Why go social?

There’s no question: Our world is digital. The community of people who make up our schools are living an ever-increasing part of their lives online. And if we ask them to unplug from this real-time, dynamic, content-rich digital world... we miss out. Big-time.


Reason #1: It’s where your constituents live and engage.

The parents, teachers, students and members of your community use social media to stay connected. The statistics speak for themselves:

71% of Americans use social media (Pew Research Center, 2014).

71 million Americans check social networks “several times per day” (Arbitron, 2013).

Reason #2: It’s your responsibility.

In 1936, Dale Carnegie published How to Win Friends and Influence People. His book on interpersonal communication provides concrete advice on how to encourage people to like you, win them over to your way of thinking, and become an inspiring leader. Although the world has drastically changed in the almost 80 years since Carnegie originally published his book, the concepts are just as relevant for online communication and persuasive social media engagement as they are for traditional face-to-face interactions. With social media platforms becoming the dominant online channels, demand for people who know how to use those same concepts to build, manage and grow communities around public education organizations continues to increase. As a school advocate, you are in a position to bring digital and social media vision and strategic direction to your district. It is your job to identify the best communication channels to “win friends” and “influence people” in order to boost positive perceptions about public education and to be a trusted advocate for schools.

Will you be your district’s social visionary?

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