



# Communications Update

Board of Education Meeting  
September 26, 2016



## District



Webster Groves  
School District



@WebsterGrovesSD  
@WGSDConnects



Webster Groves SD

## Superintendent



## Social Media by the Numbers

- As of today, our FB page has 1,739 likes. In the period from Sept. 15 through Sept. 21, we reached 6,085 people through Facebook posts. In addition, in that same period we saw 929 post engagements, which means readers reacting to what we've posted.
- @WebsterGroves SD has 1,413 followers and @WGSDConnects has 33 followers.
- The new superintendent blog has 410 followers while @WGSD\_Supt has 210 followers.



## Facebook Comment Disclaimer - Draft

We invite you to communicate with the Webster Groves School District through this online community. Please be respectful when joining the conversation, and note the following Facebook comment guidelines.

- Stay on topic. Comments not related to the subject will be deleted. Comments of an inappropriate nature or that contain personal or irrelevant information will be removed/deleted.
- No spam! Please do not use our page to advertise a product or service.
- Be courteous. If you disagree with a post, we'd like to hear from you.
- Keep it legal. Laws that govern use of copyrights, trade secrets, etc. will be followed.
- Use appropriate language. Profane or provocative language, hateful, racially or ethnically offensive or derogatory content, threats, obscene or sexually explicit language will be immediately removed.
- Please refrain from discussing ballot measures and campaigns. The district's electioneering policy states that district resources cannot be used to urge a vote for or against any candidate, group of candidates or ballot issue.

The Webster Groves School District reserves the right, but is not obligated, to block fans or remove their comments from our Facebook pages that violate the above guidelines, or that otherwise violate Facebook's Statement of Rights and Responsibilities.



## Responding to External Posts

- Monitor "in house" and learn of posts from others
- When applicable, provide accurate or clarifying information to the "Good News Group" (25 people representing all schools) who post and direct people to view our response on our district Facebook page
- We take what we hear and read and use that information to inform future actions



## WGSD Web Site

Working Prototype for New Home Page

## Community Forums



**COME LEARN ABOUT THE DIRECTION OF STUDENT LEARNING IN WGSD!**



September 14 • 7pm • WGSD Service Center (3232 Brentwood)

The Webster Groves School District will host a public meeting featuring presentations by teachers, a discussion of the district's vision and time for questions and answers.  
**WE HOPE TO SEE YOU THERE!**



**October 25 at 7 pm  
Hixson Auditorium**

## Other Updates

- ▶ Emily Rapp – WGHS Marketing Intern
- ▶ All 5 of our cities will post a link to our district home page
- ▶ Widespread topics from social media brought before the board
- ▶ Engaging with community groups
- ▶ Listening to understand

