



Social Media Communications Plan

The Webster Groves School District's communications and technology departments manage accounts on Facebook (Webster Groves School District), Twitter (@WebsterGrovesSD and @wgsdconnects) and YouTube (Webster GrovesSD). Through the use of social media, we will develop and maintain an engaging online community with all of our key audiences.

Objectives

Position WGSD as a leader in public education

Boost engagement by increasing two-way communication

Increase community trust in the district

Key Audiences

Parents

Community

Staff

Students

Media

Strategy

WGSD will provide original, informative and innovative content to generate dialogue, inform audiences and encourage information-sharing. The district's Community Relations Office will generate content, with assistance from administrators and other staff members.

- Develop a calendar so that content is posted in an appropriate and timely manner. Some topics for this year include videos on the tax rate, student

learning, district vision and Turkey Day. Share good news stories and school events.

- Keep the community up to date on news, upcoming events and student success stories
- Communicate in a timely, effective manner during a crisis
- Post resources and tips for students, parents and staff

Branding

Develop and promote an engaging brand to increase interest on social media.

- Ensure that WGSD's social media brand is communicated through its posts – innovative, dynamic and engaging.
- Keep tone positive and consistent. Two or three people here are responsible for posting anonymously on behalf of the district. The writers use a friendly, conversational tone so that the district speaks with one voice.
- Link social media accounts together.

Facebook

Facebook is used to engage all audiences with a friendly, approachable tone in posts. The district posts on Facebook regularly to share news about student achievement, school events and district initiatives and build trust with the community.

The district is proposing that we open the Facebook page to comments for the first time. Details about how that will be handled can be found later in this document.

Twitter

Through the use of Twitter, WGSD develops and maintains an informed community of stakeholders. The district account @WebsterGrovesSD tweets everything that's posted on the Facebook page. It is intended to provide information and good news about happenings in district schools. The @wgsdconnects account – which Central Office administrators can access -- tweets original material about classroom news and retweets information from school Twitter accounts to encourage information-sharing and conversations.

YouTube

Through the use of the district's YouTube channel WebsterGrovesSD, the district shares informational and promotional videos about schools, programs, staff and students. The district account is intended to help students, staff and community members learn more about WGSD. The district posts videos regularly on YouTube and the home page for promotional purposes. The district promotes these videos through its other social media pages to increase views, as well as internally to faculty, staff and schools.

Opening Facebook Page to Comments

Opening the page will mean that district personnel will have to be diligent in monitoring comments. Facebook comments aren't moderated and they post immediately. What follows are considerations for handling this change.

Monitoring

Social media communication happens in real time and requires attention throughout the day. Monitoring social media platforms on a regular basis can help avoid potential problems and maintain the district's positive reputation.

When managing a social media site, it's important to respond in a timely, appropriate manner.

- Monitor all social media content throughout the day
- Account notifications should be turned on so that Communications and Technology staff receive them.
- Post a disclaimer on the Facebook page, since comments cannot be moderated:

DRAFT DISCLAIMER

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.

1. 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.

- 2. No spam! Please do not use our page to advertise a product or service.**
- 3. Be courteous. If you disagree with a post, we'd like to hear from you.**
- 4. Keep it legal. Laws that govern use of copyrights, trade secrets, etc. will be followed.**
- 5. 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.**
- 6. 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.

Measurement

The district will measure social media platforms with the following tools:

- Facebook Insights – page likes, post likes and shares
- Twitter Analytics
- Review interactions such as favorites, retweets, mentions
- YouTube/Google Insights – likes, subscribers