



Summer Reeves

Social Media 101



Social Media

Basics

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TRAINING FOR
SCHOOL AND GOVERNMENT EMPLOYEES

BY SUMMER REEVES

Context | Intellection | Learner | Empathy | Achiever

May 31, 2018

Santa Clara County  Office of Education



About Me

JOURNEY TO CFL

- Top five strengths.
- What's up with the unicorns?
- Background.
- How I came to CFL.



LEAD

LEARN

CONTRIBUTE

Goals

PROFESSIONAL DEVELOPMENT GOALS

- Develop and refine leadership skills.
- Focus on a long-term work-based research project.
- Showcase my talents and add value to the organization.

Goals

PROJECT GOALS

- Strengthen my personal knowledge.
- Improve SCCOE social media accounts.
- Create simplified social media lessons for SCCOE employees.
- Create in-person and learn at your own pace training options
- Broaden SCCOE communication reach.
- Eliminate orphan accounts.
- Dispel fears of engaging our audience via social media.
- Empower a network of competent communicators.

GROW

TEACH

EMPOWER

Accomplishments

SOCIAL MEDIA WORKSHOP

- Created "Social Media Basics."
- Provided one-on-one training to staff from Human Resources, Walden West, Curriculum & Instruction, Opportunity Youth Academy, Safe & Healthy Schools, Santa Clara County School Boards Association.
- Received additional requests for training.



Accomplishments

SOCIAL MEDIA POLICY

Social Media Policy

SANTA CLARA COUNTY OFFICE OF EDUCATION - THURSDAY, APRIL 12, 2018 - 86 Reads

The Santa Clara County Office of Education (SCCOE) is a regional service agency that provides instructional and business services to the 31 school districts of Santa Clara County. The SCCOE serves students through special education programs, alternative schools, Head Start and State Preschool programs, migrant education, and Opportunity Youth Academy. The Office also provides curriculum support, staff development, and technology support and training directly to teachers and staff in schools countywide. The Board of Education serves as an authorizer for county-approved charter schools.

Our social media accounts are designed to share news and information about the initiatives of the SCCOE and our community partners.

We welcome and encourage conversation with our online community; however, our page is a moderated online discussion site, not a public forum.

As an organization who puts students first, we ask all users to keep comments appropriate and civil.

We follow the community standards established by Facebook and other social media platforms, and ask our users do the same.

SCCOE reserves the right to remove any content deemed as bullying, intimidation, or harassment; content deemed hateful, libelous, slanderous, or hostile.

We will immediately remove material which is obscene, pornographic, contain nudity or graphic or gratuitous violence. Any content which contains proprietary or unauthorized self-promotion and/or solicitations whether for profit or not, such as spam or comments which include links to other sites which are not community partners will be removed. Repeat contact or engagement to drive traffic to a non-partner account, product, service or initiative will be removed. If a user has multiple infractions, the individual will be blocked from the social media platform.

Please note that the comments expressed on this site do not reflect the official opinions and position of Santa Clara County Office of Education, the County Superintendent of Schools, or Santa Clara County Board of Education.

We thank you for helping promote respectful behavior online.

- Wrote and published SCCOE Social Media Policy.

Accomplishments

ONLINE COURSE



Section 1: Overview/Intro to Class

Section 2: Social Media for School and Governmental Organizations

Section 3: Policies, Procedures, and Best Practices

Section 4: Account Management

Section 5: Content Creation - Writing

Section 6: Content Creation - Graphic

Section 7: Content Management

Section 8: Media Calendars

Accomplishments

EXTRA CREDIT

- Improved SCCOE social media presence.
- Increased engagement.
- Regained control of orphan accounts.
- Strengthened graphic design skills.



Accomplishments

BONUS ROUND

91% Increase in Facebook "Likes"*

400% Increase in Facebook page engagement*

445% Increase in Facebook weekly total reach*



Learning Outcomes

SUCSESSES

- Understanding of board policies pertaining to communication.
- Understanding of employee guidelines pertaining to engagement on social media.
- Understanding technology use agreements affecting social media accounts.
- Understanding of online course content creation.
- Understanding of digital badging process.

Thank You!

CFL MENTOR: KAREN LARSON

ADVISER: PETER DANIELS



CFL Program Facilitators

- Dr. Demerris Brooks
- Alice Serrao
- Oscar Uribe
- Michael Vallez
- Diego Arancibia
- Rhonda Beasley
- Martin Cisneros
- Julie Sesser
- Dr. Mary Ann Dewan
- Peter Daniels
- Megan Reilly
- Dr. Jeanette Rodriguez-Chien
- Philip Gordillo
- Dr. Steve Olmos
- David Wu
- Cindy Patterson

CFL Cohort

- Muna Abdi
- Christine Conover
- Jovona Diggs
- Meipo Flores
- Brian Freund
- Dr. John F. Gomez
- Delilah Gudgell
- Yasmeen Husain
- Kyle Folck
- Sheetal Mistry
- Selma Murillo
- Rachel Okazaki
- Edilma Roulette
- Giulia Seminatore

Audience

- Giulia Seminatore
- Phil Morales
- Erika Vazquez
- Marie Bacher
- Walden West staff
- Lisa Ketchum
- Bonnie Mace
- Robert Ruiz
- Michelle Angeles

Area Experts

- CalSPRA members
- NSPRA members
- Kristin Magette
- Greg Turchetta
- Adam Welcome
- Dr. Karen Freiberg
- George Couros