


PROFESSIONAL AND  
PERSONAL SOCIAL MEDIA



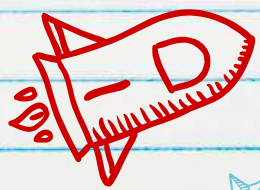
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Communications Director

# Professional Social Media

NO MATTER WHAT

YOU DO, YOUR JOB IS 

TO TELL A STORY



*A long time ago in a galaxy far, far away...*

1. Facebook ([www.facebook.com/FCSchools](http://www.facebook.com/FCSchools))

To receive FCS updates on your wall you must "like" the district's page.

2. Twitter ([www.twitter.com/FCSchoolsGA](http://www.twitter.com/FCSchoolsGA))

users who choose to follow the district will receive updates or tweets on their Twitter home page.

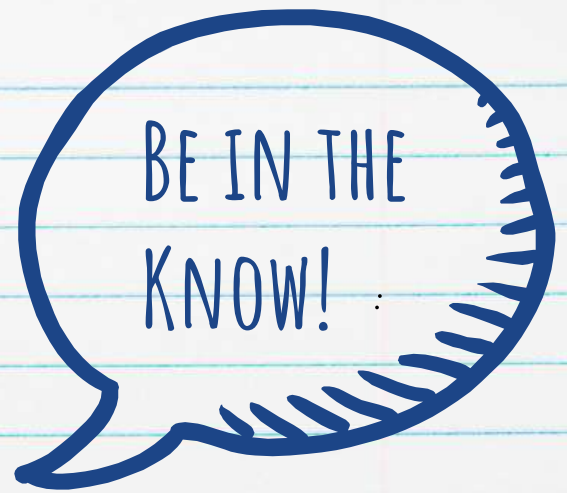
Note: #forsythpln

3. Instagram (Search for ForsythCoSchoolsGA)

Check out our #fcstakeovers!

4. Linked In

5. School Accounts





# WHAT IS A STORY?

- *Stories teach and explain things, create emotion and entertain us.*

## 5 MIN. REFLECTION AND SHARING

*Your Favorite and Why:*

- *History*
- *Book*
- *Song*



# HISTORY OF STORYTELLING

200,000 YEARS-1500 AD

1838-1971

1981-PRESENT

Speech

Symbols

Writing

Alphabet

Mail

Pigeon Post

Maritime Flags

Electrical Telegraph

Telephone

Radio

Television

Fiber Optics

Computer Networking

Email

Cellphones

Internet/WWW Goes Public

Google

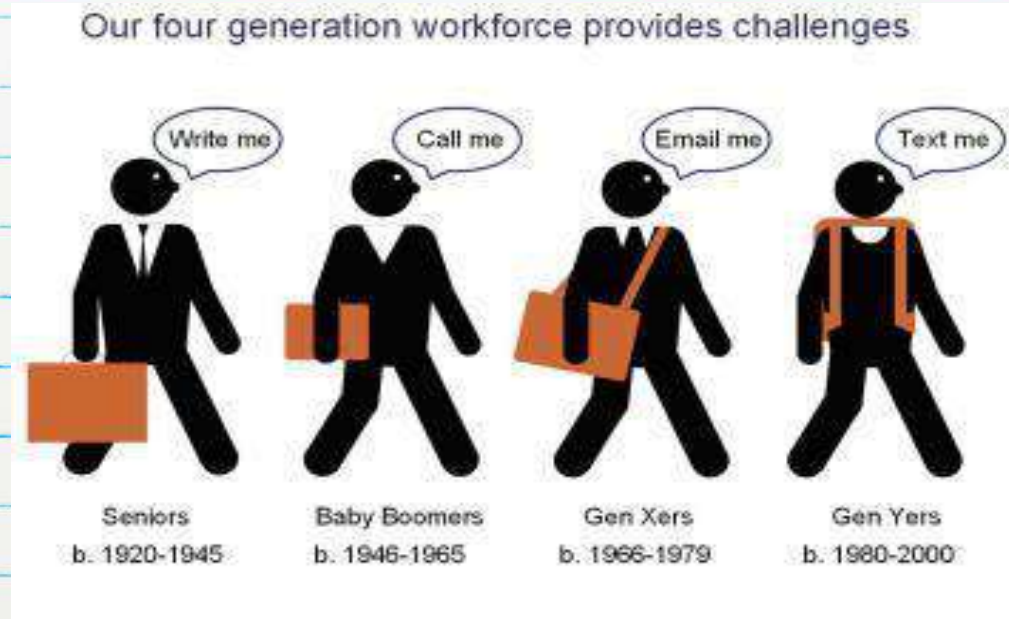
LinkedIn

Facebook

Twitter

Alexa

# MYTH #1: GENERATIONAL STEREOTYPES



*Why is it so hard to get my kids on the phone?  
What is up with texting?*

# PHONE HOME

- 95% of Americans have a cell phone, 77% are smartphones
- 1 in 5 Americans are smartphone-only internet users, meaning no traditional home broadband service
- 77% of Americans go online daily; 26% almost constantly, 43% several times a day and 8% once a day
- 3 in 4 Americans use their phones while in the bathroom





# MYTH #2: I/WE DON'T DO SOCIAL MEDIA

- *Don't believe in it*
- *Don't have time*
- *Don't want people to know my business*



SELF CONTROL.  
RESTRAINT.  
JUDGEMENT.

*Why should social media be any different?*

- *Your people are already there...and so are you*
  - *Don't blame the platform*



# OUR DIGITAL WORLD



7.7 BILLION

Worldwide Population



4.4 BILLION

Internet Users

3.499 BILLION

Social Media Users



7.6

Social Media Accounts

TWO-THIRDS

U.S. Adults use Facebook

# EVOLUTION OF STORYTELLING

- *Micromoments – living in a culture where everyone is short on the only commodity that matters in this life – our TIME.*

## 60 SEC. REFLECTION AND SHARING

*Your Favorite Visual and Why:*

- *Photo*
- *Video*



# STEPS FOR PROFESSIONAL STORYTELLING

## #1: Key Audiences

- Peers, Parents and Students

## #2: Pick Your Tool

- Be sure to denote as professional account

## #3: Personal Branding

- What makes you unique?
- What are your strengths?
- What should you not focus on?
- What do you want people to know and feel about you?



# LISTEN, COMMUNICATE AND CONNECT

## Be...

- Protective of Student Privacy
  - Photo, Name and Disability
- Honest (Honor Copyright)
- Relatable (No EduSpeak)
- Personalize
- Open (Behind the Scenes)
- Memorable
- Authentic (No Stock Photos)
- Consistent
- Concise (Less is More)

## Choose the Right Channels

- Branded #
- Create a Photo Album
- Go Live
- Video
- Facebook Ads
- Use Caption on Instagram
- Narrative Journey



# PERSONAL SOCIAL MEDIA DO'S

- Know the privacy settings of every channel you use
- Realize that there's no such thing as a truly "private" post
- Understand the limits of your First Amendment rights
- Learn the Code of Ethics
- Keep work and play separate, especially when on the clock
- Monitor your own internet presence
- Look out for others



# PERSONAL SOCIAL MEDIA DON'TS

- *Don't use your work email and/or phone number*
- *Don't vent online*
- *Don't post anything related to a student or a coworker*
- *Don't accept an online relationship with anyone who you do not know offline*
- *Don't join groups or like posts that may be considered unprofessional or inappropriate*

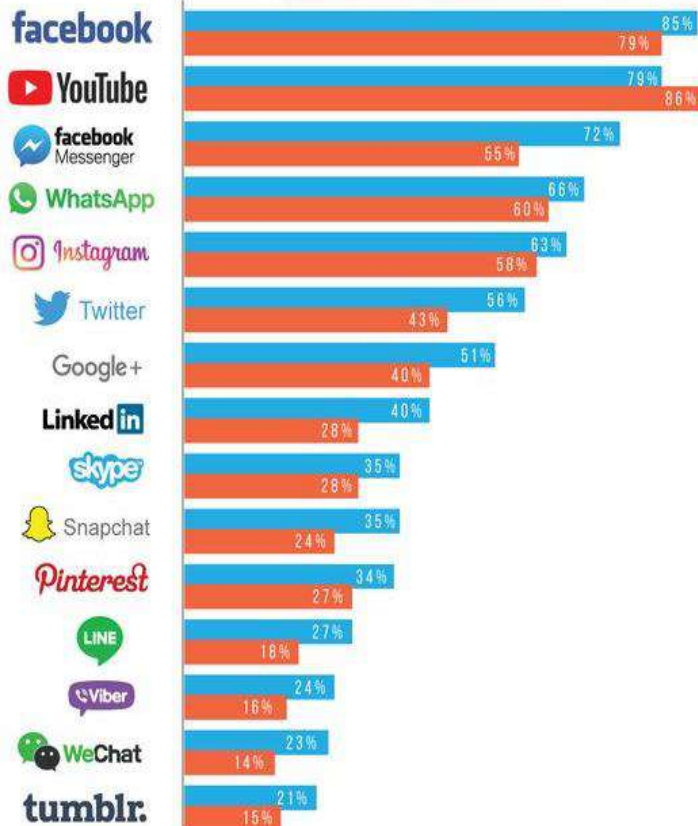


## Social sites explained (with donuts)



MEMBERS / REGISTERED USERS

VISITORS/ACTIVE USERS





# ROCKING SOCIAL MEDIA



When it comes to social media, it's the little things that matter. Here's the inside scoop on how to improve your social media ROI.

## FACEBOOK

### TEXT



- ✓ Posts very short or very long have a higher percentage of "likes."
- ✓ Posts between 400 and 500 characters receive the most shares.
- ✓ Posts that show your personality (using words like "I" and "me") tend to receive more "likes."
- ✓ While photos receive a lot of comments, text updates receive slightly more.

### IMAGES



- ✓ Photos receive the most likes and shares.

#### IDEAL IMAGE SIZES:

- Cover Photo: 851 x 315 px
- Profile Picture: 180 x 180 px
- Application Tabs: 111 x 74 px
- Uploaded Images: 403 x 403 px
- Milestone Images: 843 x 403 px
- Highlighted Images: 843 x 403 px
- Albums/Slideshows: 960 x 720 px



## TWITTER

### TEXT

- ✓ Tweets between 120 - 130 characters receive the most click-throughs.
- ✓ Tweets with more action verbs, and less nouns, receive more clicks.
- ✓ Tweets using words like "via," "@," "RT," "please," and "check" have higher click-through rates.
- ✓ To receive the best click-through rate possible, place links 25% of the way into your tweet.

### IMAGES

IDEAL IMAGE SIZES:  
Profile Photo: 128 x 128 px

Background Image (visible space between left side and content):

- 90% see 71 px
- 65% see 199 px
- 40% see 242 px
- 20% see 279 px

## PINTEREST

### TEXT

- ✓ Descriptions that are approximately 200 characters long are repinned the most.
- ✓ Content that includes words like "quotes," "products," "DIY," "inspiration," "books," and "ideas" is repinned the most.
- ✓ Content that's liked gets repinned more often than content with a lot

### IMAGES

- ✓ Taller images receive more repins.

IDEAL IMAGE SIZES:  
Profile Picture: 160 x 160 px  
(resized to 49 x 49 px)  
Pinned Images: 600 x Unlimited px

# PRESENTATION DESIGN

*This presentation uses the following typographies:*

- *Titles: Amatic SC*
- *Body copy: Caveat*

*You can download the fonts on these pages:*

<https://www.fontsquirrel.com/fonts/amatic>

<https://www.fontsquirrel.com/fonts/caveat>