

SCCOE News Minute Communications Plan 2022

Overview

In an effort to highlight the positive stories of students, educators, and schools within Santa Clara County, the Santa Clara County Office of Education (SCCOE) identified the need to spotlight these happenings to the greater community through visual communication in a short, digestible format. Modeled after news segments, the SCCOE can create short highlight videos that promote these positive stories. In turn, these videos can help increase the SCCOE's social media engagement, collaboration amongst school communicators, and create a better understanding about the important and positive work done by schools and educators for students.

The benefits of these videos:

- Increase social media interaction, followers and engagement
- Increase engagement with district school communicators
- Showcase the quality of video service the SCCOE can provide

Research - Social Media Analytics Overview

During the 2020-2021 school year, the SCCOE conducted an external stakeholder feedback survey that assessed the areas of service excellence as well as areas of improvement. The survey was conducted over a two month period beginning in January 2021. Approximately, 500 stakeholders took the survey.

Items that asked about the SCCOE's public image, and both its effectiveness and efficiency in delivering programs and services, received positive feedback from the majority of respondents, however, were among the lowest rated. This metric marks an opportunity for the SCCOE to better promote the important work and measurable outcomes of our efforts.

Social Media Analytics - Key Headlines

- Overall increases in followers across all social media platforms year over year
 - Compared to other county offices, we have more or equal to surrounding COEs in the Bay Area of proportional size. We have significantly less followers than

southern california COEs including Orange County, Riverside and San Diego who tend to be the leaders in the space.

- Overall engagement on platforms decreased year over year
- Audience data indicate that a majority of the followers on FB and Instagram live in San Jose
- Most engaging posts month over month are ones that feature people, stories or recognitions

Findings of Social Media Audit in Fall 2021:

- There were still a lot of Santa Clara County school districts that we do not follow on social media (even though they follow us)
- The most active and engaging County Office of Education platforms (SDCOE, Riverside and Orange County Department of Ed) focus on student spotlights, recognitions, county partner posts and important topics impacting schools across the county. They also frequently share social media posts from the districts in their county and community partners.
- Compared to other County Office of Education, we are one of the few who are not “verified” on Twitter
 - *From November 2022 on, the SCCOE has not engaged on Twitter. As an organization, we have decided to discontinue posting on Twitter given its controversy.
- Compared to other County Office of Education social media platforms, we do not tag others in posts, which would increase engagement

Plan

Goal 1: Increase SCCOE’s social media interaction, followers and engagement.

Goal 2: Increase engagement with district school communicators.

Audience:

- Santa Clara County parents/guardians
- Santa Clara County teachers and school staff
- SCCOE teachers and school staff
- Santa Clara County community influencers (local politicians, philanthropists and other key community partners)

Objective 1: Increase number of followers, views, and engagement across all channels, as measured in our Communications Scorecard, by 10% annually.

Objective 2: Increase number of original content for each platform by 50 percent annually

Objective 3: Receive CalSPRA or other PR award for social media campaign or platform

Implementation

Strategies:

- Promote student success stories
- Engage in two-way interactions
- Promote timely topics impacting schools across the state and santa clara
- Adding a personality to our feed, which includes introducing “we” and responding directly to comments and tags (an open space for two-way communication to happen)
- Leverage student programs & professional development offerings
- Leverage SCCOE staff as social media messagers

Tactics:

- Create editorial calendar in addition to social media toolkit
- Tagging districts and/or news organizations, depending on the type of post
- Monthly social media scorecard to share with superintendent
- Requesting verification status on eligible platforms
- Creating original content including:
 - News Minutes
 - Shorts (video reels)
 - Live interactions via FB and/or Instagram Live for important events and press conferences
 - Monthly student spotlights
 - Social media campaigns - why I teach, back to school, #WeAreSCCOE
- Adding a personality to our feed, which includes introducing “we” and responding directly to comments and tags (an open space for two-way communication to happen)
- Sharing other districts social media and reacting to their posts/feed

Evaluation and Reflection

Since the launch of the SCCOE News Minute in the spring of 2022, the Public Affairs Department has:

- Established a process to develop bi-weekly episodes:
 - Editorial Calendar
 - Recording Schedule
 - Post-Production & Social Media Schedule

1	CONTENT TYPE	DISTRICT & SCHOOL	TITLE	LINK (IF APPLICABLE)	PITCH	IMAGE
2	spotlight piece	Los Gatos Saratoga Union High School	2 Saratoga HS Teachers Receive University of Chicago's outstanding Educator Award. Michael Boltz and Janny Cahatol		Congratulations to Saratoga High School teachers, Michael Boltz and Janny Cahatol for being selected for the University of Chicago's Outstanding Educator Award. Each year, university students nominate educators who played a significant role in their education. They were honored at the virtual event on November 9th.	Ask Tanya for their headshots for release
3	psa		RSV PSA	https://www.cdc.gov/sv/index.html		
4	event		Should we have something about SCCOE for Giving Tuesday?	https://docs.google.com/document/d/1Anxrl_dFj1HwIwucCL9C7XwFNO2BNskOCTzrF8QCU/edit	In honor of the Giving Season, the SCCOE highlighting local organizations that have opportunities for volunteers or donations, that also benefit our county's children, youth and families. - Second Harvest of Silicon Valley SCCOE Giving	Links to images: https://drive.google.com/drive/folders/AVMT18M8owsK5vxeKRNzZnG5Z
5	other		National Homeless Youth Awareness Month (back up)			
6	local recognition		Patriotic Employer Award for Lydia Cabrera	See memo in Dream Team and Payje is working on a News Release	San Jose, CA - On Monday, November 14, 2022 Santa Clara County Office of Education's (SCCOE) Manager of Applications Support, Lydia Cabrera, received the Patriot Award by the Employer Support of the Guard and Reserve (ESGR), a Department of Defense (DOD) office. Cabrera was nominated by Airman First Class Alexander Mosenko, 45th Aerial Dog Squadron, 340th Air Mobility	Link to images: https://drive.google.com/drive/folders/3CNVAG1L_FkwWHXPCbuZq3E1
7						
8						
9						

SCCOE News Minute Spring '22 - Summer '23 Editorial Calendar. Please click the image for hyperlink.

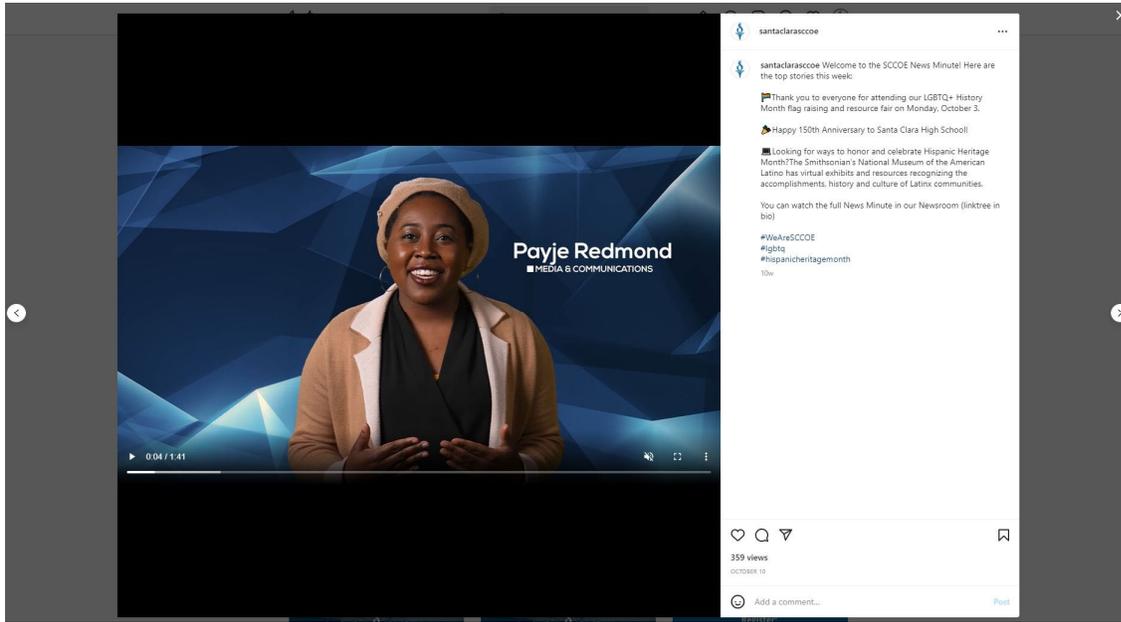
- Expanded the News Minute host/on-air talent to become a growth opportunity for the Public Affairs department
 - 6 of our 21 department employees have volunteered to be the host/on-air talent
 - 2 have shadowed the host/on-air talent

News Minute Sign-Up Sheet for Fall/Winter 2022
 Please sign up for the dates that work for you. One name per box, please.

Date of Recording	Date of Posting	M&C Team Member
October 20, 2022	October 24, 2022	Payje *rescheduled because of TRC
November 3, 2022	November 7, 2022	Monica
November 17, 2022	November 21, 2022	Kelly
December 01, 2022	December 05, 2022	Mike
December 15, 2022	December 19, 2022	Payje

SCCOE News Minute Recording/ Host/On-Air Talent/ Social Media Post Calendar. Please click the image for hyperlink.

- Increased engagement with posts and stories through tagging, sharing the finished product on professional and personal social media profiles, spotlighting the News Minute in the front lobby of our building.
 - This has doubled as an internal opportunity for our SCCOE colleagues to put faces to names when they interact with the Public Affairs Department.



Screenshot of an SCCOE News Minute episode post on Instagram. This SCCOE News Minute episode had the most views. Please click the image for hyperlink.

Video	Date added	Minutes viewed ↓	1-minute video views	3-second video views	Engagement
1:52 Welcome to this week's SCCOE... Santa Clara County Office of...	09/02/2022 11:50 AM Santa Clara County Office of...	212	77	342	46
1:21 Welcome to this week's SCCOE... Santa Clara County Office of...	05/23/2022 1:26 PM Santa Clara County Office of...	113	33	305	15
1:44 Shout out to all of the schools... Santa Clara County Office of...	05/19/2022 10:52 AM Santa Clara County Office of...	79	22	200	21
1:45 Welcome to the latest edition of th... Santa Clara County Office of...	05/10/2022 3:27 PM Santa Clara County Office of...	73	26	152	13
2:06 Welcome to the SCCOE News... Santa Clara County Office of...	09/23/2022 5:09 PM Santa Clara County Office of...	70	14	158	11
1:51 SCCOE News Minute (07/05/2022) Santa Clara County Office of...	07/05/2022 3:31 PM Santa Clara County Office of...	56	15	146	8
1:39 Welcome to the Santa Clara Count... Santa Clara County Office of...	04/27/2022 9:56 AM Santa Clara County Office of...	55	12	153	10
0:11 We will be back next week! This... Santa Clara County Office of...	10/21/2022 1:15 PM Santa Clara County Office of...	52	0	119	10
1:27 Welcome to this week's News... Santa Clara County Office of...	12/06/2022 4:27 PM Santa Clara County Office of...	52	11	153	24

The top videos for the SCCOE Facebook page were consistently the SCCOE News Minute.

- Increased communication with some school communicators through school, staff, and student spotlights in News Minute episodes.
 - School communicators share their press releases and student stories directly with Public Affairs staff or tag our organization on social media

News Minute 2022:



Screenshot of SCCOE News Minute YouTube Playlist. Please click the image for hyperlink.

Link to SCCOE News Minute Playlist on YouTube:

https://www.youtube.com/playlist?list=PL0W5-rGnmYNALLHpo61OtPJG8sL_-iME9

- April 27, 2022 <https://youtu.be/FQKi8N7LJvo>
 - 106 views on YouTube
 - Facebook: 895 reaches, 124 reactions, comments, & shares, 584 view *A top performing post
- May 10, 2022 <https://youtu.be/X8z4nJyZlYs>
 - 34 views on YouTube
 - Facebook: 270 reaches, 13 reactions, comments, & shares, 152 views
 - Instagram: 95 views
- May 23, 2022 <https://youtu.be/B8pYAlmp24A>
 - 32 views on YouTube
 - Instagram: 99 views
 - Facebook: 653 reaches, 15 reactions, comments, & shares, 305 views *A top performing post
- June 6, 2022 <https://youtu.be/v-k0XjOWCxs>
 - 21 views on YouTube
 - Instagram: 62 views
 - Facebook: 143 reaches, 7 reactions, comments, & shares, 78 views
- June 22, 2022 <https://youtu.be/SXGYSc7ZTwk>
 - 73 views on YouTube
 - Instagram: 50 views
- July 5, 2022 <https://youtu.be/g0h9W7cayz4>

- 69 views on YouTube
 - Instagram: 81 views
 - Facebook: 306 reaches, 8 reactions, comments, & shares, 146 views
- July 20, 2022 <https://youtu.be/i0bkkHiHoBI>
 - 56 views on YouTube
 - Instagram: 94 views
 - Facebook: 235 reaches, 11 reactions, comments, & shares, 121 views
- July 29, 2022 <https://youtu.be/lcrpx4vb2fE>
 - 38 views on YouTube
 - Instagram: 198 views
 - Facebook: 175 reaches, 4 reactions, comments, & shares, 111 views
- August 16, 2022 <https://youtu.be/y4yR0MK86hl>
 - 44 views on YouTube
 - Instagram: 131 views
- August 25, 2022 https://youtu.be/UueqUdDXT_k
 - 31 views on YouTube
 - Instagram: 281 views
 - Facebook: 563 reaches, 46 reactions, comments, & shares, 342 views *A top performing post
- September 14, 2022 <https://youtu.be/k-9VzatNz4o>
 - 56 views on YouTube
 - Instagram: 248 views
 - Facebook: reaches, reactions, comments, & shares, views
- September 23, 2022 <https://youtu.be/tJ7qGeYSewc>
 - 23 views on YouTube
 - Instagram: 180 views
 - Facebook: 327 reaches, 11 reactions, comments, & shares, 158 views
- October 7, 2022 <https://youtu.be/JEio9IN9rEg>
 - 47 views on YouTube
 - Instagram: 359 views * Most views thus far
- November 4, 2022 <https://youtu.be/OBzLLEVYV6M>
 - 70 views on YouTube
 - Most popular on Facebook
 - Facebook: 293 reaches, 6 reactions, comments, & shares, 140 views
- November 18, 2022 <https://youtu.be/eaXtXDshxD8>
 - 84 views on YouTube
 - Instagram: 28 likes, 1 comment, 157 views
- December 6, 2022 <https://youtu.be/src3QIWJiMY>
 - 111 views on YouTube
 - Instagram: 13 likes, 10 comments
 - Facebook: 300 reaches, 24 reactions, comments, & shares, 154 views
- December 20, 2022 <https://youtu.be/m6DQ-VVRH6E>
 - *Was not posted at the time of submission for data collection

Applying Lessons Learned:

In the 10 month span of creating, recording, and promoting the SCCOE News Minute, the Public Affairs team has implemented the following to increase social media and school communicator engagement:

- Tag people, places and organizations mentioned in the News Minute episodes
- Use hashtags that are used by the tagged people, places, and organizations
- Include the post in our social media stories with links to the full YouTube video
- Ask for name pronunciations
- When asking for photos and logos, clarify the specs needed for them since it's included in a video (high-resolution)
- Share each News Minute episode on our personal social media feeds to draw new followers and potential for increased engagement
- Incorporate and align our monthly campaigns with News Minute episodes