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Reform Support Network

SOCIAL MEDIA: STATE AND LOCAL EDUCATION AGENCY USAGE AND BEST PRACTICES

PLANNING, POLICIES AND MEASURING EFFORTS

JUNE 26, 2013

Audio: 1-877-423-6338

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WEBINAR FEATURES

To ask us a question or make a comment



The screenshot shows the GoToWebinar interface with the following sections:

- Attendee List (2 | Max 1001):** Includes a toolbar with icons for microphone, video, full-screen, and raise hand. The list shows "Attendees (1)" and "Staff (1)". Under "Attendees", there is a dropdown menu "NAMES - ALPHABETICALLY" and one entry: "Nick Pav (Me)".
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AGENDA

1. Welcome and Introductions
2. Social Media Questionnaire Overview and Usage
3. Social Media Planning
 - **Local education agency (LEA) showcase:** Planning and policies in Prince George's County Public Schools
4. Planning and Measuring
 - **State education agency (SEA) showcase:** Use of metrics and measurement in Colorado
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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- **Max A. Pugh, Jr.:** Acting Communications Officer, Prince George's County Public Schools
mpugh@pgcps.org
- **Katie Lams:** Communications Specialist, Colorado Department of Education
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- **Heidi Guarino:** Content Lead, Reform Support Network
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QUESTIONNAIRE OVERVIEW & KEY FINDINGS





QUESTIONNAIRE OVERVIEW

Purpose

Gather information on social media usage, tools, key audiences, planning, measuring and challenges

Respondents

80 percent response rate (23 SEAs, 11 LEAs)

Key Findings

- Eighty percent of participating SEAs and LEAs reported using or planning to use the three dominant social media platforms — Twitter, Facebook and YouTube.
- A significant majority (79 percent) of the agencies responding believe their efforts on social media are succeeding.
- Just 5 percent said they had no plans to utilize social media.

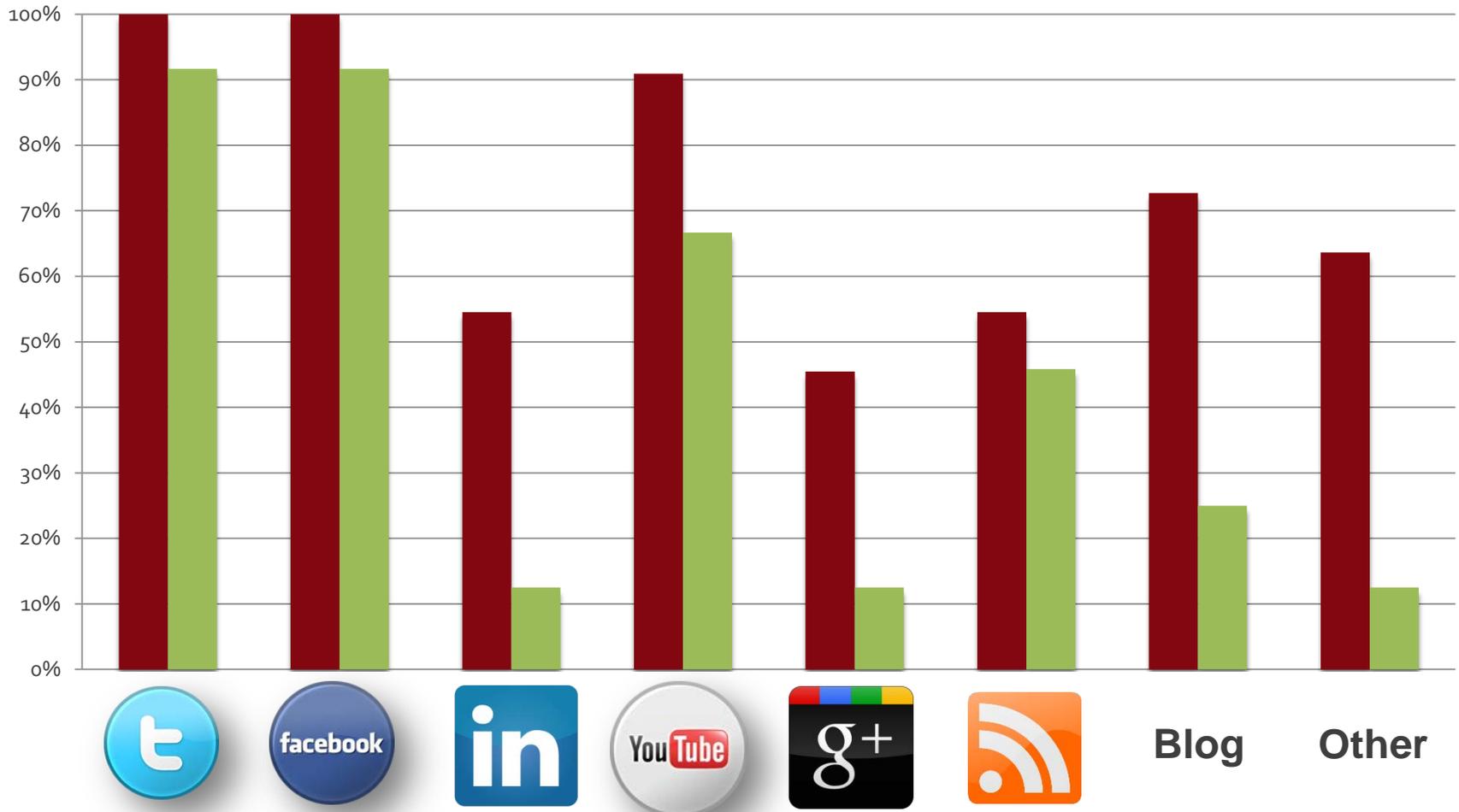




SOCIAL MEDIA TOOLS

Social Media Platforms by Agency

LEAs SEAs



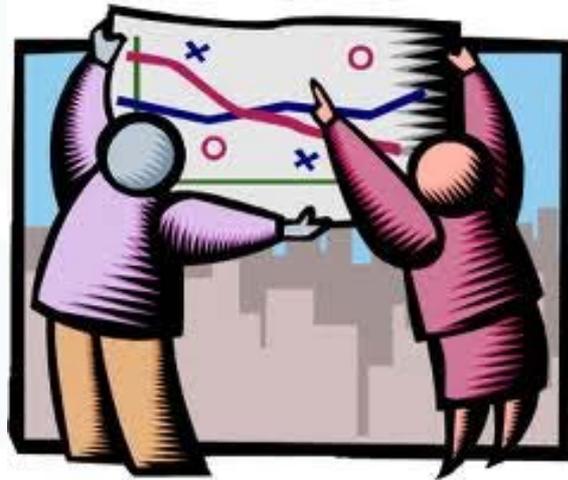


KEY FINDINGS ON SOCIAL MEDIA AUDIENCES

- 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



PLANNING AND POLICIES





KEY FINDINGS ON PLANNING AND POLICIES

State and local education agencies say they are setting policies before using social media. Currently, more than half (54 percent) have a formal social media policy.

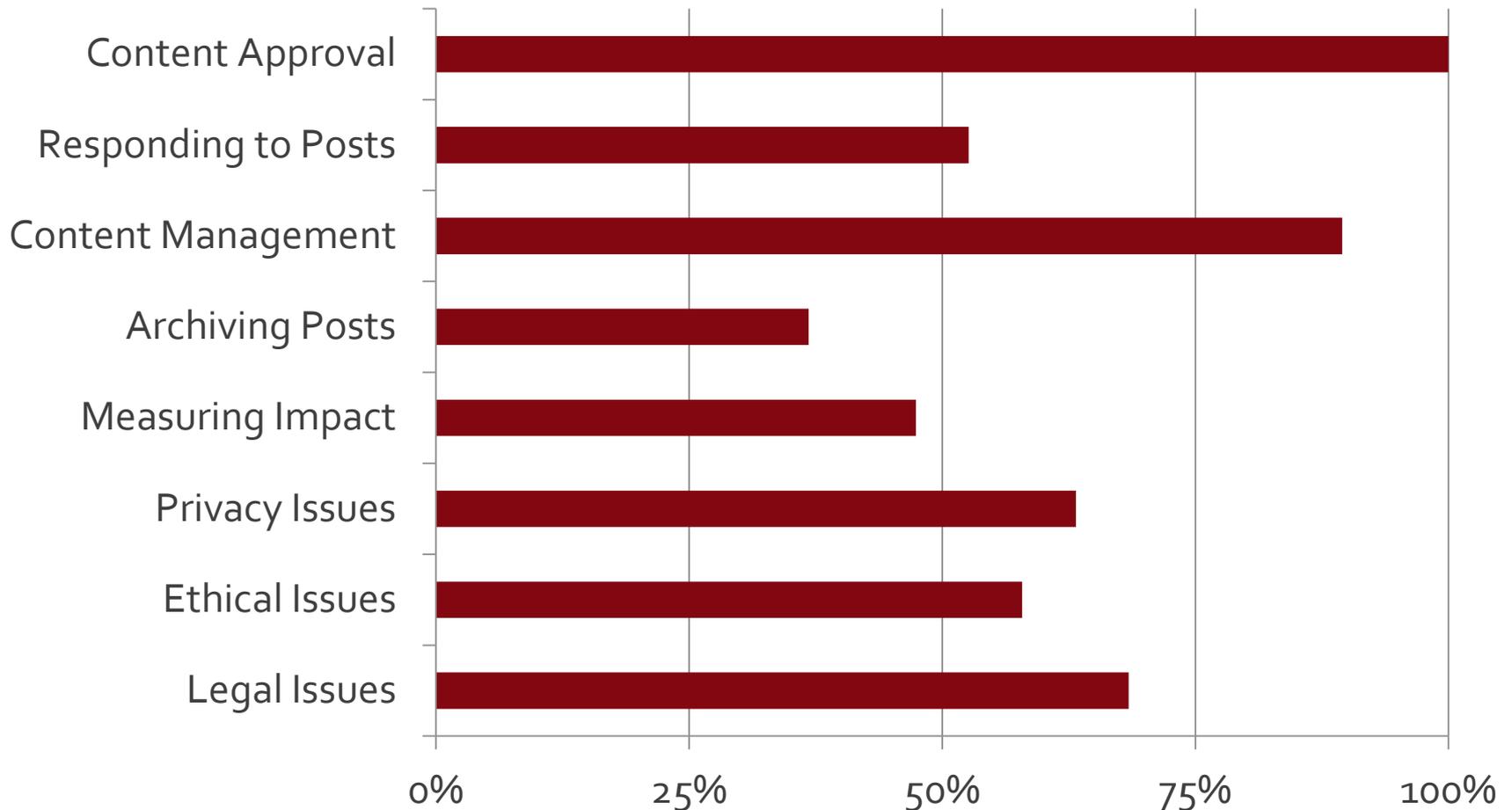


But less than one-third (28 percent) of the agencies have communications plans guiding their strategy.



HOW AGENCIES ARE PLANNING

Issues Addressed by Agency Social Media Plans





LEA SHOWCASE: PRINCE GEORGE'S COUNTY'S PLANNING AND POLICIES

Max A. Pugh, Jr.

Acting Communications Officer

Prince George's County Public Schools (Maryland)



Building the Policy Framework: Audience

Audiences

- Staff
 - Personal versus systemic social media
 - Staff-student interaction
- Students
 - Safety
 - Bullying/ Harassment

Building the Policy Framework: Nuts and Bolts

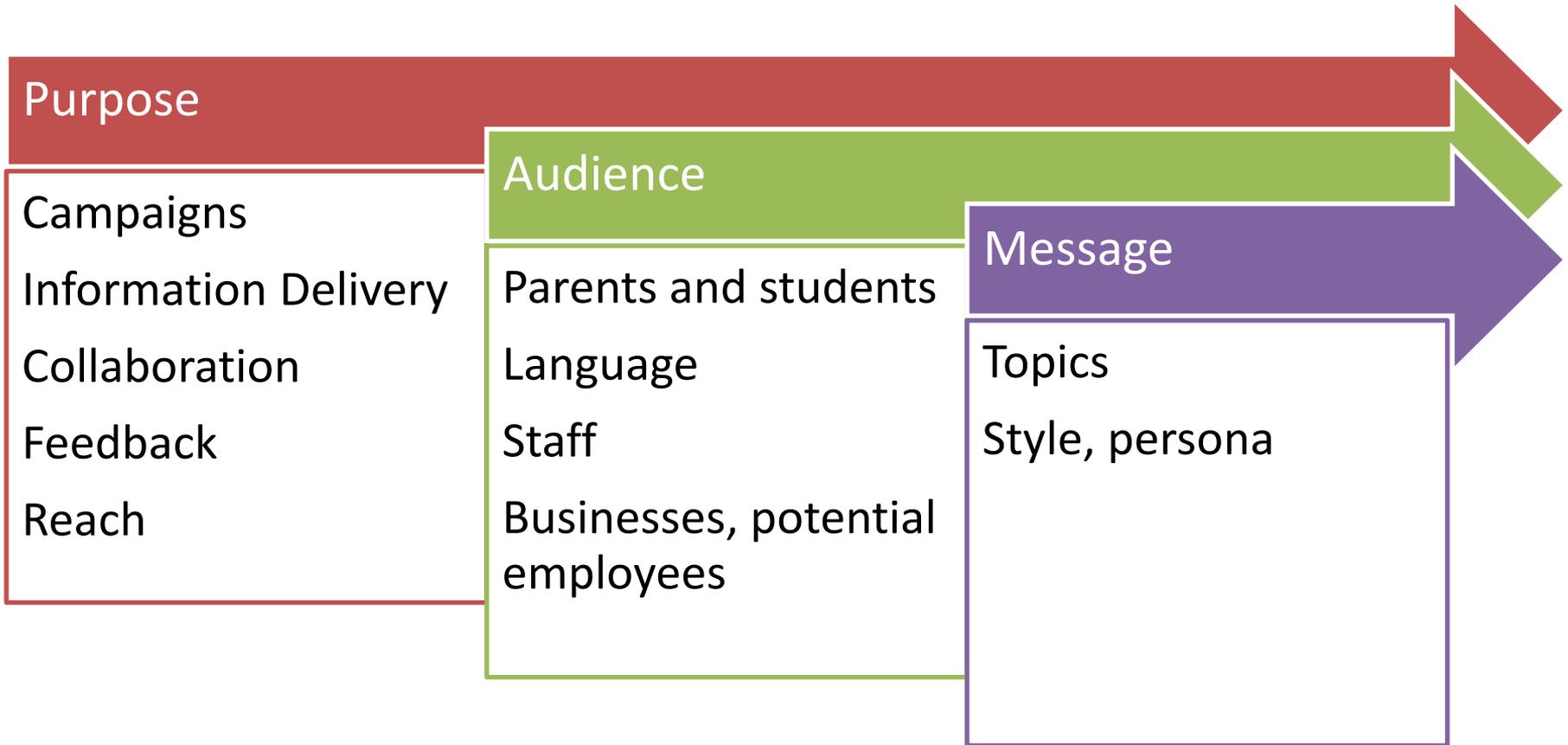
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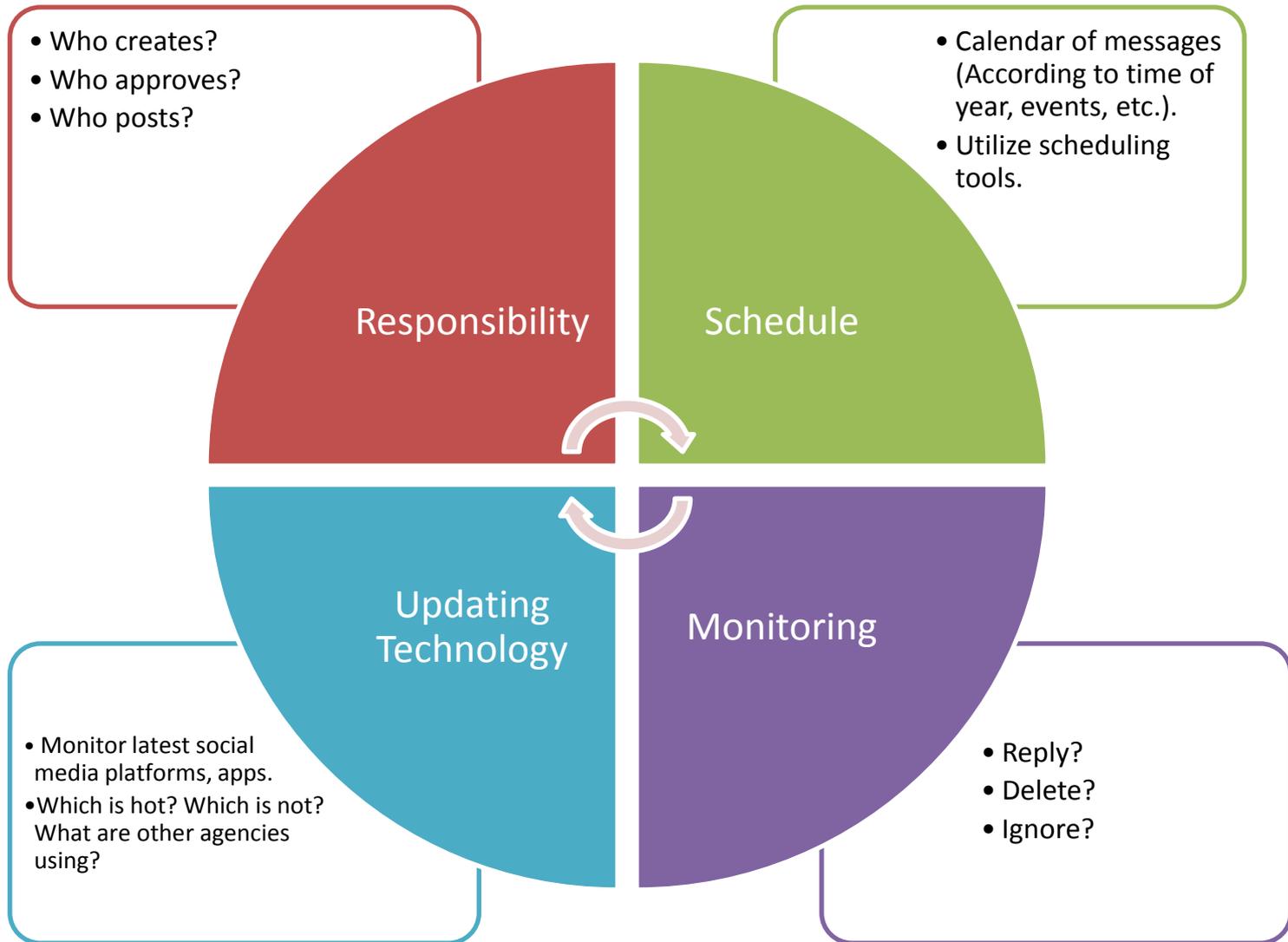
Nuts and Bolts

- Find out what already exists
 - Code of Conduct
 - Use of devices, Internet, and computer policies
 - Anti-bullying/harassment policies
 - Privacy/Media Releases
 - Copyright
- Make it broad
 - Allow for technology innovation

Building the Planning Framework: Before You Begin



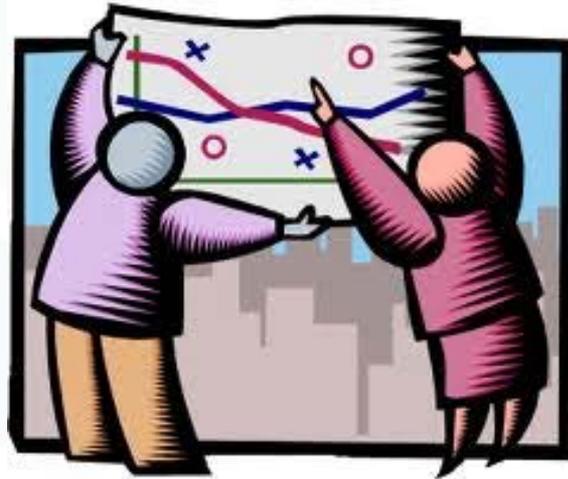
Building the Planning Framework: Implementation





QUESTIONS AND DISCUSSION

MEASURING AND METRICS





KEY FINDINGS ON MEASURING



Of the agencies with social media plans or guidelines (18), nine include measuring and monitoring social media impact in their guidelines.

Slightly less than half (47 percent) of agencies questioned said they measure the success and impact of their efforts by receiving reports with metrics.

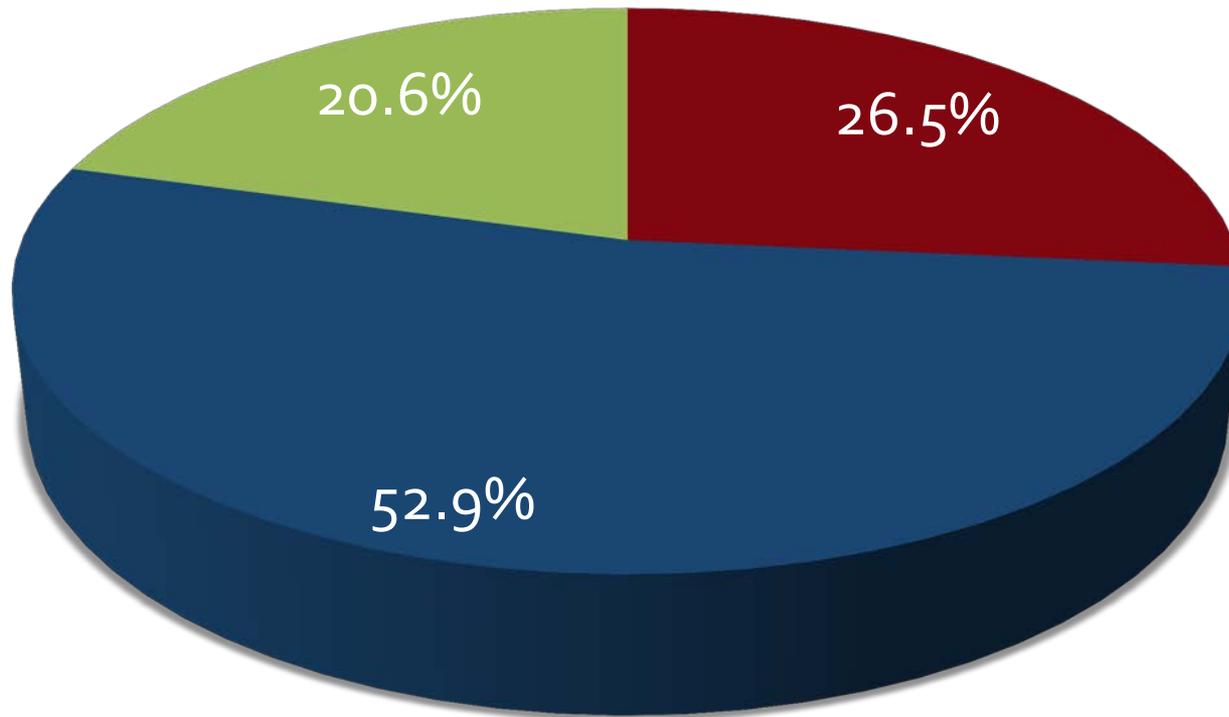




KEY FINDINGS ON MEASURING

Evaluation of Social Media Use

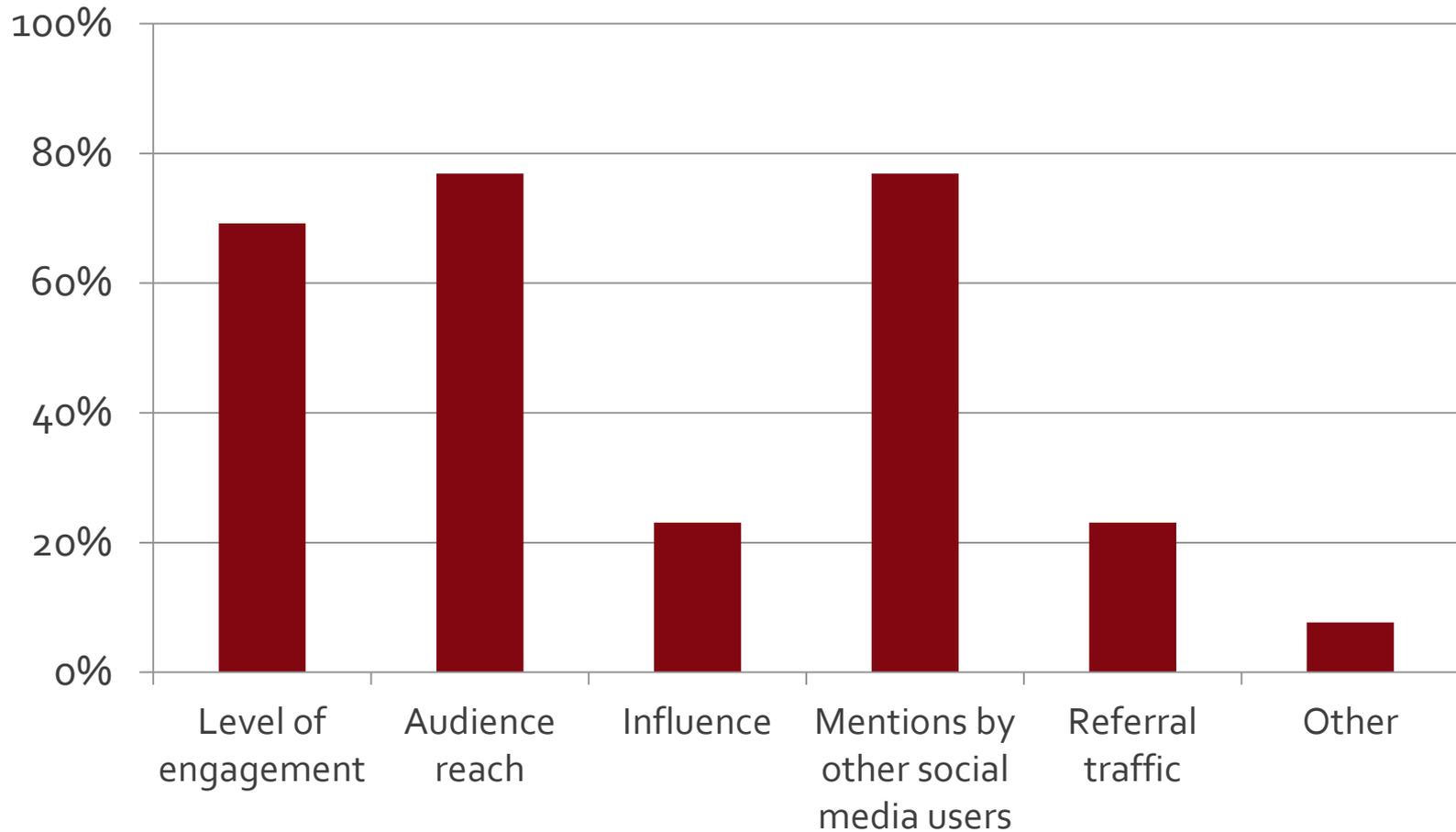
■ Mostly qualitative ■ Both ■ Mostly quantitative





KEY FINDINGS ON MEASURING

Social Media Metrics Used by Agencies



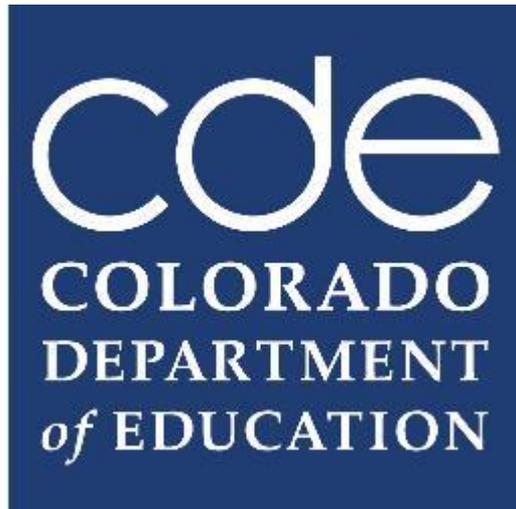


SEA SHOWCASE: COLORADO'S MEASURING & METRICS

Katie Lams

Communications Specialist

Colorado Department of Education



Communications Scorecard – May 2013

SUCCESS FOR ALL STUDENTS

CDE Goals: Students, Educators, Schools/Districts and State

Communications Goals

Students

Educators

Schools/
Districts

State

Clearly communicate the agency's initiatives and goals w/in the context and in a manner that supports the accomplishments of CDE's Strategic Plan.

Support CDE staff, districts, schools and BOCES in the implementation of S.B. 10-191 through timely, consistent and compelling communications.

Support schools/districts through partnering with other organizations and providing timely news; strategic, common, relevant messages; and tools.

Implement strategies based on research, gathering useful success measures and making adjustment to affect improvement in meeting all goals.

Strategy/Tactic

Proof of Performance

Data Driven Action

May Educator Effectiveness e-newsletter

Provide timely, targeted information and tools to subscribers

→Subscribers, open rates and click-thru rates increased
→The revised teacher rubric had nearly half of all clicks
→A poll was included asking "How ready are you to implement the new evaluation requirements in the 2013-14 school year?" A small number (34) responded and results were spread evenly on a scale from one (not ready) to 10 (very ready)

→ Data shows educators are anxious to access the new teacher rubric; will promote in the next CDE Update
→ Data shows stakeholders remain in various stages of readiness to implement the new requirements; will continue to create resources to support various knowledge/readiness levels

Social media

Engage in two-way conversations, build brand awareness and increase outreach efforts

→5.2 percent increase in Twitter followers
→93 re-tweets, mentions and favorites on Twitter
→Most popular (and re-tweeted) posts were Colorado Literacy Week and new graduation guidelines
→15.1 percent increase in Likes on Facebook page

→Several Twitter followers have questions about the new graduation guidelines; drafted graduation guidelines fact sheet and FAQ in response

Media relations

Proactively work with traditional media to increase awareness and positive perceptions of key education initiatives

→Worked closely with Ed News Colorado reporter on an article (the first in a series) about how Colorado school districts are preparing for the new evaluation requirements:
www.ednewscolorado.org/news/colorado-districts-gear-up-for-new-teacher-eval-rules

→Article was fair, accurate, timely and had a positive tone; will monitor the tone of comments the article receives to gauge public perceptions/knowledge of S.B. 10-191

Communications universal fact sheet page

Created new items for standards communications toolkit: key messaging, tips and messaging for communicating with parents and businesses, and CAS FAQ

→Decrease in website traffic by 39.0 percent
→A guide was created to help district leadership navigate through the available resources and explain how to use them and for what audiences; positive feedback was received on the guide from many internal and external stakeholders

→Monitoring clicks and anecdotal feedback to inform next steps in standards toolkit
→Will continue to update the communications resource guide and distribute at opportunities like the June CLF Growing Together Showcase

Superintendent timeline

Provide activities required for successful implementation of key education initiatives

→Received positive feedback from superintendents via reports from field services
→Based on positive response, a similar timeline will be created for principals

→Continue to gather feedback and improve the document for distribution at the July CASE conference and future opportunities

Communications Scorecard – May 2013

Educator Effectiveness

Website

Year-over-year traffic: 189.6% increase



Month-over-month traffic: 12.6% decrease



May's most visited pages

1. Model Evaluation System – Teacher
2. State Model Evaluation System
3. EE Homepage
4. Overview of S.B. 10-191
5. Student Growth Guide

Communications Fact Sheet Website

Month-over-month traffic: 39.0% decrease

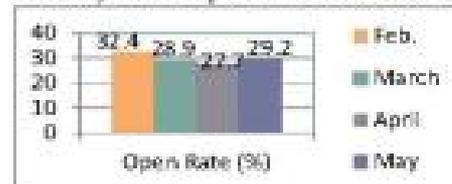


Educator Effectiveness e-Newsletter

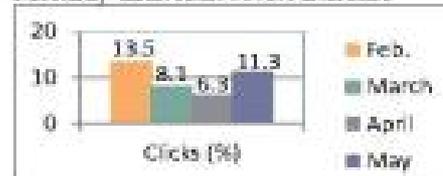
Monthly subscribers: 5.3% increase



Monthly e-mail open rate: 5.4% increase



Monthly click rate: 79.4% increase



Most clicked on links

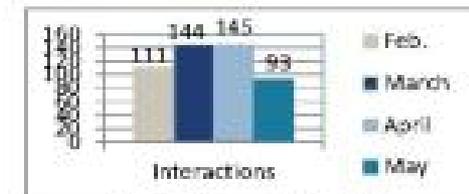
1. Teacher rubric: 45%
2. Assurances: 18%
3. Summer trainings: 15%
4. Online Systems Advisory Council Application: 10%
5. IRA fact sheet: 6%

Social Media

Monthly Twitter followers: 5.2% increase



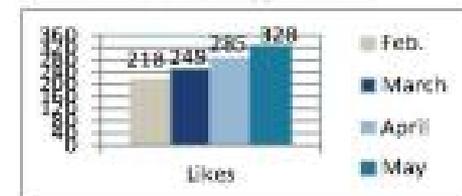
Twitter engagement: 35.9% decrease



Most Re-tweeted (6 RTs)

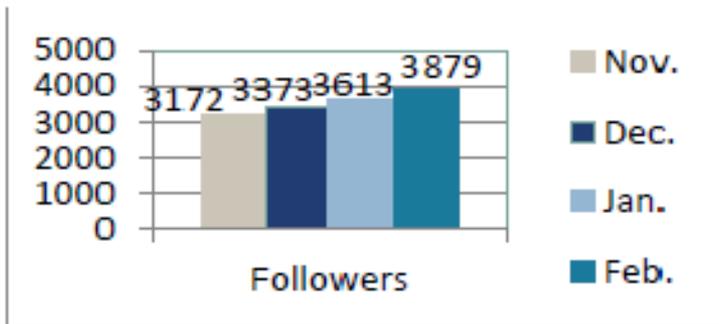


Facebook Likes: 15.1% increase

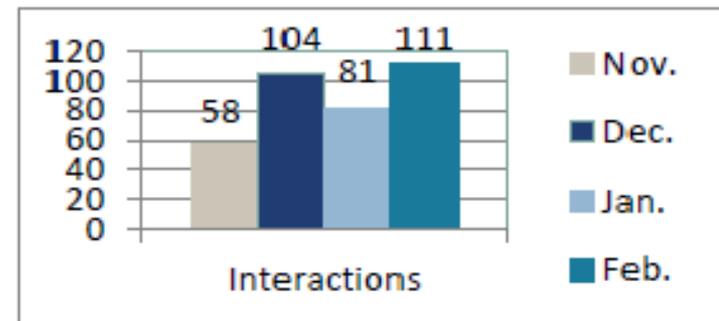


Scorecard – Social Media

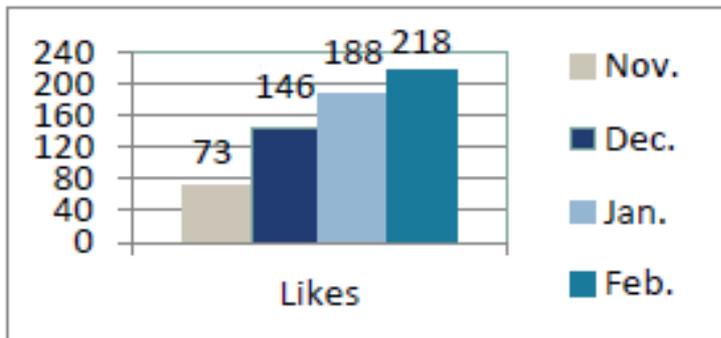
Monthly Twitter followers – 10.1% increase
(largest percent increase for one month)



Monthly Twitter interactions (Retweets, mentions and favorites) – 37.0% increase
(most interactions on record)



Facebook Likes – 16.0% increase



- 75% of "Likes" are female users
- The biggest group of CDE's users are ages 35-44 and the second highest group are ages 45 - 54

Segmenting Content to Increase Results

- Broader content increases the likelihood for Retweets.



- CDE staff met with internal audiences and went from just talking about educator effectiveness to using content such as award opportunities and the data center.
 - The result was an increase in followers and engagement.

What's Next?

- In time, metrics will better drive content:
 - Use of social media monitoring
 - Use of bit.ly links to track what content is most clicked on
 - Sentiments of interactions (positive, negative or neutral)
 - Metrics generated by Facebook Insights





QUESTIONS & DISCUSSION

SOCIAL MEDIA CHALLENGES





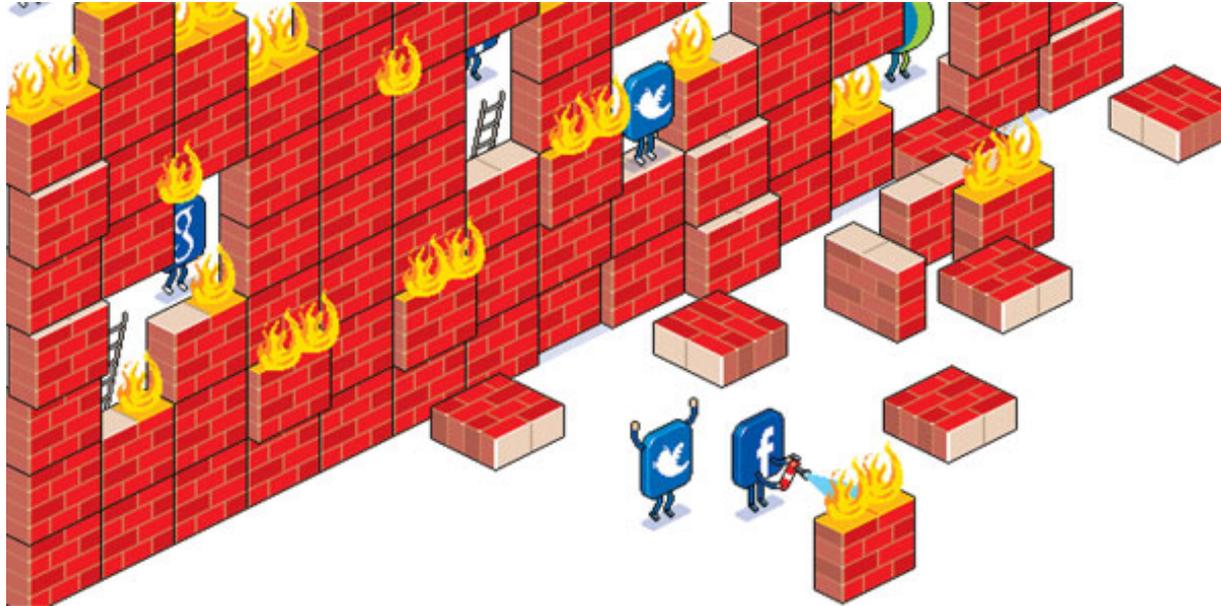
SOCIAL MEDIA CHALLENGES

Social Media Implementation Challenges





SOCIAL MEDIA CHALLENGES





QUESTIONS & DISCUSSION



POLL QUESTIONS

The RSN is continuing its social media work for SEAs and would like your guidance on a few topics:





EVALUATION

Link to evaluation
survey



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THANK YOU

