



Nashua School District Social Media Strategy Statement

Executive Summary

The Nashua School District (NSD) aims to transform our District's communication from a one-way broadcast to interactive and engaging dialogue, spanning multiple platforms. This strategy targets diverse audiences across Facebook and Instagram, where we will be creating content that showcases academic achievements from our students, highlights our talented staff, and providing transparent District updates. Through storytelling and authentic representations of school life, we'll build community trust, increase engagement, and create meaningful connections that extend beyond traditional communication methods.

Main Communication Vehicles

Facebook: The NSD uses Facebook to publish school and school district information and activities. Facebook users will be able to view these posts in real-time. The purpose of the NSD Facebook is to build awareness of our schools, school district activities, and important updates.

Instagram: The NSD and its schools use Instagram to publish more casual content, aimed towards parents and students, showcasing unique events, daily student life, and general updates.

Media Relations

The Webmaster is responsible for coordinating information shared with the media, working with each school or program's administrator as needed. District employees should seek approval from the Superintendent or the Webmaster prior to sharing school district information with the media.

Key Objectives

- Expand our reach using various social media platforms/channels.
- Have a platform to foster a positive online community for our District.
- Create professional platforms to deliver information accordingly.
- Empowering staff at various schools to post on their school's web page.