

# The New Ultimate Guide for Facebook

Learn how to improve communication  
using Facebook for your school



# The New Ultimate Facebook Guide for Schools

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# Introduction

You've decided that your school or district needs to start a Facebook page but are not entirely sure where to start. Or you have a page, but you are struggling to gain the audience you thought you'd have by now.

As the number of adults using social media continues to climb, the question is not *if* your school should be on social media, but rather *what social media channel* is the most important for your school? With so many platforms to choose from, school communicators can get overwhelmed with just the decision of which one to select. Twitter – Facebook – YouTube – Instagram – Google+ - and the list goes on.



With so many people spending a significant amount of time on Facebook, it's about time they start following you. Your school. Your teams. Your school leaders.

Businesses, non-profits, organizations and causes of all kinds are embracing Facebook to promote, build and engage. A culture of sharing has clearly emerged from the the widespread use of social media.

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Your school may already be sharing on social media, but navigating the Facebook pages

world – learning how, what and when to share on this very popular channel – requires staying up with the technology and best practices.

The *New Ultimate Facebook Guide for Schools* is designed to help the school communications professional not only manage his or her school's Facebook page, but begin maximizing this pervasive medium to **enhance engagement with students, staff, media, parents and the entire school community.**

For the Facebook newbie, this guide will help you get your school's Facebook program off the ground. We'll walk you through setting up your account, creating your posts, and how and when to post them. We'll also show you a formula for coming up with content to give you some ideas about what to post. For the more advanced user, the best practices and tools covered in the this guide are sure to help you get more out of using Facebook.

So get going. Start posting and begin building your school's following to help generate support, start sharing ideas and project a great image for your school.

## About the Authors



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# Getting started

## Plan for success

Your first step to getting Facebook rolling at your school or district is to create a mission statement that lays out what it is you're trying to accomplish. It is important to **get buy-in** from everyone from the school leadership – namely the superintendent, school board and principals – to make Facebook support all your other communications.

All the key stakeholders in your school communications need a clear idea of how **Facebook fits into your larger communications strategy**, including other social media, websites and non-digital tactics.

### Build a team.

Next, put together a small team of people who can help you **manage the process and help promote Facebook** at your school. Having others involved in finding and creating social media content is a good start to the user-generated content network that you will be building as your social media program gets rolling. A team approach also helps share the burden of generating and managing your Facebook content.

Your team will serve as champions for not only Facebook, but for social media and web communications in general. **Surround yourself with social media supporters:**

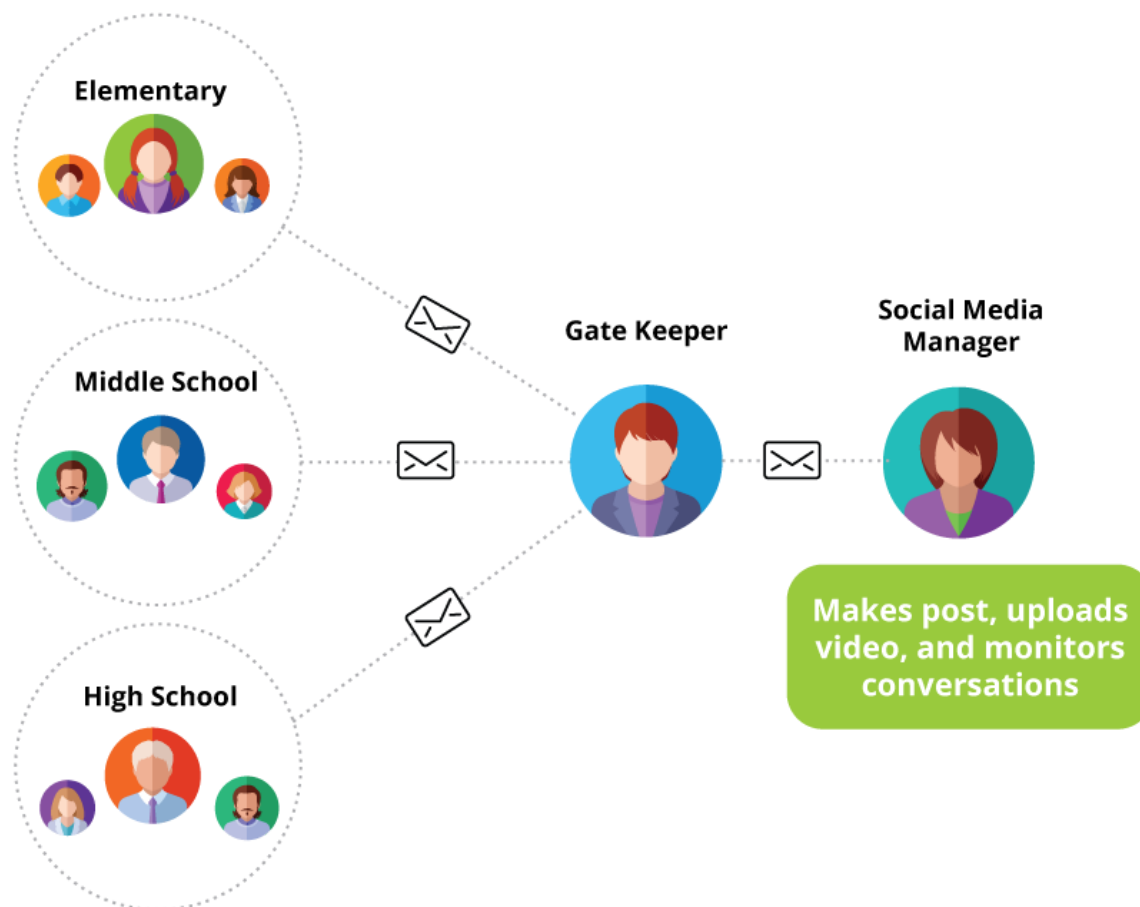
- **Teachers, other staff.** Reach out to some social media-savvy colleagues.
- **Student helpers.** Your students are the ones most familiar with using Facebook and may turn into a valuable resource for your own development.
- **College intern.** Social media jobs are among the hottest jobs available, so check with a local college to find a student or recent graduate looking to gain some valuable experience.
- **Consultants.** Social media businesses exist to help businesses and organizations like schools leverage Facebook and other channels. #SocialSchool4EDU, for example, was born after answering a request to help my daughter's school get started on social media. Look for a provider with comprehensive services and the specialized experience to keep you at the forefront of social media.

How you structure the Facebook process at your school is up to you and the resources you have, obviously, but don't try to do too much too soon. **Start small, and get some early successes** (likes, shares and comments). Don't be overwhelmed.

## Establish a System

Once you have your team, you have to involve your entire school in the process of telling your story. A small group of people cannot be in every classroom, at every event, or know what is happening 24/7. That is why you need a system of getting photos and stories from your entire staff.

Start by establishing one e-mail address for all social media content. Ask your staff to submit at least two items per month to this address. Photos are key, along with a brief description of the event or activity. Your team can then incorporate those photos into Facebook posts. (modify this visual to work into the book)



## Develop your hashtags

Another important step in creating this system is the development of a customized hashtag for your school district. Hashtags make it easy to search all social media posts – on Facebook, Twitter, Instagram and more. Here are some fun examples:

- #CFMSRocks
- #GoCrickets
- #RLWarriorWay
- #CameronComets
- #WeLoveBPS
- #APsisAwesome

By selecting a unique hashtag and encouraging students, teachers, parents and the community at large to use it - your team will be able to search and share stories from your entire district. It really does take a village to tell the story of your school, and hashtags make it easy! <http://bit.ly/1KCUE15>

## Facebook Account Set Up

After determining who's going to be managing your Facebook account, you need to **set up your Facebook account**, or in some districts, multiple accounts.

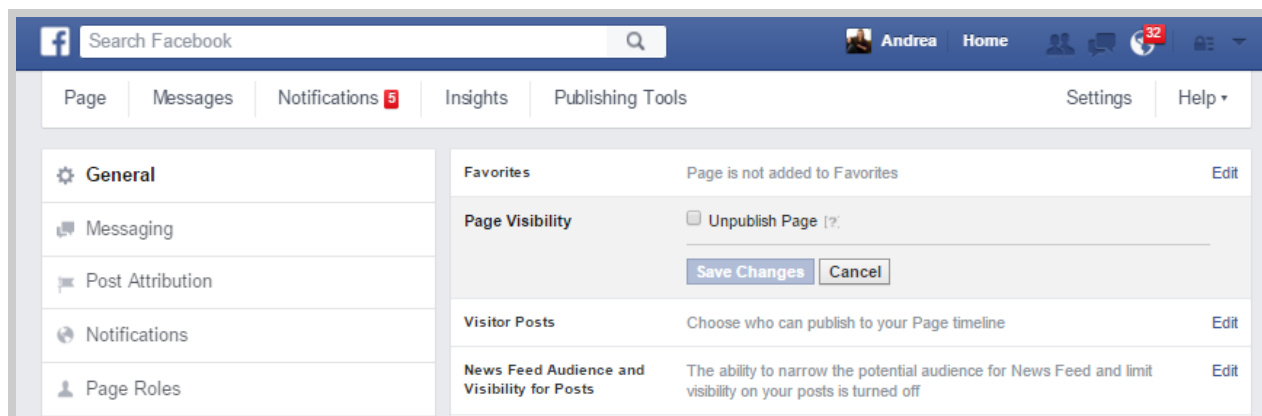
In many cases we realize the task of managing Facebook will be driven by the communications lead in your district. So start with a district-level account. Typically, schools don't 'dive in' with lots of accounts, but even if you're looking to **simply start with one Facebook account**, give some thought as to how you want to establish the framework for multiple official school accounts when you start fully realizing the power of Facebook.

### Basic set-up

Your school district Facebook page is not the same as a personal profile page. To create the page, you first login to your personal Facebook account. Locate the "Create Page" option on the left hand menu bar. Facebook will then walk you through several steps to create your page. Assign several admins on the page. A 'dummy' account is not recommended.



Once set-up, you can choose to unpublish the page until you are ready to launch it. Simply go to settings. Under page visibility, select edit and un-publish the page.



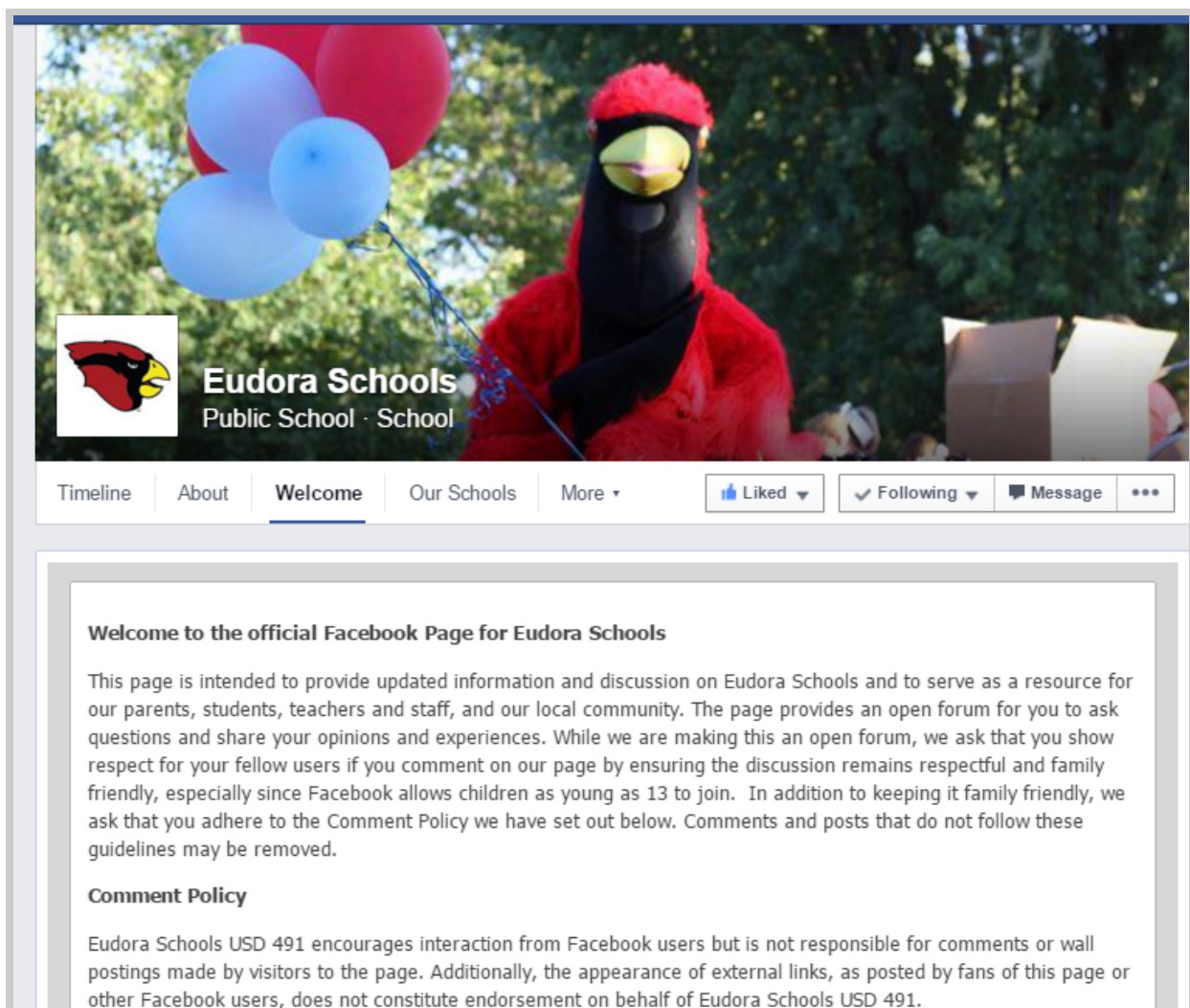
### Other Important steps to finishing your basic set-up include:

- ❑ **Complete “About” tab** – Things like phone number, email address, and mission statement
- ❑ **Assign page roles** – Your social media team members should be assigned the proper role on your page
- ❑ **Complete general settings:**
  - ❑ Profanity filter – Set it to ‘strong’
  - ❑ Visitor posts – Your team must decide whether you will allow others to make new posts to your page. This is basically the ability to start a new conversation stream.
  - ❑ Messages – Suggest that you allow private messages. It gives your community an additional way to contact your school with questions, concerns or praises.
- ❑ **Enable notifications** – These make it easy to keep up with all of the activity happening on your district page. notices will pop up on your mobile device when set properly.

## Advanced set-up

Facebook has numerous items that can be customized within your school page. You can add apps and tabs that will link in activity from across your district. For instance, you can easily add a YouTube tab to showcase your school's channel right in Facebook.

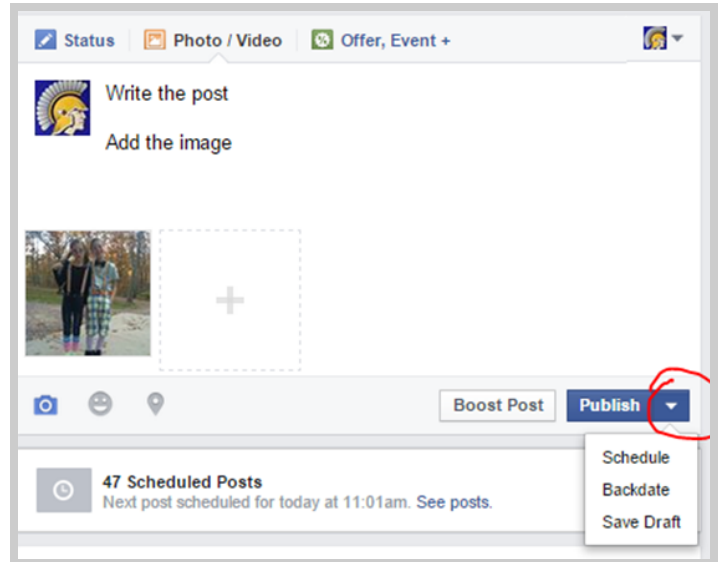
Another option is to create pages that provide specific information about your school, like Eudora did (<https://www.facebook.com/eudoraschools>). It almost gives the Facebook page the feel of an official website. Now this is a bit more advanced, but you can grab up more information at <http://bit.ly/1KCUSFq>



The screenshot displays the Facebook page for Eudora Schools. The cover photo features a red cardinal mascot holding a string of blue and red balloons. The page name is "Eudora Schools Public School · School". The navigation tabs include "Timeline", "About", "Welcome", "Our Schools", and "More". The "Welcome" tab is active, showing a message that reads: "Welcome to the official Facebook Page for Eudora Schools. This page is intended to provide updated information and discussion on Eudora Schools and to serve as a resource for our parents, students, teachers and staff, and our local community. The page provides an open forum for you to ask questions and share your opinions and experiences. While we are making this an open forum, we ask that you show respect for your fellow users if you comment on our page by ensuring the discussion remains respectful and family friendly, especially since Facebook allows children as young as 13 to join. In addition to keeping it family friendly, we ask that you adhere to the Comment Policy we have set out below. Comments and posts that do not follow these guidelines may be removed." Below this is a "Comment Policy" section stating: "Eudora Schools USD 491 encourages interaction from Facebook users but is not responsible for comments or wall postings made by visitors to the page. Additionally, the appearance of external links, as posted by fans of this page or other Facebook users, does not constitute endorsement on behalf of Eudora Schools USD 491."

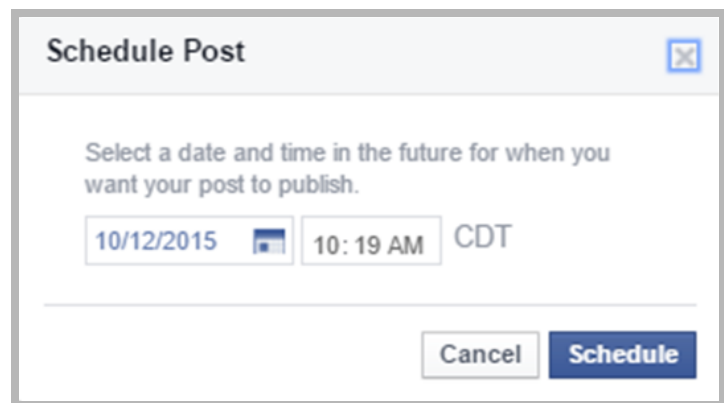
## Facebook scheduling

The other must know-how tip for Facebook is how to schedule posts. Within Facebook, you can schedule your posts to go live on Facebook up to 6 months into the future. In addition to the date, you can select the time of day the post should be published. This is a huge timesaver, as reminders for holidays, events and more can be set up during one session with your school calendar.



## Optimizing your profile

After determining how many accounts, who has privileges and access to those accounts, you want to be sure to optimize your account profile. Optimizing means making the most of the information you provide in the profile, which includes some basic elements such as images and descriptive biography information. Size of images, links and length of copy come into play here.





**Profile photo/logo.** Size: 180 x 180 pixels

Also known as the the avatar, your account's profile picture is the square image that is inset below the header image. Many schools use a school logo here, a recognizable mark such as a mascot or brand mark. Avoid using a photo with a person or group of people. Remember, on mobile devices within a newsfeed, this image is very small. You want your school to stand out.

**Header photo.** Size: 851 x 315 pixels

The header is the very top image displayed on your Facebook screen. It's a key visual that should be carefully selected and represent an important aspect or facet of your school. The header works closely with the profile picture to establish an overall recognizable image, projecting your school (or district, department, or personal) brand. Headers can be changed at anytime. Authentic images that capture your school's spirit are cool to use.

**Don't just use a photo of the building.**

Promoting the school hashtag and other social media channels on photos is effective. Use programs like [www.canva.com](http://www.canva.com) to combine photos, text and clipart to create professional displays.

**Short Description.** 155-character limit

Be clear and direct here. Less is more. Make it certain who 'owns' the account, whether it's the official district, school or other account. (e.g., Welcome to the official Facebook page of the New Auburn School District.)

### Call to Action Link.

Include a link to your school website or better yet, a promotional video about your district. Remember, you want to make it easy for your followers to find more information about your school. This link shows up right at the top of our page.

### Facebook Web Address.

Customize your web address to something like [www.Facebook.com/newauburnschool](http://www.Facebook.com/newauburnschool). It's an easy change, but many schools forget this step. If you forget, it will leave your address long with lots of dashes and numbers.



## Creating your Posts

There is a variety of subject matter to share, different types of content, and several ways to format your posts. The two cardinal rules are:

1. Always use an image
2. Keep the text short

Now of course there are cases where these may not be followed, but in general, you want to keep these in mind when posting on Facebook.

## Subject matter

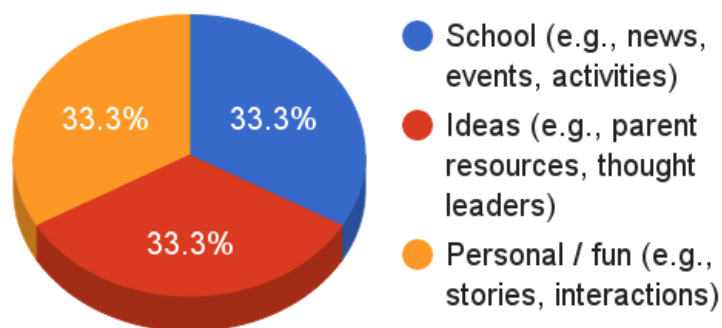
There's an assortment of kinds of posts you can use to promote your school. A post can be news, events, ideas and human interest tidbits that are either directly about your school, or you'd like to associate somehow with your school. Some schools get hung up on just focusing on news and events. That represents only a portion of the kind of info you can share.

While it's important to share news and events about your school, it's not all about you. It's about sharing, engaging, and establishing your school as a resource to students, staff, parents and the community. Think of your school as the educational hub for your community and create posts that help build a network of links to pertinent people, organizations and resources.

Posts can drive action such as finding new donors, volunteers, or promoting attendance at an event.

## Use 'Rule of Thirds' for content variety

The content you should be pushing out through Facebook can be lumped into three broad categories. **School news and events** such as school delays, awards, scores; **ideas** (think cool facts and thought-provoking discussion) gleaned from various resources and thought leaders; and **human interest stories** and imagery for that personal, warm-and-fuzzy content.



## Sharing

There are two things to keep in mind when sharing, which is re-posting somebody else's content: first, **personalize the post** by telling the reader why this particular post relates to your school. In other words, have a reason for the share. Randomly sharing with no purpose or no connection back to your school shows that you yourself are not relating the content to your school, and it clutters up everyone's feeds.

Also, always **give credit where credit is due**. For that matter, this applies to any content you might be sharing. By attributing your source through a link or words, you are not only being forthright on where you obtained your information, but are **creating some reciprocal following opportunities** back to the source. This give-and-take forms the very basis of the social media 'networking' you're trying to create.

## Curating content

Curating content is the process of finding information on the web, sorting through it and organizing it around a specific theme or topic. It's important to **relate this content somehow to your school**, and again, always be sure to fully attribute the content for, besides being forthright on your sources, attributing creates 'following' opportunities.

## Types of content to share

Use a good 'mix' of content types in your posts so you're not sharing the same kind of content with every time. See rule of thirds above.

- **Links** – Links are the quickest and most efficient to share content from other sources. Facebook allows you to cut and paste links into a post, and then you actually can delete the long address from the text of the post. Linking back to your school website is a great way to limit the length of your posts inside Facebook. Fans can simply click the link if they want all of the details. <http://on.fb.me/1LYOKcO>
- **Pics and videos**– The power of images is undeniable in social media. Colorful, creative pictures quickly capture attention, support the message you're sending, and can even help with SEO performance. (Image files are crawled by search engines too.)
- **Blog articles** – Blogs provide great repositories for valuable search-optimized content that can be directly or indirectly attributed to your school. If your school doesn't have one of its own, create one. A blog is an ideal way for your superintendent, principal or other school leaders to share thought leadership.



# Types of Posts

As you likely gathered by now, all Facebook posts are not created equal. As you and your colleagues get more familiar with the medium, you'll be able to identify and create for yourself the different kinds of posts that accomplish specific goals. Regardless of the type of post you are creating, always be as concise as possible, and don't try to be too cute or clever.

## 1) Student Stories

Your student stories should always come first. They can be simple – a child using technology in the classroom, doing math problems with sidewalk chalk outside - anything with a smiling kid learning is great. The most viral post I've had in over 6,000 posts for schools is this one. It has reached over 96,000 people. It received over 4,000 likes and a whopping 500 comments.

<http://on.fb.me/1LYOKcO>

**Frederic School District**  
Published by Libby Cheever [?] · September 30 at 10:20am · 🌐

Our Buddy Patrol is now on duty during recess. Any students that are feeling lonely or don't have anyone to play with are encouraged to sit on the Buddy Bench. The Buddy Patrol will watch the bench carefully, if they spot anyone sitting on the bench they will talk with them and make sure they have a friend and someone to play with. At Frederic Elementary we want to make sure that all of our students feel welcome and included. #gofrederic

**96,996** People Reached

**5,331** Likes, Comments & Shares

4,130 Likes	1,225 On Post	2,905 On Shares
513 Comments	116 On Post	397 On Shares
688 Shares	677 On Post	11 On Shares

**10,908** Post Clicks

1,145 Photo Views	3 Link Clicks	9,760 Other Clicks 📌
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**NEGATIVE FEEDBACK**

39 Hide Post	22 Hide All Posts
0 Report as Spam	0 Unlike Page

## 2) Calendar Reminders

Who doesn't need reminders these days? Facebook is a great way to remind your parents and other followers about important school calendar events. Lunch menus, athletic events, school plays, registration deadlines, etc.

<http://on.fb.me/1KCWwXI>

**Rice Lake Area School District**  
Published by Allison Martinson [?] · October 15 at 4:00pm · 🌐

ELEMENTARY SCHOOLS ONLY!! No school tomorrow, Teacher In-service/Work Day. Enjoy your day off!

**JUST A FRIENDLY REMINDER**

**NO SCHOOL tomorrow!**

**FOR ELEMENTARY ONLY!**

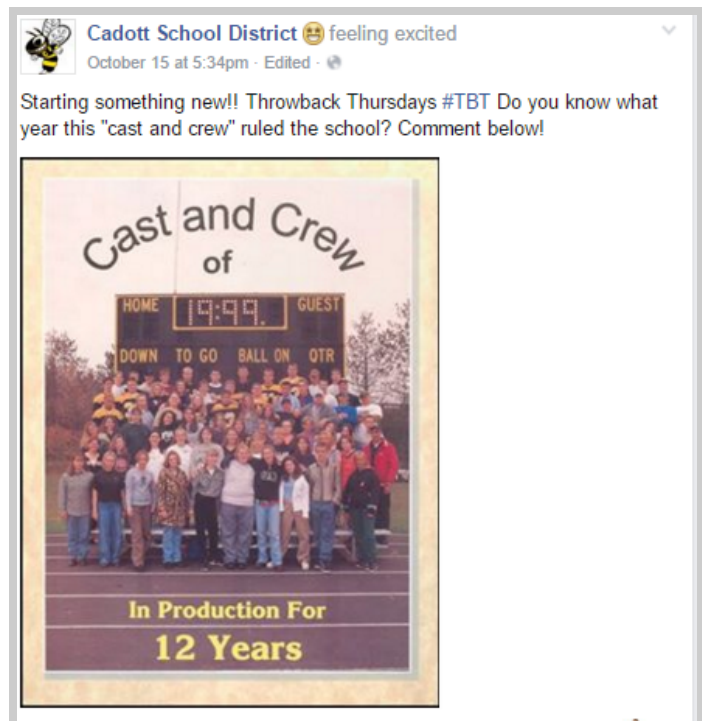
WWW.SOCIALSCHOOL4EDU.COM



### 3) #TBT - Throwback Thursday

Grab those old yearbooks and snap photos! This is the number one suggestion for your Facebook page. You can prompt a great deal of attention and comments with nostalgic photos.

<http://on.fb.me/1LVP8ZI>



### 4) Selfies

There is something up close and personal about a selfie photograph that causes your Facebook fans to respond.

<http://on.fb.me/1LVPtLA>



## 5) Video Links

Videos need to be only 5-10 seconds long and create meaningful engagement when shared on Facebook. Taking them with your smartphone or tablet is perfectly fine and makes it easy to upload onto social media. Be sure to set up your camera with great lighting and frame your video with a good angle.

<http://on.fb.me/1LCGpgl>



## 6) Facts and stats

Our society loves quick facts and interesting stats. They can be about your school, an educational topic, anything that might spark interest. Give readers a teaser then link them to an article, image, or video that elaborates on the subject. Stats on how your district stacks up with others in your area or the state are always interesting. Even budget news can be delivered via Facebook.

<http://on.fb.me/1jSjSup>



## 7) Support or Endorsement

Showing a little love for someone else's cause or ideas can add that personal touch that people gravitate to in social media.

<http://on.fb.me/1LCHPb7>



## 8) Question

What better way to get the dialogue going than to ask a question. It encourages your fans to take the time to comment. One example of this would be in asking fans to guess the staff member based on some fun facts.

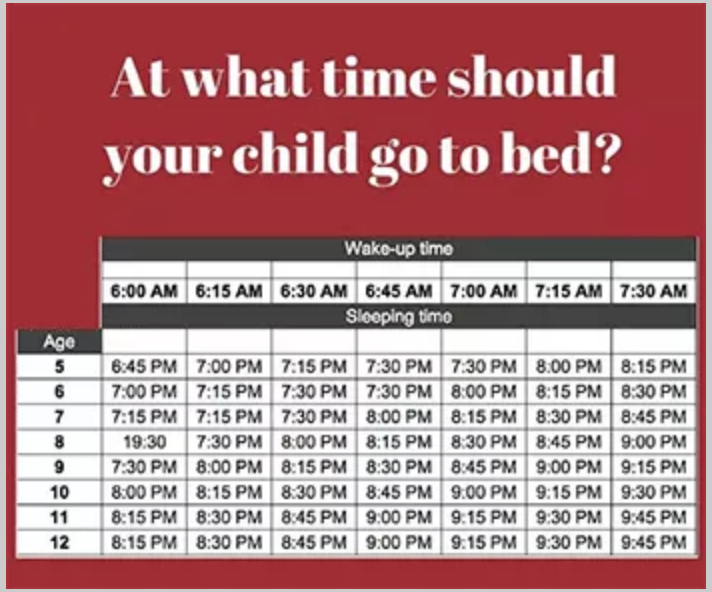
<http://on.fb.me/1Sa0DAQ>



## 9) Advice or tips

Giving practical advice is a great way to mix up the kinds of posts you're creating. Not all posts are meant to drive traffic to certain other content. Advice posts are good for building credibility and establishing leadership.

<http://on.fb.me/1W4esTM>



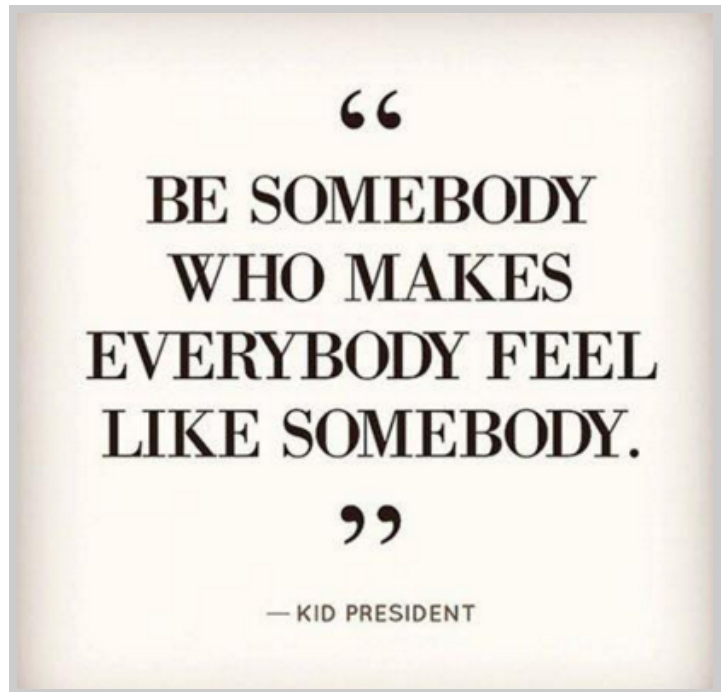
**At what time should your child go to bed?**

Age	Wake-up time						
	6:00 AM	6:15 AM	6:30 AM	6:45 AM	7:00 AM	7:15 AM	7:30 AM
5	6:45 PM	7:00 PM	7:15 PM	7:30 PM	7:30 PM	8:00 PM	8:15 PM
6	7:00 PM	7:15 PM	7:30 PM	7:30 PM	8:00 PM	8:15 PM	8:30 PM
7	7:15 PM	7:15 PM	7:30 PM	8:00 PM	8:15 PM	8:30 PM	8:45 PM
8	7:30 PM	7:30 PM	8:00 PM	8:15 PM	8:30 PM	8:45 PM	9:00 PM
9	7:30 PM	8:00 PM	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM
10	8:00 PM	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM
11	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM
12	8:15 PM	8:30 PM	8:45 PM	9:00 PM	9:15 PM	9:30 PM	9:45 PM

## 10) Quotes

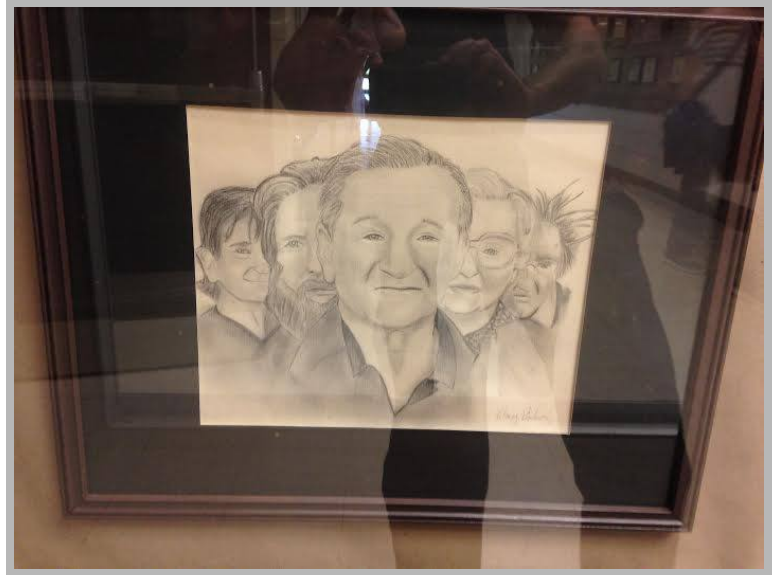
Who doesn't like a good quote? Inspirational, humorous, historical – a quote can summarize and illustrate some key message you're trying to get across to your followers. Be on the lookout for great quotes, always attribute them, and remember they can come from anywhere (see from the mouths of babes). From Bartlett's Quotations, to your own staff, to some of your primary students, who knows where that next inspirational quote will originate?

<http://on.fb.me/1RC5ee5>



## 11) Artwork

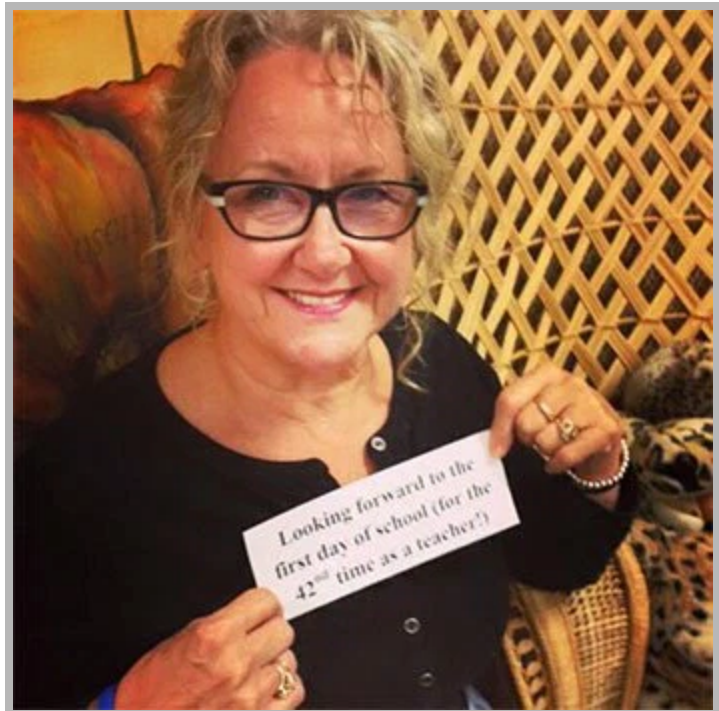
Your school is filled with hundreds of artists. I bet if you just walk down the hallway, you'll see some great drawings and sculptures on display. Show those off on social media. You could take 25 pictures on a 10-minute stroll through the hallways, schedule them to post each Saturday morning for the next 25 weeks, and your community can enjoy the creativity shown by your amazing students.



<http://on.fb.me/20aWdPB>

## 12) Faculty Stories

Your staff has stories, experiences, and joyful memories to share with your community. Make sure to tap into those. This image reached over 6,000 people on Facebook. There was a powerful story, but also the fact that the text was held in the photo was huge.



<http://on.fb.me/1FNU9R9>

# Cool Post ideas

Coming up with good content might seem difficult at first, but if you keep in mind the variety of kinds of content you can use, you'll find the sky's the limit. Use the content 'Rule of Thirds' (see above) to evenly distribute the kinds of content you're posting.

Listed below are some specific post ideas you can use.

## Post this:

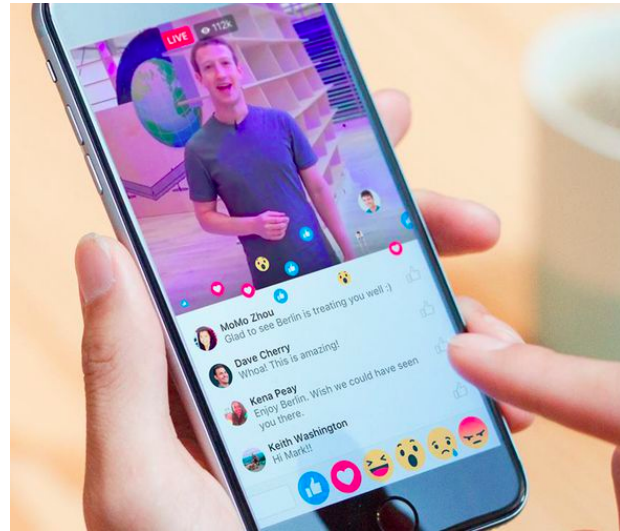
1. #MotivationMonday
2. Video series from students on why I love this school
3. Weekly activity calendar
4. Photos of athletic teams practicing
5. Daily lunch menu (night before)
6. Sports scores and results
7. Thank a different business each month for their support of the school
8. Faculty fun facts
9. School cancellations and any emergency notification
10. TV coverage of your school or local community
11. Behind-the-scenes of dress rehearsal for a school play
12. Announcement of upcoming livestream event
13. Share some Facebook analytics numbers with your community
14. School hashtag contest giving away school branded apparel
15. Job openings in your district
16. Superintendent weekly recap - written or video
17. Questions-of-the-Day for from staff or teachers (for extra-credit)
18. Student or class of the week
19. Video link to recent music program
20. Teacher recognition from students

# Live and on-demand video

Facebook has introduced a powerful new feature that enables you to broadcast live right from your phone. With the same simplicity as posting a comment, you can file live reports and then automatically post recorded versions of school events and related activities. Follow these steps to get Facebook Live

## 1. Promote your Facebook live school broadcast.

Increase your viewership by telling your school audiences well in advance of the event itself. Use your Facebook page, obviously, to promote it, but also utilize your school's other social media channels and non-digital channels. Your live broadcast will automatically be promoted the moment you start broadcasting. Fans receive a notification in their newsfeed that you're sharing something live. Remind viewers that recordings of your Facebook Live events can be viewed and shared on demand in your video tab.



## 2. Scout and test your location.

Where you're broadcasting from can make or break any live broadcast. Give some thought to what your viewers will be seeing and hearing. Lighting and sound are key. Distracting background scenery and noise will turn off viewers. Run a private test, review it, and ask yourself if it's a broadcast you'd like to watch.

## 3. Connect via wi-fi.

Scout out your location way ahead of time to be sure you can connect to a network. For most school-based events, this shouldn't be an issue. But if you happen to find yourself at another school, obtain the necessary network ID and password so you can focus on the content, not the connection. If you cannot connect via wi-fi, look into creating a wi-fi hotspot or use minimally a 4G connection. If you're worried that your broadcast might not be transmitting, don't worry, you'll know. The screen will be grayed out.

#### **4. Clearly describe the broadcast**

Like a good headline on an article or a title on web page, it's important you make it crystal clear what your event is about. Even the most inviting screen capture or still needs a compelling description to get someone to click.

#### **5. Start your school Facebook Live broadcast**

Starting your broadcast is as easy as posting a comment. Simply go to your school's Facebook page, find the status update box, click on the broadcast icon. Type in your (well-thought-out) title, you're ready to go live.

#### **6. Engage your viewers.**

When broadcasting your event, welcome your viewers and say hello as they come on stream. There may be some limitations should your audience grow to be large, but try to give a shout out to each of your audience members if you can. Like Google Hangouts for schools, you should try to engage your viewers whenever possible. Such efforts will bring them closer to your school.

#### **7. Share your live recordings.**

You can get a lot of mileage out of your live broadcasts by sharing the recordings that are automatically generated with every Facebook Live event. Share that link via Facebook and other social and non-digital media.

#### **8. Select what to broadcast**

Map out your broadcasts, selecting the kinds of content you want to share. You don't necessarily want to be broadcasting every school event or activity, but you can leave room for some spontaneous 'look-ins' your school fans would like to see.

- Any special event
- Important addresses from the superintendent, principal, AD or coach
- School levy and fundraising promotion
- Spotlight teachers, parents, students, alumni or board members
- Glimpses into cool school classroom projects
- Field trips
- Featured departments, programs and extracurriculars



# Building your following

The overall goal of all this posting and sharing of content is to build your school's following. The keys to building your following are doing all you can to make sure you're reaching the right people and groups.

## Promote your page

In order to gather followers, people need to know that your school has a page. Asking followers to share your page on social media itself is important, but traditional means are also necessary. You should advertise your channels wherever you can:

- Website – make sure your social media links are located near the top of your website.
- E-mail signatures – every staff member should have links to the social media pages for the school on messages they send out.
- Sport programs
- Posters on school walls – including the URL along with QR code is a great way to promote the page. You can even ask local businesses to print and post these images at their offices.
- Newsletters
- Newspaper
- Radio



# Scheduling and frequency

As with any other media – television ads, radio spots, billboards, print ads and online banner ads – **strategic placement and frequency are key** to getting your messages heard and acted upon. Your school must be consistent in these areas to build your following and improve engagement.

Schools should be **posting several times daily** at certain times to get the most reach. After thousands of posts for schools, we find consistently that the peak time for our fans is between 8-9 pm.

If you create a few planned posts for your page that occur each week, you can have fans look forward to seeing certain information. #TBT is a big one for our schools. Alumni, community and even current students tune in to see what crazy picture from years gone by will show up on the school's page. We post this at 6 am each Thursday morning.

## Good posts and good times:

- 6 pm post each Sunday evening that links to that week's event calendar
- 4pm post the day before that shares the lunch menu
- 11 am Faculty Fun Facts on Friday
- 6 am post each Monday that provides a #MotivationMonday quote



# Managing your Facebook

## Interacting and responding

The true beauty of social media is that interaction that occurs when someone responds to your posts either directly or indirectly. It can be a like, someone commenting, or even a direct message.

It's important you first **monitor your posts**, then **be prepared to respond** in a timely manner. Quick engagement and response is necessary to project a professional image.

It can be a challenge, however, to keep up with it all. The lack of manpower and resources requires you tap all the tools available to help you manage your Facebook activity.

## Handling negative comments

Unfortunately, the occasional negative comment may raise its ugly head, but fear not, it's still an opportunity to engage. Fact is, most negative comments are pretty tame. But when that rare negative comment does arise – whether it's a complaint about another snow day or a serious bullying comment – you need to act on it.

The key is to have a plan for responding, so you need to be monitoring your comments in the first place. Sort the 'type' of comment it is, and acknowledge the comment. The inappropriate ones need to be taken offline. Also be sure to document and archive all your comments – especially if the dialogue escalates.

For more details on how to put a negative response plan in place, see this article on [How to Handle Negative Comments on School Social Media](#).

# Measuring and improving

Facebook has built-in analytics that make it easy to determine what is working best on your social media page. Simply select Insights from the top menu bar to see how many people you have reached,

With the schools we work with, we put together a quarterly 1 page report card showing the activity we are getting on Facebook and other social media channels. We measure the total reach each week, the growth of total likes, and the measured engagement as compared to other schools.

By using the analytical tools, your team will be able to determine what is working the best. You can even choose to educate others in your district to provide the kinds of content that is working well. Bringing fresh ideas to the table is always helpful to stay pertinent in the social media landscape.

## Tools to streamline

Tools to help you manage the Facebook activity for your school.

### Scheduling

Use these to eliminate having to manually feeding each and every post.

- **Hootsuite:** [www.hootsuite.com](http://www.hootsuite.com)
- **Buffer:** [www.buffer.com](http://www.buffer.com)

### Working with photos

- **Canva:** [www.canva.com](http://www.canva.com)
- **Word Swag:** [www.wordswag.co](http://www.wordswag.co)

For more information on making the most of Facebook and social media visit [www.SocialSchool4EDU](http://www.SocialSchool4EDU) or contact Andrea Gribble at [andrea@SocialSchool4EDU.com](mailto:andrea@SocialSchool4EDU.com).

For information on website design, hosting, and integrated web communications, including mobile apps, notifications and social media, visit [www.campussuite.com](http://www.campussuite.com).



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