BUILDING ENDURING RACE TO THE TOP
EDUCATION REFORMS:

USING SOCIAL MEDIA TO ENGAGE WITH AND COMMUNICATE TO KEY STAKEHOLDERS

SEPTEMBER 2012

Stakeholder Communications and Engagement Community of Practice
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
SOCIAL MEDIA USE IN PUBLIC EDUCATION
SOCIAL MEDIA: GROWING OPPORTUNITY

Social media tools can elevate communication to a “multilogue,” 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

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<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
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<tr>
<td>61%</td>
<td>61% of educators are active in at least one social media.</td>
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<tr>
<td>15%</td>
<td>15% of Internet users watched video on government website.</td>
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<td>13%</td>
<td>13% of Internet users read government agency or official blog.</td>
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<tr>
<td>9%</td>
<td>9% of social media users follow or have become a fan of a government agency/official.</td>
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# Social Media Use in RTT States

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<tr>
<th>State</th>
<th>Facebook</th>
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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?
DEVELOPING A SOCIAL MEDIA STRATEGY & DRIVING SUCCESS
BEFORE STARTING - WHAT TO CONSIDER

- Listen
- Plan
- Socialize
- Create
Steps for Driving Success

Engage | Target | Maintain | Measure
**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**

**Maintain**

**Measure**

14
EngageNY

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
**Steps for Driving Success**

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

**Maintain**

**Measure**
Ohio Focus on Twitter

Statewide Educator Evaluation Symposium
Empowering Educators to Improve Student Achievement

Greater Columbus Convention Center | May 25, 2012

LESSONS LEARNED FROM THE OHIO TEACHER EVALUATION SYSTEM (OTES) PILOT

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

Tweets
OH Dept of Education @OHEducation
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

OH Dept of Education @OHEducation
Board Chair Tamara and Acting Supt. Sawyers answer media questions at today’s SBOE meeting. Kohiibed
nic: twitter.com/OhioDelhi added vodu

Reform Support Network
**Steps for Driving Success**

**Engage**
- Show you are listening
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**Target**
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- Follow best practices

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

**Measure**

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[Logo: Reform Support Network]
Maintain

**Utah’s Facebook Feed**

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

- **Utah Public Education** shared a link.
  - Utah Public Education created the event Vendors Informational Meeting.

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

- **Utah Public Education** shared a link.
  - Utah State Board September Meeting Summary « UtahPublicEducation.org

- **Utah Public Education** shared a link.
  - 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
**Steps for Driving Success**

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**Measure**
- Monitor your followers and feedback
- Develop a process for measurement
- Continue to listen and adapt
• **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
NEXT STEPS
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

To request individual communications support for your state, talk to your program officer or contact Danielle Smith at Danielle.Smith2@ed.gov
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?