



WESTON PUBLIC SCHOOLS

Social Media Plan 2018-2020

The following document provides an overview of the effective and appropriate use of social media to further guide and support the communications efforts of Weston Public Schools.

This strategic plan was developed based on current trends, research, review of best practices in the industry, training sessions specific to social media use, and strategies found to be successful or supportive by other public school districts. In addition, all current district policies and procedures related to social media activity were carefully reviewed to ensure continued alignment.



Why Social Media?

In today's digital age, social media is often the preferred or go-to method of communication. More and more, we are seeing that social media is how people feel a sense of community. It is how they connect with friends, relatives and colleagues, and it is also how they seek information about the world around them. Without an active presence on social media, we are not only missing an opportunity to connect with our families.

Social Media Objectives in Weston Public Schools

Overall, the use of any social media account in Weston Public Schools is to support the following goals.

- 1: Share key messages to build awareness of the district's mission and vision.
- 2: Promote truth and transparency through informative posts in order to build public support and maintain trust.
- 3: Engage stakeholders and be open and responsive to feedback.

Social media utilized by Weston Public Schools is an extension of the school community. While the district respects and encourages free expression, Board of Education policies and administrative regulations, as well as individual school rules, are applicable to participation in Weston Public Schools social media. Therefore, Weston Public Schools employees, students, parents/guardians, and other participants should comport themselves as if they are present in our schools. Civil and appropriate conduct is encouraged and expected, and the district reserves the right to remove posted content that violates Board of Education policies, administrative regulations, school rules, or is seriously disruptive of the educational process.

Choice of Social Networks

In 2018-2019, there are several types of social media being actively used or explored by the school district. We found the more popular choices to include:

- Facebook
- Twitter
- LinkedIn
- Instagram

We decided to begin with Facebook, Instagram and Twitter. We continue to utilize only these two platforms in terms of our official social media presence.

The following chart includes specific information about the utilization of these platforms which we intend on compiling.



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Network	Frequency of Posts
Facebook	1-2 times weekly
Twitter	1-2 times weekly
Instagram	1-2 times weekly
LinkedIn	1-2 times weekly

It should be specifically noted that our schools and departments also utilize these social media platforms when communicating externally. Central Office does not decide nor have any control over the frequency or type of content that is posted on the school accounts. Central Office, in collaboration with the Technology Department, does offer support, when needed, and is specifically involved with the initial launch of any account. From there, the building principal manages or other designee.

Many of our educators also have their own professional social media profiles. While these accounts should not be used when wanting to communicate on behalf of the district or school, they are valuable ways to share resources and knowledge between educators. This will not only be a wonderful way to connect our staff, but it is a great demonstration to our students of how to have a positive digital footprint.

What do we post?

Participation on social media involves creating and sharing content our followers are looking for information about or need clarification on. It is also about actively pushing out information we have determined is critical to share with our stakeholders. The following includes information on how we determine what to post and how often to do so.

The types of content we will post will primarily fall into the following categories:

- Events
 - o Photos, videos, or a brief summary recapping an event that has occurred at one of our schools (i.e. classroom project, author visit, Veterans Day celebration, etc.).
- Decisions
 - o Brief summaries related to decisions we are exploring as a district or bringing to the Board of Education for consideration and approval (i.e. changes to math program, budget being approved, new administrators hired, etc.).
- Reminders
 - o Brief summaries about an upcoming deadline, important date or call to action (registration dates, school being closed, parent survey opportunity, etc.).



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- Crisis
 - Posts about a current crisis situation in the district. The post can provide real time updates or also drive followers to the district or schools websites, newsletters or other relevant communications.
- Curated Content
 - A re-post or “share” of content posted to another account we think is relevant to our community.
- Sharing of Resources
 - Upload a document or provide a link to another resource to help provide understanding or further context about an issue.

It is important to note that although these are the most common types of categories our posts fall into, what ultimately drives our content is message. so, this will continue to build trust.

What we expect our followers to want?

- **Our followers will be photo driven.** Any post that is accompanied by a photo, video or series of photos will capture more engagements, meaning likes, re-shares and comments.
- **Our followers will like when we showcase students, regardless of the activity.** Posts that are specific to student work or student engagement within the guidelines of parent’s permission to use images
- **Cause based posts will do well.** When we showcase a specific student-driven initiative, it will capture the interest of all of our followers, not just parents. These also have a history of going viral, with high-profile accounts often picking them up.
- **Posts about teacher’s accomplishments will do well.** These types of post again capture multiple audience members who will make up our followers. Parents like to celebrate teachers they know, and teachers like to celebrate teachers they know!

Participating in the conversation

Social media should be considered another tool to do so, and the following section includes information about how we will ensure proper use to support effective communication.



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Overall our goal is to encourage conversation in the community. This does not mean that we will respond to every comment or question. What it does mean is that we want our posts to encourage positive or informative conversation in the community, and often this will be between our followers without any response from the district. With that said, there may be times where it is appropriate or necessary for the district to make factual corrections in the conversation. The following outlines the process the district will follow when engaging in conversation on social media. Please know that these processes are in alignment with our administrative procedures and district policy. They also assume that any social media account is monitored. Please see the attached flowchart for more specific information on engagement.

- We will not engage in a private conversation with any stakeholder. Instead, that person will be asked to contact us directly with their question.
- We will not “tag” the parent of a child in any post to encourage re-sharing that item or photo. It is our district policy to never use the first and last name of a child with a photograph; therefore all social media activity will follow this policy.
- We will not respond to any comment or question more than once. The goal is to respond with factual corrections if needed. If further conversation is warranted, that person will be asked to contact us directly.
- We will not respond to any comments or questions from media. Any requests should be directed to the Superintendent’s Office.
- We will not delete comments unless they are determined to be inappropriate. Specifically, comments that are abusive, obscene, vulgar, easily identify students in a negative way, violate copyrights and fair use laws, or are repetitive in nature.
- We will “tag” other organizations, including our own parent organizations, involved in something at our schools.
- We will answer questions, when available and time permitting, from our followers if there an additional resource we can provide or if there is an appropriate place to find more information.
- We will be available and agreeable to sharing challenges and collecting honest feedback, all with the overarching goal of continuous improvement.

Description to be included on or linked to various accounts

- “Welcome to the Weston Public Schools fan page on Facebook, where you will find the most recent news stories, videos, photos, and other documents that are distributed by the school district administration. If you’re looking for the official source of information about the Weston Public Schools please visit our homepage at www.westonps.org.

We are glad you found us here and hope you’ll check our profile on: Twitter, YouTube, Instagram and elsewhere. While this is an open forum, it’s also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. If you don’t comply, your message will be removed: We do not allow graphic, obscene,

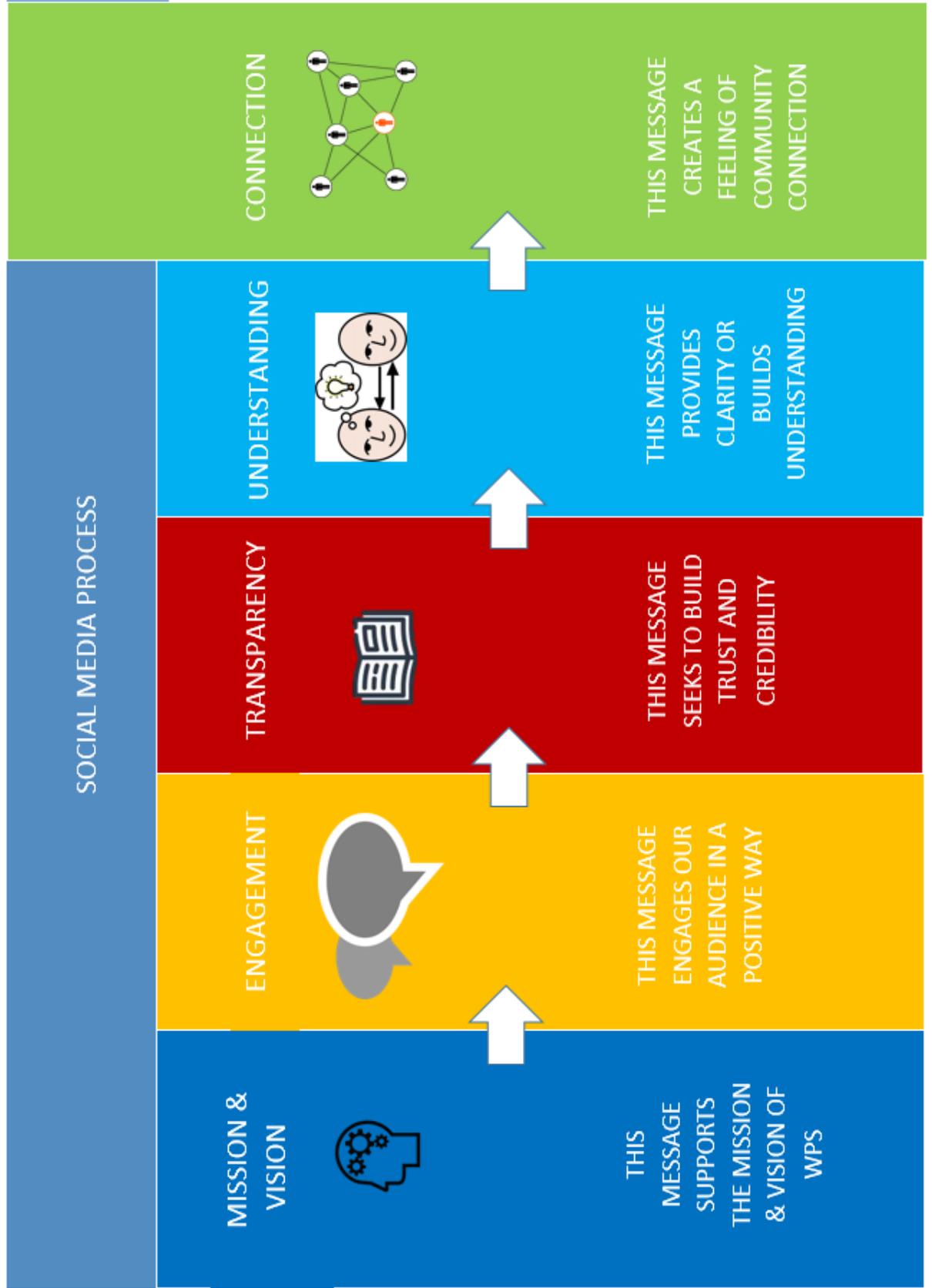


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explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization. We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency. We do not allow comments that suggest or encourage illegal activity. You participate at your own risk, taking personal responsibility for your comments, your username, and any information provided. School Administration will not respond to questions or engage in dialog through a social networking platform. Only factual corrections will be posted. If you have a question please direct them to the appropriate district administrator or the Office of the Superintendent at superintendent@westonps.org.”

Implementation Calendar

Step	Due Date
Setup Accounts based on superintendent@westonps.org	12/13/18
Setup Bill McKersie Phone	12/13/18
Twitter – Setup Account (modify current)	12/13/18
Instagram – Setup New Account	12/13/18
Determine who to follow for Superintendent Account	12/13/18
Create Social Networking Webpage (explain procedure & practice)	12/18/18
Add Twitter to SWIFT	12/18/18
Setup other Administrators Phones	Week of 1/7/19
Review district policy and related administrative procedures to ensure continued alignment and support with current social media use.	1/31/19
Notification to community	12/18/18
Use of Twitter and Instagram (New Account) to begin	12/18/18
Setup HootSuite	12/18/18
Setup Facebook	1/31/19
Link Instagram & Facebook	1/31/19
Notification to Community 2	1/31/19
Develop social media event calendar to guide content development and posting	1/31/19
Send out BOE Meetings and Budget Workshop information	After 12/18/18
Conduct training with staff and ongoing workshop opportunities to establish expectations and model effective communication strategies.	March 2019



WHAT DO WE POST?

EVENTS: Photos, videos, or a brief summary recapping an event that has occurred at one of our schools.

DECISIONS: Brief summaries related to decisions we are exploring as a district or bringing to the Board of Education for consideration and approval.

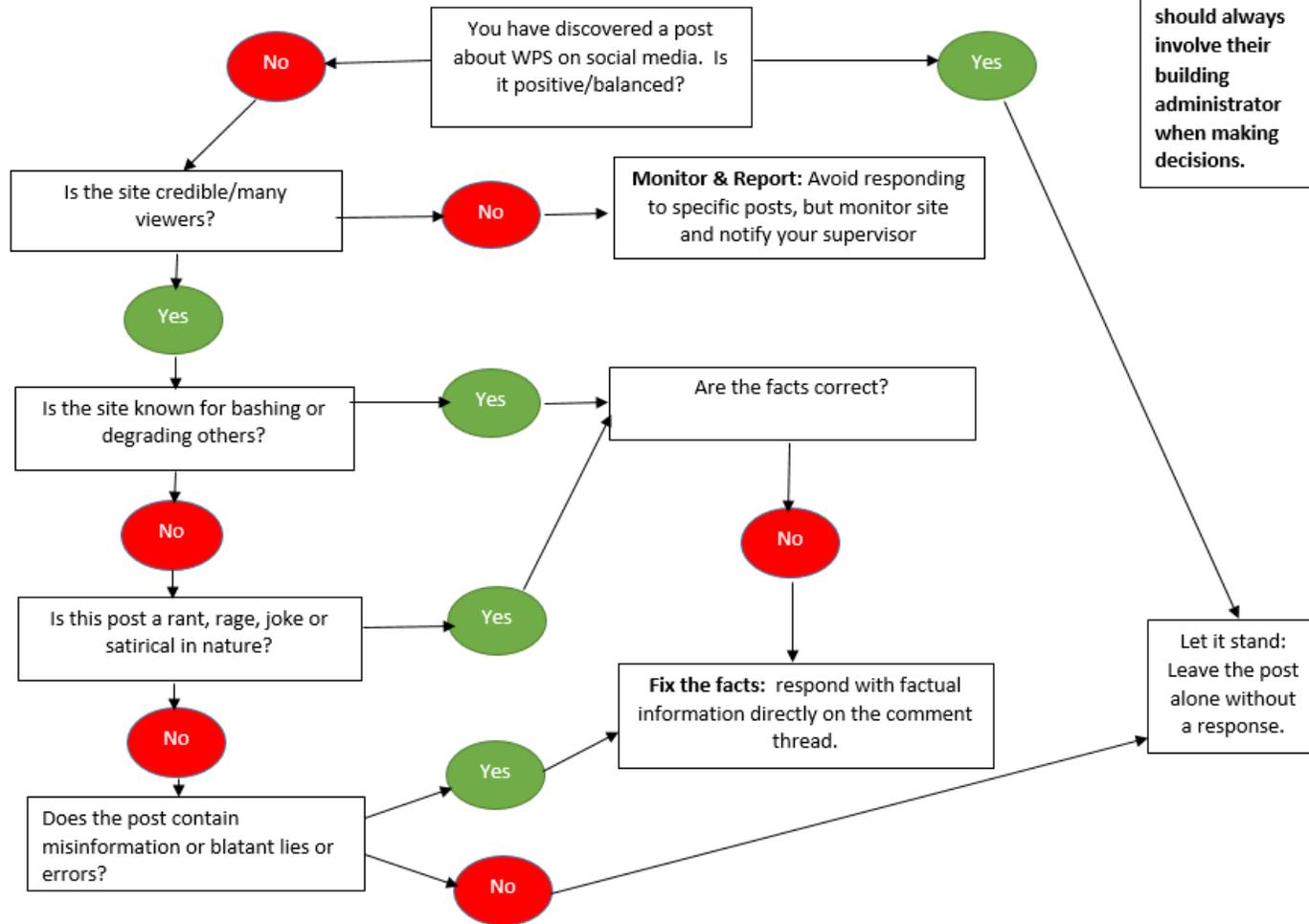
REMINDERS: Brief summaries about an upcoming deadline, important date or call to action.

CRISIS: Post about a current crisis situation in the district. The post can provide real time updates or also drive followers to the district or schools websites, newsletters or other relevant communication.

CURATED CONTENT: A re-post or “share” of content posted to another account we think is relevant to our community. We will share content from another social media profile within our district or from another government entities, or not-for-profit that enhance or demonstrate our educational expertise.

SHARING OF RESOURCES: Upload a document or provide a link to another resource to help provide understanding or further context about an issue.

GUIDE TO FACTUAL RESPONSES ON SOCIAL MEDIA



NOTE: Guidelines for administrator use of social networking. Staff should always involve their building administrator when making decisions.