

Engaging Your School District & Community Through Social Media



NJSBA Workshop – October 28, 2015



Dr. Michael Kuchar, Superintendent, Bergenfield Public Schools

Dr. Joseph Amara, Trustee, Bergenfield Board of Education

Charles Ferrer, Trustee, Bergenfield Board of Education



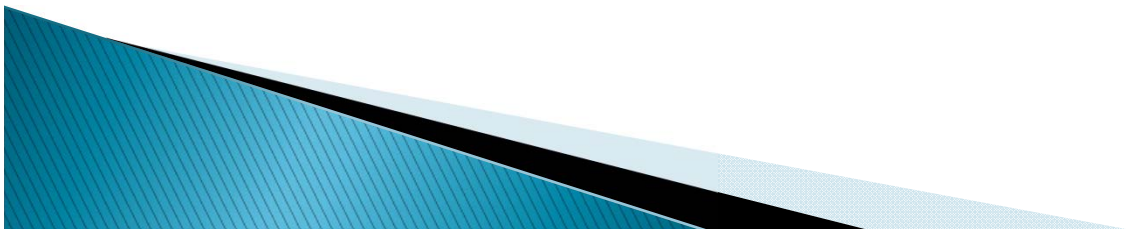
Top Line Thoughts



- ▶ How we communicate has rapidly changed in the past 10 years.
- ▶ Large participation in social media.
- ▶ Need to be informed in the most efficient matter without compromising accuracy.

Top Line Thoughts

- ▶ Utilizing social media within the classroom and to communicate with the community at large is two separate conversations.
- ▶ A district's brand is a reflection of its reputation within the community.
 - Awards
 - Community Partnerships (Public & Private)
 - Safety Awareness
 - Academic Achievements
 - Extracurricular Activities



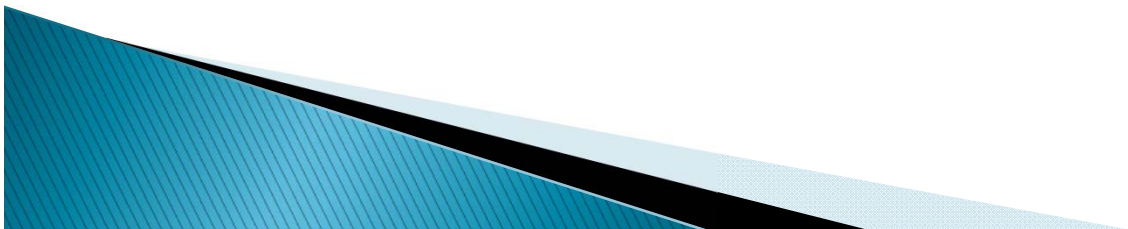
Bergenfield's Approach

- ▶ The Bergenfield BOE explored the effective utilization of social media to enhance communications & increase engagement between the district and community.
- ▶ Who was involved?
 - Board committee members
 - Principal
 - District Coordinator
 - Emergency Management Specialist
 - Technology staff members
 - Parents
 - Students



Task Force Discussion Points

- ▶ What is the value of social media in a district setting?
 - Online learning tools, post homework & resources
 - Real-time updates to disseminate information
 - Community outreach, public relations
 - Bridge contact between media, emergency officials, etc.
- ▶ What are the dangers and pitfalls?
 - Online monitoring of channels with incoming traffic
 - Off-school hours
 - Privacy issues
 - Manager of social media channels
 - One vs. two way communications



Task Force Discussion Points

- ▶ What tools should be utilized?
 - Start with one or two channels (i.e. Facebook & Twitter); use pictures from photography class.
 - YouTube to coincide with our video production class
- ▶ All members thought that the district should proceed with using social media while adhering to safety guidelines and protocols.
- ▶ Determine best method of maintaining content and who will be the sole conduit for social media and online communications.



Social Media Policy & Guidelines

- ▶ The District reserves the right to block members or remove their comments on our social media page.
- ▶ The District welcomes a healthy two-way dialogue with the community and, therefore, encourages community members to contribute to our social media pages.
- ▶ Outline Guidelines for Staff, Students and Parents



Additional Points

- ▶ Collaborate with emergency officials & law enforcement for rapid dissemination of credible information concerning emergency incidences.
- ▶ Social media can assist in strategic & crisis messaging.
- ▶ An official district account can dispel rumors, mitigate complains and resolve concerns.

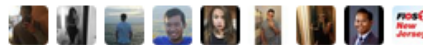


Bergenfield PD @BergenfieldNJPD · Oct 12

RWB in lockdown for juvenile from other school reported inside. No report of weapons. No safety concerns at this time. [@BergenfieldSD](#)

RETWEETS
19

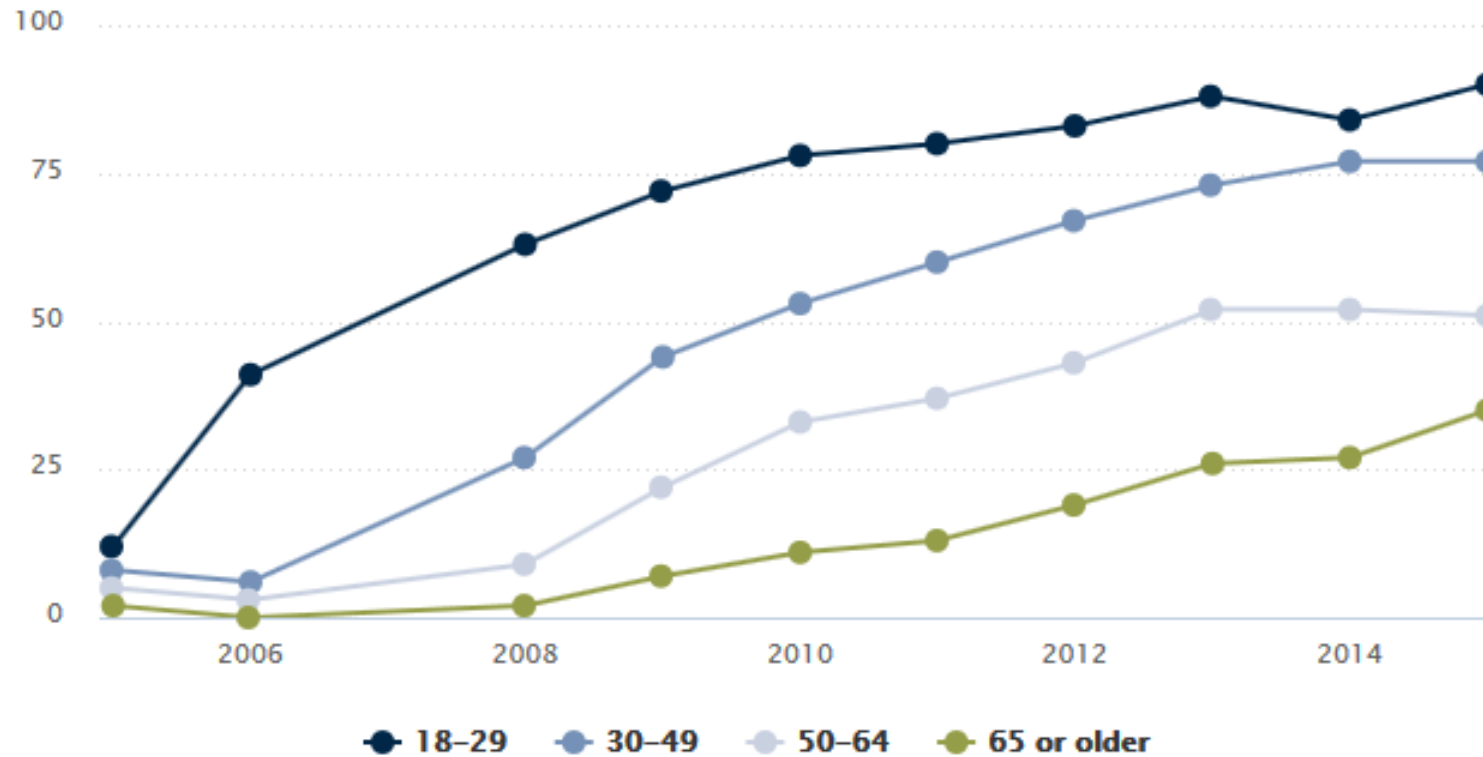
FAVORITES
3



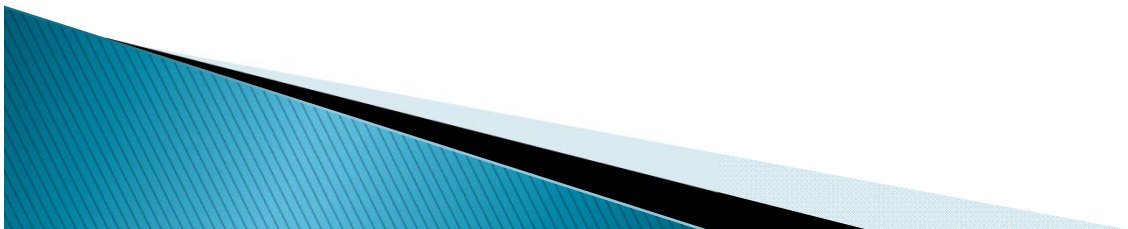
Post
New Jersey

Latest Research

Among all American adults, % who use social networking sites, by age

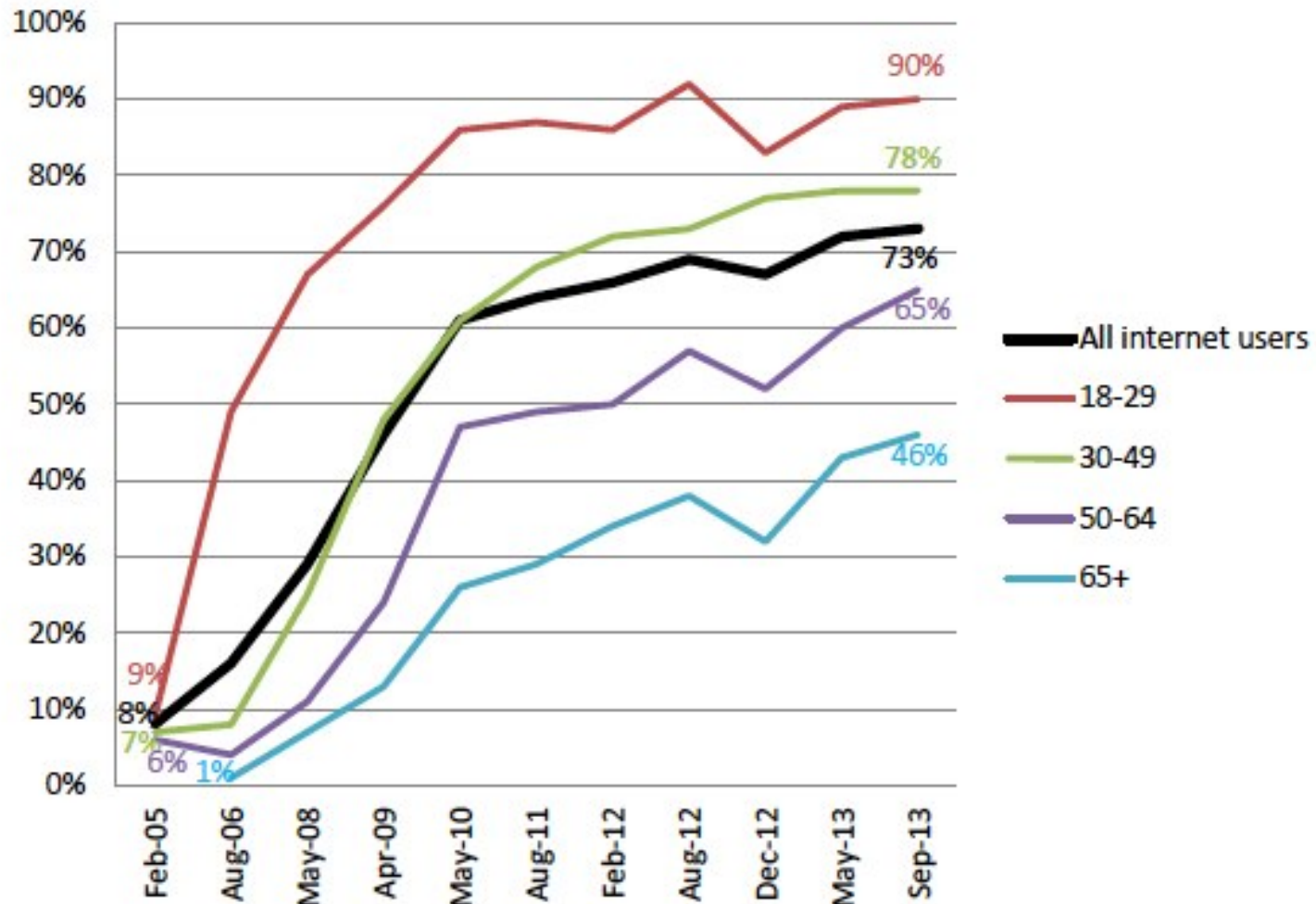


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.



Social networking site use by age group, 2005-2013

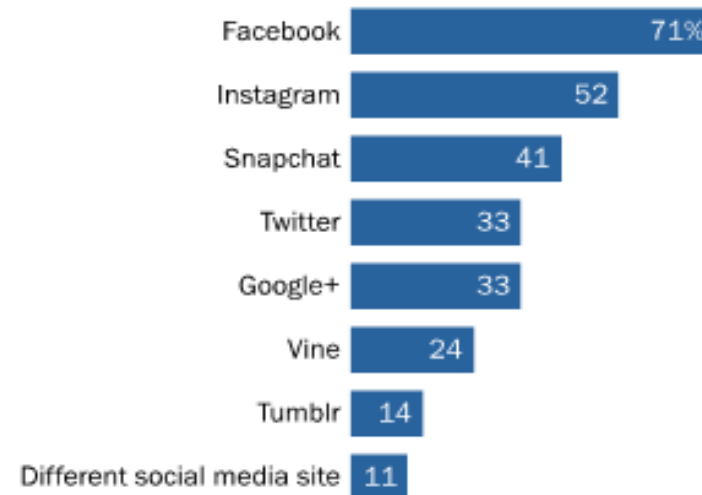
% of internet users in each age group who use social networking sites, over time



Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...



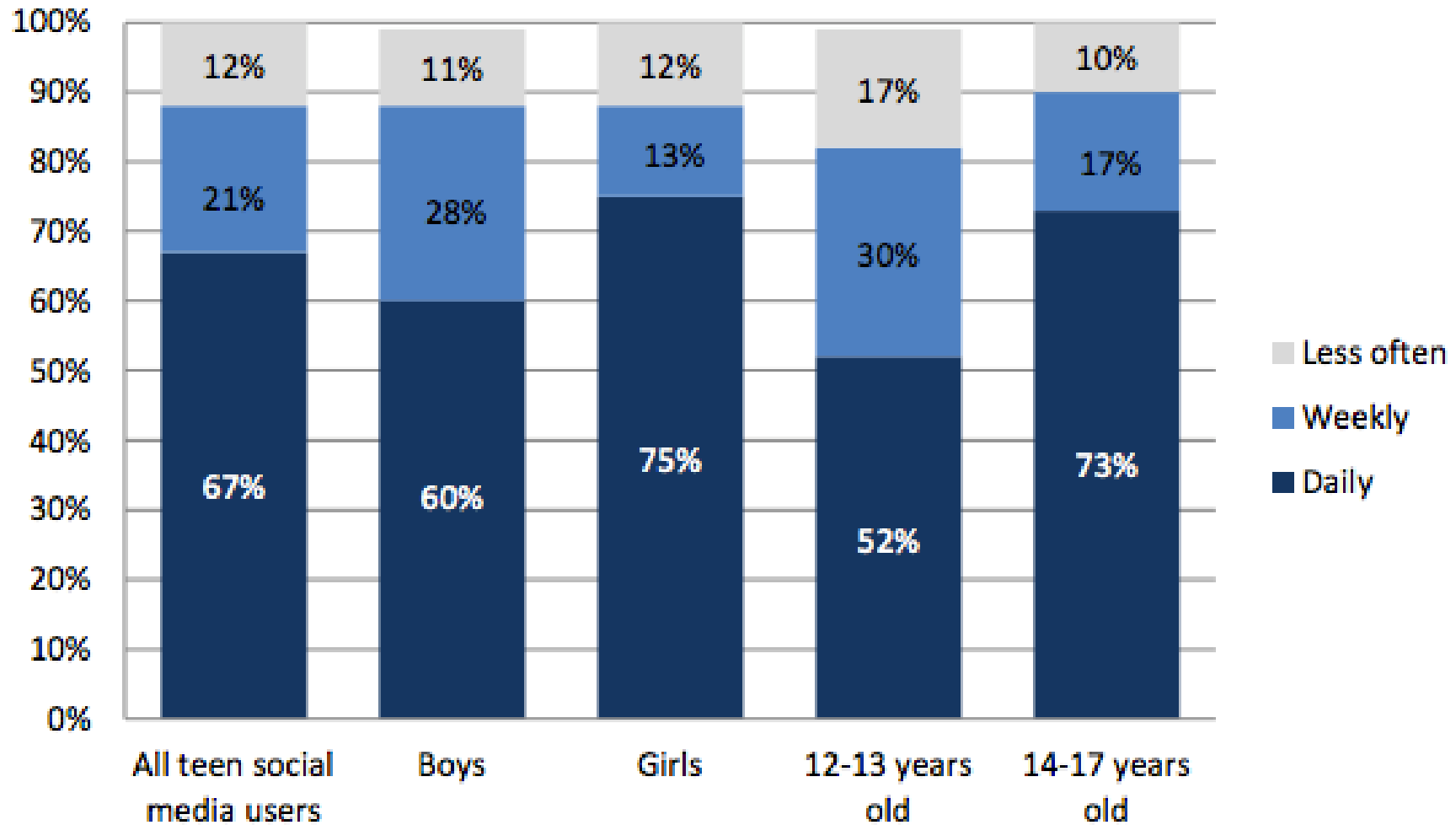
Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

- ▶ In 2013, 74% of school districts nationwide had at least one social channel (NSBA).

Daily use of social media

% of teen social media users who visit social networking sites, by frequency



Source: Pew Research & Harvard University, May 2013

How Districts Are Using Social?

- ▶ Content related to:
 - Emergency Management
 - Upcoming Events (Open House, Parent Conferences)
 - Awards and Achievements
 - Student Work (Photography, Videos, Audio)
 - Athletic/Music/Art News
 - Educational Articles
 - Commemorations (i.e. Read Across America, Teachers Appreciation Day, Earth Day, Election Day)
 - Safety Awareness




Social Media Networks


- ▶ Facebook – Most popular; integrate videos & pictures



- ▶ Twitter – Think of it has a long headline; more suitable for posting updates more frequently

 **Denver Public School** @DPSNewsNow · 5h
Oct. 19-23, 2015, is National School Bus Safety Week! Follow @DPSschoolbus for tips & updates: transportation.dpsk12.org #studentsfirst

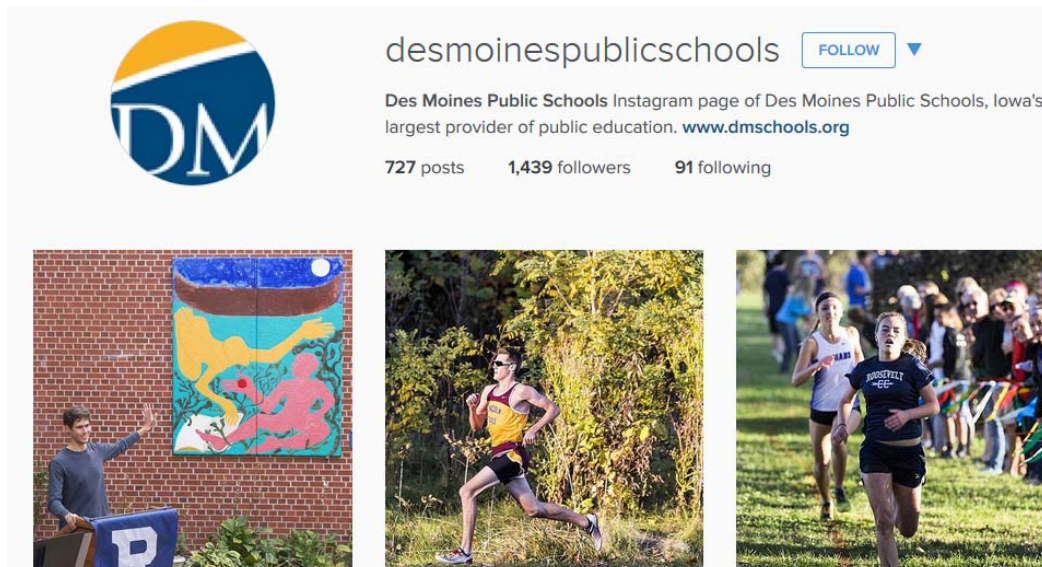
 North Hills SD Retweeted

 **Mike White** @mwhiteburgh · Oct 14
North Hills High School @north_hills thanks for having me speak to 9th grade class. Might be some champs - not chumps - in that group



Social Networks

- ▶ Instagram – Rapid participation among young people; used to post pictures



- ▶ LinkedIn – Used to share information about job openings





Bergenfield Public Schools

225 West Clinton Ave, Bergenfield, NJ 07621



E-Mail



Grades



Calendar

- Home
- About Us
- Board of Education
- Curriculum & Instruction
- Human Resources
- Programs & Services
- Resources

Connect With Us



Site Shortcuts

- Summer Assignments
- Parent Resources
- Student Resources



Bergenfield, NJ

60°F

Forecast Radar Cameras

WeatherBug

Presentations

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
854	68	636	66



Bergenfield Music @BHSMusicDept · Feb 1

Bergenfield HS Marching Band - Super Bowl Sunday XLVIII



27 33



Bergenfield Borough School District
Education

Like Follow Share

Timeline About For Visitors Photos More



Bergenfield Borough School District

September 4 · 🌐

To our community members,

Please take a moment to read this important safety message:

With the start of a new school year, more children are on the streets. Daylight hours are growing shorter, which means poorer visibility. Stay alert and watch for school children standing at the curb, exiting from a bus, and walking or riding a bike along the street.

Let's all take our part to keep our children safe!



Bergenfield Music @BHSMusicDept · May 2

Breaking news! BHS Marching Band member among first to hold new baby Princess of Cambridge.



5 29

Bergenfield Music Retweeted



BHS Athletics @Bears_Athletics · Aug 13

And a shout out to our @BHSMusicDept they sounded great & were also working very hard! #bhs #bearpride #bestmusicdept



More Bergenfield Examples



Bergenfield Borough School District

9 hrs · Edited ·



Updated at 1:15 p.m.:

****Roy Brown Middle School Lockdown Over****

At approximately 8:25 a.m. this morning RWB Administration was informed that there was a juvenile trespasser in our building. We immediately followed Bergenfield Public School Security Guidelines and initiated a lockdown. The Bergenfield Police Department were contacted immediately. After more than a 2 hour search, the juvenile trespasser was located at home with parents. The Bergenfield Schools plan to prose... [See More](#)



Like Comment Share



Wendy Dalbec Jones The school's first priority needs to be the safety of the children, and having hundreds of upset parents outside does not help the cause. During a lockdown, all in the building must be inside their room with a locked door and stay in the furthest c... [See More](#)

Like · Reply · 18 · 1 hr · Edited



Lisa Neubig Carnevale Thank you for the updates and thank you for keeping our children safe.

Like · Reply · 1 · 9 hrs



Karina Figueroa We ALL need to work together on SAFETY and COMMUNICATION...

Like · Reply · 3 · 8 hrs



Lisa Padzunas-Morin Glad everyone is same and thanks for keeping us updated

Like · Reply · 1 · 9 hrs



Susan Casisa Greenspan Great job by all. Glad it's over...

Like · Reply · 3 · 9 hrs



Jenny Susana Thank you for keeping us updated..

Like · Reply · 1 · 9 hrs



Bergenfield PD @BergenfieldNJPD · 12h

RWB in lockdown for juvenile from other school reported inside. No report of weapons. No safety concerns at this time. [@BergenfieldSD](#)

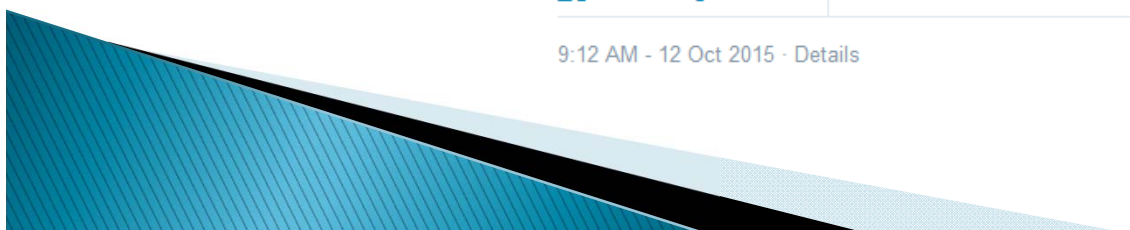
RETWEETS FAVORITES

20

3



9:12 AM - 12 Oct 2015 · Details



HootSuite

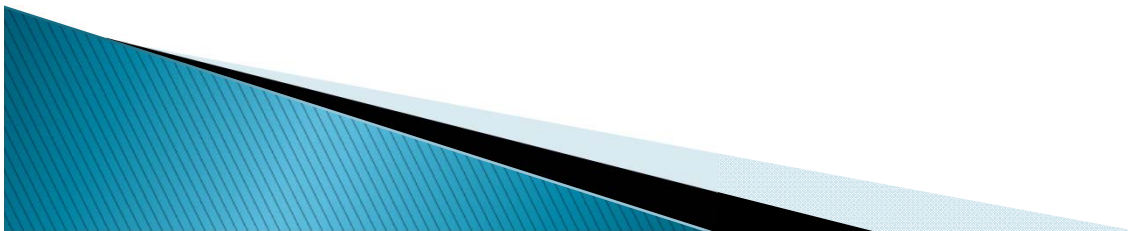
The screenshot displays the HootSuite interface with a browser window at the top showing 'My First Tab' and 'Facebook'. Below the browser are navigation buttons: 'Add Stream' and 'Add Social Network'. The main content area is divided into four columns:

- Timeline Bergenfield Borough School ...**: Shows a post from Bergenfield Borough School District dated Oct 09, 3:09pm. The text reads: 'Congratulations to our Lady Bears for their win against the Huskies! #GoBears #BearPride'. It includes a photo of volleyball players and a caption: 'H.S. girls volleyball: Bergenfield defeats Dumont, 25-18, 25-16 www.northjersey.com'. Engagement: 1 share, 40 likes.
- My Posts Bergenfield Borough School ...**: Shows a duplicate of the post above.
- Home BergenfieldSD**: Shows a tweet from 'edutopia' dated 5:01am via SocialFlow. Text: 'Use design thinking to encourage women in #STEM: edut.to/1LmK7w2.' Includes a photo of a student in a lab. Engagement: 29 retweets, 19 favorites. A retweet from 'pammoran' and a tweet from 'johnmayo' (dated Oct 01, 11:45pm) are also visible.
- Mentions BergenfieldSD**: Shows two tweets from 'BergenfieldNJPD'. The first is dated Oct 07, 1:52pm and mentions 'Put the Brakes on Fatalities Day' with a link to a blogspot post. The second is dated Oct 07, 11:47am and says 'Pedestrians wait for the walk. Use crosswalks. Be street smart. #BeStreetSmartNJ @BergenfieldSD'. It includes a photo of a pedestrian crossing sign with a heartbeat line.



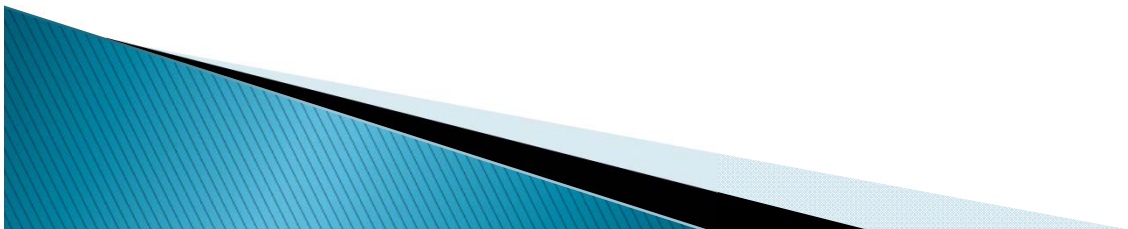
Key Takeaways

- ▶ Social media is here to stay.
- ▶ Striking the right balance between transparency and creativity.
- ▶ Help build the public trust and fosters relationships between district and community.
- ▶ Social media can complement in the districts' efforts in shaping and telling unique stories.



Questions???

- ▶ Dr. Michael Kuchar, mkuchar@bergenfield.org
- ▶ Charles Ferrer, cferrer@bergenfield.org
- ▶ Dr. Joseph Amara, jamara@bergenfield.org





Bergenfield Borough School District at Bergenfield High School

September 1 · Edited · 🌐



This morning, the faculty at Bergenfield Schools was surprised with an unexpected performance during the 2015-2016 Convocation ceremony!



3.8k Views



Like Comment Share

You, Kimberly Leomo, Giselle Dean, Marcie Ress Phelan and 97 others like this.

Top Comments ▾

50 shares

