



Reform
Support
Network

SOCIAL MEDIA WEBINAR
SEA AND LEA USAGE AND BEST PRACTICES

MAY 30, 2013



AGENDA

1. Welcome and Introductions
2. Social Media Questionnaire Overview and Usage
3. Social Media Tools
 - **SEA showcase:** Ohio's use of Twitter
4. Social Media Audiences
 - **LEA showcase:** Chicago's "Social Media Toolkit" for principals
5. Challenges and Opportunities

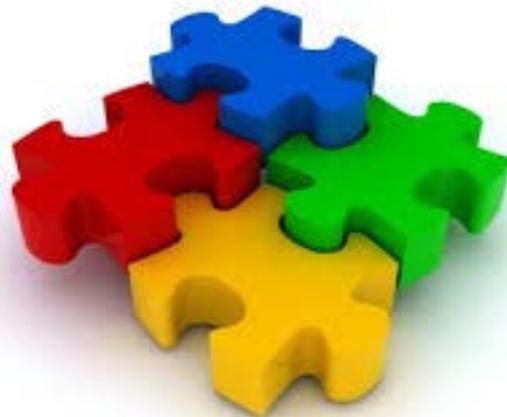


TODAY'S PANEL

- **Danielle Smith:** Management and Program Analyst, U.S. Department of Education
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- **David Guarino:** Social Media Expert, Reform Support Network
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- **Michael Sponhour:** Executive Director of Communications and Outreach, Ohio Department of Education
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- **Alexander Soble:** Digital Director, Chicago Public Schools
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- **Heidi Guarino:** Content Lead, Reform Support Network
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QUESTIONNAIRE OVERVIEW AND KEY FINDINGS





QUESTIONNAIRE OVERVIEW

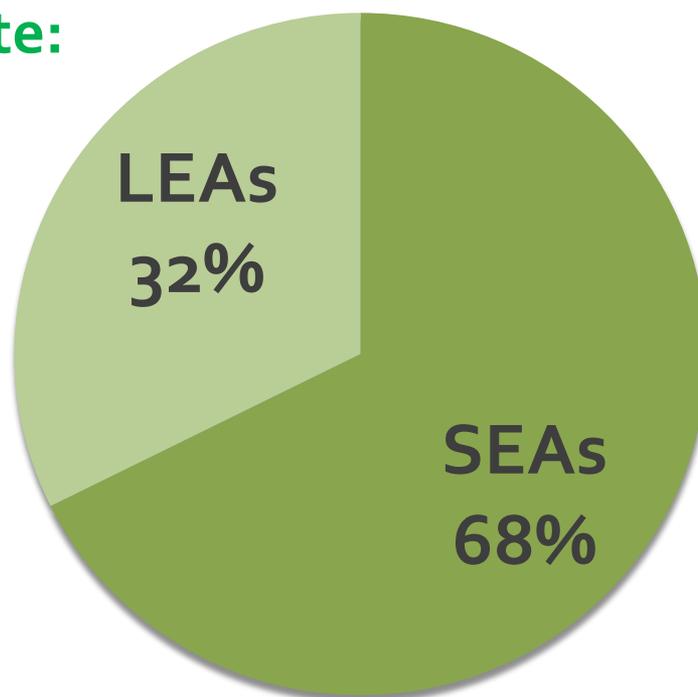
Purpose:

Gather information on social media usage, tools, key audiences, planning, measuring and challenges to help inform SEAs and LEAs

80% response rate:

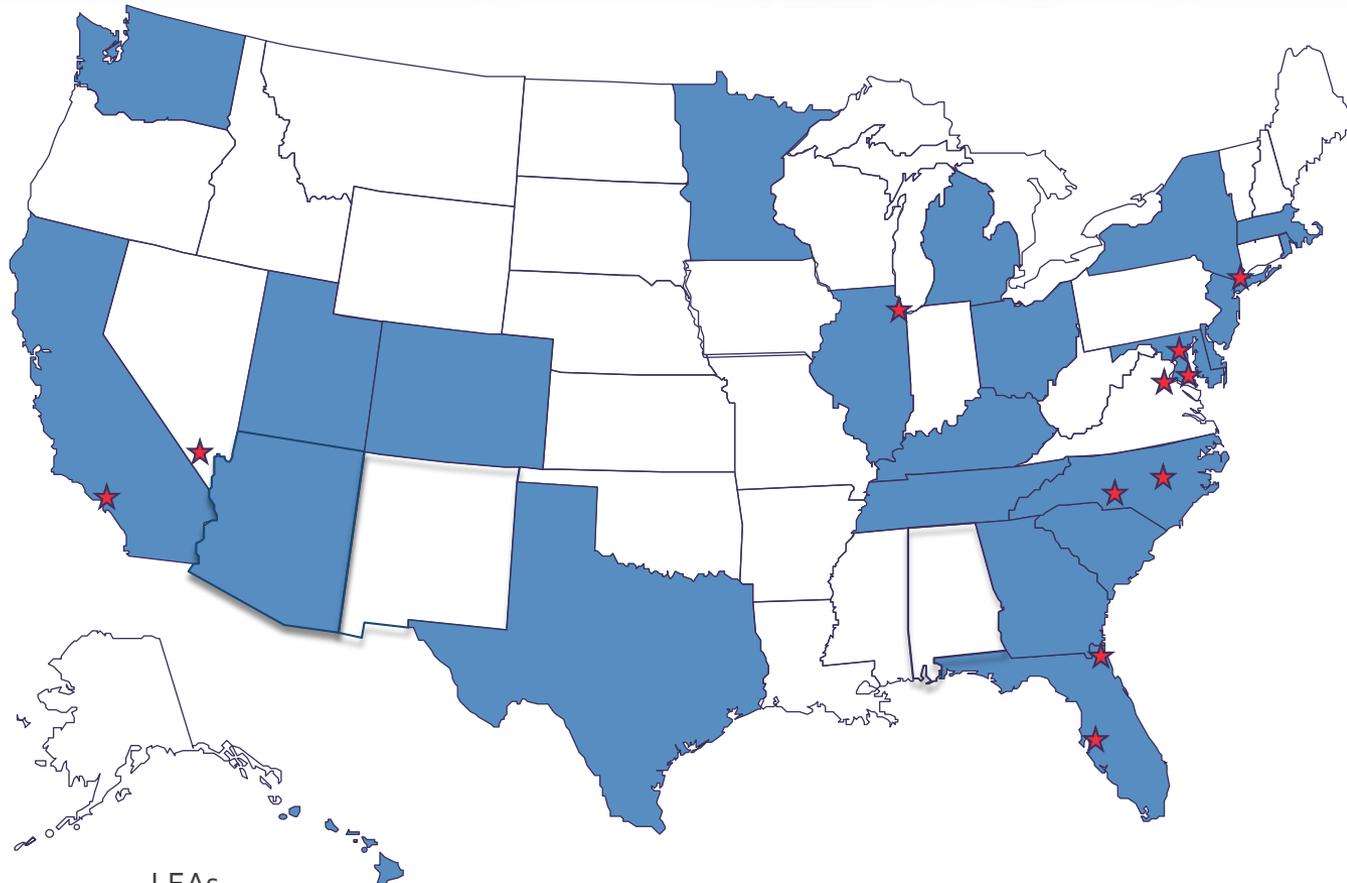
- 23 SEAs
- 11 LEAs

Questions and results fall into four key areas: Social media usage, tools and key audiences, planning and measuring, and, finally, challenges on the horizon.





SEA AND LEA RESPONSE



SEAs

- Arizona
- California
- Colorado
- Delaware
- Florida
- Georgia
- Hawaii
- Illinois
- Kentucky
- Maryland
- Massachusetts
- Michigan
- Minnesota
- New Jersey
- New York
- North Carolina
- Ohio
- Rhode Island
- South Carolina
- Tennessee
- Texas
- Utah
- Washington

LEAs

- Charlotte-Mecklenburg Schools (NC)
- Chicago Public Schools (IL)
- Clark County School District (NV)
- Duval County Public Schools (FL)
- Fairfax County Public Schools (VA)
- Hillsborough County Public (FL)

- Los Angeles Unified School District (CA)
- Montgomery County Public Schools (MD)
- New York Department of Education (NY)
- Prince George's County Public Schools (MD)
- Wake County Public School System (NC)



KEY FINDINGS – USAGE AND SUCCESS

- Most (**80 percent**) of the responding SEAs and LEAs reported using or planning to use Twitter, Facebook and YouTube.
- Another large majority (**79 percent**) believe social media efforts are succeeding.
- **All** of the agencies agreed social media has great potential and share tremendous interest in collaborating on social media to communicate reform.
- **Almost all** agencies agreed having an internal champion for social media use is “essential.”



SOCIAL MEDIA TOOLS

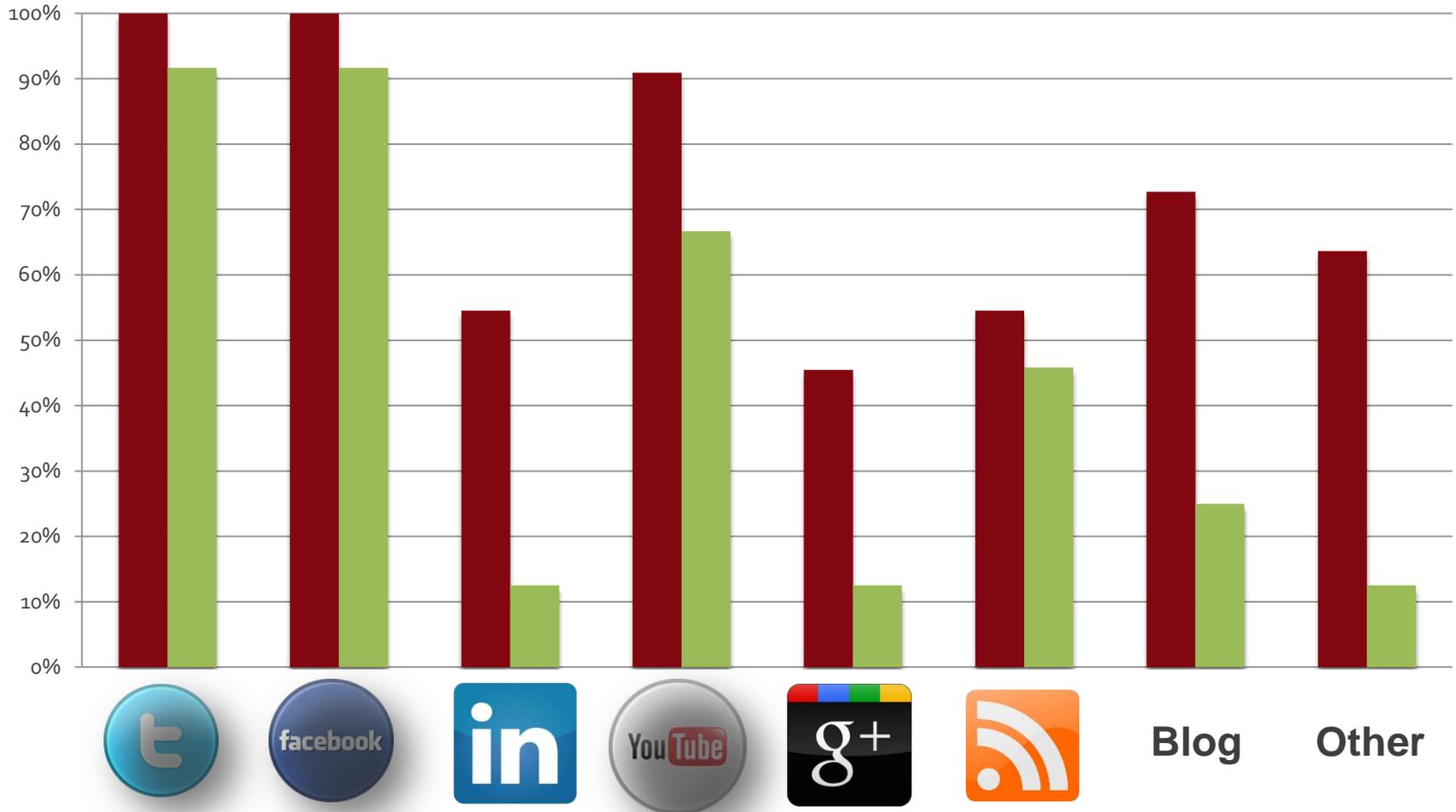




SOCIAL MEDIA TOOLS

Social Media Platforms by Agency

LEAs SEAs





KEY FINDINGS ON SOCIAL MEDIA TOOLS

1. **Twitter** is the most used social media platform among SEAs and LEAs, followed closely by **Facebook**.
2. In contrast, **YouTube** is the least regularly used of the three main social media platforms.





KEY FINDINGS ON SOCIAL MEDIA TOOLS

- More than one-third (**35 percent**) do not plan to use **LinkedIn**.
- Almost **45 percent** shut the door to **Google+**.
- Fewer still expressed interest in **Pinterest**, **Yammer** and **Flickr** at this time.





SEA SHOWCASE: OHIO'S USE OF TWITTER

Michael Sponhour
Executive Director,
Communications and Outreach
Ohio Department of Education

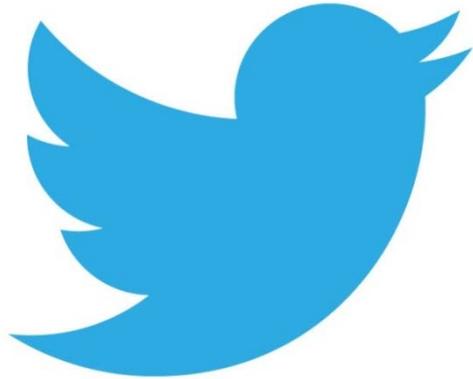


Department
of Education



**DOUBLED
FOLLOWERS**





87%
RT

#ohedchat

**The conversation is
expanding.**



9:00

PEERS HELPING PEERS



June Tweetup





QUESTIONS AND DISCUSSION

SOCIAL MEDIA AUDIENCES





KEY FINDINGS ON SOCIAL MEDIA AUDIENCES

- Agencies are using social media for several purposes:
 - Connecting directly with parents
 - Managing problems
 - Sharing information and resources with local educators
 - Engaging with local communities





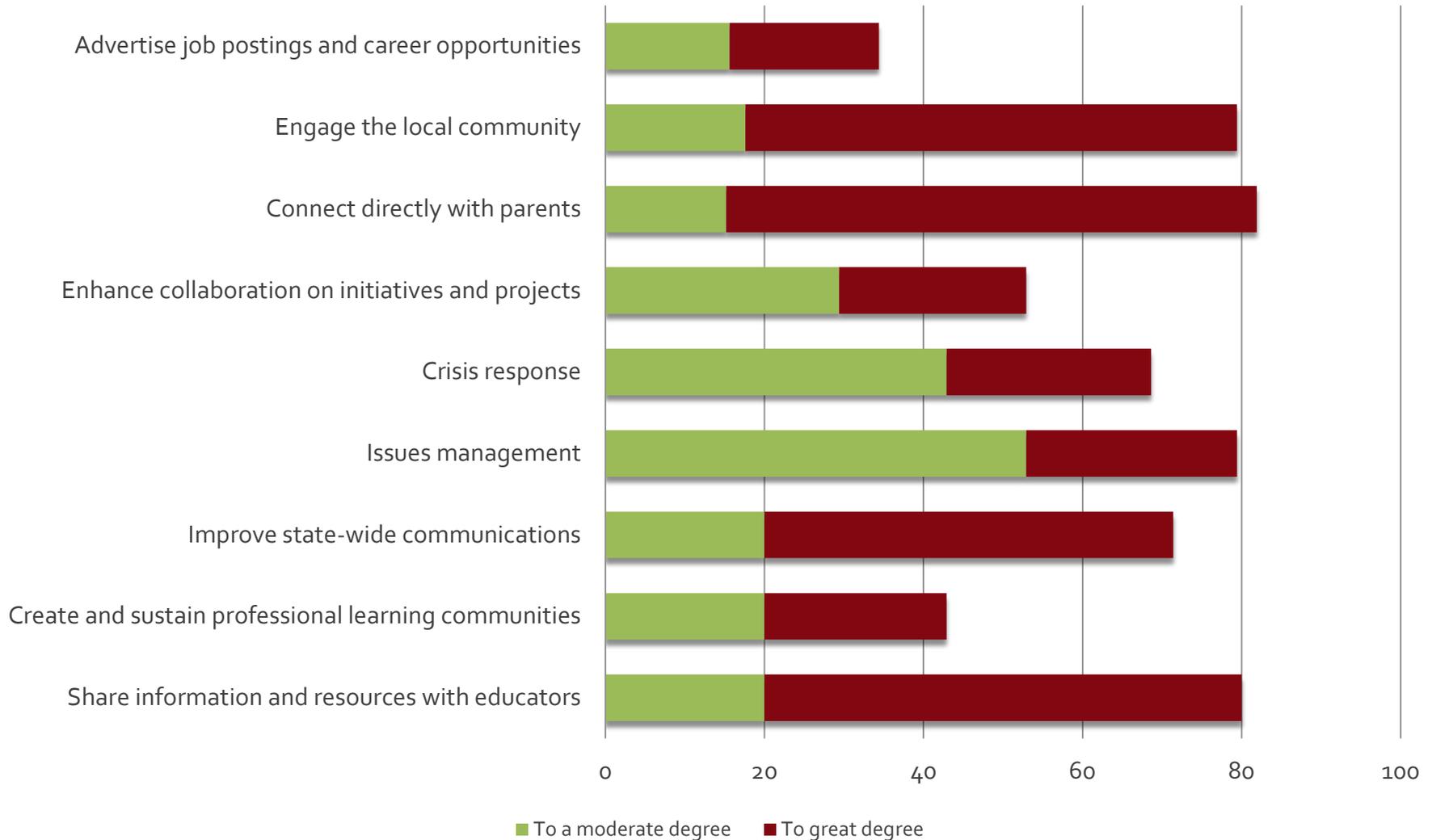
KEY FINDINGS ON SOCIAL MEDIA AUDIENCES

- Elected officials and the media are less targeted audiences (**60 percent**).
- Less than half (**43 percent**) of agencies reported interest in creating professional learning programs.
- A small majority of agencies (**53 percent**) wanted to enhance collaboration on initiatives and projects.



SOCIAL MEDIA AUDIENCES

Social Media Usage





LEA SHOWCASE: CHICAGO'S SOCIAL MEDIA TOOLKIT FOR PRINCIPALS

Alexander Soble
Digital Director
Chicago Public Schools



What Principals Were Saying

“

I am interested in creating a Facebook account for our school. We are looking for innovative ways to communicate with our parents.

”

What Principals Were Saying

“

I want to use social media, but it's not such an easy process.

”

What Principals Were Saying

“

How do we stay in compliance when using sites such as Facebook and Twitter?

”

What's in the toolkit?

Thought exercises for Principals

The image shows a presentation slide with a light blue background. At the top left is the Chicago Public Schools (CPS) logo. At the top right, it says 'Office of Communications Chicago Public Schools January 22, 2013'. The main title is '8 questions to answer before creating a new social media presence for your school' in a dark blue box, with the subtitle 'Thought exercises for CPS Principals' below it. A paragraph of text explains that social media sites like Twitter, Facebook, and YouTube are powerful tools for connecting with parents and community members, but users should think through their social media plan before posting. The slide is divided into numbered sections. Section 1, 'What audience do I want to reach?', includes a text box with instructions to visualize the audience (parents, teachers, neighbors, partners) and a large empty box for notes. Section 2, 'How does this audience use social media now?', is partially visible at the bottom. The slide is shown in a window with a standard OS interface at the bottom, including navigation arrows, a search icon, and a page indicator '1/3'.

CHICAGO PUBLIC SCHOOLS CPS

Office of Communications
Chicago Public Schools
January 22, 2013

8 questions to answer before creating a new social media presence for your school

Thought exercises for CPS Principals

Twitter, Facebook, YouTube and other social media sites can be powerful tools for connecting with parents and community members. That said, make sure you've thought through your social media plan before you start tweeting and posting! This worksheet will help you create a social media plan that fits your school.

1 What audience do I want to reach?

Start by visualizing your audience. Who are the parents, teachers, neighbors, and partners that form your school community? Get as specific as possible and decide which you need to reach most urgently. A solid understanding of your audience is the first step in developing your social media strategy.

At my school...

2 How does this audience use social media now?

1/3

8 questions to ask from [chipubschools](#)

What's in the toolkit?

CPSschools

Tweets from a list by
ChicagoPublicSchools

*A list of Twitter feeds from schools in
the #CPS school system.*



Lane Tech

@LaneTech1440

7h

Lane wins the most awards at the McCormick Foundation High School Media Awards!: Lane won the Sweepstakes Awar... bit.ly/ZvNlnx



AUSL Phillips HS

@AUSLWPAHS

7h

Gay Straight Alliance Club meets every Tuesday in Rm 223 from 3:30pm to 4:40pm. Snacks provided and attendance confidential.



Oriole Park School

@OPESchool

9h

Good morning. Students will be inside today.

Follow-through (*in person!*)

 **lepez1** @lepez1 6 Feb
Alex Soble talks to #CPS principals about the new Social Media Toolkit! @chipubschools #CPSTT pic.twitter.com/dKQtQ0Pd
Details



4
RETWEETS

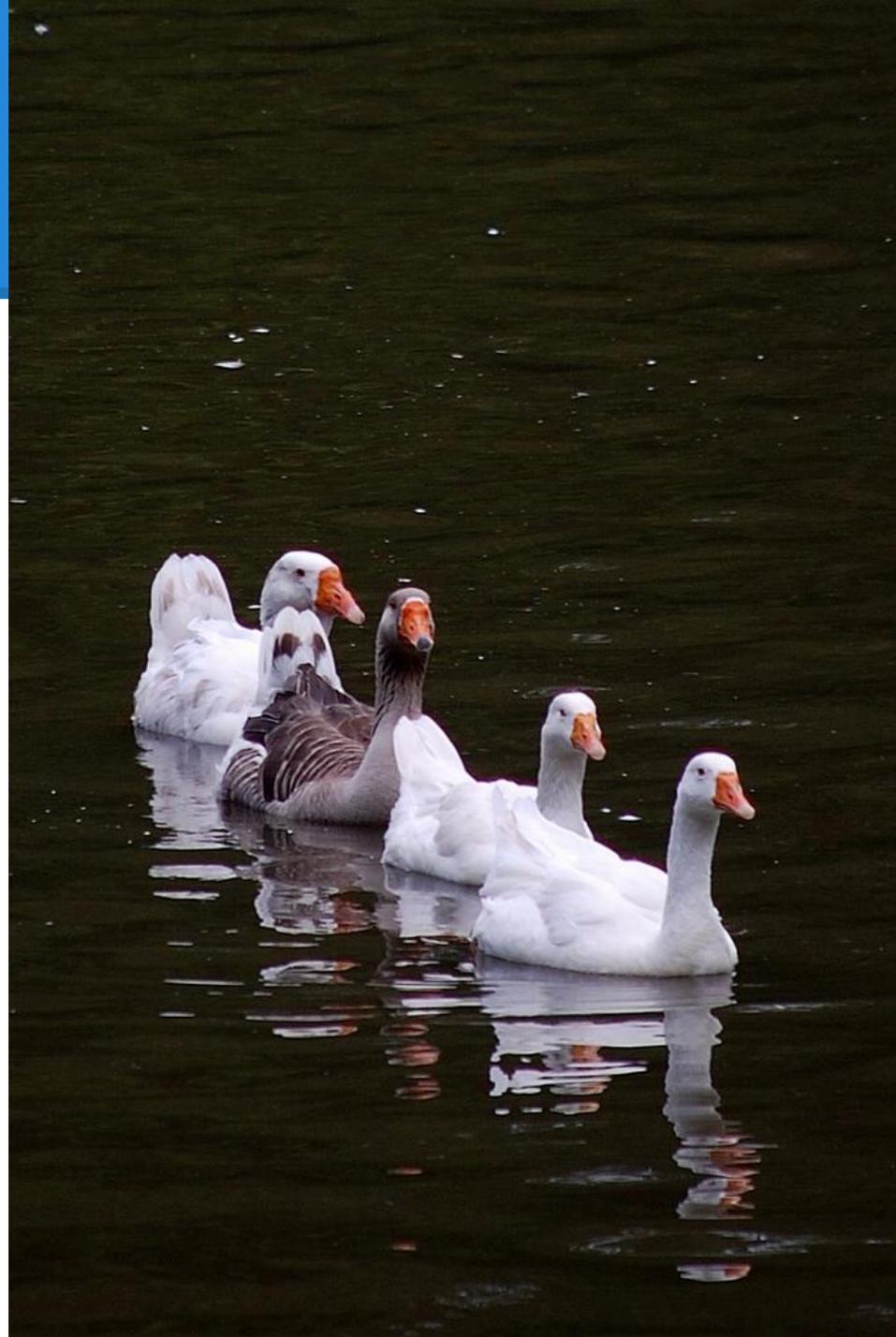


**2013 Chicago
Principals &
Administrators
Education
Conference**



The Takeaway?

Identify trailblazers and **leaders-by-example** who can help you show social media's full potential for your organization!





QUESTIONS AND DISCUSSION

SOCIAL MEDIA CHALLENGES





SOCIAL MEDIA CHALLENGES

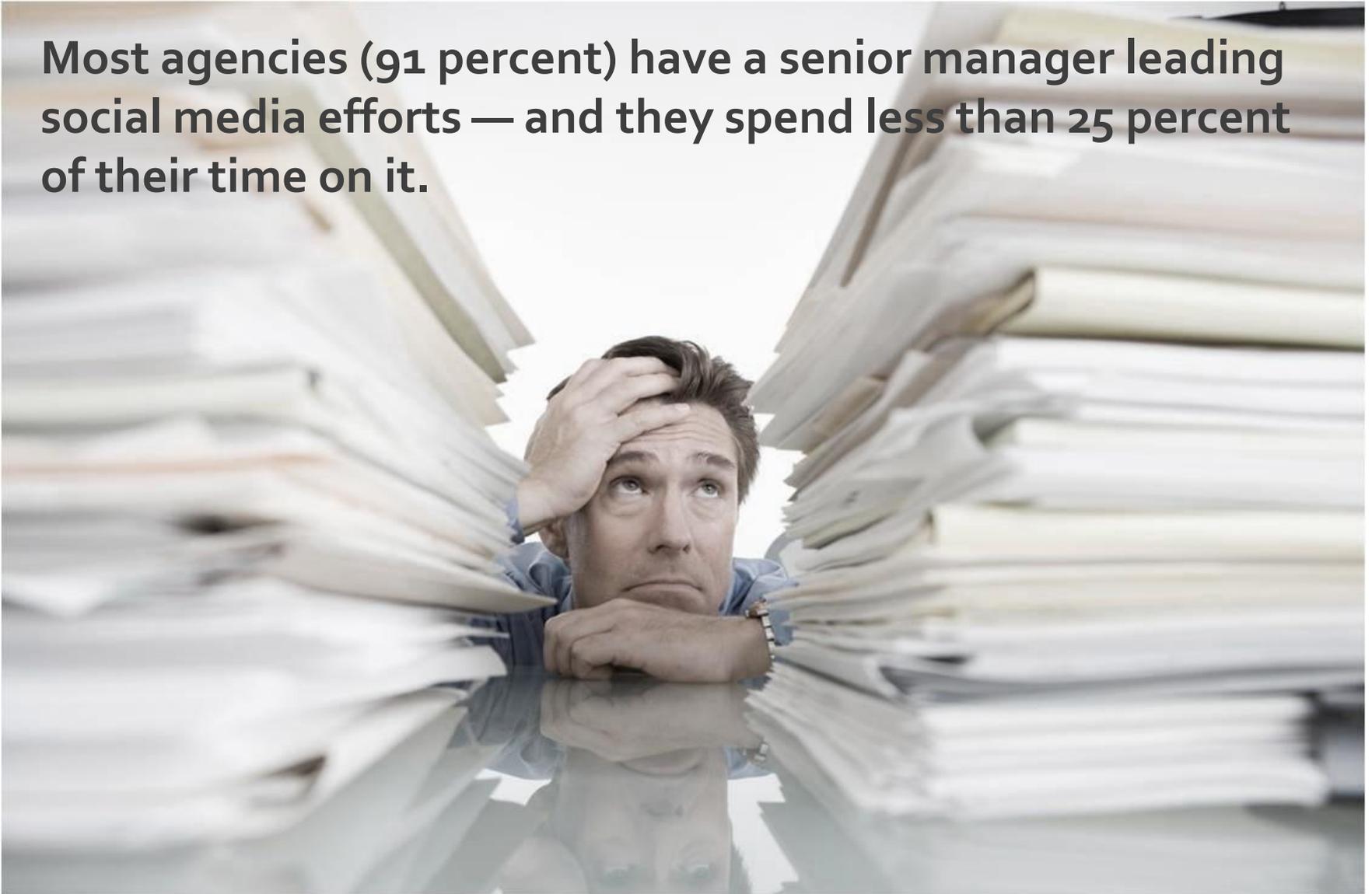
Social Media Implementation Challenges





SOCIAL MEDIA CHALLENGES

Most agencies (91 percent) have a senior manager leading social media efforts — and they spend less than 25 percent of their time on it.





SOCIAL MEDIA CHALLENGES

A majority of agencies (**60 percent**) reported having firewalls and other technology that limited access by agency staff to social media sites.





QUESTIONS AND DISCUSSION



LOOKING AHEAD

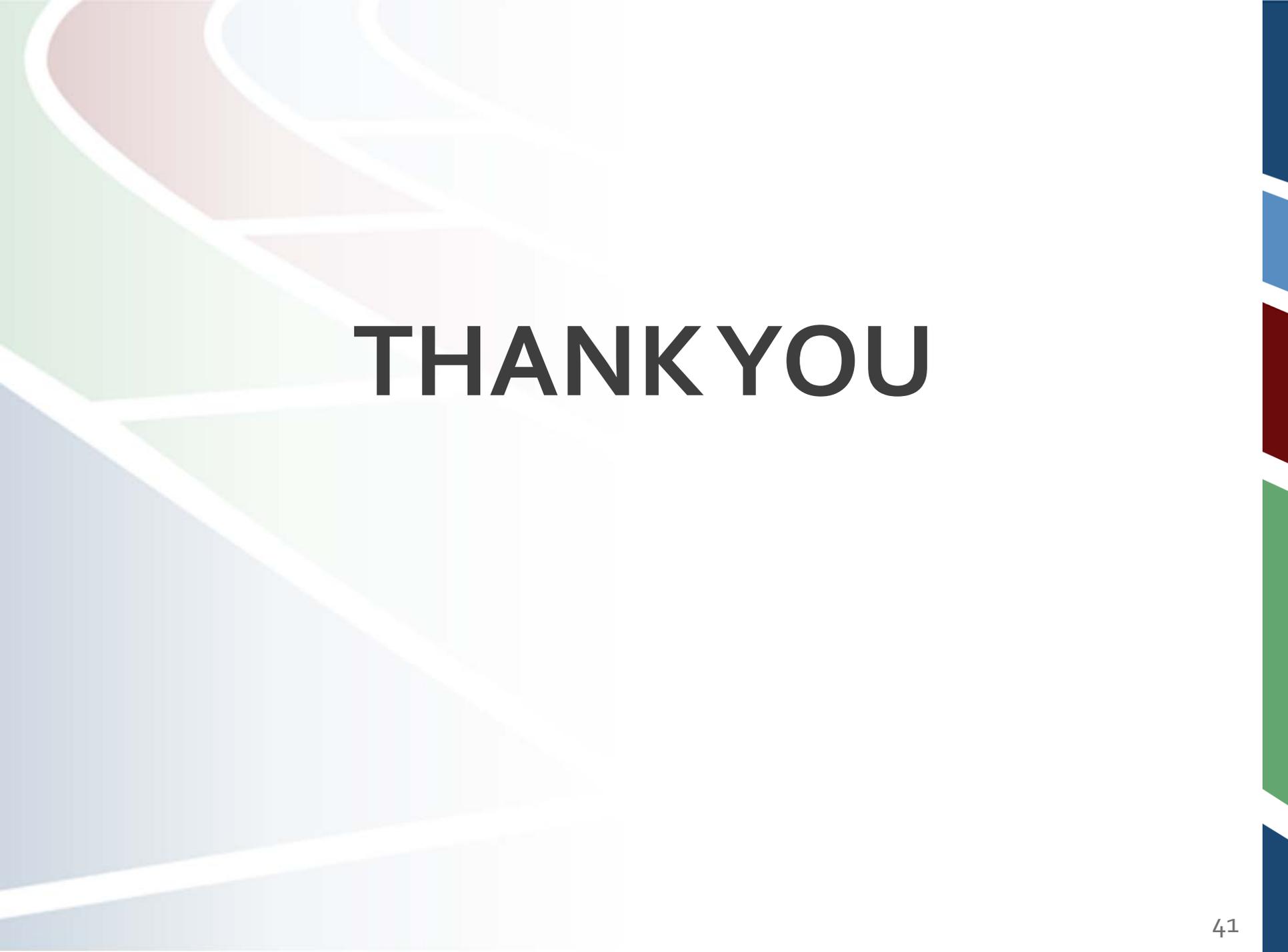
- **June 26, 2:30-3:30 p.m. ET - Social media webinar, part 2: Planning, measuring and confronting challenges**





Please share your feedback with us here:

<https://www.research.net/s/263CT7N>

The background features a series of overlapping, semi-transparent geometric shapes in shades of green, blue, and purple on the left side. On the right side, there is a vertical bar composed of several colored segments: dark blue, light blue, dark red, green, and dark blue.

THANK YOU