



# Social Networking: Gold Mine or Land Mine?

**Stephanie Grisham**

Senior Communications Consultant

Larson Communications

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Account Executive

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# Before We Start...

**Who knows you're here?**



*foursquare*



# Land Mine or Gold Mine?

## Questions?

[Twitter.com/LarsonPR](https://twitter.com/LarsonPR)

[Facebook.com/LarsonCommunications](https://facebook.com/LarsonCommunications)



# Gold Mine or Land Mine? About Us

## **Stephanie Grisham** **Senior Communications Consultant**

Formerly the Director of Communications with the Arizona Charter Schools Association, Stephanie has been in the charter movement for more than five years.

Stephanie's social media success began when she realized that people would rather talk to her online than in person.

## **Christine Schneider** **Account Executive**

Hailing from New Jersey, Christine moved to the charter school movement after working for Mayor Cory Booker. Christine pursued a position in his press office after @CoryBooker sent her a direct message on Twitter.

Since then, Christine has been mentioned by the likes of @GovChristie of New Jersey and @DianeRavitch.



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***"Social Media isn't a Fad, it is a Fundamental Shift in the Way We Communicate."***



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## 20 MINUTES ON FACEBOOK

LINKS  
SHARED

1,000,000

EVENT  
INVITES

1,484,000

FRIEND  
REQUESTS  
ACCEPTED

1,972,000

PHOTOS  
UPLOADED

2,716,000

MESSAGES  
SENT

2,716,000

TAGGED  
PHOTOS

1,323,000

STATUS  
UPDATES

1,851,000

WALL  
POSTS

1,587,000

COMMENTS  
MADE

10,208,000



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## Getting Started: Why Use Facebook?

- **Find Contacts and Meet Your Peers.** With more than **500 million active users**, not only are your friends on Facebook, so are potential students, teachers, politicians, media...and your competitors. You need to be on too.
- **Instant Gate Opener.** People are open to connecting. You can easily begin a dialog with people who are otherwise unreachable.
- **Build Relationships.** By engaging with your audience or “fans,” you can better adapt your messaging and services to meet their needs.
- **Inform Your Community.** Facebook is a great way to keep all your stakeholders informed, engaged and if necessary, ready to be mobilized for action.



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## Getting Started: Why Use Facebook? (Continued)

- **Raise Visibility.** By consistently showing up, posting relevant information, and being a thought leader, you can increase visibility and credibility as an expert in your area.
- **Get Rapid Top Google Placement.** Create a page for your business and “push” information to your “fans.” Pages (for business) and Profiles (for personal) are indexed for optimal search engine positioning.
- **No Cost Marketing.** Aside from paid ads, Facebook is totally free to use and with regular activity you get more traffic, and potentially more students, teachers, but most importantly...your voice.
- **Or Pay by Placing Targeted Ads.** With Facebook Ads, you can test out targeted advertising for minimal cost.



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## Facebook Advertising 101

- Choose your audience by location, age, and interest.
- Test simple image and text based ads and use what works.
- Set a daily budget you are comfortable with.
- Adjust your daily budget anytime.
- Choose to pay only when people click or see your ad.



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## How Can You Use Facebook?

- **Announcements.** Keep in touch with parents, students, the media, and get messages out to them instantly.
- **Job Openings.**
- **Share News/Photos.** You can promote some of your school's programs, victories, exciting news, events, curriculum.
  - Be sure to have photo releases before featuring students.
- **Contests.** Last year, two charter schools in Denver leveraged social media to get votes for President Obama to speak at their graduation.
- **Stay Informed.** By "Friending" or "Liking" other schools, associations, legislators, media, your organization can stay on top of what is happening on a local and national level.



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## What else? Other great uses for Facebook (school level)...

- Conduct a survey...ask a question.
- Upload candid photos taken during your school day.
- Post your school's lunch menu.
- Recruit for parent volunteers.
- Post a student/teacher of the week.
- Post your newsletter on Facebook and only make it available there.
- Post athlete schedules and updates.
- Have parents write summaries about school events so that other parents not in attendance can be updated.



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## Generating fans

- Announce your launch! Send an email to your community.
- Get a vanity URL and add it to your email signature!
- Make announcements exclusive to Facebook.
- Populate your page. Add notes and photos.
- Announce when you're about to hit a milestone number.



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## Measuring Success

- Engagement, not numbers
- Evolution of fan-base over time
- Utilize Facebook analytics



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## Facebook Analytics

### Your Weekly Facebook Page Update

Facebook [notification+zrdopvfoc1of@facebookmail.com]

To help protect your privacy, some content in this message has been blocked. If you are sure that this message is from a trusted sender

**Sent:** Wednesday, June 01, 2011 4:03 PM

**To:** Christine Schneider

#### facebook

Hi Christine,

Here is this week's summary for your Facebook Pages:

#### Teachers College of San Joaquin

**374** monthly active users    **5** since last week

**512** people like this    **7** since last week

**44** wall posts or comments this week    **27** since last week

**251** visits this week    **41** since last week

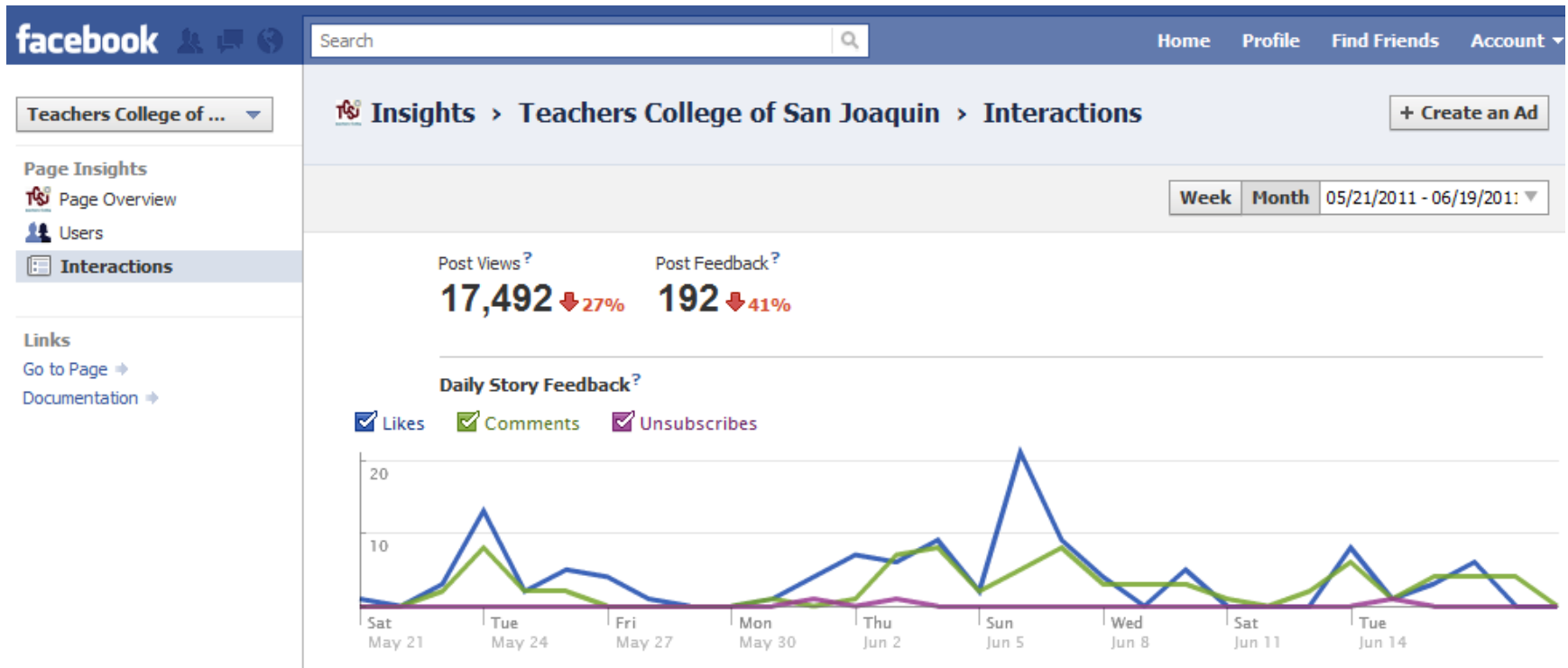
- [Send an update to people who like this](#)
- [Visit your Insights Page](#)
- [Promote with Facebook Ads](#)



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## Facebook Analytics



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## A Case Study

### The Teachers College of San Joaquin

Graduate School of Ed

150 Students

Established in 2009



**Teachers College of San Joaquin**

- Wall
- Hidden Posts
- Info
- Welcome!
- Photos
- Events
- Video
- Notes
- Edit


**About** [Edit](#)

Innovative. Collaborative. Affordable. Teachers College of San Joaquin...

More

**536** people like this

[See All](#)

 **Library & Literacy Foundation for**

### Teachers College of San Joaquin


Non-Profit Organization · [Edit Info](#)



Wall Teachers College of San J... · Most Recent ▾

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...



**Teachers College of San Joaquin**

Talk about real-life application! Teachers College student Shayna Clark wins \$1,000 from PG&E for the grant proposal she wrote in her grant writing class under the guidance of San Joaquin County Office of Education research and grant developer Scott Biedermann. Read more about her project here: <http://bit.ly/jLd6Vj>



**Teacher awarded grant | Recordnet.com**  
[www.recordnet.com](http://www.recordnet.com)

As state funds for classrooms continue to dwindle, the need for educators to find innovative ways to provide for students is apparent. In her first class at Teachers College of San Joaquin, a grant-writing seminar, Shayna Clark was able to do just that.

4 hours ago · Like · Comment · Share

7 people like this.

 **Anna Tamayo** Go shayna!!  
2 hours ago · Like

 **Chris Lawyer** Way to go!  
56 minutes ago · Like



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## How?

- Bringing engagement offline.
- Making information exclusive.
- Consistent updates with increasing relevancy.
- True Facebook champions.
- Rising tide of visibility for the Teachers College.



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## Things Not to Do:

- Post only plain text updates.
- Not allowing fans to share content.
- Not engaging with your fans when they do comment.
- Updates gone wild.
- Act stuffy.
- Jump on the bandwagon.
- Talk about yourself too much.



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## Great pages to keep you informed:

- Local Newspaper
- State Charter School Association
- Other schools, parent groups and organizations
- Local Union
- National Alliance for Charter Schools
- LARSON COMMUNICATIONS
- Stand for Children
- Democrats for Education Reform
- Black Alliance for Educational Options
- American Federation for Children
- Education Nation (NBC)
- Waiting for Superman



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## Frequently Asked Facebook Questions:

How much time should I devote to my page?

Who should have access to our page?

What if someone posts negative comments or profanity?

Should we have parameters as to what gets posted?



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## Getting Started: Why Use Twitter?

- 1. Communicating with Employees/Parents/Media.** Stakeholders are looking for brief, relevant information.
- 2. Information Seeking and Sharing.** You can answer and ask questions of other industry professionals.
- 3. Viral Marketing.** Through Twitter you can market your work, products, services, etc. to a likeminded community.
- 4. Public Relations.** Since Twitter works at the speed of typing 140 characters, you can have an aggressive PR strategy that gets ahead of everyone...the competition, media, leaks.
- 5. News Source.** Not only are news outlets on Twitter, but so are all of their reporters. Know where they are and what they're looking for!



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## How Can You Use Twitter?

- 1. Instant Real Time Communication.** Depending on your needs, you can send messages instantly to parents, students, teachers, the media. This gives schools the opportunity to be in front of whatever message they intend to spread.
- 2. Ask Questions.** You can ask a question to people in education and receive responses/suggestions/feedback from a worldwide audience.
- 3. Start the Conversation.** Engage with like-minded organizations, funders, and peers to discuss relevant topics to your school or the charter school movement in general.
- 4. Thought Leader Strategy.** Establish your principal or Board Chair as an authority in the charter school movement.



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## Getting Started

- **Consider who is the voice of reason.**
  - School
  - Principal
  - Board member
  - Lead teacher
- **Find your friends and foes.**
  - Import contacts
  - Follow lists



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Listorious

education reform

Search

Home | Tags | About | Settings | Inbox

## Search For Lists

Search for Lists | People

education reform

Search

Tags: [education](#) [equality](#) [edreform](#) [21stcentury](#) [learning gap](#) [jewish](#) [rttt](#) [oakland](#)

### [Education Innovation](#)

Curated by [Education|Evolving](#)

168 people: ..., [Citizens League](#), [Dept of Ed Reform](#), [Education Innovation](#), [Doug Levin](#), ... [eSchool Coalition](#), [WinterGroup](#), [KnowledgeWorks](#), [Education Northwest](#), [CristoReySacramento](#), [Gene Eidelman](#)

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Education policy

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91 people: ..., [Child Facts](#), [McCormick Foundation](#), [PCI Education](#), [News4Educators](#), [EdPolicyAdvisor](#), [WestEd](#), [Eliza Krigman](#), [Buffalo ReformED](#), [Elizabeth R. Miller](#), [All4Ed](#) ...

### [ed reform](#)

The best people and organizations driving **education reform** in today's global society

Curated by [Sean Grainger](#)

44 people: ..., [Angela Maiers](#), [NEA Today](#), [American Educators](#), [ASCD](#), [TeachPaperless](#), [50CAN](#), [Game Classroom](#), [Official Twiducate](#), [Alberta Education](#), [Russ Goerend](#), [Aaron Eyler](#), ...

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202 people: ..., [News](#), [Debra Askanase](#), [Reform Judaism](#), [Jewish Daily Forward](#) ..., [barkinj](#), [HighTech Torah](#), [Jewish Educator](#), [Robyn Faintich](#), [jewish\\_news](#) ..., [catherine Da silva](#), [Jewish Educator](#), [Michael Berger](#), [Kalpana](#) ...

### [Education Commentary](#)

Curated by [David Jackson](#)

150 people: ..., [Ann Fitchison](#), [CFS National](#), [Education Reformer](#), [snermeraad](#), [Ibbv](#), [Quaid](#), [Amy Sandvold](#)

## One Line Press Releases

[\(what's this?\)](#)

[@NatlAquarium](#) names industry veteran John Racanelli as CEO of the National Aquarium Institute. <http://bit.ly/mQcvL9>

about 22 hours ago

◀ All Submit



## Top Tags

<a href="#">activism</a>	<a href="#">eco</a>	<a href="#">music</a>
<a href="#">activists</a>	<a href="#">environment</a>	<a href="#">news</a>
<a href="#">advertising</a>	<a href="#">green</a>	<a href="#">progressive</a>
<a href="#">art</a>	<a href="#">humanrights</a>	<a href="#">socialjustice</a>
<a href="#">artists</a>	<a href="#">indigenous</a>	<a href="#">socialmedia</a>
<a href="#">arts</a>	<a href="#">liberal</a>	<a href="#">sustainable</a>
<a href="#">children</a>	<a href="#">marketing</a>	<a href="#">women</a>
<a href="#">climate</a>	<a href="#">media</a>	<a href="#">writers</a>

[More top tags →](#)

## The Listorious 140

[The Top 140 Lists on Twitter →](#)

[The Top 140 Most Listed People on Twitter →](#)

[The 140 Oldest Accounts on Twitter →](#)

[The 140 Most Followed People on Twitter →](#)

## Email Updates

Get updates about new lists on Twitter and news about Listorious



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## How Can You Use Twitter?

- **Get involved**
  - Participate in Twitter community building opportunities like #followfriday.
  - Utilize hashtags to participate in a broader discussion.



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← Back to Home Save this search

## Results for #NCSC

Tweets · Top ▾



**schoolchoicewk** School Choice Week  
Eva Moskowitz: "In education, you get what you expect. Set the bar high. Protect choice & charters. Innovate everyday. Act boldly."  
[#NCSC](#)  
1 hour ago



**Charter411** The Charter Center  
Bring the ethos of reform that made the charter school community what it is today to reform other sectors, public & private - Clinton  
[#NCSC](#)  
1 hour ago



**dropoutnation** RiShawn Biddle  
RT @JeanneAllen: Success breeds complacency says Clinton  
[#ncsc](#) Yes! We must take this to hrt becuz it's already happening to [#edreform](#) ers.  
1 hour ago



**charteralliance** publiccharters.org  
"The real challenge for America is to get back in the future business"  
-President Clinton <http://tinyurl.com/6kzlelq> [#NCSC](#)  
1 hour ago




**kapriforce** Kalimah Priforce  
RT @kpettway: [#ncsc](#) President Clinton receives the Lifetime Achievement Award for his work in the Charter School Movement.

People results for **#NCSC** · view all



**drridpath** B. David Ridpath · Follow  
Assistant Professor Ohio University



**LiveNationNCSC** Live Nation Carolina · Follow  
Concert updates & chances to win tickets for Live Na...



**TeamTreyNCSC** Carolina Angels! :) · Follow  
Latest on everything @TreySongz from his Angels in ...



**TeamTeedraNCSC** TTeedraNCSC · Follow  
Welcome to the Official Team Teedra Page Of NCSC, ...

Popular images & videos

These results include media shared by people you don't follow.

Display media Always display media like this

Trends · San Francisco · change

- [#phonestoobig](#) Promoted
- [#firstdayofsummer](#)
- [#solstice](#)
- [#summersolstice](#)
- [Fried Kool-Aid](#)
- [Hoarders](#)
- [MeeGo](#)
- [Bon Iver](#)
- [Trust Issues](#)
- [Stinson Beach](#)



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## What Works

Network news

Student news

Closely monitors  
the Twittersphere

Shares broad ed  
reform information



## KIPP Foundation

@KIPP San Francisco

*KIPP is a national network of open-enrollment, college-prep public schools preparing students in underserved communities for success in college and in life.*

<http://www.kipp.org>

Following

Tweets Favorites Following Followers Lists



**\_ilyan** Ilyan Nunez by KIPP

Newark Collegiate Academy Signing Day. Sending 96% of our senior class off to college. I'm a proud Founding Teacher. #KIPP  
23 minutes ago



**KIPP** KIPP Foundation

Read Ryan Hill's response to a post on The Answer Sheet: [wapo.st/17hfq8](http://wapo.st/17hfq8). Ryan is Executive Director of TEAM Charter Schools, a #KIPP region.  
13 Jun



**KIPP** KIPP Foundation

Watch the Tony Awards tonight to see #KIPP students from KIPP STAR in Harlem performing LIVE with the cast of Memphis!  
[on.kipp.org/iwvFNY](http://on.kipp.org/iwvFNY)  
12 Jun

About @KIPP

394	535	2,835	165
Tweets	Following	Followers	Listed

You and @KIPP  
You follow accounts that follow @KIPP - view

Similar to @KIPP - view all

- GreenDotSchools** GreenDot Pub Sch  
*Green Dot operates 18 public charter s*
- newprofit** New Profit Inc. - Follow  
*We believe in the potential of social en*
- ReformLAUSD** Reform LAUSD - Foll  
*The Twitter account for the Coalition F*

Following - view all

About Help Blog Mobile Status Jobs Terms  
Shortcuts Advertisers Businesses Media Deve  
Resources © 2011 Twitter



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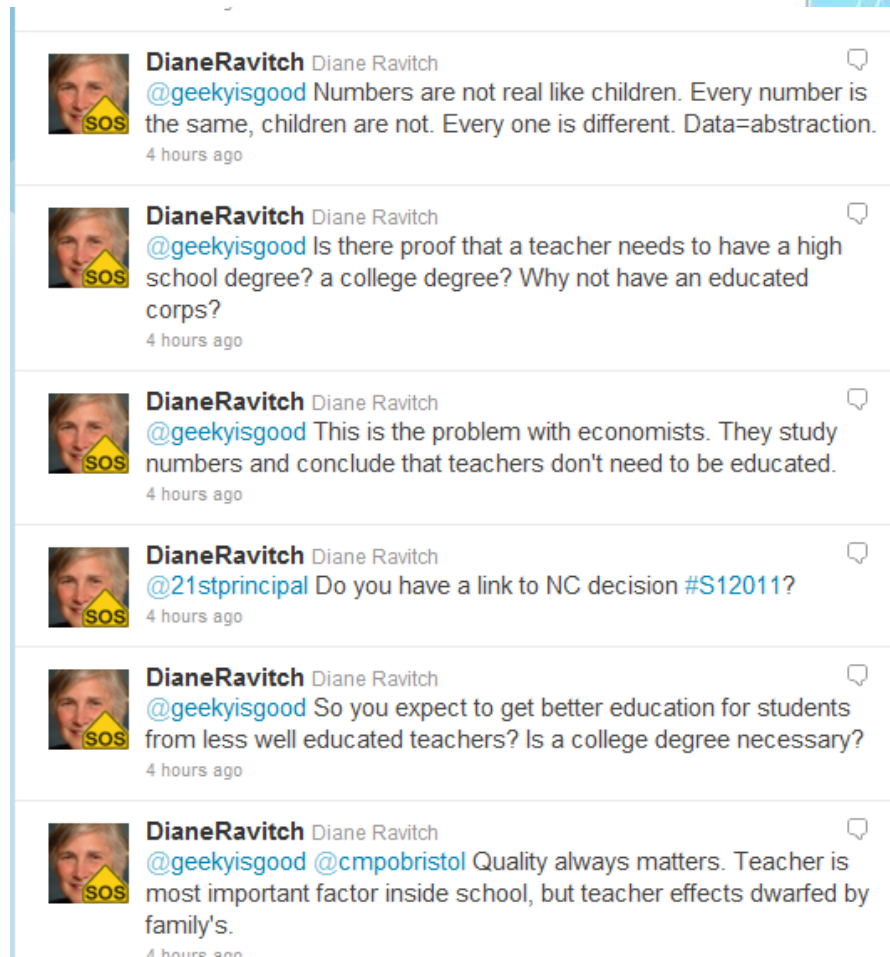
## What Doesn't

Tweet (1/7)

Stealing

Bitterness

Responding but not  
engaging



A screenshot of a Twitter thread by Diane Ravitch (@DianeRavitch) discussing education. The thread consists of six tweets, each starting with a yellow 'SOS' icon. The tweets are as follows:

- Tweet 1:** @geekyisgood Numbers are not real like children. Every number is the same, children are not. Every one is different. Data=abstraction. 4 hours ago
- Tweet 2:** @geekyisgood Is there proof that a teacher needs to have a high school degree? a college degree? Why not have an educated corps? 4 hours ago
- Tweet 3:** @geekyisgood This is the problem with economists. They study numbers and conclude that teachers don't need to be educated. 4 hours ago
- Tweet 4:** @21stprincipal Do you have a link to NC decision #S12011? 4 hours ago
- Tweet 5:** @geekyisgood So you expect to get better education for students from less well educated teachers? Is a college degree necessary? 4 hours ago
- Tweet 6:** @geekyisgood @cmpobristol Quality always matters. Teacher is most important factor inside school, but teacher effects dwarfed by family's. 4 hours ago



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## Social Media Etiquette

- **Add Value to the Site** - What will earn you great connections with others is if you add value to the community. This means submitting content that people will care about and not just promoting your brand.
- **Give More than You Receive** - If you want to receive attention from others online, you have to be willing to give first.
- **Listen to Others** - Your first reaction whenever someone disagrees online is likely to get defensive. Instead, take the time to listen and engage in conversation.
- **Be Accountable for Your Actions** - Because of the anonymity the Internet allows, there is little to no accountability online. Some people say and do whatever they please without facing any repercussions. Don't be that person.



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A network of more than 8.5 million professionals from around the world representing 130 industries.



People with more than 20 connections are 34 times more likely to be approached with job opportunities.

Uses:

- **Recruitment**
- **Blind reference checks**
- **Gauge the health of the organization/school**
- **Ask for advice**



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Video Search Engine.



The first video ever uploaded to YouTube discussed elephant trunks.

- Uses:
- **Showcasing student work**
  - **Showcasing schools**
  - **Opportunity to engage students and utilize their talents**
  - **Component to a communications campaign**
  - **Link YouTube videos to your Facebook account**



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People are going to be talking about you regardless of whether or not you are in the room.



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## Helpful Links:

- **Social Media Revolution:**

<http://www.youtube.com/watch?v=sIFYPQjYhv8>

- **Social Media Etiquette:**

<http://www.techipedia.com/2008/social-media-etiquette-handbook/>

- **Getting Started on Facebook:**

[http://www.ehow.com/how\\_4581117\\_started-facebook.html](http://www.ehow.com/how_4581117_started-facebook.html)

- **Getting Started on Twitter:**

<http://www.youtube.com/watch?v=4YGp4cWdndc>

