

BIG SOCIAL MEDIA IN A SMALL AMOUNT OF TIME



Well, a reasonable amount of time

You need a strategy.

You need a strategy.

What is a strategy?

Examples:

Examples:

**Post classroom success stories
once a day on Facebook and 3
times a day on Twitter.**

Examples:

Post classroom success stories once a day on Facebook and 3 times a day on Twitter.

**Denver Public Schools:
“Facebook First”**

**Engagement is
not a strategy.**

**What platforms
should I use?**

What platforms should I use?

Non-negotiable:

What platforms should I use?

Non-negotiable:

Facebook: parents and teachers

What platforms should I use?

Non-negotiable:

Facebook: parents and teachers

Twitter: media and influencers

What platforms should I use?

Don't spread yourself too thin, but

What platforms should I use?

Don't spread yourself too thin, but
if you have the bandwidth

What platforms should I use?

Don't spread yourself too thin, but
if you have the bandwidth
explore [instagram](#) and [pinterest](#)

Know your audience

Know your audience

Don't forget who you're talking to

Know your audience

Don't forget who you're talking to

A parent? A teacher? A journalist?

One district was excited to share their strategic plan on Facebook.

**One district was excited to share their
strategic plan on Facebook.**

Um. No.

Know your audience

Know when they're active online

FollowerWonk.com

Twitter best practices

Twitter best practices

avoid abbreviating

Twitter best practices

avoid abbreviating

don't start with hashtags or "@"

Twitter best practices

avoid abbreviating

don't start with hashtags or "@"

dot replies

Finding content

Finding content

original content

**blogs, videos, podcasts,
evergreen**

Finding content

original content

share **others'** content

**articles, petitions,
fundraisers**

Finding content

original content

share others' content

weather alerts

Finding content

original content

share others' content

weather alerts

social media loves pictures

Finding content

original content

share others' content

weather alerts

social media loves pictures

SOCIAL MEDIA **LOVES** PICTURES!

FLICKR.COM

Finding content

original content

share others' content

weather alerts

social media loves pictures

SOCIAL MEDIA LOVES PICTURES!

content partners

**I know it's hard,
but it's worth it.
For you and them.**

Finding content

original content

share others' content

weather alerts

social media loves pictures

SOCIAL MEDIA LOVES PICTURES!

content partners

celebrate success!

Know what works

Know what works

check the evidence

Facebook insights and Twitter analytics

Know what works

check the evidence

watch what **others** are doing

Know what works

check the evidence

watch what others are doing

social media **listening**

1:1 ratio

Saving time daily

Saving time daily

first thing in the morning

Saving time daily

first thing in the morning

look at your numbers

10 minutes

Saving time daily

first thing in the morning

look at your numbers

plan the **week** ahead

10 minutes

Saving time daily

first thing in the morning

look at your numbers

plan the week ahead

yay!

you already have your content

0 minutes

Saving time daily

first thing in the morning

look at your numbers

plan the week ahead

yay!

schedule posts

20 minutes

TweetDeck

Warning:

Warning:

don't become tone deaf

Saving time daily

first thing in the morning

look at your numbers

plan the week ahead

yay!

schedule posts

listen to your audience

20 minutes

Saving time daily

first thing in the morning

look at your numbers

plan the week ahead

yay!

schedule posts

listen to your audience

check in

Set up notifications

Saving time daily

first thing in the morning

look at your numbers

plan the week ahead

yay!

schedule posts

listen to your audience

check in

1 hour

Most importantly:

Most importantly:

Be Patient.

Thank you.

Thank you.

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Questions?

