



GOAL AREA	FAMILY & COMMUNITY
STRATEGY	Diversify communication methods for delivering priority information and sharing the district's story
RATIONALE	To enhance and improve the district's social media engagement through new techniques, approaches, and new content to help promote the positive stories of the district
ACTION PLAN TITLE	Social Media Engagement
ACTION PLAN STEPS	<ul style="list-style-type: none"> • Modify account names for Twitter, Facebook, and Instagram to allow for easier recognition of district name by Summer 2023 • Develop more regular content for social media and establish a calendar for types of content and frequency, to be created by the end of August 2023 • Utilize more video in posts through reels, stories, and YouTube throughout the year. For example, Superintendent "Day in the Class" article highlights and social media posts • Watch emerging technologies to evaluate potential other platforms throughout the year • Administrators encourage more stakeholder followers (staff, students, parents, community) through newsletters, at curriculum night and other events, in staff meetings, in community newsletter, etc. • Encourage/request administrators to share positive stories with the Communications Department for social media posts throughout the year • Post regularly in accordance with calendar developed in step 2 (and other opportunities as they arise) throughout the school year
TIMELINE	Summer 2023 – June 2024
PROGRESS MONITORING STEPS	<ul style="list-style-type: none"> • Action plan steps completed by the above specified timelines
INDICATORS OF SUCCESS	<ul style="list-style-type: none"> • Social media account names changed • Calendar for types of content and frequency established • Regular posting of reels and stories • Possible addition of new platform(s) for social media outreach • Increase in followers on the district's existing social media platforms (Twitter, Facebook, Instagram) and any new platforms should they be adopted



	<ul style="list-style-type: none">• Regular posting throughout the school year in accordance with planning calendar
POTENTIAL RESOURCES	<ul style="list-style-type: none">• Communications Department Staff• District 95 Administrators
POTENTIAL COSTS	<ul style="list-style-type: none">• No other additional cost anticipated