



## Ideas/Guidelines for Facebook posts:

**Idea #1: Share the School Calendar.** A main reason that people visit a school or district Facebook page is the calendar and calendar-related announcements. Rumor has it the number-one driver of traffic to school social media sites is school closings. Assembly's and sausage sizzles! But once they come for the calendar, take advantage of the following to let them know the great things that are happening. Plus asking for volunteers.

**Idea #2: Link to Positive Stories.** Was your school featured in the local paper? Post a link. Did the basketball team win a big game? Post a link. Was a teacher interviewed for the news? Post a link. And don't forget that a school is part of something bigger -- share district-wide success stories as well.

**Idea #3: Post Photos of Events.** Many of us carry smartphones that allow us to both take pictures and upload them to Facebook, so this can be a very simple process. Even if in general you don't post photos of individual learners, take team or action shots at athletic events. Band and choir concerts, student art shows, science fairs, school plays and other such events offer the opportunity to highlight what schools offer beyond the basics.

**Idea #4: Congratulate Students and Staff Who Achieve.** A sentence congratulating the students of the week, teacher of the month or maybe just a warm welcome to new students. (We need to discuss if we want to share full names?)

### **Idea #5: Weekly Lunch box idea /**

It can be really helpful for parents to get a little inspiration on what to put in the lunchbox of their children. It does not need to be very advanced. Always following the allergy rules of course!

See how we will do with this for Term 4. If the feedback and the page "Likes" go up we might want to go "deeper" in 2017!?



## Going Deeper

After mastering the basics, we may be interested in creating additional content to truly highlight what makes your learning community special. For that I would suggest to get more people on board! 😊

1. **Post a Photo of the Week** on a consistent day and time. Thanks to smartphones, this can be relatively easy. And giving people a glimpse into a school reminds them that it is a real place where real students go. In addition to (or in lieu of) photos of students, consider pictures of cafeteria food, students' shoes, hallway banners, classroom pets, school media centers and so on. You may also invite teachers, students and parents to submit photos for consideration.
2. **Celebrate Staff Accomplishments -- and Highlight How They Benefit Students.** When teachers and other staff members win awards, go on study trips, get advanced degrees or achieve any else you would like to highlight, have them write a sentence or two explaining what they did and how it benefits students. Use the response to craft a congratulatory post.
3. **Create Written or Video Q & As with Students.** To start, target a small group of students to share their perspectives on their school. After conducting a few, you may want to open it up to all students. Or for example share the video content of the last assembly in Term 3 (room 12) Permission of the students /parents is needed of course.
4. **Give Staff a "Homework" Assignment.** Have staff share what they are teaching each week and post it with a related fact or link.
5. **Highlight New and Retiring Teachers and Staff.** Facebook can be a great way to welcome new staff and celebrate the accomplishments of those moving on. In addition to sharing their photos, create short questionnaires for them to complete. Choose a highlight to include in the post, and upload the complete document.