Breaking Down the Walls!

Spread Information, Increase Communication, and Create Positive Relationships!

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Why Digital and Social Media

3 Things:

**Communicate**: *Share your story*
- Inform and clarify

**Communicate**: *Build your brand*
- Inspire and celebrate

**Communicate**: *If you don’t tell your school's story...someone else will!*
- Include and challenge
Who Knows What?

What is great about your school?

What does the community think when they hear the name of your school?

How do you currently get your message out?

How can that work better?
Questions to Consider

1. How do we show parents and the community that we are relevant beyond the idea of compulsory education?

2. Are you changing or accepting the current narrative?

3. How positive, consistent, and relevant is your current communication?
Mindshift

The community needs to know exactly what we do...because they do not currently.

Old communication...emails and newsletters (upgrade them)

New communication social media (by audience) and video

It does not have to be hard, time consuming, or all at once; but it does take effort.
Possible Areas to Start

Newsletter
Facebook
Twitter
YouTube
Animoto
Blog
Newsletter

Benefits:
- Ease of use
- Easy Update
- Easy Share

Drawbacks:
- Can get lengthy
- Pictures

Examples:
- Warrior Call - May 19th
- Warrior Call - June 9th
Facebook/Twitter

Tips:
- Schedule posts
- Enlist others
- Make a medium

Tips:
- Advertise
- Create a hashtag
- Get others to share/involve students
Animoto/YouTube

Animoto

Private

Controlled Sharing

Examples:

- Spirit Week
- Faculty Meeting

You Tube

Public

Continuous Sharing

Examples:

- Graduation Week
- Science Family Tree
- Three Questions to Ask
- Best Possible Version
Blog

Reflection

Consistency is key

Great to connect to core values

Examples (Wordpress):
- Six Things I Believe
- Students Deserve a Chance; Not an Excuse
- Present, Active, and Not Waiting
- School is Out, but Communication is In

Examples (Blogger):
- Take the Small Steps
- Set Expectations, Not Excuses and Success Will Come
Areas to Think About

**Instagram** - Image driven

**Snapchat** - Student Communication

**Flipboard** - New Stories
Important to Realize

You Will:

● Make mistakes
● Get frustrated
● Ask why does it matter

You Must:

● Remain authentic
● Be consistent
● Promote like it’s nobody’s business...because its everybody business!
Next Steps

Ask the questions
○ What, How, and Why

Start right away
○ Newsletter is the easiest

Stand on the shoulders of others willing to help.
○ Get feedback, early and often...

Start!
ONE IDEA

What if...

Every teacher tweeted one thing a day that they did in their classroom to a school hashtag, and they took five minutes out of their day to read each other’s tweets?

What impact would that have on learning and school culture?

-George Couros
Finally...

1. Connection is a choice.
2. We need to communicate with parents.
4. If we don't talk, others will.
Resources


