



# Tips and Tricks for Using Social Media to Communicate Student Achievement in Your District

The success our students experience during their time in public education and after graduation is crucial to their well-being and to the vitality of your community. Student achievement directly benefits districts by building credibility and trust and helping to stave off the competitive pressures of open enrollment, charter schools, online schools, and homeschooling.

Benefits, however, may only be derived if school districts communicate and promote achievements. How else will parents, guardians, taxpayers, businesses, and other key stakeholders know about the good things you and your students are achieving?

- ▶ Dedicate space on the home page of the district's website for a student achievement feature where student accomplishments are continuously posted, along with photo(s) to compel viewership.
- ▶ Update the feature with each new accomplishment achieved to keep it fresh and to show student achievement is a district priority and that objectives are continuously being realized.
- ▶ Expand on the student achievements in other relevant areas of the website including news, curricular departments, awards, or even a separate "Student Achievement" page.
- ▶ Include background on the achievement, significance to the individual and the school/district, and quotes from the students and educators on how the achievement was realized in a written article or even a Q&A format.
- ▶ Post student achievement content to Facebook with photo(s) as soon as achievements occur. Provide a link from the Facebook post to the expanded content on the website.
- ▶ Write a press release for distribution to local print publications, especially to weekly or monthly community newspapers that tend to focus on local school and district happenings.
- ▶ Notify local cable news, other TV, and radio stations of special award ceremonies where significant student achievements are being recognized or where there are mass achievements (strength in numbers).
- ▶ Invite the stations to attend, or provide your own video coverage that they may edit to create a news short.
- ▶ Include a regular feature in the district newsletter that announces student achievements and keeps a tally of recognition for the year. Give the feature a clever name and include photo(s) to compel reader interest.
- ▶ Develop an email program to "blast" achievements when they occur, or blast them on a quarterly basis if that timing better fits your district's overall communications strategy.
- ▶ Add Tweets to the district Twitter page for even more timely announcements.

300m is your OSBA endorsed provider for communications audits, newsletter programs, social media, and more to help build and implement your district's communications plan.



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