

Social Media

Best Practices for K-12 Districts

Topic	Best Practices
<p>Strategy</p>	<ul style="list-style-type: none"> • Social media is a key piece in building trust and transparency within the school system community. • Proactively telling a district's story is the best defense in an issue or crisis not becoming the only story. • While social media is an important tool, the district's website must concurrently be updated with important announcements so that all information aligns – such as weather announcements, enrollment deadlines, and upcoming holidays. • By effectively leveraging social media, the entire community becomes empowered to be ambassadors for their school system. “I saw on Facebook that students got to...” or “Did you know that our high school has a partnership with...”
<p>Channels</p>	<ul style="list-style-type: none"> • Meet parents where they are: Facebook and Instagram. • LinkedIn is valuable for staff. • Interested in TikTok? Research how other schools have successfully used it after mastering Facebook and Instagram.
<p>Content</p>	<ul style="list-style-type: none"> • Posting regularly is key. It feeds the algorithm – meaning how often posts show up in users' feeds. Aim for at least 1 post/day on your main platforms, with no more than 5 posts/day – it's fine to skip weekends. • In general, school-based crisis communication doesn't belong on social media. • Strive for a mix of mostly promotional posts that showcase schools (academics, athletics, extracurriculars, service-learning, etc.), supplemented by informational posts that announce meetings or important dates. • A 30-minute school visit can produce plenty of photos and content and builds strong relationships for a district's social media manager. There's no substitute for showing up. • The best tip for taking good photos with your smart phone – or any digital camera – is simple: zoom with your feet. Move in closer to the subject.
<p>Comments</p>	<ul style="list-style-type: none"> • Social media managers should set up explicit words in the social media filter so such comments do not post. Considering deleting a comment? Check with the district's legal counsel. • Turn off Reviews on Facebook, but in general, leave on the ability to comment. • Respond back via comment sparingly. • If a parent expresses a concern about their child's school, the social media manger should let the principal know so they can work directly with the parent. If someone asks a factual question – i.e. the time of an event – a quick response from the district is helpful. There's no need to respond to the same question posed by different people on the same thread.

Leading Now supports superintendents and system leaders to navigate political complexity and strengthen public trust as they advance their commitment to all students.

Interested in joining a cohort? Please visit leadingnow.org/join.