Social media:
Gaining vision & sharing best practices
Panelists:

Casey White-Zollman
Vice President Public Relations, Blue Mountain Community College

Doug Nelson
High Desert Education Service District Board and OSBA Board member

Jeff Rose
Superintendent, Beaverton School District

 Moderator:

Rachel Fleenor
Marketing – Communication & Social Media Consultant, OSBA
Accessibility
Facebook

- 1.23B active users
- 350M photos daily
- Average user is 41 years old (CNN, 2014)
- www.Facebook.com
Twitter

- 230M active users
- 500M Tweets daily
- News source
- www.Twitter.com
Instagram

- 300M active users
- 70M photos daily
- Highly visual
- Hashtags
  - www.Instagram.com
Objectives
Create campaign awareness in Oregon
Generate video views

Resulted in:

- 212,835 video views
- 422 post shares
- $0.02 avg. cost per view
Drive clicks to Promise website

Resulted in:

- 9,163 clicks to website
- $0.55 avg. cost per click
- 2.2% avg. click-through rate (CTR)
- Avg. CTR ranged 1.1% to 3.8%
- Student-centered drove highest CTR
Increase Facebook page likes
Social Media Insights

1. Videos drive the most organic engagement

2. Student-centered messaging resonates

- Video featuring adults discussing politics: CTR 0.8%
- Video featuring student and her dreams: CTP 4.3%
Initial reaction: Stay away!
Jump in!
Who posts?

• Role of school board members
• District staff uses
• Student use
Sample policies

Contact the OSBA policy department with questions about social media policy: 1-800-578-6722 or info@osba.org

GCAB: Personal Electronic Devices and Social Media – Staff
http://www.osba.org/Resources/Article/Board_Policy/Sample_policy_GCAB.aspx

GBNA, GBNA-AR: Hazing/Harassment/Intimidation/Bullying/Menacing – Staff
http://www.osba.org/Resources/Article/Board_Policy/Sample_policy_GBNA.aspx

JFCF, JFCF-AR: Harassment/Intimidation/Bullying/Cyberbullying/Teen Dating Violence – Student
http://www.osba.org/Resources/Article/Board_Policy/Sample_policy_JFCF.aspx

JFCEB: Social Media – Students (Three sample versions available upon request)
Blue Mountain Community College Social Media
Who we engage

- Current Students
- Prospective Students
- Alumni
- Community Members
- Parents
- Staff/Faculty
Challenges

• Our audience is BROAD!
  • Our audience changes depending on our post content.
• Unauthorized social media pages.
• How often to post?
• Photo Authorizations for students.
• When to respond:
  • AS MUCH AS POSSIBLE!
Facebook & Twitter Tips

- Keep your message relatively short – you can link to additional information on your website.
- Use a clever PHOTO or VIDEO to be creative in how you post a message – this will gain your audience’s attention and is more likely to be “liked,” “shared,” or “retweeted.”
- Keep language informal and fun!
- Spread the love – don’t be the only administrator.

Example:
“Procrastinate? Me?! Never!!! Avoid the stress of last minute admission challenges! Register for fall term now!”
NO, TAKE ANOTHER, I THINK I BLINKED.

Blue Mountain Community College
Published by Anne French Livingston [?] September 16

Don’t BLINK! Fall term starts September 28!
If you are a new BMCC student and you have:
1. Finished your COMPASS placement assessment
2. Completed your New Student Orientation
3. Seen your Success Coach
You can now schedule an appointment to see your faculty advisor. You don’t know who your faculty advisor is? Login to your BMCC student WolWeb account. It will be listed. If one is not listed, contact your Success Coach and they will assist you.

Like · Comment · Share

Casey White-Zollman, Tyler Morris and 2 others like this.

Tyler Morris Then get registered!! 😊
Tweets from Timber
@BMCCNews

Tweets from Timber @BMCCNews · Sep 21
Are you interested in becoming certified to prepare taxes? If so, BMCC is offering BA220 and BA221 that will... fb.me/397EOh3x

Tweets from Timber @BMCCNews · Sep 17
#tbt to me as a baby.
#tweetsfromtimber fb.me/44H5DqkN

Tweets from Timber @BMCCNews · Sep 17
#tbt to me as a baby.
#tweetsfromtimber
Use Internet memes to engage your audience

Celebrate what went right today.

Tory Johnson

www.janellrardon.com
Great Scot! It’s “Back to the Future” Day today! In honor of this momentous occasion, we want to hear from our alumni about why you chose to come to BMCC or a favorite memory of your time here! So whether you just graduated last year or drove your Delorean up to campus 30 years ago, we want to hear from you in the comments section!
Yes, we do thank you! Interested in being on the receiving end of this thanks? Enroll in one of BMCC’s nationally-recognized agriculture programs. http://www.bmcc.edu/agriculture
Follow the 80/20 rule

- If you use your social media pages as a message board too often, you’ll potentially lose your audience!
- 80% of messages should be fun, outside-the-box and engaging (i.e., memes, funny photos, etc.) – entertainment!
- 20% can be announcements and general information.
- Know your audience – see which types of photos are more engaging to your audience and use more like that!
Using Analytics/Data

- Utilize the analytics – or “Insights” – on Facebook to see how well your posts are doing.
- Look at which posts are performing better than others – use that information to create similar future posts.
- Look at “organic” views – these are new views from people who don’t already “like” your page.
- “Paid” views are those that any paid advertising reaches.
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Post Reach

The number of people your post was served to.

Likes, Comments, and Shares

These actions will help you reach more people.
Scheduling Posts

• Don’t spend so much time worrying about when you’ll have the time to post!
• Schedule posts on Facebook
• Schedule months ahead of time!
Streamline your time!

- Connect your Twitter & Facebook pages – when you post to one, you automatically post to the other
- Subscribe to services that make your social media posting more efficiently
  - School Messenger
  - Campus Cast/Campus Alert
  - Hootsuite

Applications
These are the apps that can access your Twitter account. Learn more.

Facebook Connect
Manage your connection with Facebook.

- Having trouble? Learn more.

Twitter for iPad by Twitter
Twitter for iPad
Permissions: read, write, and direct messages
Approved: Thursday, August 27, 2015 at 6:06:52 PM

Facebook by Facebook
Facebook to Twitter
Permissions: read and write
Approved: Friday, February 27, 2015 at 5:48:45 PM

Hootsuite by Hootsuite
The social media dashboard which allows teams to broadcast, monitor and track results.
Permissions: read, write, and direct messages
Approved: Wednesday, February 19, 2014 at 4:09:39 PM

IOS by Apple
iOS Twitter Integration
Permissions: read and write
Approved: Tuesday, November 19, 2013 at 10:54:51 PM

Twitter for iPhone by Twitter
Twitter for iPhone
Permissions: read, write, and direct messages
Approved: Tuesday, November 19, 2013 at 10:54:50 PM

Mobile Web by Twitter
Twitter Mobile Web
Permissions: read, write, and direct messages
Approved: Wednesday, July 31, 2013 at 1:54:46 AM
Dr. Jeff Rose is the Superintendent of Beverly School District. Jeff has been married for 26 years to his wife Lisa and together they have two children.

Glorious Fall morning in OR today! Even the view from BSD central office parking lot is beautiful & worthy of a pic.
Congratulations @MarkHassOregon & thank u! U have championed all day Kindergarten 4 all. cc: @OregonGovBrown
Walk + Bike To School Day today. 24 BSD schools participated! Sexton Mtn. & Oak Hills Elem had over 300 participants!
Ready to Trick or Treat!
Safety Tips, brought to you by the BSD School Resource Officers- well done & great sports!
youtu.be/Vg2eXY724GY
Love to see our students stepping up to our civic responsibility. Your votes DO count! Welcome to the club.

Molly Jahne @molly_janie
hey @JeffRoseSupt our votes count!
ODE inquired about BSD's impressive results. My quote in full- see pic.  
oregonlive.com/beaverton/inde  ...

"Our results in the Beaverton School District are a result of our talented educators, support personnel and our engaged community. We have a focused strategic plan that promotes high levels of collaboration as we serve our students based on their strengths and needs. We have invested in multiple student support systems concentrating on academic performance, a few examples being: district-wide 6th and 9th grade summer school models, AVID, and alignment of school staffing levels to academic achievement results. I am pleased and proud of our progress, but am far from satisfied. In Beaverton we will continue to emphasize continual improvement."
SB 81 'Oregon Promise' is here. Students/families, community College is a great option. New doors are opening 4 you: oregonlive.com/politics/index ...
Jeff Rose
@JeffRoseSupt

After reading this article, I snapped these pics today on @Sunset_Apollos reader board. Wow. kptv.com/story/30222344...
OR Shape 2015 Conference, a big success.

#oshape15 CONGRATS to BSD teacher, Joel Miller, OR PE Teacher of the Year!

oregonshape.org/2015/10/13/the ...

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The Oregon SHAPE 2015 Conference = A Big Success!
The Oregon SHAPE Conference took place on Saturday, October 10th at Pacific University and was a huge success! Thank you to everyone who made it possible and attended! It was a beautiful...

oregonshape.org

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@JeffRoseSupt

7:19 AM - 15 Oct 2015

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@miller_PE

@JeffRoseSupt Thanks Dr. Rosel It’s exciting to teach for an innovative school District @BeavertonSD that values whole child #physed #bscipe
Loved HS groundbreaking! Really wanted to drive the bulldozer- wouldn't let me but I felt tough just standing on it.
BOOM! BSD launching into #FutureReady movement with gusto. 700+ strong today. Ready to learn!
What does it look like when educators & community come together to talk about supporting kids? Looks like this ...
What is going on with our Bond? Watch, learn, enjoy and then RT!
youtube.com/watch?v=Vm49RN...
cc: @BeavertonSD

Fall 2015 Bond Update
This video provides information to parents and community members on projects related to the May 2014 Bond for the Beaverton School District. For more informa...

View on web
Goofing around on the construction sites of what will one day be a beautiful BSD middle school.
WE, @BeavertonSD, are INNOVATING and on the move. Literally... oregonlive.com/beaverton/inde...
Superintendent Jeff Rose

Twitter: Follower Growth - Count

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<th>Average Daily Growth</th>
<th>New Followers</th>
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Twitter: Mentions - Count

Total Mentions: 177

Interval displayed: Daily
Total Mentions: 177

Interval displayed: Daily
Superintendent Jeff Rose

Twitter : Follower Growth - Count

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There may be data outside your current selected range.
Time for a live Tweet!
Questions?
Contact
Rachel Fleenor
Marketing & Social Media Consultant
1-800-578-6722
rfleenor@osba.org