

NEW YEARS SOCIAL MEDIA RESOLUTIONS

FOR SCHOOL DISTRICTS

DEVELOP A STRATEGY FOR 2018

Outline your goals and determine what kind of messaging you want so that your social media can best represent your school district.

KEEP ON TOP OF CHANGES TO THE SOCIAL MEDIA PLATFORMS YOU ARE USING

Research new features on social media, and book a date to train your staff (those that post to social media) on what those features are.

CREATE USEFUL CONTENT FOR SCHOOLS AND PARENTS

Create content that can be shared on your social media accounts. For example, write a short blog post about an upcoming event and share it on your social media as a way to inform and provide extra value to attendees.

BUILD AN EDITORIAL CALENDAR

Plan your content around upcoming events and announcements. Investing time into a plan will help alleviate stress in the future.

CLEAN UP YOUR EXISTING SOCIAL MEDIA CONTENT

Update your cover photo, freshen up your "About" information, and go through old photos and remove anything that has expired (e.g. posts about past events) or doesn't match your branding standards.

RESEARCH WHICH HASHTAGS ARE RELEVANT TO YOU

Our favourites for Twitter and Instagram are location specific hashtags (e.g. #yeg for Edmonton), and #schoolpr, #cdned, and #edtech, but yours will be specific to your location and target audience.

DO A QUICK AUDIT OF YOUR ACCOUNT

Are some schools getting more love than others? Are you posting consistently? Make a plan to balance out your content using your editorial calendar.

PUT EFFORT INTO YOUR VISUALS

Create graphic templates in programs like Canva or Photoshop so that you can quickly generate graphics in the future.

RESEARCH YOUR OWN POSTS

Take note of what kind of content performed well in 2017, and make a plan to replicate those types of content for 2018. (And while you're at it, you could create a post that highlights the top moments of 2017!)

CHANGE UP YOUR PROFILE PICTURE!

And make sure it is consistent across all platforms.