



# SCS SOCIAL MEDIA POLICY

December 2018

# CURRENT SOCIAL MEDIA POLICY DRAFT

*"...District accounts are intended to be one-way communications tools. Comments on postings are not invited and mechanisms are in place to block their publication on District social media sites. Since the blocking mechanisms may not prevent all comments from being posted, content managers will be instructed by the Communications Department how to remove postings or comments."*

[Full Draft - Social Media Policy](#)

# WHY TWO-WAY CONVERSATION?

To Inform. To Engage. To Inspire.

- Provide excellent customer service
- Connect Sarasota Schools with an audience of parents, students, partners and community members on a human level
- Gain valuable and candid insight and feedback
- Instill transparency
- Grow our audience
- Build a sense of community

# WHY TWO-WAY CONVERSATION?

Before social media existed, consumers might have shared a customer service experiences with a few family members, close friends and co-workers. However, once Twitter and Facebook became prevalent platforms, customers gained the ability to broadcast tales of good and bad customer service to an almost infinite audience.

- When companies engage and respond to customer service requests over social media, those customers end up spending **20% to 40%** more with the company. ([Bain & Company](#))
- **88%** of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts. ([BrightLocal](#))
- Consumers are **71%** more likely to make a purchase based on social media referrals ([Hubspot](#))
- **45%** of consumers share bad customer service experiences via social media. ([Dimensional Research](#))

# TYPES OF TWO-WAY CUSTOMER SERVICE AS IT PERTAINS TO A SCHOOL DISTRICT

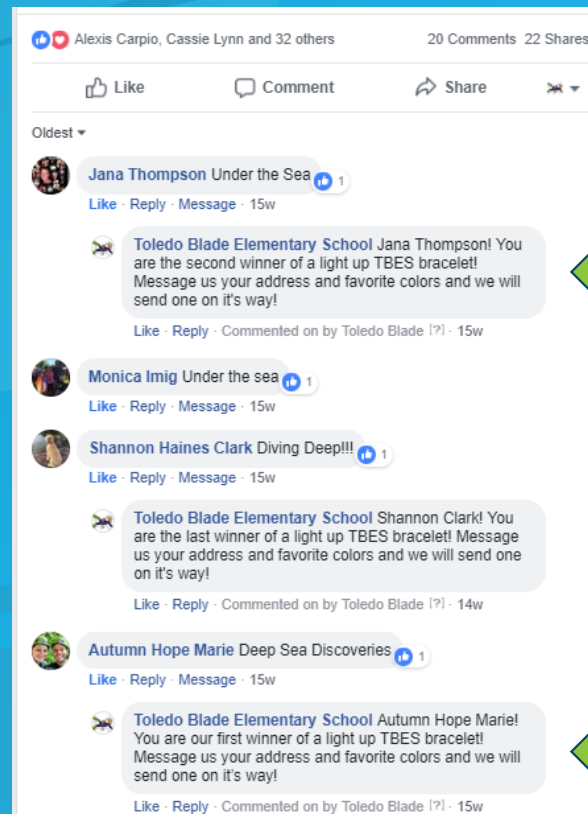
- Answer questions
- School safety & security
- Publish school board agenda
- Community partner recognition
- Athletics/Academics/Arts updates
- Referendum
- College and career preparations
- Responding to feedback
- Efficient communication opportunities

# CONCERNS AND SOLUTIONS

- Negative feedback
  - Holding statements/ script
  - “Thank you” and “appreciation” message
  - Follow up with transparency
- The “ranter and raver”
  - Holding statements/ script
  - Opportunity to turn something negative into a positive with transparency
- Response time
  - Expectation: 24 hours
  - Auto reply example: “This account is not monitored 24/7, you can expect a response within 24 hours.”

# SARASOTA SCHOOLS CURRENTLY TESTING TWO-WAY CONVERSATION

Toledo Blade Elementary – School year theme contest (contest)



TBES hosted a contest over the summer asking their audience to guess the upcoming school year theme. They had swag available to give as prizes to the winners! This post was one of the highest performing year-to-date.

# SARASOTA SCHOOLS CURRENTLY TESTING TWO-WAY CONVERSATION

Riverview High School – Two-way conversation via open comments

**Riverview High School - Sarasota, Florida** shared a post. **Published by Brian Dorn** [?] · July 20 · 🌐

So excited that Emmabella is representing Florida, Sarasota, and Riverview as she heads to the White House next week. Congratulations!

**ABC7 Sarasota - WWSB**  
July 18 · 🌐

A 16-year-old, local student is headed to the White House next week.

**MILLENNIALS & POLITICS**  
**EMMABELLA RUDD**  
EXECUTIVE BOARD MEMBER, GEN Z VOTES

MYSUNCOAST.COM  
**Local student selected to meet President**  
SARASOTA, FL (WWSB) - Emmabella Rudd is not... age 16...

35      3 Comments 1 Share

Like   Comment   Share

Oldest ▾

**Richard Paul Sundstrom** Thanks for posting this!!! I saw it on NewsChannel 8 recently, but all they said was "...from Sarasota." I wondered if she might be a Ram, so I'm thrilled to see your confirmation that she is!!!! ❤️ Gooooooo Emmabella Rudd!!!! Good luck at Girls Nation 😊

Like · Reply · Message · 8w · Edited

**Zorica Butler** Good luck!

Like · Reply · Message · 8w

**Michele J Sherer** My daughter is friends with her and says she's going to be President one day!!!

Like · Reply · Message · 8w

Write a comment...



# SARASOTA SCHOOLS CURRENTLY TESTING TWO-WAY CONVERSATION

Booker High School – Instagram is open for two-way conversation



COMING UP!

**Freshman Board**  
**Spirit Week**  
**Booker Swag**  
**Current Clubs**



# SARASOTA DISTRICT SOCIAL MEDIA IS CURRENTLY ONE-WAY

@SarasotaSchools



Most comments are not visible to our audience in order to stay in compliance. The comments that are faded are currently hidden from our audience.

# SARASOTA DISTRICT SOCIAL MEDIA IS CURRENTLY ONE-WAY

@SarasotaSchools




The total number of comments is visible to page visitors, but not all the comments can currently be seen.

# SARASOTA DISTRICT SOCIAL MEDIA IS CURRENTLY ONE-WAY

@SarasotaSchools

**Sarasota County Schools**  
Published by Sarasotacountyschools Florida [?] · September 4 at 12:30 PM ·

LAKEVIEW ELEM: Principal, Lisa Wheatley along with Assistant Principal, Jennifer Kahler beamed with pride as they celebrated the success of their students. 20 Lakeview Elementary School Students earned a PERFECT SCORE on one or more of their FSA Assessments. Students were awarded a certificate from Governor Rick Scott, a Perfect Score medal and enjoyed a special luncheon with the administration. When asked what was the secret to their success, the students over-and-over referenced that their teachers believed in them, they learned from their mistakes and the encouragement of their families. Way to go Lancers! #SCSAchieves



Get More Likes, Comments and Shares  
Boost this post for \$100 to reach up to 52,000 people.

4,754 people reached [Boost Post](#)

Ruth Adelina, Laurel Hinds and 220 others · 36 Comments 10 Shares

**Lisa Bello** Hey!!!! **Congratulations** I know one of these kiddos!  
Reply · Unhide · 2w

**Lynda Kurtz Matash** Way to go! That's awesome! 🎉  
Reply · Unhide · 2w

**Kyla Quinn** Love this group ❤️❤️❤️ 1  
Reply · Unhide · 2w

**Marie Rosander** So proud of them ❤️❤️❤️ 1  
Reply · Unhide · 2w

**Christine Forchetti Doujar** SO AWESOME!!!! 🎉🎉 1  
Reply · Unhide · 2w

**Denise Clark DeLellis** **Congrats** to all the students, especially Paisley! 🎉🎉🎉!! Allison Peercy Binswanger 1  
Reply · Unhide · 2w

6 Replies

**Christine Braun** Awesome! 2  
Like · Reply · Message · 2w

**Cindy Simon** Great job everyone!! 1  
Like · Reply · Message · 2w

...

**Sharon Doria** Great work  
Like · Reply · Message · 2w

**Sara Rivers** Great job Grace you make us so proud! 2  
Reply · Unhide · 2w

**Kim Claflin** **Congrats** Grace Cameron...what a wonderful birthday gift you gave to yourself!!! You are amazing ❤️ Sara Rivers please tell Grace and our well wishes too!!! 🎉 1  
Reply · Unhide · 2w

We want our audience and community members to see the great things folks are saying about us! All comments that are faded cannot currently be seen.

# SARASOTA DISTRICT SOCIAL MEDIA IS CURRENTLY ONE-WAY

@SarasotaSchools

**Sarasota County Schools**  
Published by Hootsuite [?] · August 12 · 🌐

**BUS ROUTES:** We have been working hard to make bus routes accessible for all on <https://sarasotacountyschools.net/departmen.../transportation/>

✓ You CAN look up bus routes if:

- Your child is attending the school assigned by the district
- Your current address is up-to-date in the Student Information System and with the school registrar

◆ How to look up bus routes: ... [See More](#)



👍 **Get More Likes, Comments and Shares**  
Boost this post for \$100 to reach up to 52,000 people.

👤 12,791 people reached [Boost Post](#)

👍 🗨️ 👤 Christie Hancher, Erik Esclangon and 36 others 71 Comments 63 Shares

👍 Like 🗨️ Comment ➦ Share 🌐

View previous comments 52 of 71

**Gina Kovcic Holbrook** It took me about 10 tries to get my bus route - outdated application for sure  
Reply · Unhide · 5w

**Tracy Clarendon** Did you finally fix 6th and Tuttle? The kids all stand out in the road and someone is eventually going to get hit  
Reply · Unhide · 5w

**Jennifer Lynn** I can't access my daughter's schedule on SCS portal...there is something wrong with all the Sarasota County Schools websites there seems 😞  
Reply · Unhide · 5w

**Kara Andrews** I'm very upset that you removed the bus stop from gulf view estates for TRS. you have 7 kids at that stop and now you are making us go to another stop that's on a busy road in FRONT of a gated community. Has anyone stopped to think where the additional... [See More](#)  
Reply · Unhide · 5w · Edited

**Katie Brinager Shawn**  
Like · Reply · Message · 5w

**Crissa Gillette** Tara Cocco - maybe you can get a response via this thread  
Reply · Unhide · 5w

👤 3 Replies

**Christy Gunther Cohen Tara Cocco**  
Like · Reply · Message · 5w

👤 1 Reply

**Marinda Ratiiff** Getting this website to work is insane!! Still cannot access it with a desktop computer.  
Reply · Unhide · 5w

**Jamie Black** This has my son walking from his normal bus stop 1.5 miles to the other side of our neighborhood PAST at least 1 other bus stop!!! I have sent multiple emails inquiring about this issue!  
Reply · Unhide · 5w

Example of an opportunity to turn negative feedback into positive with customer service and transparency.



# SARASOTA DISTRICT SOCIAL MEDIA IS CURRENTLY ONE-WAY

@SarasotaSchools



**NOTICE**  
STORM-RELATED  
POWER OUTAGE

GLENALLEN  
ELEMENTARY



**UPDATE**  
SCHOOL WILL  
RESUME  
TOMORROW!

GLENALLEN  
ELEMENTARY



Sarasota County Schools  
Published by Sarasotacountyschools Florida [?] · September 13 at 5:22 PM

It was an exciting day at Glenallen Elementary due to a storm-related power outage. We are thankful to our parents, students, staff, school leaders, FPL Connect and our colleagues at North Port High School for their assistance helping to extend the learning experience for Glenallen students! Everyone is home and safe. An update will be sent to parents this evening about school tomorrow. #SCSHeroes #SCSNews #SCSUpdate



4,806 people reached

Torie Louise, Janet Brody and 99 others

16 Comments 18 Shares

- 

Patricia Smith You guys totally rocked it today. As a parent I can not express how greatful I am for all, all of you do, in all kinds of situations. Thank you.

Reply · Unhide · 1w
- 

Michelle Winterhalter Miller Proud to be a Panther!

Reply · Unhide · 1w
- 

Jennifer Finley Dolciotto What an amazing team!! Simply the BEST!!

Reply · Unhide · 1w
- 

Krista Shook Thanks for doing what was best for the kiddos! ❤️💙

Reply · Unhide · 1w
- 

Meghan Almy Campbell You guys rock!

Reply · Unhide · 1w
- 


Brian Peña Excellent job Team Glenallen for taking Great care of all of the students! Thank you!

Reply · Unhide · 1w
- 

Mary Craine Noonan And how about those Bob Cats/ former Panther helpers?

Reply · Unhide · 1w
- 

Leeann Wade ❤️ PANTHER PRIDE 💙

Like · Reply · Message · 1w
- 

Chris Morales Outstanding job Glenallen team! Chief Todd Garrison and I stopped by to check on your staff and our kids. We were very impressed with the teamwork and structure keeping all 700 kids inside the auditorium calm and active. Very proud day. Teamwork between NPHS and Gleanallen staff at it's best. Very proud day!

Even during stressful situations we are getting positive feedback online!

# TWO-WAY CONVERSATION OPPORTUNITIES

- Customer service response
- School safety response
- Feedback
- Polls
- Trivia
- Contests
- Giveaways and swag
- Live Q&A



# TWO-WAY EXAMPLES

## Customer Service

**David Willis** @DWill\_

Hi @Waterstones I've been locked inside of your Trafalgar Square bookstore for 2 hours now. Please let me out.

RETWEETS 16,204 LIKES 12,875

4:55 PM - 16 Oct 2014

**Waterstones** @Waterstones

We're pleased to announce that @DWill\_ is a free man once more. Thanks for your concern and tweets!

RETWEETS 1,911 LIKES 1,736

6:15 PM - 16 Oct 2014

**Devin Galvin** @dgalv22 · 18h

Why isn't @CrimMinds\_CBS on @Netflix\_CA ????

**Netflix CS** @Netflixhelps

@dgalv22 Hey Devin! We'd love to patch your broken heart! Leave us a request for more investigations here: [nfx.it/2cGrEhA](http://nfx.it/2cGrEhA).

12:03 AM - 22 Feb 2017

**Justin Wurth** reviewed Jakers Bar and Grill-Missoula — 1+

June 22, 2014 ·

Terrible service, overpriced, always packed, not impressed with the food one bit

Like Comment Share

5


**Jakers Bar and Grill-Missoula** Hey Justin, we are so sorry for your unsatisfactory experience here. We would love the chance to make it up to you and show you that we maintain a much higher level of service than you received. Please contact our general manager, Kory Gleed, at 721-1312.

July 1, 2014 at 12:28pm · Like



# TWO-WAY EXAMPLES

## Polls

 **frank body**  
@frank\_bod

It Mondays were shoes, they would be Crocs.  
What helps you get through Monday?#mondaymotivation

[View on Twitter](#)

- 34% Snooze alarm for 15 mins 😴
- 43% Coffee (including me) ☕
- 2% Debrief from the weekend 🗣️
- 21% Exercise & music 🏃🎧

132 votes • Final results

👤 See frank body's other Tweets

**bixal** **Bixal**  
@bixal


Welcome new followers! 🙌🎉 What type of content are you most interested in? #TwitterPolls #TwitterPoll

[View on Twitter](#)

- 30% Digital Marketing
- 10% eLearning
- 30% Web/Mobile Dev
- 30% Design

10 votes • Final results

👤 See Bixal's other Tweets

 **iamyoga**  
@iamyoga

We're adding some new time slots to the schedule with the launch of our 3rd room!

Which times would you like most?

[View on Twitter](#)

- 0% 7:30am
- 0% 8:00am
- 50% 6:00pm
- 50% 7:30pm

10 votes • Final results

👤 See iamyoga's other Tweets

# TWO-WAY EXAMPLES

## Live Q&A

**Greg Turchetta** @NewsBoss · Sep 11

For tonight's #K12PRChat! Here are our 10 takeaways. If you are in the line of the storm, please read this and we will answer questions and provide more detail on each tonight at 9pm.

**WEATHERING THE STORM**  
COMMUNICATION BEFORE, DURING AND AFTER A NATURAL DISASTER

**TOP 10 COMMUNICATIONS TAKE-AWAYS**

- BUILD IT NOW!** Build your communication channels (external and internal) right now. BEFORE the storm comes and you need them. How will you communicate with parents/students? Principals' Staff?
- TRAIN, TRAIN, TRAIN!** Your communication and first responders will default to their last level of training in a crisis. Get your stakeholders trained to use all of your communication tools - especially if you are a one-person communications department.
- KNOW YOUR EVACUATION PLANS.** Don't wait until the storm hits to find out what essential staff "hurricane down" went to a shelter, or evacuated. Plan for it! Pre-assign communications responsibilities to your evacuating team members - remember, you might lose all methods of communications.
- SET UP COMMAND STRUCTURES.** Have an emergency command structure and Command Center. Designate a centralized phone number for Principals to use. Train command staff from people deep in all represented departments.
- GENERATOR POWER IS A BUST!** You need electricity to use your communication products. Cell service, Wi-Fi, and electricity go not steady during a storm. Have a plan! Working mobile become hot commodities anywhere!
- REAL TIME B.A.C.E.** The facts will change by the minute. Your communication abilities and your parent/staff's ability to access communication channels will change by the minute. Do: work the research and analysis on what is working, what is reaching your audience, what is engaging them, and what is not working.
- BRAND YOUR COVERAGE AND TELL YOUR STORY.** Brand your own news first! Tell your story as it unfolds. Tell your "behind the scenes" stories, show the damage/help, cheer your re-opening of schools, and say "Thank you" for all the support received. Brand your coverage and necessary (i.e. @CCPSStrong, #KleinStrongBart).
- DONATIONS WILL COME!** Expect a wave of help from everywhere! Pre-designate someone in your district to coordinate the effort including the supply and distribution needed. How to distribute items: There will also be many people wanting to volunteer to make or distribute food to families in need.
- BE FLEXIBLE.** After a crisis of a large magnitude, everything you had planned for the school year goes out the window for the rest of the year. Be agile and adjust your communications plans and goals. You and your staff will get more help - just keep going! Remember, time means are precious.
- STORM STRESS IS REAL.** Storm stress is a real thing and it will show up months later as people are still repairing their homes, classrooms, and schools for months to years. Take care of yourself and each other!

**CCPS**  
Charlotte-Mecklenburg Schools  
GREG TURCHETTA  
Executive Director  
Communications and Community Relations  
greg@newsboss.com  
@newsboss

**KLEIN ISD**  
Klein Independent School District  
JUSTIN ELBERT  
Executive Director  
j.elbert@kisd.net  
@newsboss

7 20

**Greg Turchetta** @NewsBoss · Sep 11

This is the silent threat that sneaks up from all angles for months. Put mental health resources and "how to talk kids through trauma on your website. Create a full info and resource page. PTSD from a hurricane is real. #k12prchat

**TAKE-AWAYS**  
#10 - STORM STRESS IS REAL

- Storm stress is a real thing
- It will show up months later as people will still be repairing their homes, classrooms, and schools for months to years
- Take care of yourself and each other!

2 16 36

**Kevin Smith** @kevinsmith\_tcnc · Sep 11

Replying to @NewsBoss

This week we set up a @RemindHQ account to fast-track updates to text before all other channels. It had a little bump when we launched. I think we will see another spike as the storm approaches. #k12prchat

1 1 7

**Maribel De Armas** @darmasdesign · Sep 11

Don't forget about the homepage of your website...people WILL go there for updates, cancellations, rescheduling of District events. And put SEL and Hurricane resources on there for parents! #k12prchat

**#CCPSStrong**  
Back to the Classroom Together.

**SCHOOL STATUS: Update as of Friday, September 22, 2017 3:00PM**

We are excited to welcome our 48,000 students back to school Monday, September 25th. It has been a long two weeks away from our homes and we are looking forward to some sense of normal. Closing our schools is a big step in that direction. We have spent the last 13 days preparing our schools for students and staff to return.

**STUDENT SAFETY**  
Student safety is always one of our top concerns, and is especially important on Monday morning as they walk out your door. Our staff have asked that we all post our hurricane safety plans cards, and to the street or an sidewalk. This is important for the safety of our students as well as the safety of our staff. These large hurricane time debris piles could hide a driver's view of the street to school. We will need our kids safety walking on the sidewalk. Please proceed with caution when you are behind the wheel. Remember, buses will be carrying these items, making 15,000 stops throughout the county.

**FREE BREAKFAST AND FREE LUNCH**  
All CCPS students will be able to enjoy free breakfast and free lunch through October 20th. There is no paperwork required to receive this benefit. Breakfast and lunch will be changed during this period unless your child purchases a la carte breakfast items.

**2017-2018 ACADEMIC CALENDAR ADJUSTMENTS**  
Please note our 2017-2018 Academic Calendar will be adjusted for some of the days missed due to Hurricane Irma. A proposed calendar will be shared at the Regular School Board Meeting on Tuesday, September 26th. Click here to view the proposed calendar. This may vary the start by dividing days.

**HURRICANE IRMA FREQUENTLY ASKED QUESTIONS**  
We encourage you to scroll down to view our Hurricane time Frequently Asked Questions for additional information you may find useful.

6 16

# WHAT ARE OTHER DISTRICTS DOING ON SOCIAL WITH TWO-WAY COMMUNICATION?

## Seminole County – School safety & security

**Seminole County Public Schools**  
September 12 at 10:17 AM

Please be advised that the "CODE-YELLOW" has now been LIFTED for the following schools: Hamilton Elementary School of Engineering and Technology, Midway Elementary, Millennium Middle School - Seminole County Public Schools, & the SCPS Early Learning Center.

17 · 2 Comments · 1 Share

**Sakkara Davis** Is there still any cause for concern in the area?  
Like · Reply · 1w

**Seminole County Public Schools** No. Code Yellows are strictly done out of an abundance of caution when law enforcement activity is nearby. Once law enforcement clears the area or the event has ended, the Code Yellow is lifted. All SCPS schools have School Resource Officers/Deputies on their campuses that are in communication at all times regarding events in their area.  
Like · Reply · 1w

**Jennifer Garcia-Hargrave** Seminole County Public Schools we appreciate the updates/protection for our children. Thank you!  
Like · Reply · 1w

**Kiley Howard** Why was there a code yellow?  
Like · Reply · 1w

**Seminole County Public Schools** Kiley Howard Police activity in the area/neighborhood.  
Like · Reply · 1w

**Kiley Howard** Ok ty!!  
Like · Reply · 1w

**Brown Myrna** Seminole County Public Schools can we get this info via text message?  
Like · Reply · 5d

## Fairfax County – Negative feedback

**Fairfax County Public Schools**  
August 30 at 8:30 AM

Our new principals at Fort Belvoir Primary and Upper ES are proud to serve our military students and their families!

**My name is Margo I Principal, Ft. Be**

**Jessica Donaldson** Too bad the school is over crowded with huge class sizes. I am thankful we had other school options for our children and we live 3 blocks away from the Fort Belvoir school. Sad all children at Belvoir cannot get the access to the same special programs it seems were only geared towards the upper school last year.  
Like · Reply · 4w

**Fort Belvoir Elementary Campus** Hi, there! Our class sizes follow the same formula as other FCPS schools. Not sure what special programs you are thinking about, but we are happy to discuss this further with you. Feel free to give us a call. 😊  
Like · Reply · 4w

**Jessica Donaldson** No need. My kids are in much better schools now!  
Like · Reply · 4w

**Fort Belvoir Elementary Campus** All of our schools in FCPS are great, with dedicated, committed staff. Have a great year.  
Like · Reply · 4w

## Manatee County – General customer service

**School District of Manatee County**  
20 hrs

**THURSDAY AT ABEL ELEMENTARY** | Today was a great day for the Eagles. As usual, students and staff were dressed for success and it was Picture Day. Their smiles help shine a bright light on this Whitfield school #WeManatee

57 · 15 Comments · 27 Shares · 2.7K Views

**Marleen Wallace** Great video. Great school. I know I love volunteering there now.  
Like · Reply · 18h

**School District of Manatee County** Thanks for volunteering - and supporting education, Marleen!  
Like · Reply · 5h

# RECOMMENDATION

- Sarasota County School Board approve and adopt two-way conversation on social media. This will:
  - Allow for excellent customer service
  - Connect Sarasota Schools with the audience of parents, students, partners and community on a human level
  - Gain valuable and candid insight and feedback
  - Instill transparency
  - Grow our audience and digital legacy
  - Build a sense of community

# ARTICLES ABOUT TWO WAY CONVERSATION ON SOCIAL MEDIA

- [Encourage Two-Way Communication on Social Media: Here's How – 24K Creative](#)
- [Social Media is a Customer Service Channel - Whether You Like It Or Not – Digital Marketing Institute](#)
- [Social Media Marketing: The Importance of a Two-Way Conversation – Impact](#)
- [9 Unmissable Reasons Why You Need to Care about Social Media Customer Service – Comm100](#)
- [Why You Need To Have A Two Way Conversation With Customers – Marketing & Growth Hacking](#)
- [Make Social Media a 2-Way Conversation – Targeting Marketing](#)
- [On-site Social Media: 10 Tips for Driving a Two-Way Conversation - AH](#)
- [Social Media is a two-way conversation – Loud Days](#)
- [Consumers Aren't Looking to Buy From Brands That Are "Cool" on Social – Sprout Social](#)