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Social Media for Educators

In this session we will discuss...

What is the best social media platform(s) for my team?

How do I best utilize each social media platform?

What are best practices for a professional social media page?

How do I track if my social media efforts are successful?

Questions & Answers

Facebook

The Basics

Audience

Ages 25-65

Typically a female-dominant following

Recommended Content

Informational content

Events/announcements

Photos/videos

Platform Challenges

Audience needs vary widely

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Profile Must-Haves

Engaging Pictures

High-resolution profile picture
Cover photo: 2050 x 780 px

Contact Information

Phone number, email, website and address
Hours of operation

Page Description

Keep it consistent with what appears on the district website.

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Drive Traffic

Post Content
Minimum: 3/week
Ideal: 1/day

Track Progress
Use the "Insights" tab to track page engagement, reach, likes, follows, views, demographics, etc.

Engage
Tag followers, promote your page and seek page reviews from top followers.

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Questions?

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Twitter

The Basics

Audience

Primary audience: district employees and departments
Secondary audience: students
Tertiary: community members

Recommended Content

Mix it up! Utilize platform tools (retweet,
tweet threads, polls, live tweeting)
*ideal for real-time updates

Platform Challenges

Information overload!
Video and character limits
No editing after posting

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Profile Must-Haves

Engaging Pictures

High-resolution profile picture
Cover photo: 1500 x 500 px

Contact Information

Website, location

Page Description

Keep it simple and consistent (160-character max)

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Drive Traffic

Post Content

Minimum: 3-5 (includes retweets)

Track Progress

Use the "analytics" tab to view monthly overview of profile visits, new followers, mentions, etc.

Engage

Tag followers, engage in trending conversations, use hashtags (sparingly)

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Top Tweet earned 2,775 impressions

Assistant Chief of Finance Fernando Natividad is pulling out all the stops to celebrate #myIrvingISD principals with the @nimitzHSband! pic.twitter.com/T46IS01akS
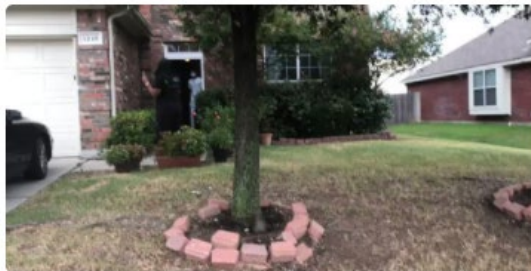
↩ 6   ⇄ 2   ♥ 52

Top Tweet earned 8,439 impressions

😆 SURPRISE @adriankanyeb!!

Tonight Superintendent @IISDMagdaHdz surprised @MacArthurCards sophomore, Adrian Bevelle, at his home to present him with an #IISDGameChanger award for his positivity and commitment to education!

Be sure to ❤️ this tweet to congratulate Adrian! pic.twitter.com/3IKXnrLF2v

↩ 18   ⇄ 18   ♥ 226

Top Tweet earned 9,789 impressions

.@NimitzFootball1 honors the life and legacy of Cesar Salazar at the @NimitzVikings senior night. "Cesar's legacy will never be forgotten." 💙 #74 pic.twitter.com/qieZwQSK9L

⇄ 68   ♥ 230

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Questions?

Instagram

The Basics

Audience
Primary: students
Secondary: young parents and teachers

Recommended Content
Always high-quality photo, graphic, GIF or boomerang. Use a variety!

Platform Challenges
Ever-changing algorithm

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Profile Must-Haves

Engaging Pictures

High-quality profile picture

Contact Information

Location and Linktree (multi-link host)
Utilize profile tabs

Page Description

Keep it simple and consistent.

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Drive Traffic

Post Content

No more than 1/day (feed)
Unlimited posting on your story

Track Progress

Use the "Insights" tab to track page engagement,
reach, likes, follows, views, etc.

Engage

Post to your story, ask questions using polls,
try a user takeover, tag users

Post 1 (irvingisd):

794 views · Liked by **cfanorthbeltline** and **jojojagie**

irvingisd Get Your Mask On! 😌 · Hey hey #myIrvingISD family! Get your mask 🥳😷 on, @missymisdemeanorelliott style! Shout-out to Mr. Yacho and Gilbert Elementary for this awesome video! #spreadpositivity 👇👇 Tag @missymisdemeanorelliott in the comments so she can see! 👇👇

August 11

Post 2 (irvingisd - Houston Middle):

787 views · Liked by **irvinghsdancedept** and **jackiegorena**

irvingisd 👀 Guess who's back, back again!? 🥳 Our in-person learners, that's who! #IrvingFirstDayTakeTwo

September 28

Post 3 (irvingisd - Irving Independent School District):

436 views · Liked by **luis_gamboa75** and **akbusybee**

irvingisd Woo-hoo! 🥳 We've surpassed 2,000 followers on the 'gram, and it's all thanks to you!

😎 Can you help us get to 3,000? Ready, Set, Go!

October 12 · Made with Boomerang

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Questions?

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Resources

Get Creative!

Canva, InShot, iMovie

Get Ahead!

TweetDeck, Facebook Creator Studio

Reminders

Invest

An engaging page takes a lot of time.

Stay Professional

Remember, everything you post reflects on Irving ISD and is visible to anyone online.

Final Thoughts

Need Help?

IrvingISD.net/CommunicationRequests

Watch Again

This session was recorded! Please email Claire Garcia at clairegarcia@irvingisd.net for a link to the recording.

Final Questions?