



KRUM INDEPENDENT SCHOOL DISTRICT

# Student Storytellers Program

→ Students telling their own stories.

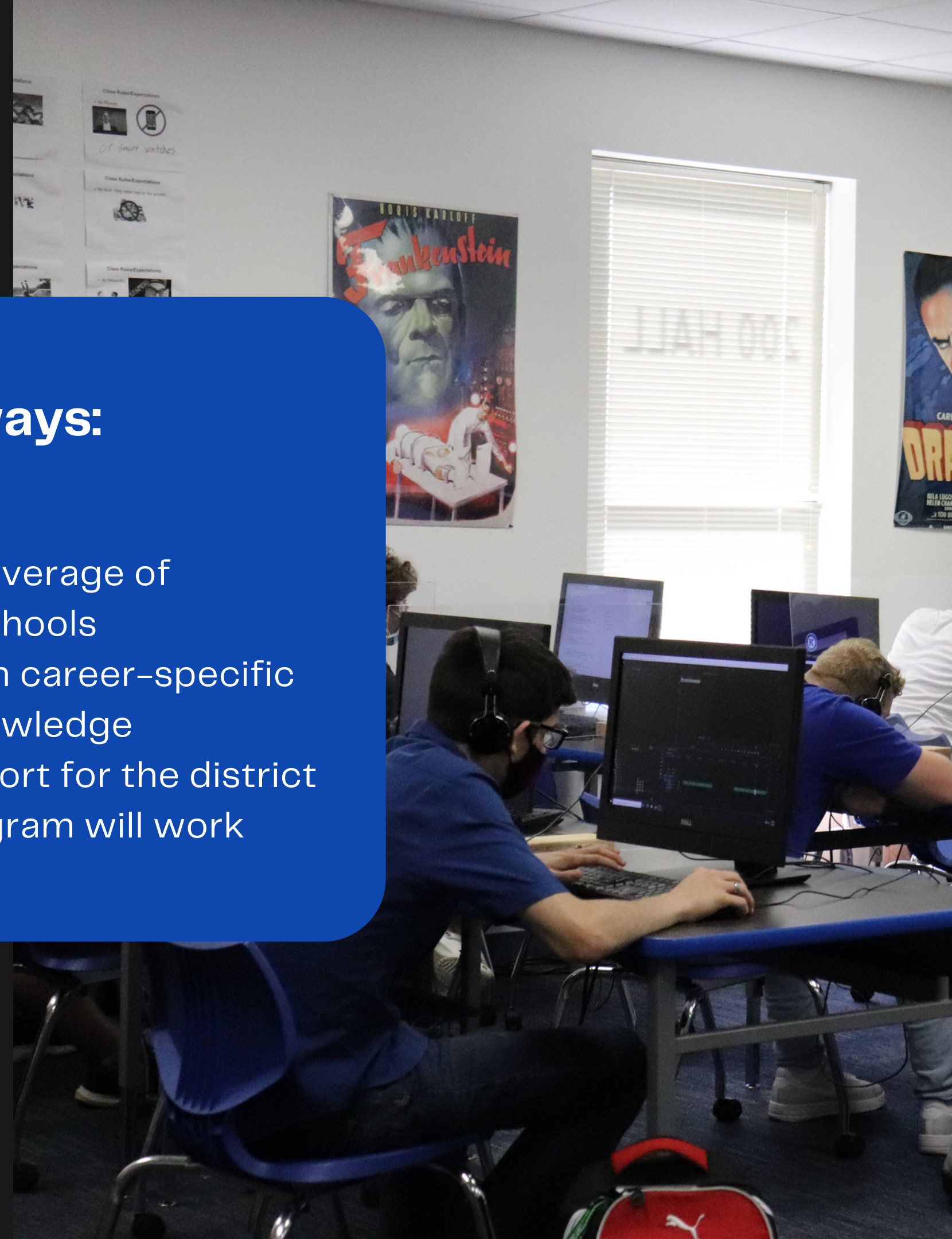




# Things to discuss

## Key takeaways:

- Increased coverage of secondary schools
- Students gain career-specific skills and knowledge
- Greater support for the district
- How the program will work



# Where We Are

## **Our Mission**

Krum ISD's mission is to create a collaborative atmosphere with parents, students, and members of the community in order to ensure students will reach their full potential by providing every child with an exceptional education. We will strive to prepare our students academically and socially to embrace their future challenges, as well as ignite the desire to be lifelong learners by providing a safe, respectful, and positive learning environment.

## **CTE Programs in Place**

Krum ISD has many CTE programs in place that provide students the opportunity to pursue career interests and gain industry-specific knowledge and skills in careers that interest them.

## **Platforms and Profiles**

Krum ISD has over 50 district-approved social media accounts, run exclusively by staff. 14 of these are the main sources of content- a district and campus page each on Twitter and Facebook, as well as 2 Instagram accounts.

## **What We're Sharing**

Currently, Krum ISD Social Media pages are filled with content captured by Krum ISD Staff. At the campus level, sometimes principals take photos of what they observe taking place. At both the campus and district level, the PIO searches for content, visits campuses, takes photos, and then shares that content.





→ **"If your community can see your schools through the eyes of your most valuable stakeholders, they'll believe in your mission that much more. That means your students are natural marketers for your schools." (SchoolCEO, 2021)**





Generation X and Millenials are likely

# 90%

of our parent populations.

89% of Gen X and 87% of Millenials are on Facebook.  
46% of Gen. X and 87% of Millenials are on Instagram  
25% of Gen X and 42% of Millenials are on Twitter.



# Missed Opportunities



**Secondary students are already creating their own social media content.**

Social media is a big part of many teens' lives. A 2018 Pew Research Center survey of nearly 750 13- to 17-year-olds found that 45% are online almost constantly and 97% use a social media platform, such as YouTube, Facebook, Instagram or Snapchat.

source: [Mayo Clinic](#)







# Student Voices are Stronger



**Student ambassadors are able to appeal to younger audiences on social media, enabling us to expand our reach and engage with our students on a new level.**



**Letting students tell the story puts them in the driver's seat and personalizes the district.**



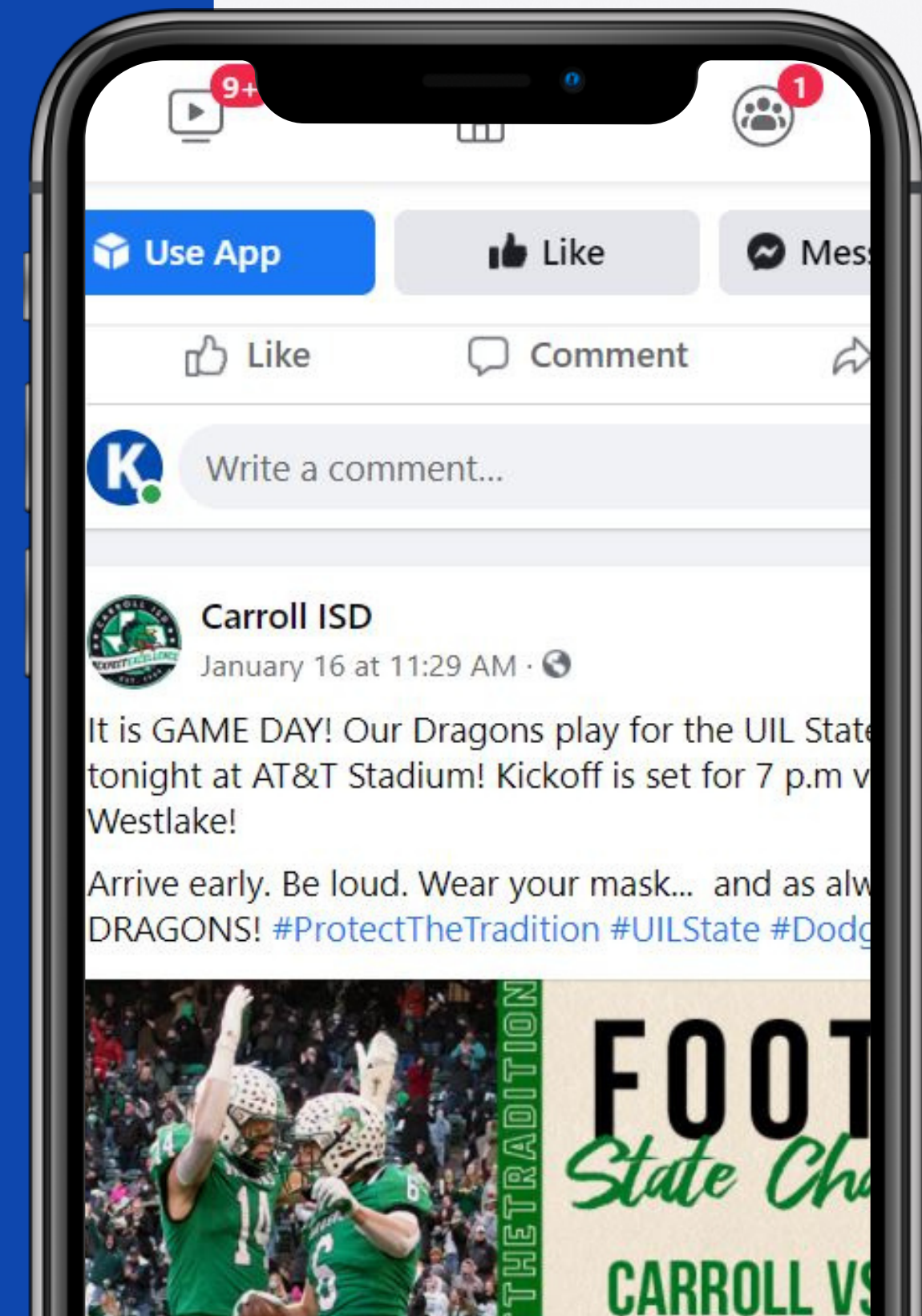
**Amplifying student voices in marketing enables the community and prospective families to see the district more clearly.**



# This Practice is Growing

Many other districts are enabling students to become brand ambassadors and tell their own stories.

Local to us, these include Carroll ISD and Allen ISD.







# How It Will Work

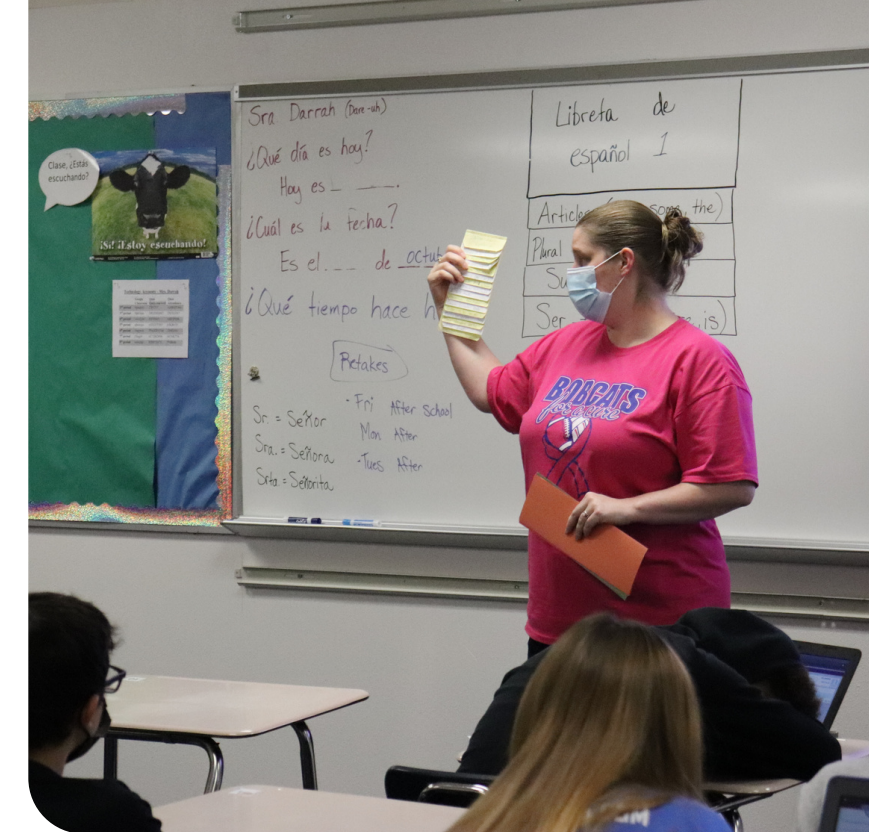
## Student-created content.

Students will capture content as they go about their normal student activity.



# Academics will get more attention.

Whenever something engaging happens in class, an administrator or the PIO isn't always present, and teachers aren't always thinking about storytelling opportunities and taking photos of lessons. Students are already there, and can easily create content that other students will find relevant.







Students will attend extracurricular events like they normally do, and publish corresponding content



A photograph of students in a computer lab. In the foreground, a student with long blonde hair is seen from behind, looking at a computer monitor. The monitor displays a presentation slide titled "1775-1873 Stock Market Timeline" with a circular flow diagram. To the left, another student wearing a white face mask is partially visible, looking at another computer screen. The background shows other students and computer monitors in a classroom setting.

# Building Career Skills

KRUM ISD STUDENT STORYTELLERS PROGRAM

**Students will learn graphic design, photography, and copywriting skills, in addition to other crucial marketing techniques needed for a career in Marketing, Communications, or Public Relations.**





# What They'll Learn

This program contains vital CTE education for students.

## Choosing photos & creating designs

Consistent brand identity, eye-catching design and photography is the difference between success and failure in marketing and communications.

## Writing effective copy

Students know how to be their voice; but can they translate to the tone and voice of a company?

## Uploading content

Publishing content is one of the biggest responsibilities of a career in marketing and communications.

## Connecting with followers

Reach, engagement, and other statistics determine the success of a brand's online presence.

## Analyze and adapt.

Reviewing analytics shows students what works and what doesn't. Regular meetings to review analytics will help students learn what campaigns to adapt and how for increased success.



A photograph of a person's hands typing on a silver laptop. The laptop screen displays a website with a shoe image. On the desk, there is a copper pen holder with pens, a stack of books including one titled 'STARTUP', and a teal mug of coffee. The background is a white brick wall.

# Real World Career Experience

KRUM ISD STUDENT STORYTELLERS PROGRAM

**“If it weren’t for Carroll ISD offering CMSI and the leadership within that program,” Yonis says. “I would not be in the position I am today. That program started my career.”**



# Software Makes This Safe and Sustainable

We will take advantage  
of the tools available.

KRUM ISD STUDENT STORYTELLERS PROGRAM



Students are already familiar with  
using social media.



Class Intercom is a program that lets  
students create and submit the  
content- but not publish it! That  
remains controlled by th PIO.



Various design softwares let  
students work within their comfort  
zone.



Analytic tools and reporting show  
the success or failure of the content,  
and let us know where we need to  
focus our attention.





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