Salina USD 305
Social Media Tips for USD 305 Support Groups

Many groups are drawn to the opportunities for online collaboration, interaction and the exchange of ideas through social networking platforms. In support of responsible involvement, the following tips have been created for your use.

Tips for Start Up

Before launching social media accounts for your group, you may want to ask:

- What do we hope to accomplish by using social media? If you identify the purpose first, your communication strategies should naturally align with your organization's goals. (Do you want to share news and information, events and activities? Do you want to increase support?)

- How can social media help my group reach its goals? (Do you want more participation? Are you looking for informal feedback on plans or ideas?)

- How can social media be incorporated into my group's overall plan? (Will social media be an additional communication tool? Will it replace some of our old communication strategies? Who will be responsible for the account?)

You will find that once you've decided the results you want to achieve you can more easily identify your actions and strategies.

- Support groups can help build and maintain the USD 305 image as a successful school district. Your group can provide invaluable support for our students' educational experiences. When your group's vision and objectives align with that of the school district, amicable cross promotional plans can be agreed upon between school leaders and your group.

Tips for Participating in or Operating a Social Media Site

- School support groups (PTOs, PTAs, Booster Clubs, etc.) are responsible for their own content, updates, permissions and releases that may be required. The group's site administrator is responsible for the content posted online (blog or any other social media). It's good to remember that what is published online is public indefinitely; efforts to protect the image of your group and that of the district are essential.

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- Identifying yourself (name and connection to USD 305) if you discuss USD 305 or matters related to it is a good way to be transparent about interests and connections. Always be clear that you are speaking for yourself and not on behalf of USD 305. Some social media pages for nonprofits have disclaimers on the web page to avoid any confusion. An example is, "The opinions expressed on this site are my own and don't necessarily reflect those of USD 305."

- Everyone posting information online should be aware of copyright and fair use laws when republishing protected content and referencing sources.

- Confidentiality of USD 305, students and staff must be protected.

- Posting or allowing the placement of any content that might allow inferences to be drawn which could be counter to the goals at USD 305 should be avoided.

- Attempt to avoid possibly inflammatory topics. This will help keep the communication flowing in a productive manner. Postings that maintain and build the community's relationship with your organization and with USD 305 will benefit everyone.

- People learn from and respond to what they read online. Your group or organization will benefit from positive interaction with USD 305 at social network sites.

- Mistakes happen (we all do it sometimes!). Posting a correction and then moving forward is a great way to keep the momentum positive.

- Your followers will enjoy informative content at your site. Including updates, historical information, perspectives, news, pictures and video will make for interesting reading and viewing. If questions arise concerning issues about which you are not certain, school personnel will be happy to provide accurate information.

All district volunteers and support groups are greatly valued at USD 305. The time and effort involved in positively engaging the Salina community is much appreciated. Thank you!

Online social media allow our voices to reach further than ever before. It is an opportunity to influence with a responsibility to be a part of constructive momentum, contributing to a positive outcome.