



SKDKnickerbocker

NMSBA Virtual Conference

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When the stakes are high.

SKDK brings unparalleled strategic communications experience to Fortune 500 companies, nonprofits, philanthropic organizations, and political committees and candidates.

SKDK works to amplify the voice of NSBA and its 49 state associations as the leading advocates for public education.

2019 Public Affairs Agency of the Year Holmes Report



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News & Media Engagement

Strategies to develop closer relationships with reporters and execute message promotion.

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Social Media

A collection of general and platform specific recommendations to guide the development and execution of a cross-platform social media strategy.

01/ **Landscape**

02/ **Benefits & Drawbacks**

03/ **Establishing Your Social Media Presence**

04/ **Best Practices**

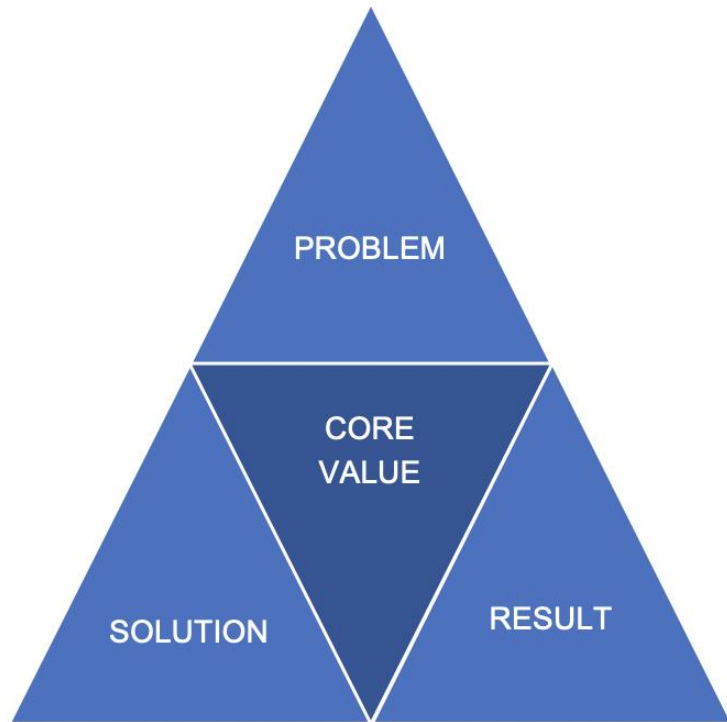
News & Media Engagement

Develop Your Core Message

Messaging is more than responding to reporters

- **Your Why (Core Value):** (examples)
 - Ensuring A Quality Education
 - School Boards on Education's Front Lines
 - Adequate Funding for Public Schools
- **Challenges (Problem):**
 - Vouchers
 - COVID-19
 - Chronic Underfunding

Messaging Triangle

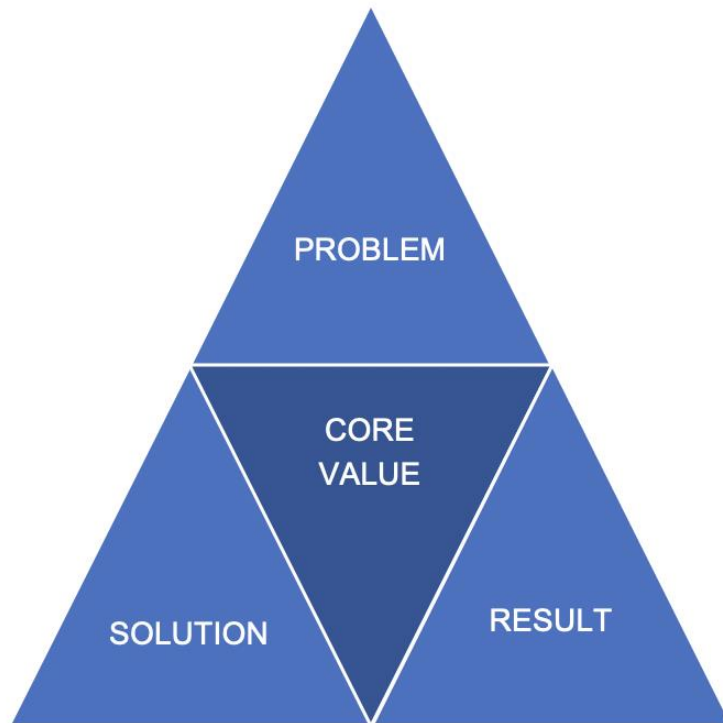


Develop Your Core Message

It's about amplifying your priorities and solutions

- **How You Tackle Challenges (Solution):**
 - Innovative Programs & Initiatives
 - Issue and Legal Advocacy
 - Student Engagement
- **Positive Outcomes (Result):**
 - Improving Enrollment and Performance
 - Closure of the 'Homework Gap' / Digital Divide
 - Strong Equity and Inclusion

Messaging Triangle



Who's Your Audience

Internal, External, National & Local

1

Public School System Internal

Elevate the work teachers, principals, and superintendents on the frontlines of the nation's public education system

2

The Community External

Cultivate positive stories showcasing the value of a public education.

3

Policymakers State & Local

Move your internal and external audiences to take action on your behalf to apply political pressure

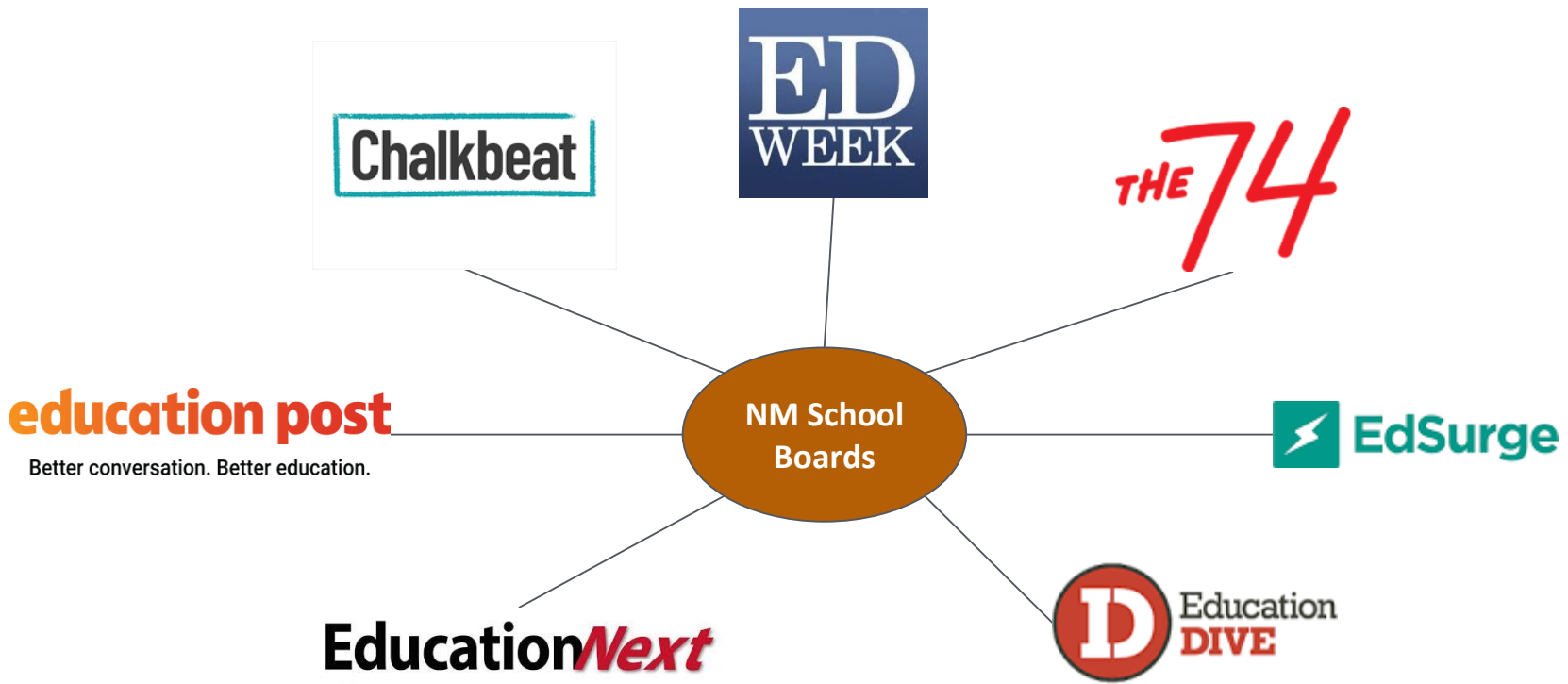
Assess the Media Landscape

Identify and cultivate a list of education reporters within national & local outlets



Assess the Media Landscape

Identify and cultivate a list of key reporters in education trade publications



Identify Your Messenger

Who's promoting the message and where?

- Identify the best person(s) to deliver your message
 - Who is most knowledgeable of the priorities and core message?
 - Gauge their media appetite, experience, and platform preference
 - Where possible, identify multiple messengers to speak to a variety of topics



Developing a Plan

Your roadmap for success

- Start by outlining your strategic goals
- List out your target audience(s)
- Build out your tactics
- List key dates and tent pole moments to amplify your message and goals
- Prioritize outlets and reporters
- Incorporate metrics of success



Best Practices

Ways to Engage Media

- Email pitches
- Request a call “on-background”
- Media Availability /Booking Memo
- Reporter Roundtable
- Op-Ed | Letter to the Editor
- Invite press to events / press conferences

How to Prepare

- Where’s the Beef? - A reporter needs to know why they should care
- Media trainings
- Review and hammer home your core message
- Be patient. Building press relationships can take time
- Be prepared for breaking news / respond at a moments notice

Social Media

Today's Social Media Usage

We are living in a digital world - social media is interwoven in our daily lives

**2 HOURS and
24 MINUTES**

Average time spent on
social media, daily, in
2019¹

91 %

Share of all internet
users accessing via a
smartphone²

74%

Educators who use
social media to
communicate with
students' families³

Facebook

Most popular social
network among U.S.
moms⁴

Benefits

- **Communication channel** to share district news and updates, and listen to your community
- **Engagement tool** to grow and foster your community of parents, teachers and students online
- **Marketing channel** to showcase your schools' work, upcoming events and moments

Drawbacks

- Platform for critics to post **negative conversations**
- **Time and resources** required to manage channels

Establishing Your Social Media Presence

Platforms to Consider

Understanding which channel to use and when to use it



Management and Responsibilities

Components of a successful social media team

- **Social Media Manager.** Manages the overall social media strategy. Determines and executes content strategy with communications team. Moderates comments and engages with users when appropriate. Monitors relevant conversations and trends from stakeholders.
- **Content Writer.** Responsible for brainstorming content, conducting research and managing the editorial calendar, writing the content and coordinating needs with the graphic designer.
- **Graphic Designer/Producer.** Responsible for creating graphics and multimedia content for different channels.
- **Analytics Manager.** Tracks content performance, measures against goals and makes content recommendations.
- **Ads Manager.** Works with all members to create a media plan, define the message, develop copy and creative, launch campaigns on the relevant platforms, monitor and optimize campaigns, track spending and produce campaign reports.

Developing a Plan

- Start by outlining your goals for using social media
- Know where your audiences are and what they want from your social media
- Develop a social media usage policy and guidelines for your district and individuals
 - Define roles and responsibilities
 - What can/can't be posted
 - How to respond to negative comments
 - Plan for crisis/rapid response

Building blocks for a successful social media strategy

- SMART goals
- Content and editorial calendars
- Engagement plan
- Social listening
- Reporting and measurement

Content Strategy

Components of a successful social media strategy

Message Planning

- Before any posts are written, you need to decide on **what you want to communicate** and **how you want to communicate it**.
- What are the tenets of your mission? What information do you want the public to understand? What content style matches with your brand best?

Content Writing

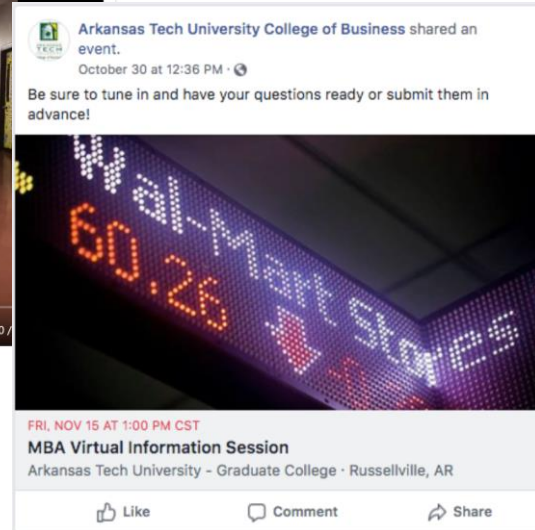
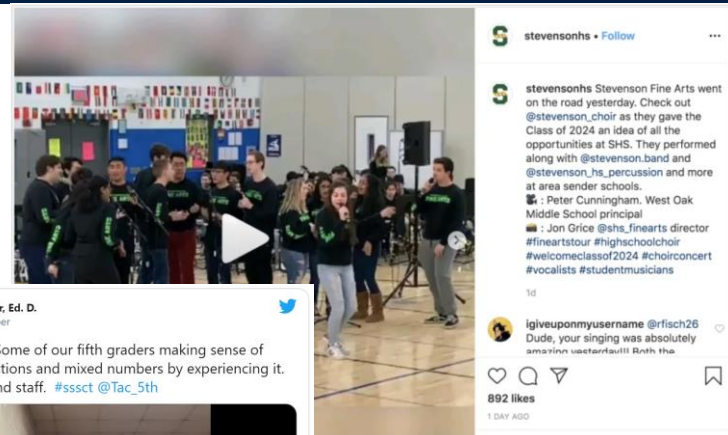
- Producing **fresh, original content** is the key to success on any medium.
- Finding **editorial moments** to engage with and write about lets you share your evergreen messaging while **staying relevant** to moments in your industry.
- **Toolkits** let you activate your allies and collaborators to **expand the spread** of your message.

Posts and Engagement

- The most important part of post cadence is actually getting the posts online.
- Make sure you have a clear flow of responsibility for who is executing a **content calendar** and what tools they are using to pace out posts.
- **Engaging with users** can be difficult to keep track of, but regularly checking for feedback and messages goes a long way.

Content Examples and Ideas

- Share school updates, news, announcements and accomplishments
- Showcase and celebrate the positive work and stories of your schools, teachers and students
- Promote events and meetings to encourage attendance and participation
- Get teachers and students involved
- Find creative strategies leveraging videos, “takeovers” and available tools for each platform to keep your communities informed and engaged



Content Strategy

Checklist

- ☐ Does this meet at least one of our core missions or goals, and adhere to social media policies?
- ☐ Does this add our own unique perspective?
- ☐ Does this have a CTA?
- ☐ Are the image and creative scaled/resized for this platform?
- ☐ Does this have a link to landing page?
- ☐ Does this have the right hashtag?
- ☐ Does this tag the appropriate people or organization handles?

Content Execution

All Platforms

- **Including hashtags** or **mentioning** other users is one of the best ways to grow your reach on Facebook or Twitter. This can be as simple as turning a buzzword in a message into a hashtag or adding one at the end of a tweet.
- Using **branded hashtags** is a way to create a unique hashtag to draw awareness to a **specific campaign or event**. This allows users to discover other users participating in the event and find your content more easily.
- **Virtual events** allow you to collaborate with other leaders in your space, drive engagement by advertising in advance, and utilize the best aspects of every platform to connect with your audiences. **Twitter chats** and **going live on Instagram** are the fireside chats of the modern era.



Stuart Shanker
@StuartShanker

If you have a child that is thriving, despite the lockdown, despite the difficulties in [#education](#), that "why?" is as important as the child for whom we're saying "why not?" [#ParentingInAPandemic](#)

7:53 AM · May 28, 2020 · [Buffer](#)

89 Retweets 261 Likes



Disney+
@disneyplus

Celebrate the Saga! Reply with your favorite [#StarWars](#) memory and you may see it somewhere special on [#MayThe4th](#).

10:00 AM · Apr 27, 2020 · [Twitter for iPhone](#)

1.3K Retweets 8.2K Likes



Elizabeth Warren
@ewarren

It's been a while since [@JulianCastro](#) and I had a chance to catch up, so today we're going live on Instagram at 2:30 PM ET to talk about what working families are facing right now and why we need bold, progressive candidates to put people first. Hope you'll join us!

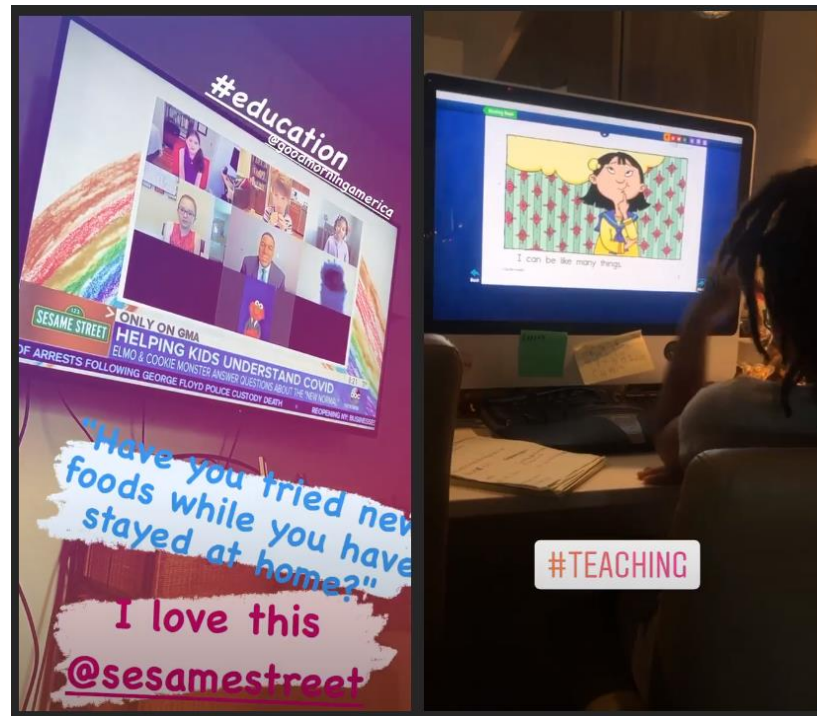
1:49 PM · May 28, 2020 · [Twitter Web App](#)

570 Retweets 3.6K Likes

Content Execution

Built-in Video Features

- **Instagram TV (IGTV)** and **Instagram Stories** feature short-form, vertical video without high expectations for production quality
 - Having teachers demonstrate instructional techniques would elevating educators while showing off educational principles on an engaging medium
 - Inviting submissions of brief introduction videos from thought leaders in your space would let you make personal connections to the audience
- **Native video** on Facebook and Twitter feature broad exposure through **hashtags** and **audience networks**, combined with the engagement of viewers stopping to watch your content
 - Sharing clips of **conferences, workshops, and demonstrations** gives users a reason to stay on your page longer and learn more



Covid-era homeschooling shared on Instagram Stories.

Best Practices

Facebook

Best Practices

Facebook

- **Getting started** on Facebook:
 - Identify and establish your goals for the page
 - Determine a look, tone, and feel that represent your organization
 - Determine your audience to inform your strategy, post cadence, and more
- **Cadence:** We recommend posting at optimal times based on likely user schedules and audience insights, but 9am and mid-afternoon generally perform well
- Content best practices include **posting regularly**, sticking to **short-form content**, using **visuals**, and **tagging partner pages**
- **Media options** include photos, pre-recorded videos, Live videos, gifs, and links
 - Facebook's algorithm gives preference to Live videos, alerting followers when you go live and maximizing your reach
 - The Live function also serves as an additional touchpoint to interact with and engage your audiences
- Your page is an extension of your organization, so **engaging with your community** in comments and messages is just as important as in-person engagement

Twitter

Best Practices

Twitter

- **Getting started** on Twitter, you should:
 - Align your team on what your Twitter presence aims to accomplish
 - Make sure your account represents you in **look**, **tone**, and **feel**
 - Identify the **audience** you hope to engage with
- **Overall best practices** include:
 - Keep post cadence **regular**
 - Keep content **brief**
 - Use **visuals**
 - Leverage **relevant hashtags** (no more than two per tweet)
- Monitor relevant conversations in real time with Tweetdeck, or another social listening tool
- The **character count** is limited to only 280 characters, including links and hashtags
- **Media options** do not contribute to the character limit and include photos, videos, gifs, and polls
- The **fast-paced** nature of the platform necessitates a regular post cadence and multiple daily posts
- As a news and educational resource, many users seek to learn and read a diversity of opinions.
 - When reposting content, be sure to add your unique perspective
- Users check Twitter around their work and life schedules, meaning that the highest engagement is in the **morning** (before/during a commute), **late afternoon** (wrapping up and leaving work), and **evening** (at home/before bed)

LinkedIn

Best Practices

LinkedIn

- Write to **start a conversation** - LinkedIn's platform culture values thoughtful discussions and occasional long-form articles
- **Share consistently** and get people talking, even if updates are personal or not directly related to business
- LinkedIn posts have a long shelf life, so maintain a **variety of content** to make your page engaging
 - **Photos** and **videos** drive engagement, especially if they are striking visuals
 - **Blogs** or **long-form content** on material relevant to your brand are common on LinkedIn and should be posted 1-2 times a month
- General best practices include the following:
 - Always use striking, **high-quality media** and visuals
 - Share posts and **engage with others** to build out a network of connections
 - Use **analytics** to reform your strategy and learn what your users enjoy
 - **Post daily** or up to 5 times a week

Other Platforms

Instagram & Youtube

Best Practices

Instagram

- Instagram uses only photo and video media with text descriptions, but is the best platform for **visually engaging** materials
- Contrary to LinkedIn's long-form content or Twitter's constant stream of posts, Instagram is ideal for **daily, branded check-ins** to keep your customer base engaged
- Getting started on Instagram, it's most important to:
 - **Identify objectives** and find ways that visuals can uniquely support your message
 - **Stories** are another channel to stay top-of-mind and offer unique engagement tools to further connect with your audience
 - Identify your **visual branding** so followers recognize your content and notice it in their feeds

Youtube

- Youtube differs the most from other social media platforms, as it is limited to **only videos** and heavily prioritizes **long-form** video content
- Youtube can be a hosting platform for videos which are shared elsewhere, but in order to **maintain a presence** on the site we recommend the following best practices:
 - Identify what **messages** you want to share which are best formatted for long-form video
 - Maintain as much of a **regular cadence** as possible while producing **quality video**
 - At least once a month is ideal, and preferably closer to every 1-2 weeks

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Thank You