SAU 24
Developing a Social Media Presence

Why have a social media presence?
- Branding - telling our own story.
- Communication - reach people where they are at. (47% of people get news from FB/Twitter. Over 70% of NH residents have social media)
- Public Relations - Make friends before you need them
- Create a buzz.

Why Twitter? Facebook is a community corkboard. Not everyone sees the responses on Twitter.
**From scratch, Londonderry has built a network (in 5 years) that reaches 3/4 of the Londonderry population.

Social Media Policy - When you are posting with your official “SAU” twitter, it is an extension of all of your communication as an employee. Don’t post anything you wouldn’t say directly to the Superintendent or parent.

Teachers’ Role
- Create SAU Twitter account in standard format - Include some variation of your NAME and SCHOOL
- Bio - include school, grade level, discipline
- Classroom focused - all “Show & Tell”
- Social media newsletter (unique projects, something special)
- Visual (Photos/Videos, need YouTube channel)
- You do interesting things that you don’t always share. Consider tweeting about things from your classroom that might elicit a “that’s cool!” response
- Encourage parents to follow your handle. They will be excited to see their kids. Follow your peers in SAU24.
- Model being a lifelong learner for students and parents by posting professional articles which describe benefits of evidence based best practices in education especially as it relates to things you are doing in your classroom..
- Use standard format hashtags. ie: #SAU24_PD #JSRHS_Math #JSRHS_Sci
- Post when you feel like it. Once a day, once a month, once a year.
- Notes: Be careful about no-photograph students. Avoid political commentary, etc...Remain classroom-based

Building Level (identify administrator to be the “keeper” of the building account)
- Create SAU Twitter account in standard format - Include some variation of your SCHOOL (DEPARTMENT) and SAU24
- Department level - SCHOOL Science/ELA/Music
- Sports
- School-wide events (post hashtag for event)
- Crisis management, when appropriate
- Retweeting from classrooms
- Twitter feed on webpage
- Can connect to Facebook

SAU Level (Patti)
- SAU-wide events
● Budgets, etc…
● Accomplishments
● Crisis management, when appropriate
● Retweeting from buildings
● Twitter feed on webpage
● Can connect to Facebook
● Press release when it is extraordinary

**Resources**

*A Teacher’s Guide to Twitter* - Edudemic

Example: Follow me at *Jacqueline Coe*@SAU24CIA