people are
- Rapport—education vs. entertainment.
- Written vs. verbal communication
- Creativity, critical thinking
Take a look. What do you see?

Facebook: GreerMiddleIBSchool

Instagram: @greermiddleschool

Twitter: @Greer_Middle
COMPLAINT #1:
“People will have too much access.”

CONTRIBUTION #1:
Set expectations for hours of operation, contact schedule.

*information, not conversation*
How will I know?
- Facebook—pics, images, videos, text, & links
- Instagram (IG)—pics, videos, text
- Twitter—pics, images, videos, text, & links
COMPLAINT #2: “I’m too busy teaching to focus on pics/videos.

CONTRIBUTION #2: Use your community.
When should I post?

Start with 1–2 days per week. Ex:
- Social Media Mondays
- Talk About it Tuesdays

Between 4pm–8pm
SUGGESTIONS:

- Create a hashtag, use it consistently
- Follow/tag your peers
- Ask for reposts/retweets
- Include a short summary (1-2 sent.)
- Mix it up (pics, images, videos, text)
- Use as a recruiting tool
COMPLAINT #3:
“My teachers won’t buy into this.”

CONTRIBUTION #3:
Set the expectation.
Make it a big deal!
You are doing great things with your students! Check Facebook, Instagram, and Twitter today to see your #SocialMediaSpotlight.
HootSuite

Allows you to manage multiple social media platforms and schedule future post(s).

Post your
“Aha! Moment”
on Flipgrid
https://flipgrid.com/e3719d
Code: Yellowj@cket5
Pick and Post

1- Tag me or someone in your group
   Instagram: @psjoseph718
   Twitter: @psjoseph718

2- Create a hashtag

3- Create a short summary
LEARNING TARGET:
Participants will be able to identify ways to use social media to communicate with their school community and/or improve their class/school culture.
Resources:

https://georgecouros.ca/blog/archives/4938
https://www.schooliseasy.com/2014/02/social-media-in-the-classroom/
https://www.teachthought.com/technology/6-pros-cons-social-media-classroom/
http://csic.georgetown.edu/magazine/social-media-reshaping-todays-education-system/
https://www.commonsense.org/education/blog/why-teachers-should-be-on-social-media
THANKS!

Any questions?
You can find me, P. Sloan Joseph
Email: pdjoseph@greenvilleschools.us
Twitter: @psjoseph718