



GOAL AREA	FAMILY & COMMUNITY
STRATEGY	Diversify communication methods for delivering priority information and sharing the district’s story
RATIONALE	To 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"> ● Establish guidelines for re-sharing tagged content for district and schools ● Partner with principals, assistant principals, front office staff to share information about building events for photo/video opportunities ● Develop a social media calendar for the school year incorporating: <ul style="list-style-type: none"> ○ Holidays and cultural heritage posts ○ Appreciation day posts (to include incorporation of staff photos to a greater extent) ○ Posts/reels with students, families, and staff that correlate with strategic plan, values, and Portrait of a Graduate characteristics/ descriptors; incorporate examples (if provided) from Communications Committee ○ Fun and engaging posts featuring students and staff ○ Continue Superintendent classroom visits, posts, and reels; renamed as “Innovation in the Classroom” ○ Continue Board Award posts ● Watch emerging technologies to evaluate potential other platforms throughout the year ● Post regularly in accordance with calendar developed in Step 2 (and other opportunities as they arise) throughout the school year ● Evaluate effectiveness of various posts through social media metrics
TIMELINE	The anticipated completion date for this action plan is Summer 2025.
PROGRESS MONITORING STEPS	<ul style="list-style-type: none"> ● Guidelines for re-sharing of tagged content established ● Calendar for types of content and frequency established ● Regular posting of content in accordance with planning calendar
INDICATORS OF SUCCESS	<ul style="list-style-type: none"> ● Guidelines for re-sharing of tagged content established ● Calendar for types of content and frequency established ● Regular posting of content in accordance with planning calendar ● Evaluation of various posts through social media metrics

POTENTIAL RESOURCES	<ul style="list-style-type: none">• Communications Department Staff• Building Administrators and Front Office Staff
POTENTIAL COSTS	There are no anticipated costs associated with the implementation of this Action Plan.