Share your district's story across all your social accounts from one platform

Key Capabilities

- Attach a picture to a post
- Post to all schools/accounts
- Identify keywords and hash-tags by geography
- Manually configure and track influencers in your community
- Translate messages
- Copy and paste posts
- Track messages
- Track questions

Blackboard Social Media Manager, the first tool of it's kind built exclusively for K-12, is designed to help you optimize and navigate through all your social media accounts from one easy to use interface. You will be able to connect parents and students with the information and updates they need on the social platforms they're already using.

Why Blackboard Social Media Manager?

Grow your district's social media presence.

Parents frequently look for school information on social media. Now you can increase your presence and show parents that you're ready to communicate using the methods they prefer.
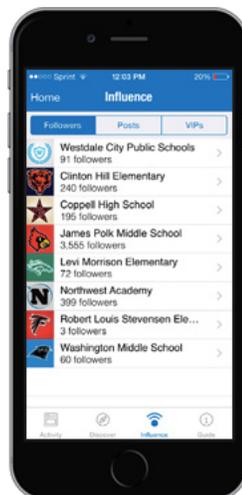
Confidently interact with your community.

Conversations are already happening over social media. Take every opportunity to engage with parents and community members by finding, joining and responding to conversations and questions about your school.

Intelligently manage your district's story.

Keeping track of what each school in your district is communicating over social media can be challenging. Use Blackboard Social Media Manager to gain insight into which schools are effectively telling their story through their social channels.

Blackboard

1.2 billion
PEOPLE on FACEBOOK

500 million
NEW TWEETS every day

What can you do with Blackboard Social Media Manager?

With 1.2 billion people on Facebook, and 500 million new tweets every day, schools can't afford to miss out on this opportunity for engagement. Be a leading K-12 institution, by effectively managing your social media, the next big tool for engaging your parents and community.

Monitor your district's social media activity.

Most schools have multiple social media accounts and groups. With Social Media Manager's activity feed, you can get a high level view of all your district or school's social media posts. The activity feed will aggregate posts based on the sources you choose, either at a district, school or group level.

Discover what parents, students and community members are saying about your school or district.

The increased use of social media can make it difficult to identify all of the questions or comments being posted about your school or district. With Social Media Manager, you can follow hashtags and key words to quickly get your hands on the information that pertains to you.

Prioritize and manage your responses based on the influence level of posts.

With so many posts coming in, it can be difficult to prioritize what to respond to. Social Media Manager's influence feature will enable you to identify the most influential users in your community, so you can prioritize your responses accordingly.

Post your social media guidelines right to the Social Media Manager app or web interface.

As social media is still quite new to most schools and districts, a lot of users are unsure of how to take advantage of this new communication channel. Adding a user-guide directly to the application makes it easy for users to determine when, how and what to post.

Ready to learn more?

Discover **Blackboard Social Media Manager** today!

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