Using Social Media Wisely

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Admissions Counselor Workshop
March 27, 2014 – St. John, Rochester
The Golden Circle
The Golden Circle

What
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why
Very few organizations know WHY they do what they do. WHY is not about making money. That’s a result. It’s a purpose, cause or belief. It’s the very reason your organization exists.
The Golden Circle

WHY

HOW

WHAT

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Online Strategy Worksheet and Framework
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| Website  | Bob            | • Inform and educate our constituents  
• Sell Product  
• Facilitate Online Giving  
• Increase Email Subscriptions | Audit Once a Month;  
Ad hoc updates | • How many calls came into the office?  
• Have sales increased?  
• Is % of people giving online going up?  
• Do we have more email subscriptions coming through? |
| Email    | Janet          | • Drive traffic to our website  
• Increase event participation  
• Understand Audience Needs | Weekly newsletter | • Is email-driven traffic up?  
• Are comment cards showing increase in participation? |
| Twitter  | Phillip        | • Provide customer support  
• Drive traffic to blog  
• Increase trust with community (NPS) | 10 updates per day based on optimal posting schedule | • Are speaking requests going up?  
• Are sales going up?  
• Is traffic going up? |
| Facebook | Thomas         | • Connect community members to one another  
• Drive traffic to website  
• Increase downloads of free ebook | 1 image per day  
2 text updates per day | • How many connections did the page facilitate?  
• Social referral traffic  
• App downloads, how many? |
Building an Online Strategy

Goals must rest on the solid foundation of a big idea, if they are not then they will fail.

1. Mission & Vision Statement
2. What gets out of bed in the morning

PROCESS

STEP #1 - Assign a Person (or Owner) for Each Social Network

Questions

- Who makes the most logical sense to have ownership of this network?
- Who “gets” this platform better than anyone?
- Who understands it better than anyone else?
- Who has the most free time right now?

IMPORTANT

- Owner does not = Mule
- An owner is not responsible for creating all the content
- Simply responsible for ensuring the process runs smoothly.
- Someone in leadership, doesn’t mean they create all the content.
- Make sure people know they are not solely responsible.

STEP #2 - Determine the Purpose of Each Social Network

Questions

- How can we tie this to an organizational or business goal already in place?
- What do we want to accomplish with this social network?
  - Huge sticking point
  - We don’t know...
  - Practically speaking..
- How can we tie this to a goal involving funds/donations/or sales?
  - Money talks
  - If you can find a way to tie your social presence directly to a goal around raising donations, etc. You’ll be much further down the road. Higher adoption rate. Tie goals to money.
  - Example: 6% of sales come from Twitter SAME as Website

IMPORTANT

- Ruthlessly study the needs of your audience.
  - Build emails, Create surveys
    - How can we serve you better through social media
    - Where are you online? Go where your audience is at..
- Creating content lies within what your audiences wants, not what you want
- Social media purpose resides fundamentally in your audience, not what you want.
Building an Online Strategy

STEP #3 - Determine the Plan of Each Social Network

Questions

• How often will we be updating this network?
  • Write it down
  • Written down by owner / owner’s team
  • Make folks accountable

• What type of content will be posted?
• How often will we interact with our audience?

IMPORTANT

• Social Media is broken into 2 Categories: Share & Interact
• If you are too busy to interact with your audience, you are too busy to get any results
• Build in interaction time
• E.G. At 11:00 a.m., we . .
  • spend as much time as we can interacting
  • seeking new connections
  • finding ways to help
• Consider optimal posting schedule from BufferApp or SocialBro http://bit.ly/1430EBQ
• The more specific you can be on the frontend, the less you need to think about it daily

STEP #4 - Measure the Performance of Each Social Network

Questions

• How will we know what our “wins” are?
• What are your objectives?
• Is social media (website, e-mail, social networks) helping us?

IMPORTANT

• Tie measurements to specific results (enrollment, donations, attendance, sales, etc)
• Online tools can help you measure
• Website
  • Google Analytics (track unique visits, referral sites, flow of users)
• Email
  • Click-thru rates, tie tracking to Google Analytics
• Facebook
  • People Talking About This
  • Post Reach
• Twitter
  • Twitonomy.com
  • analytics.twitter.com
How to Create Social Media Guidelines for Your School

Guidelines developed by Steve Anderson in conjunction with Edutopia

Interactive PDF at http://milc.ms/schoolsocialpolicy
How to Create Social Media Guidelines for Your School

Produced in collaboration with Facebook
1. Examine Your School Culture

When setting out on this journey, it is important to understand the prevailing beliefs about social media in your community.

Questions for Reflection

➔ How are social media products currently being used by students? By teachers? By administrators and parents? How can they be leveraged for better communication?
➔ What are the fears around social media in school?
➔ Are there any “bright spots” where social media is already being used successfully?

Resources and Case Studies

Connected Principals
Make the case for integrating social media into your school community.

SocialTimes
Get statistics on classroom use and professional development.

Consortium for School Networking (CoSN)
This executive summary can help you discover what other schools are doing.

Is Social Media Right for Your District? (http://bit.ly/IV6be6)
Sungard: K-12 Education Blog
This blog shares questions for educational leaders considering social media for their districts.

Schools Use Social Media to Communicate With Students, Parents (http://bit.ly/JflleZ)
Tulsa World
A case study on how one district in Texas uses social media.

eSchool News
Educators from across the country share how they use social media.

ABOUT EDUTOPIA: Edutopia is where The George Lucas Educational Foundation’s vision to highlight what works in education comes to life. We are a nonprofit operating foundation dedicated to improving K-12 learning by documenting, disseminating, and advocating for innovative strategies that prepare students to thrive in their future education, careers, and adult lives. Through our award-winning website, videos, and growing online community, Edutopia is supporting and empowering education reform by shining a spotlight on real-world solutions and providing proven strategies, tools, and resources that are successfully changing how our children learn. To find and share solutions, visit Edutopia.org.
2. Organize a Team

This team should include educators who use social media in the classroom and those who do not. A district that I worked with recently chose to have a teacher and administrative representative from each grade level in the district, along with their heads of instruction and technology, school attorney, and two student representatives. You have to find a combination that works.

This team should be open and transparent in all their conversations and decision making, and be clear about their shared goal. Establish a website or webpage for the posting of notes, resources, and minutes from the meetings.

Questions for Reflection

➔ Does everyone on the team share the same goal?
➔ Is everyone committed to transparency?
➔ What is your time frame?

3. Research Phase

Your team should begin by evaluating the current policies that are already in place in your school or district. Many districts already have policies in place that cover the acceptable use basics -- so they only need to add guidelines to help crystallize learning opportunities. Because the social media landscape changes quickly, this is often the best approach.

Next, the team will want to examine the social media policies and/or guidelines from other institutions. You will want to involve your school attorney in the draft process to make sure that you are within your current local and state policies.

Questions for Reflection

➔ Which policies or guidelines would make sense for you to adapt?
➔ How should you use the feedback from your community to shape your decision making?
4. Draft Your Document and Incorporate Feedback

Now your team will take all the information you’ve gathered and create a document. This can be the most challenging part of the process and you can expect many drafts and revisions.

One district that I worked with posted their drafts to a school wiki, where anyone on the team could contribute. There were also opportunities for other teachers, administrators, and students to make comments or bring up other items for consideration.

Schedule meetings to talk to school staff, administrators, parents, and community members face-to-face.

Questions for Reflection

➔ How will you make your drafts available to the community?
➔ How much input do you want? Should you set limits to prevent overload?

5. Make Sure the School Attorney and School Board See the Draft

Your school attorney will ensure that you are not violating any current policies, laws, or ordinances. Your school board might want to review your document, and if you are changing policy, they will want to discuss and take a vote.

Questions for Reflection

➔ Does the document violate any current policies, laws, or ordinances?
➔ What do you need to do to get buy-in from your school board?

6. Introduction to the School Community

Now that all stakeholders have signed off on your policy or guidelines, it’s time to roll it out to your greater community. Every member of your team should be tasked with talking to specific groups and/or schools. Take the time to educate your students, faculty, staff, parents, and community about what the document means to them. If you have been open and transparent from the beginning, this will be an easy step.

Questions for Reflection

➔ How will you introduce the policy or guidelines to your community? Will you hold meetings at all schools? Send emails?
➔ Do any major themes emerge in your community’s feedback?
➔ What will you do if the guidelines are not well received?

7. Review Periodically

Your new policy or guidelines should be a living document and should be revisited often. Social media products change. Your culture will change. Policies will change. Your team needs to look at your document at least annually to determine whether it is working and whether any adjustments need to be made.

Resources

The following are some resources on establishing social media policy and/or guidelines.

Creating Social Media Guidelines

Edutopia
In this blog, I shared how one school in my district created a set of social media guidelines for students and teachers.

8 Social Media Strategies For Your Classroom
Getting Smart
A great overview of the various social media platforms, their strengths, and how to use them to engage students.

Lastly, here’s my Diigo collection of over 80 articles, blog posts, and resources on social media in education. (https://bit.ly/IYGOei) Good luck! It can be a difficult journey, but it’s well worth it.

STEVEN ANDERSON (@web20classroom on Twitter) is a district instructional technologist/independent educational consultant with the Winston-Salem/Forsyth County Schools in Winston-Salem, NC. He also has a blog (blog.web20classroom.org) and travels nationally to speak about the use of social media in the classroom.
Sample Social Media Policy

Developed by Steve Anderson

Kimmel Farm Social Media Guidelines and Best Practices

These guidelines suggest best practices of the publication of and commentary on social media by employees of Kimmel Farm Elementary School. For the purposes of these guidelines, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. These guidelines are in addition to, and complement any existing or future policies from WSFCS regarding the use of technology, computers, e-mail and the internet. Kimmel Farm employees are free to publish or comment via social media in accordance with these guidelines. Kimmel Farm employees are subject to WSFCS district policy to the extent they identify themselves as a WSFCS employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Kimmel Farm). Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that WSFCS employees must otherwise follow.

Setting up Social Media
Assistance in setting up social media accounts and their settings can be obtained from Kimmel Farm's Technology Facilitator.

Don't Tell Secrets
It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as student information, grades, or any other confidential information that would identify individuals. We must protect and respect the privacy of our students, staff, parents, and school community.

Protect Your Own Privacy
Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Kimmel Farm website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Be Honest
Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for Kimmel Farm and WSFCS. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect Copyright Laws
It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. Respect and protect your audience and partners, the public in general, and Kimmel Farm's staff and community. They reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal
insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Kimmel Farm and WSFCS.

**Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly.

**Think About Consequences**

Once again, it's all about judgment: using your blog or other social media outlets to trash or embarrass Kimmel Farm, its partners or community or WSFCS, or your co-workers, is dangerous and ill-advised.

**Disclaimers**

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble.

**Don't forget your day job.**

Make sure that blogging or other social media outlets does not interfere with your job or use of other commitments to Kimmel Farm and WSFCS.

**Social Media Tips**

The following tips are not mandatory, but will contribute to successful use of social media. The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

**Quality matters!**

Use a spell-checker. If you’re not design-oriented, ask someone who is, whether your blog looks decent, and take their advice on how to improve it. The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

**Enforcement**

Policy violations will be subject to disciplinary action, up to and including termination for cause in accordance with WSFCS policies.
Content Strategy Exercise
The Periodic Table of Content Marketing

An overview of the key elements of content marketing

### A seven-step guide to success

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution/social platforms.
5. Track the key metrics, and map these to your goals. Be aware of the main sharing triggers. Be sure to work the emotions.
6. Always double check your work.

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| Ad | Advertising |

| Fu | Funny |
| Sx | Savvy |
| Sg | Shocking |
| Mv | Moving |
| Un | Unbreakable |
| Cv | Controversial |
| Co | Cool |
| Ig | Illuminating |
| Rd | Random |
| Zg | Zeitgeist |
| Aw | Awesome |
| Up | Uplifting |
| Di | Disgusting |

| Sq | Search queries |
| Se | Search optimisation |
| Ce | Copy editing |
| Fm | Formatting |
| Hd | Headline optimisation |
| Tv | Tone of voice |
| Gd | Brand guidelines |
| Pe | Plan English |
| Do | Device optimisation |
| Fc | Fact checking |
| Cd | Credit sources |
| Ct | Calls to action |
| Ft | Invite feedback |
Content Strategy Group Exercise

Content strategy is a fancy term for “how we are going to tell our story.” This exercise will give us an opportunity to stretch our creative muscles... and be prepared for group sharing.

At Your Tables

- Have 1 person record the strategy on a Blank Template
- **Rewrite 3 Core Messages** you want to convey with your audience
- **Formats (1)**
  - Then head to formats, you may choose 2 formats from the group there
- **Content Type (2)**
  - Choose 4 Content Types that will help you tell those 3 core messages
- **Platform (3)**
  - You HAVE to choose Website. Then choose 2 Platforms you believe would best connect with your intended audience.
  - Where are you going to share your content?
- **Metrics (2)**
  - How are you going to measure whether or not this effort is making a difference?
  - These will be your dashboard to see if the way you are telling your story is making a difference
- **Goals (2)**
  - Choose 2 Goals, for the sake of social media; I’m going to make you choose Engagement. So choose one more, what do you hope to accomplish?
- **Sharing Triggers (1)**
  - Sharing Triggers are the motivators for action.
  - I’m guessing you won’t choose “Disgusting” or “Sexy” for this exercise.
- Repeat one more time
Example

3 Core Messages

- Christ-centered
- Building Strong Leaders
- Strong Academics

Format

- Ebook

Content Type

- Case Study
- How-To

Platform

- Website
- Slideshare
- Facebook

Metrics

- Downloads
- Search Metrics

Goals

- Leads
- Branding

Sharing Triggers

- Uplifting (encouraging)

Summary

We will produce eBooks that educate parents and other school leaders on the fundamental traits of good leaders and how those traits can be nurtured in the classroom and at home. We will highlight the stories of the transformation parents have seen in their students based on our core tenants. We will house these on our website, share on Slideshare, and pull out stories for Facebook that are uplifting and inspire folks to share. We will know we are successful if the eBooks are being downloaded and we are nurturing new leads for admissions. This will all be in an effort to reaffirm our WHY of building strong leaders by demonstrating our track record.
Content Strategy Exercise Template

3 Core Messages

- 
- 
- 

Format

- 

Content Type

- 
- 

Platform

- 
- 

Metrics

- 

Goals

- 

Sharing Triggers

- 

Summary