Social Media Tools & Web-Based Programs

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SALINE COMMUNITY ED
Social Media Revolution
SOCIAL MEowDIA EXPLAINED

I LIKE MY CAT
I'M PLAYING WITH MY CAT
WATCH THIS VIDEO OF MY CAT
I'M VERY SKILLED AT TRAINING CATS
HERE'S A HIPSTER PICTURE OF MY CAT
HERE IS HOW TO TRAIN YOUR CAT TO DANCE
I FREAKIN' HATE THIS CAT FOOD
I WORK FOR GOOGLE AND I HAVE A CAT
I AM LISTENING TO THE SONG "SOFT KITTY"
THIS IS WHERE I GOT MY CAT HOODIE
“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman
• FB added 200 million users in less then 1 year

• 80% use social media to recruit

• Some universities have stopped issuing emails - EDLD 514

• 78% of people trust peer recommendations to 14% that trust advertising.

• News & products find us - we dont find them.
What is Social Media?

Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.
How can Social Media help to effectively communicate?

- Share the “good news” of the District
- Engage the Community in conversation
- Link important information
- Crisis Communication
- To listen

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Saline Area Schools shared Pleasant Ridge Elementary’s status update.

Pleasant Ridge Elementary

The Pleasant Ridge Elementary Walk-a-Thon scheduled for Friday, September 30, 2011 has been postponed to the inclement weather date of next Friday, October 7, 2011 due to the inclement weather and wet conditions on the playground and walking track. We will walk together next Friday for PR.

Like · Comment · Share · September 29 at 10:43am

Wendy Murray Hasse

I agree the weather forecast tomorrow doesn’t sound good, but the Heritage walk-a-thon is October 7. Which of my kids should I walk with?

September 29 at 1:30pm · Like

Heidi McClendon

Timing will probably not be exactly the same for both. Each class at PK will be going out during their specials time I think. Not sure about Heritage, but assuming it will be similar, so unless both of your kids have specials at the same time, you might be able to go to both! I have the same issue :(

September 30 at 9:18pm · Like

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Donna McGuire Pepper

Do any Saline people know when SHS’s 2012 graduation ceremony is? It’s not listed on the school calendar that I keep finding online and I keep forgetting to call the school during the day.

Like · Comment · Share · 16 hours ago · Reply

Christine Williams

The last Sunday in June

16 hours ago · Like

Donna McGuire Pepper

Thank you

16 hours ago · Like

Saline Area Schools

Hi Donna,

Thank you for asking! SHS’s 2012 graduation ceremony is at 11:00 am on June 8, 2012.

15 hours ago · Like

Donna McGuire Pepper

Great thanks, needing to let family across the USA know. So excited!!

15 hours ago · Like

Jon Sikora

Hey Donna you ought to jump on that too. SHS? I mean, not your Saline people, whatever that is. When you’re senior forty you don’t get to use slang like peeps.

25 hours ago · Like

Write a comment...
Wall Post
Communication with community
Photo sharing - Summer Camp
Branch out to departments
Larger use base than Twitter
Not limited to 140 characters
Post events
Messaging
Ads - hours of operation
Who manages the page?
Suggestions for **Community Education** near Saline

1. **Saline Community Education**
   Building
   7265 Saline-Ann Arbor Road, Saline
   ![Save](button)
   ![Profile](button) have been here
   
   Brian P. • April 26, 2010
   Check out the website!

2. **Community Education And Recreation**
   Office
   1515 S 7th St, Ann Arbor
   ![Save](button)

Only 2 results? Try...
- Zooming out to search a bigger area
- Searching for something more general (like Food, Coffee, or Nightlife)
- Checking your spelling

Don't see the place you're looking for? Add a new place to foursquare.
Saline Community Ed
@SalineCommEd

7265 - Saline Ann Arbor Road - Saline, MI 48176

Saline, Michigan

Joined April 2009

Born on July 1, 1973

325 Photos and videos

Tweets 2,128
Following 1,107
Followers 1,518
Likes 260
Lists 3
Moments 0

Saline Community Ed @SalineCommEd
Salinefootball Jr. Taggle results. GoHornets #Saline @TheSalinePost

Great way to out news quickly
Post links, photos & videos
Retweets - Importantants
Can search all post on Twitter
##### - Hashtags
Post to multiple platforms
Schedule post - promote programs
Free version - allows 3 social media outlets
User Friendly
Populates with Powerschool Data
Easy to read
Features
Examples
Gives the public quick access
Lets Talk App
Listed on all School Websites
Real time data
Our 6th-grade football team defeated Onsted last week 44-0 and our 5th-grade team lost a hard fought battle to Evergreen, Ohio 40-19. 5th grade has a bye this weekend and the 6th-grade team travels to Dundee for a 12:30pm kickoff. #GoHornets #Saline