



**Reform Support Network**

# **BUILDING ENDURING RACE TO THE TOP EDUCATION REFORMS:**

***USING SOCIAL MEDIA TO ENGAGE WITH AND COMMUNICATE  
TO KEY STAKEHOLDERS***

**SEPTEMBER 2012**

# GOALS FOR TODAY'S WEBINAR

- Review the benefits and strategies for SEAs in using social media in engaging stakeholders
- Highlight examples of how SEAs are successfully using social media in their state
- Outline steps for how SEAs can plan and implement social media strategies and measure their success

# AGENDA

- I. Social Media Use in Public Education
- II. Key Steps for Developing a Social Media Strategy
- III. Driving and Maintaining Success
- IV. Next Steps



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# **SOCIAL MEDIA USE IN PUBLIC EDUCATION**

# SOCIAL MEDIA: GROWING OPPORTUNITY

Social media tools can elevate communication to a “multi-logue,” engaging stakeholders and bringing real-time feedback. The largest and most popular sites include:



- Facebook: 955 million users



- Twitter: 500 million users



- YouTube: Streams over 4 billion videos daily

# SOCIAL MEDIA IN GOVERNMENT

61%

Of educators are active in at least one social media

15%

Of Internet users watched video on government website

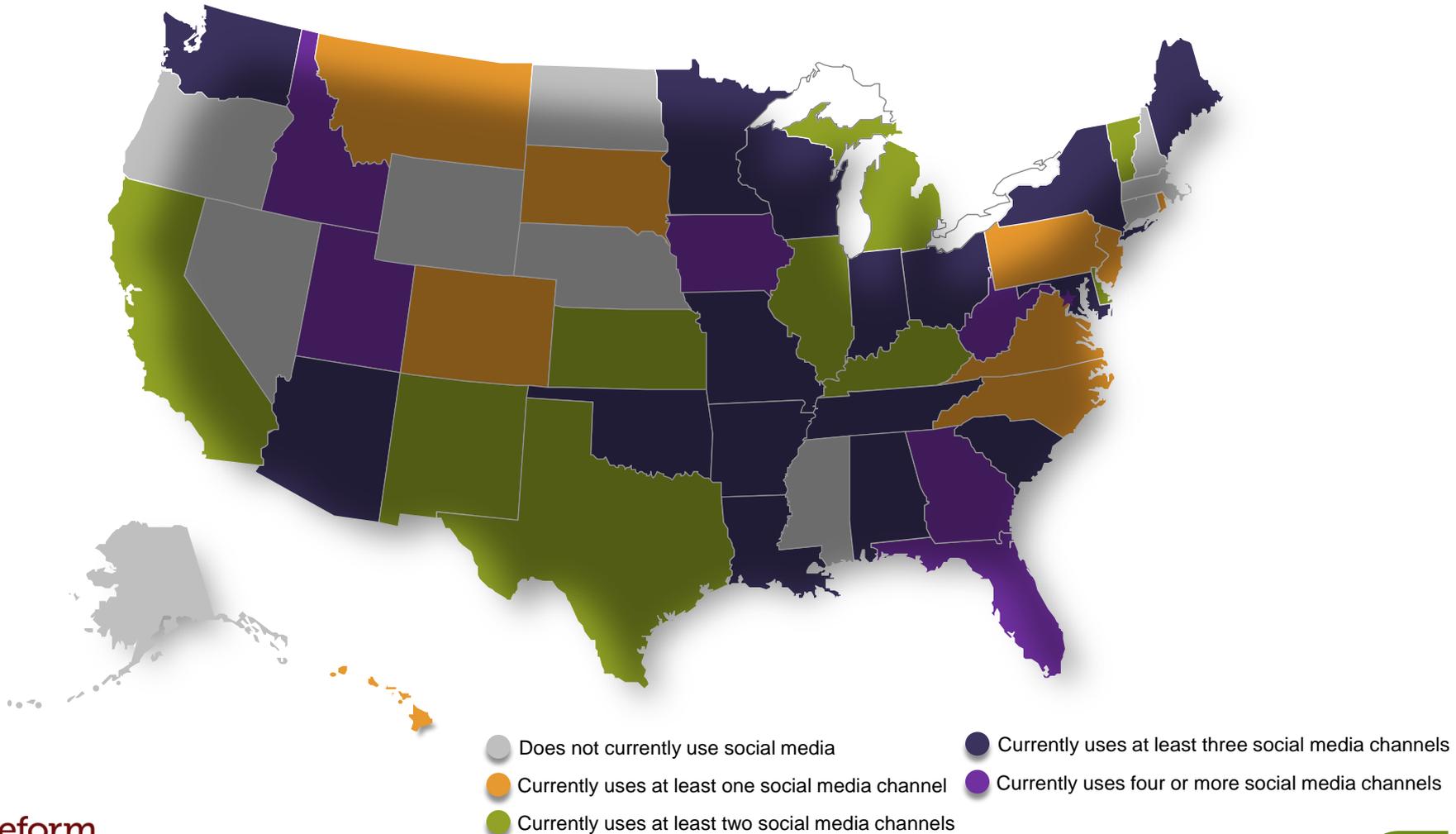
13%

Of Internet users read government agency or official blog

9%

Of social media users follow or have become a fan of a government agency/official

# SOCIAL MEDIA USE ACROSS BY SEAS



# SOCIAL MEDIA USE IN RTT STATES

State	Facebook	Twitter	YouTube	Blog	Other
Arizona	✓	✓			✓
Colorado		✓			
Delaware	✓	✓			
District of Columbia	✓	✓	✓	✓	
Florida	✓	✓	✓		
Georgia	✓	✓			✓
Hawaii					✓
Illinois	✓	✓			
Kentucky	✓	✓			
Louisiana	✓	✓	✓		
Maryland	✓		✓		
Massachusetts					
New Jersey	✓				
New York	✓	✓		✓	✓
North Carolina					✓
Ohio	✓	✓	✓		
Pennsylvania	✓				
Rhode Island					
Tennessee	✓	✓	✓		

# WHAT SOCIAL MEDIA CAN OFFER SEAS

- Multiple outlets for stakeholder communication
- Reduced barriers between message and audience
- Multi-directional interaction on crucial issues
- Real-time feedback on new initiatives
- Long-term dialogue on ongoing efforts

# DISCUSSION

For those states using social media:

- Why did you pick the platforms you are using?
- What efforts have been successful? Why?

To those who aren't:

- Are there specific issues which need to be addressed before you move forward?

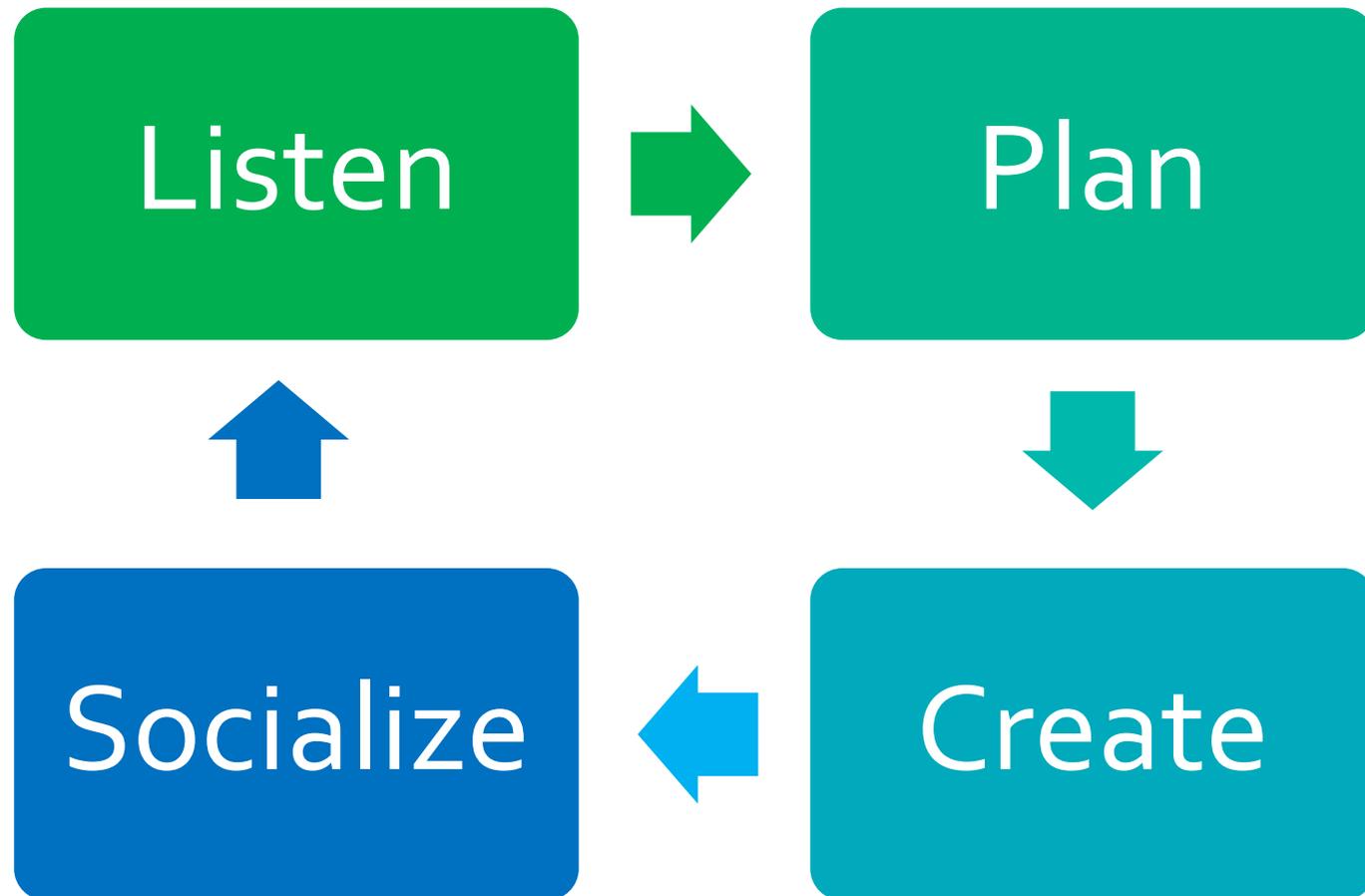




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# DEVELOPING A SOCIAL MEDIA STRATEGY & DRIVING SUCCESS

# BEFORE STARTING - WHAT TO CONSIDER



# STEPS FOR DRIVING SUCCESS

Engage

Target

Maintain

Measure

# STEPS FOR DRIVING SUCCESS

Engage

Target

Maintain

Measure

- Show you are listening
- Find issues important to your audience
- Create compelling content
- Engage on their terms
- Ask probing questions

# ENGAGENY



Our Students. Their Moment.

Teachers

Principals

"I want to make sure  
I'm on top of  
so we can be

Find Principal Resources



These maps look excellent, but I did not know they would be so very specific as far as texts, activities, and assessments. Are these simply guidelines, or a separate state-wide program we will all follow? Are the texts and materials going to be online for classroom teachers? Many schools have newer, or brand-new, ELA and math materials that they have recently purchased as "common core aligned." It's a bit confusing.

July 16 at 9:03pm · Like



**EngageNY** The curriculum that the state is releasing is a Common Core-aligned set of materials that are "state-approved," not "state-mandated." If a district chooses to use the curriculum, it will also be in their best interest to purchase the accompanying texts, though we are working hard to ensure that as many texts as possible can be accessible online. All of the materials that will be produced by the curriculum vendors will be accessible online.

Over the last year, through the Network Team Institutes and other communications, the state has made it clear that many publishers are stamping their materials with Common Core alignment, with only minor tweaks from their prior materials. The state has not approved any other materials produced by curriculum vendors.

July 17 at 10:40am · Like · 1



I am so pleased to have my questions answered! Thank you! I hope more teachers use this page for discussion.

July 17 at 6:37pm · Like

& events contact us

sources

Find

# STEPS FOR DRIVING SUCCESS

## Engage

- Show you are listening
- Find issues important to your audience
- Create compelling content
- Engage on their terms
- Ask probing questions

## Target

- Make your content easy to find
- Integrate social media with other communication efforts
- Invite users to connect
- Follow best practices

## Maintain

## Measure

Target

# TARGETED FACEBOOK PAGES IN OHIO



**Ohio Teachers' Homeroom**  
1,737 likes · 37 talking about this · 33 were here

Education  
Resources and news for teachers from the Ohio Department of Education.

1,737 likes

Recent Posts by Others on Ohio Teachers' Homeroom

- Kee Pitts-Bullard**  
Hello all! I had a parent ask me a question in regards to serv...  
July 20 at 8:18am
- Helene Sinnreich**  
A free workshop on Holocaust education will be offered to e...  
July 17 at 10:44am

Ohio Teachers' Homeroom shared a link.  
2 hours ago

Lots of new information about student learning objectives and the Ohio Teacher Evaluation System have been posted to our website today:  
[#http://education.ohio.gov/GD/Templates/Pages/ODE/ODEDetail.aspx?page=3&TopicRelationID=1230&ContentID=125742](http://education.ohio.gov/GD/Templates/Pages/ODE/ODEDetail.aspx?page=3&TopicRelationID=1230&ContentID=125742) #ohioed



**Ohio Families & Education**  
524 likes · 15 talking about this · 1 was here

Education  
Resources and news for families from the Ohio Department of Education.

524 likes

Recent Posts by Others on Ohio Families & Education

- Adam Buch**  
Adam posted a video.  
August 3 at 3:39pm
- Renhill Group**  
Looking for a job in the education field? Renhill Group is looki...  
July 27 at 8:08am
- Lorain County JVS Adult Career Center**  
Who are the future creators, performers and leaders in O...  
July 23 at 9:21am

Looking to budget a school trip to visit the Ohio Statehouse? The Capitol Square Review and Advisory Board and Capitol Square Foundation offers grants to cover transportation costs.

Target

# OHIO FOCUS ON TWITTER

STATEWIDE EDUCATOR EVALUATION SYMPOSIUM Empowering Educators to Improve Student Achievement

Home | Breakout Summaries | Presenter Directory | Ohio's Teacher Liaison



## Statewide Educator Evaluation Symposium

Empowering Educators to Improve Student Achievement

Greater Columbus Convention Center | May 25, 2012

SESSION 1

### Lessons Learned from the Ohio Teacher Evaluation System (OTES) Pilot

Search

SYMPOSIUM SUMMARIES

- Opening Session
- Photo Gallery
- Session 1
- Session 2
- Session 3
- Session 4
- Uncategorized
- Video Gallery



### OH Dept of Education

@OHEducation

News about public education in the Buckeye State from the Ohio Department of Education.

Columbus, OH <http://education.ohio.gov>

Following

1,477 TWEETS

1,906 FOLLOWING

8,177 FOLLOWERS

Tweet to OH Dept of Education

@OHEducation

Tweets

Following

Followers

Favorites

### Tweets

 **OH Dept of Education** @OHEducation 18m  
Gov. Kasich orders flags be flown at half-staff upon all public buildings on 9/11 <http://www.governor.ohio.gov/Portals/0/PatriotDay2012.pdf>  
Expand

 **OH Dept of Education** @OHEducation 1t  
Board Chair Terhar and Acting Supt. Sawyers answer media questions at today's SBOE meeting. #ohioed nic.twitter.com/CO41v6u15



Statewide Educator Evaluation Symposium

May 25, 2012 | Greater Columbus Convention Center

Empowering Educators to Improve Student Achievement

06:35 / 20:10

OHIO Department of Education

# STEPS FOR DRIVING SUCCESS

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- Show you are listening
- Find issues important to your audience
- Create compelling content
- Engage on their terms
- Ask probing questions

## Target

- Make your content easy to find
- Integrate social media with other communication efforts
- Invite users to connect
- Follow best practices

## Maintain

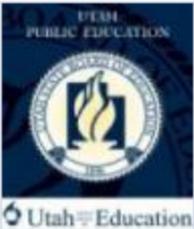
- Keep up your content
- Post other engaging content on topic
- Respond to feedback
- Dedicate staff

## Measure

# UTAH'S FACEBOOK FEED

 **Utah Public Education** shared a link.  
Friday

In today's ENR: State Superintendent Larry K. Shumway announces plans to retire at year's end. New report finds many Utah districts among the lowest-spending in the nation....<http://utahpubliceducation.org/2012/09/07/education-news-roundup-sept-7/>



**Education News Roundup: Sept. 7** « **UtahPublicEducation.org**  
utahpubliceducation.org

State Superintendent Larry K. Shumway announces plans to retire at year's end.<http://goo.gl/8pwSh> (SLT) and <http://goo.gl/gpPRT> (SLT) or

Like · Comment · Share

 **Utah Public Education** shared a link.  
Friday

Plan now to join FFA members at the Little Hands on the Farm exhibit at the Utah State Fair during Sept. 6 -16, 2012. FFA state

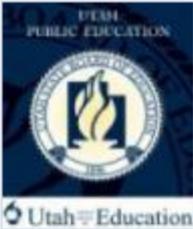
Recent

 31

Utah Public Education created the event **Vendors Informational Meeting**.

 **Utah Public Education** shared a link.  
Friday

<http://utahpubliceducation.org/?p=13070&preview=true> Today's Utah State Board summary. See what decisions the board made.



**Utah State Board September Meeting Summary** « **UtahPublicEducation.org**  
utahpubliceducation.org

Utah State Superintendent of Public Instruction Larry K. Shumway announced that he plans to retire from his position on Jan. 1, 2013. The Utah State Board of

Like · Comment · Share

 **Utah Public Education** shared a link.  
Friday

# STEPS FOR DRIVING SUCCESS

## Engage

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## Maintain

- Keep up your content
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- Respond to feedback
- Dedicate staff

## Measure

- Monitor your followers and feedback
- Develop a process for measurement
- Continue to listen and adapt

## Measure



- **Monitor your followers and feedback**
  - Keep an eye not just on the numbers but on the interactions
  - Look for your key messages in other posts, in mainstream media and commentary
- **Develop a process for measurement**
  - Utilize available analytic tools
  - Develop easy-to-understand reports for leadership to showcase benefits and impact
- **Continue to listen and adapt**

# MANAGING SOCIAL MEDIA CHALLENGES

Many agencies are challenged by comments to posts or questions. Most can be managed following some clear steps:

- Set clear rules for commenters to ensure they keep on point and refrain from personal or offensive language
- Make sure the rules are clearly posted and fairly enforced
- Have a clear internal plan in place to triage comments
- Be thoughtful, honest and as transparent as possible
- Elevate the conversation

# DISCUSSION

- Which SEAs or government agencies are using social media successfully?
- What makes them stand out?
- For States currently using social media: How do you handle negative comments?
- How do you measure success?



# BOTTOM LINE: STATES HAVE FOUND ...

## Social Media Offers a Messaging Megaphone

- Create content that is well-planned
- Integrate with communications plans



## Social Media Is a Two-Way Street

- Create content that is engaging

## Social Media Opportunities Exist, Despite Capacity

- Set measurable, achievable goals



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## NEXT STEPS

# COMING SOON



New publications, tools and webinars from the Reform Support Network include:

- Fall: Communications assessment tool
- Fall: Second publication and webinar series on social media
- Winter: Toolkit featuring templates, guidance and resources to support States' communications efforts

# CONTACT US

Please feel free to submit questions, examples of quality or promising tools or suggestions for additional publications or tools to:

[info@reformsupportnetwork.com](mailto:info@reformsupportnetwork.com)

*To request individual communications support for your state, talk to your program officer or contact Danielle Smith at [Danielle.Smith2@ed.gov](mailto:Danielle.Smith2@ed.gov)*



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**THANK  
YOU**



## APPENDIX

These additional slides are provided to supplement slide 12 and include questions that may be useful to States in integrating social media into their communications and engagement strategies

# BEFORE STARTING - *LISTEN*



- **Monitor the conversation on social media**
  - How are people talking about education issues in your state?
- **Monitor your peers**
  - How are other SEAs approaching social media?
- **Monitor your audience**
  - What issues move your stakeholders?

# BEFORE STARTING - *PLAN*

- **Assess**
  - Who are your key audiences?
  - What channels do these audiences use?
- **Integrate**
  - How would social media fit into your overall efforts regarding reforms?
  - Which issues/messages will resonate most with audiences on social media?
- **Staff**
  - What support and staffing would you need for a successful social media effort?

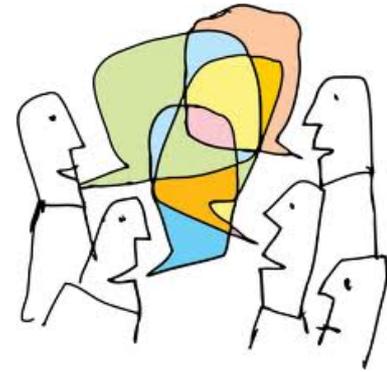


# BEFORE STARTING - *CREATE*



- **Messaging**
  - What are the key issues you want to highlight?
  - Which messages will resonate most with key audiences?
- **Medium**
  - Will stakeholders respond best to written, audio or video content?
  - What is your process for content creation?
- **Call to Action**
  - What will engage your audiences and what are you asking them to do?

# BEFORE STARTING - *SOCIALIZE*



- **Post, Post , Post**
  - How often, based on staff time and new material available, can you post new content?
- **Interact**
  - How will you engage your audiences in discussions?
  - How will you manage comments, transparency and accessibility?
- **Integrate**
  - How will your efforts be integrated across your websites and be easily navigated?