Social Media Basics

TRAINING FOR
SCHOOL AND GOVERNMENT EMPLOYEES

BY SUMMER REEVES
Context | Intellecction | Learner | Empathy | Achiever
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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.
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

• 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*

*FROM NOVEMBER 2017 TO APRIL 2018
Learning Outcomes

SUCCESSES

- 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 Serraon
- Oscar Uribe
- Michael Valdez
- 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