SOCIAL MEDIA TOOLS & WEB BASED PROGRAMS

BRIAN PUFFER
SALINE COMMUNITY EDUCATION DIRECTOR
GIVEAWAY!

https://1.shortstack.com/0fhZ4P
QUICK OVERVIEW OF SAS & CE

SALINE AREA SCHOOLS

- Enrollment of 5,500
- 600 Employees
- SEC Conference
- Located SW of Ann Arbor
- 4 Elementary Buildings, 1 Middle School, 1 High School & 1 Multi-Purpose Building

SALINE COMMUNITY EDUCATION

- Comprised of 8 Departments (RE/B&A/CA/AQU/FAC/PRE/SCTN/SC)
  - 12 FT Staff & 96 Part Time
- We are partially funded through a REC Millage - 2nd Renewal
SOCIAL MEDIA REVOLUTION
School Wide Hashtag

#SASCOMPASS
A beautiful sunrise over SHS and the marching band is working hard. #SAScompass #shslearn

Welcome the 2019 @FoundationSAS Hall of Fame Class! #sascompass
@SuperScot @CEllis14

What a fun day in the ALT kitchen! Using vegetables from the Liberty courtyard garden, the students chopped, assembled, cooked, and canned a beautiful salad! #SASCompass #farmtotable #lifeskills

Using our creativity to help explain inside and outside characters. @HERprincipal #sascompass #heritagelearn #heritagereads

saline hs: Those @saline_hs Seniors just received notice they are National Merit Semi-Finalists...Congrats!! #hardwork #sascompass
https://www.salineschools.org/prospective-families/social-media/
TOPICS

FACEBOOK
TWITTER
HOOTSUITE
INSTAGRAM
SCHOOL POST
LET’S TALK
SCHOOL HASHTAG
NERDY BFF
BITLY
GOOGLE SLIDESHOW
Saline Community Education

68% of Americans use Facebook
51% of teenagers use Facebook - 4th Highest
Share the “good news” of the District
Engage Community Conversation
Crisis Communication
Careful for using info for interviews

- Pages/Groups
- Team with local Newspaper - Saline Post
- Events
- Advertising
- Messaging
- Contest - 12 days of giveaways - Craft Show Facebook page
- Limit Admin on your page - we have 2 admin
- Getting “Likes” off post - post engaging articles around the district
Saline Community Education

- 240 characters or less
- Easy to tag & track
- Must manage daily
- Use #’s to check on Department
- Tag organizations when tweeting.
- Follow as many people as possible.
- Tweet other stories not related to your Department.
- Tag other departments - i.e. Saline Athletics
- Use your twitter directory (if available)
- Super connects with students - snow days examples
- # Contest
HOOTSUITE

- You can schedule your tweets day and weeks in advance
- You can schedule posts from Instagram, FB, and Twitter
  - Free to a certain point.
  - Saves time
- Monitor multiple streams in one place
SALINE COMMUNITY EDUCATION

How to post from your computer:
- You have to use google chrome
- Click on view
- Click on developer
- Click on developer tools
- Search instagram and log in
PICS MUST BE IN JPEG FORMAT
School Post

- Populate the email list through Power School
- Instant Stats
- Another way for parents to communicate with you
- Help promote public events
- Example
Helpful Links

Bitly
Grammerly
Nerdy Bff
DuckDuckGo

Create Your Own Graphic - Identifies Your Dept/District
Let's Talk
Slide Shows w/Chrome Box
Down Right Now
Power School - emailing select grades
Pocket
Talkwalkeralerts
Short Stack
Questions?