The good, the bad and the ugly of school social media

Jon Marsh – info@goresonate.co.uk
Operations Director, Resonate
www.goresonate.co.uk
• Who are you?

• Why are you here?
  
  Background in applying technology in Business
  Excited to help schools make the most of technology

• What are we going to try and do in the next 75 minutes?
  
  Engage: Promote discussion and ideas
  Help: Give you some hints, show you some helpful tools
  Be Positive: Highlight the good even amongst the bad – find the silver lining.

• What are you hoping not do?
  
  Scare you
  Bore you
  Sell you something
The Good....
Using social media to promote your school

• The growth of social media
• How to share stories on social media
• How to grow and engage stakeholders to build communities
• Managing multiple social media accounts
The growth of social media
Snapchat Smartphone App Penetration by Age
Source: comScore Mobile Metrix, U.S., Age 18+, April 2013 – Dec 2015
Social media takes over from TV...

<table>
<thead>
<tr>
<th>Young people online</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3 hours</strong></td>
</tr>
<tr>
<td>amount of time 7-16-year-olds spend online each day</td>
</tr>
<tr>
<td><strong>4.8 hours</strong></td>
</tr>
<tr>
<td>time 15-16-year-olds spend online</td>
</tr>
<tr>
<td><strong>2.1 hours</strong></td>
</tr>
<tr>
<td>spent watching TV each day - down from 3 hours in 2000</td>
</tr>
<tr>
<td><strong>60%</strong></td>
</tr>
<tr>
<td>watch TV via a phone, tablet or laptop</td>
</tr>
<tr>
<td><strong>38%</strong></td>
</tr>
<tr>
<td>do most of their TV viewing on demand</td>
</tr>
</tbody>
</table>

Source: Childwise Monitor report 2016
Use of social media by schools

School Marketing Survey, 2015, Marketing Advice for Schools
What do schools do with social media?

School Marketing Survey, 2015, Marketing Advice for Schools
How to share stories on social media

• Find the right social media to use
• Set up school (not personal) accounts
• Create a posting schedule that fits your news cycle and the platform
• Start from the story, not the social media
• Use multimedia opportunities to increase engagement
• Promote social media in other communications
Social media used by parents, students and other stakeholders

UK Social Media Users May 2014, Harris Interactive

16-24 year olds really stand out in their active use of multiple sites

Active use (last 30 days)

Average

2.6 2.8 2.5 3.2 4.2 3.0 2.3 1.8 1.8 1.5
How to share stories on social media

• Find the right social media to use
• Set up school (not personal) accounts
• Create a posting schedule that fits your news cycle and the platform
• Start from the story, not the social media
• Use multimedia opportunities to increase engagement
• Promote social media in other communications
How to share stories on social media

• Find the right social media to use
• Set up school (not personal) accounts
• Create a posting schedule that fits your news cycle and the platform
• Start from the story, not the social media
• Use multimedia opportunities to increase engagement
• Promote social media in other communications
How to share stories on social media

• Find the right social media to use
• Set up school (not personal) accounts
• Create a posting schedule that fits your news cycle and the platform
• Start from the story, not the social media
• Use multimedia opportunities to increase engagement
• Promote social media in other communications
## Key messages

<table>
<thead>
<tr>
<th>Month ‘Story Cycle’</th>
<th>Academic success</th>
<th>Sporting success</th>
<th>Community involvement</th>
<th>Major event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>‘Maths Challenge’ success</td>
<td>Football finalists</td>
<td>School charity profile</td>
<td>Shakespeare Drama Festival</td>
</tr>
<tr>
<td>2</td>
<td>Profile of successful former students</td>
<td>Ski trip report</td>
<td>Charity balloon launch</td>
<td>Careers Fair</td>
</tr>
<tr>
<td>3</td>
<td>Languages trip report</td>
<td>Profile of swimming team</td>
<td>Community gardening project report</td>
<td>Science Festival</td>
</tr>
</tbody>
</table>

- Regular invitations on Twitter then pictures/video during the day and link to website review
- One invitation on Facebook, then one video and link to website review
- ‘Official’ photos posted on Instagram with request for more
How to share stories on social media

• Find the right social media to use
• Set up school (not personal) accounts
• Create a posting schedule that fits your news cycle and the platform
• Start from the story, not the social media
• Use multimedia opportunities to increase engagement
• Promote social media in other communications
Have a look at our @jtimberlake inspired end of term feel good YouTube video our pupils made - youtu.be/XFTHfmF0ZLs @geomr

On Twitter visit @goodnews schls for lots of similar tweets
How to share stories on social media

• Find the right social media to use
• Set up school (not personal) accounts
• Create a posting schedule that fits your news cycle and the platform
• Start from the story, not the social media
• Use multimedia opportunities to increase engagement
• Promote social media in other communications
St. Bede’s has given me the best opportunities as well as taught me life.
Olive Boylan

‘St. Bede’s has made our daughter who she is, provided a totally holistic education and allowed her to achieve her aims.’
Andrew & Bernadette Brookes, Parents

‘A great education and a strong work ethic and values of integrity.’
Sophie, Parent

‘St. Bede’s has helped my daughter to become an incredible young lady who has become confident, caring and self-motivated.’
Patricia Kough, Parent

‘St. Bede’s has been very supportive – the education has been perfect for my daughter and my daughter has been very happy. Sending her to St. Bede’s was a great decision.’
Clare Graham, Parent

Twitter
Engaging stakeholders and building communities

• Monitor what is being said about your school
• Respond with help and advice
• Monitor your wider community and share helpful information
• Engage with questions, research and requests for information (#throwbackthursday)
• Set up additional accounts – departments, PTA, leadership, teachers
• Track what works
Managing multiple social media accounts

• Evaluate new platforms
• Find software that will help you
• Schedule posts to cover gaps
• Adapt content and timing to different social media
Social media management software
Using your social media for good

• Informing parents of events
• Replying to questions about the school
• Sharing live events in the school
• Sharing news from trips
• Sharing local community news and advice
• Creating an alumni community
• Supporting development activity
• Staff recruitment
• Staff training and CPD
The Bad...
Managing the negative sides of social media

• Handling negative comments on social media
• Using social media in a crisis
• Safeguarding staff and students
Handling negative comments on social media

- Monitor comments carefully
- Don’t worry if it happens
- Report abusive posts
- Acknowledge negative posts
- Look at policies and practices
- Take conversations offline
- Don’t threaten to sue!
Handling negative comments on social media

- Monitor comments carefully
- Don’t worry if it happens
- Report abusive posts
- Acknowledge negative posts
- Look at policies and practices
- Take conversations offline
- Don’t threaten to sue!
Handling negative comments on social media

• Monitor comments carefully
• Don’t worry if it happens
• Report abusive posts
• Acknowledge negative posts
• Look at policies and practices
• Take conversations offline
• Don’t threaten to sue!
Handling negative comments on social media

• Monitor comments carefully
• Don’t worry if it happens
• Report abusive posts
• Acknowledge negative posts
• Look at policies and practices
• Take conversations offline
• Don’t threaten to sue!

‘Every customer’s problem is an opportunity for the company to prove its commitment to service—even if the company is not to blame. The theatergoer who forgets his ticket will long be grateful if the usher slips him in.

‘The service experiences customers rave about most are those in which they were at fault but the company responded anyway.’

Handling negative comments on social media

• Monitor comments carefully
• Don’t worry if it happens
• Report abusive posts
• Acknowledge negative posts
• Look at policies and practices
• Take conversations offline
• Don’t threaten to sue!
Handling negative comments on social media

- Monitor comments carefully
- Don’t worry if it happens
- Report abusive posts
- Acknowledge negative posts
- Look at policies and practices
- Take conversations offline
- Don’t threaten to sue!
Using social media in a crisis

- Prepare
- Educate
- Practice
- Listen
- Be as proactive as possible
- Don’t give up on social media
Safeguarding, Rules and Policies

- Training for communication staff
- Education and training for teaching staff
- Education, training and monitoring of parents
- Awareness and education for students
- Simple rules and common sense
- Identity Triangle
and the Ugly....
Whilst filtering and monitoring are an important part of the online safety picture for schools and colleges to consider, it is only one part. Governors and proprietors should consider a whole school approach to online safety. This will include a clear policy on the use of mobile technology in the school. Many children have unlimited and unrestricted access to the internet via 3G and 4G in particular and the school and college should carefully consider how this is managed on their premises.
Here navigated to Trafalgar Square, zoomed in.
Set up a tighter search area on Trafalgar Square
Initial public social media search results found.
Search narrows to last 24 hours
Starting to drill in on the search results and the individual postings found
Go through onto individual user accounts to interrogate further
Why is location based searching important?

60% of Social Media has keywords to search on

But you DON’T know and cant verify the geographical location of the person when searching just by keyword

40% of Social Media doesn’t have keywords to search on
Live Streaming Apps

Have engaging conversations with your followers

Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going.
Nice 14th July 2016 – search results – 98 social media posts showing information about the area in 2 hour window
From the Instagram posting and GPS data the social media can be positioned as shown.
One of the most influencing factors in society?

- Intelligence
- Innovators
- Entrepreneurs

- CELEBRITY

All bout LIKES ONLINE
But its everyone
Risk taking

Roast him

Lat/Long: 51.582, 0.23
Address: Wingletye Lane, Ardleigh Green, London Borough of Havering, London, Greater London

Nathan_Keegan 4/22/2016 at 8:44 AM

Single Item: The Campion School
Check box moment

PRIVATE  ✓
PUBLIC
Career Changing Moment / Click / Send

Sensored
Loner / Alias / Dual Identity Online

- Vulnerable
- Isolated
- Insecure
- Private
- Trusted
- Friend
- Confidant
- Advice
- Concerns
- Worries
- Secrets
- Grooming
SchoolSocialMedia.com Audit Report
Examples of social media found
www.schoolsocialmedia.com
Enough About the Ugly

Something to be proud of, and to educate with.
CommonEverybody.com

This is the story of Josephine and Sophie

I'm 9 years old and in year 4 at Nakyuri Elementary, Kampala, Uganda

I'm aged 9 and I'm in class 4M at Hill Primary School, Sheffield, UK
A Social Media Scenario
LessonCapture.com
Lesson Capture

• “Hawthorne Effect”

• Professor Matt O’Leary

• Dr Sean Warren

• Non intrusive

• Record Everything

• Always on

• Teacher Ownership
Shavington Primary School

Launch Website:
http://www.lessoncapture.com/case-study
Jon Marsh

07815 889307
info@goresonate.co.uk

www.goresonate.co.uk

Special offer of £199 +VAT for October