



Service...Above and Beyond

"If you don't tell your story, someone else will. "

-Unknown

Social Media Management Coaching

More and more school districts are increasing community connections on social media platforms. Some districts choose to designate the role to staff. Due to professional responsibilities and everyday demands on educators, consistency and relevance of social media management falls lower on the priority list. Effective management of various social media platforms to build or promote a positive, reliable presence on social media is critical for community engagement.

Now, more than ever before, schools need to have their own media channel—the ability to say what they want, connect with stakeholders where they seek information and show the world how amazing their staff and students are. This takes time, commitment, and consistency. CESA #4 is happy to offer a gradual release model service of Social Media Management. The ultimate goal is to train and build capacity of district staff to maintain, monitor, and manage social media platforms.

Level 1 - Basic Service

This service is designed to provide:

- Set up and monitoring of up to four social media platform accounts, such as:
 - Facebook
 - Twitter
 - YouTube Channel
 - Instagram
- Creation of images and district-specific icons for use in social media postings
- Consistent social media management during the school year
- Best practices in social media posting and monitoring of comments
- On-going communications with district administration and staff regarding messaging and responses to comments
- Assistance with professional development of staff in positive social media best practices and policy development
- Gradual release training of staff to eventually take over the social media reins

For more information:

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