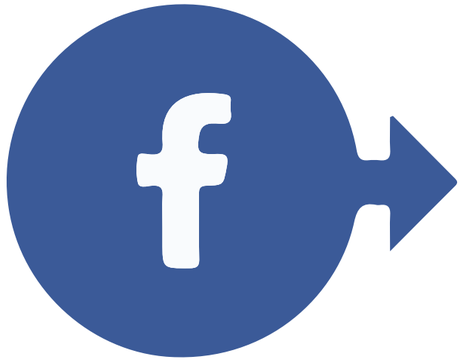
SAN BENITO
SCHOOLS



# SOCIAL MEDIA 101

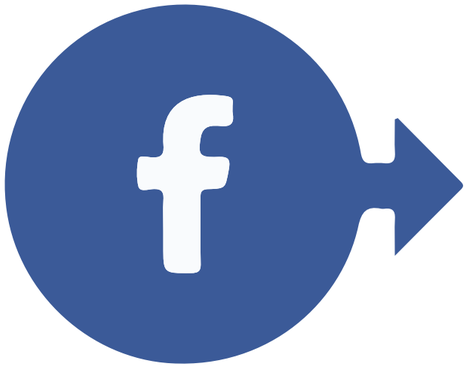
San Benito CISD
Communications Department
(956) 276-6030



# FACEBOOK

## FACEBOOK 101

- Free social media app
- Unlimited characters
- Immediate, real-time messaging
- PUBLIC! Anyone can follow you and see your posts



# FACEBOOK

## TERMINOLOGY

- Post
- Like
- Share
- Message
- News Feed
- Notifications
- Profile
- Cover Photo
- Profile Picture

# FACEBOOK

## ANATOMY OF A POST

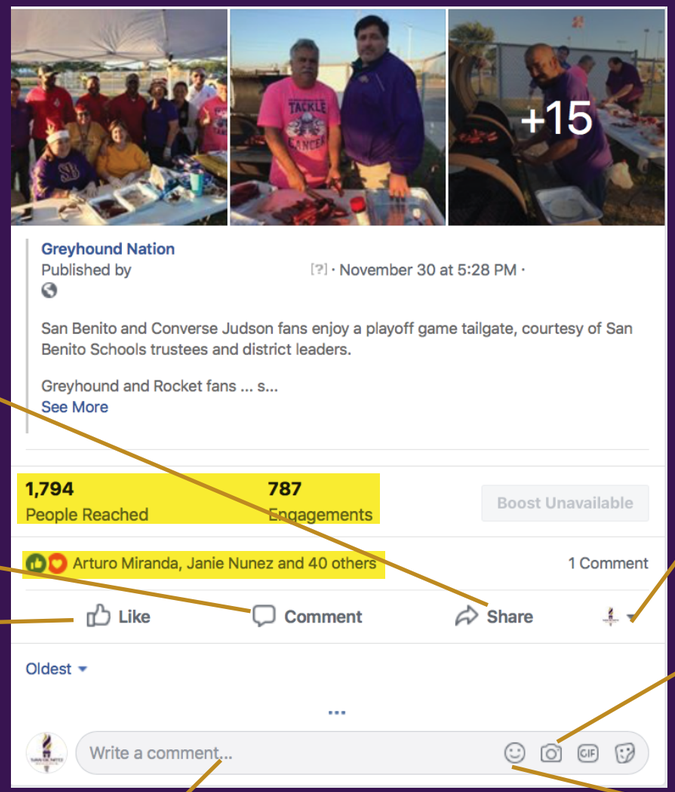



Profile

Post Body

Edit Post

Post was "reacted" to 42 times
Reached 1,794 people
787 Engagements




Share

Comment

Like

Change Profile

Add Photo

Add Smileys

Comment

# FACEBOOK

DO....

- Search for other Facebook accounts by name or email

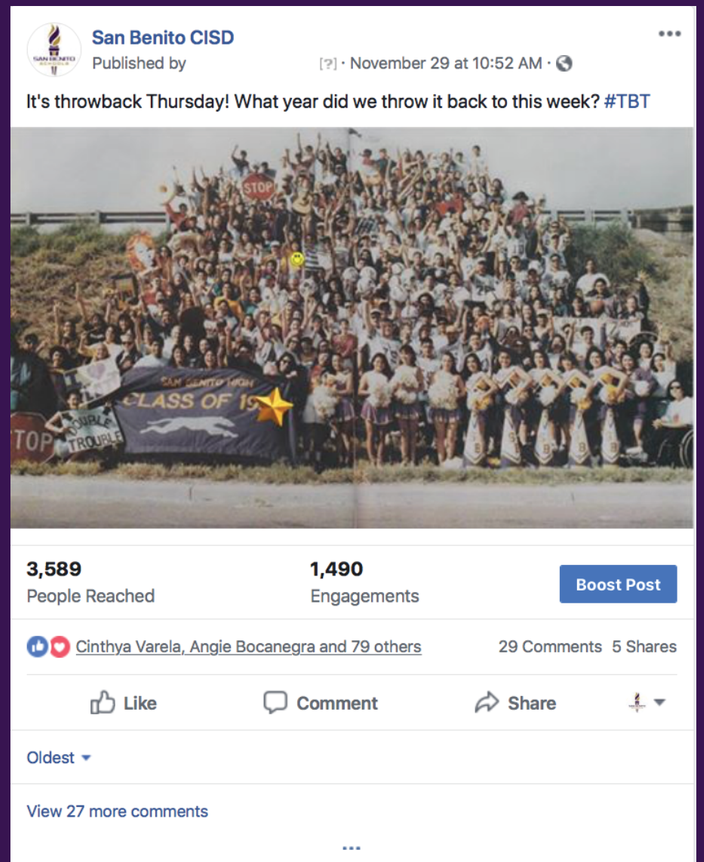


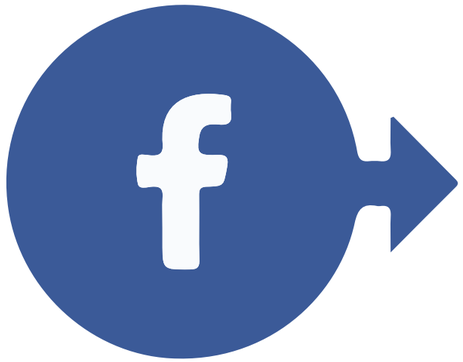

- Edit your post
- Use a caption when posting pictures
- Check student permissions

# FACEBOOK

DO....

- Use # when you are posting
- Mention other users

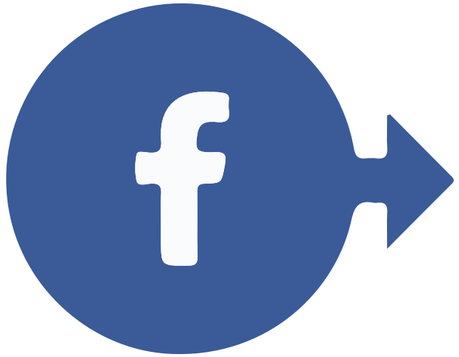




# FACEBOOK

DON'T....

- Tag/mention yourself
- Spaceout hashtags
- Add the "@" sign in a hashtag
- Spam your audience
- Post to the wrong Facebook account



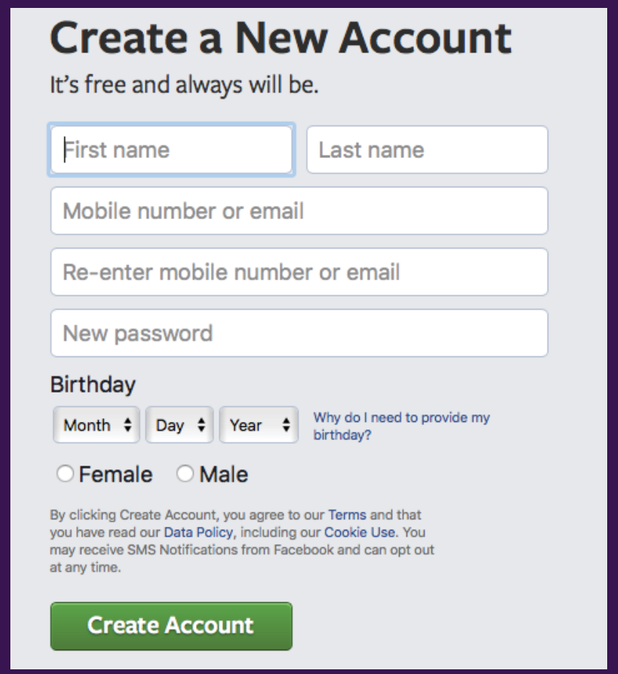
# FACEBOOK

## WHAT TO POST

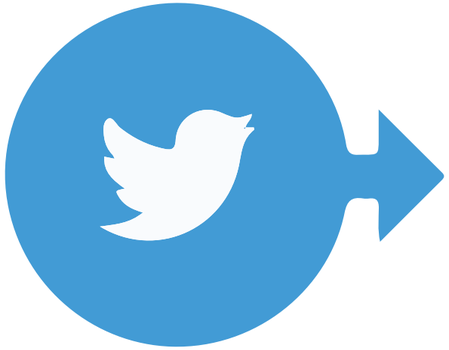
- Class announcements
- Learning objectives
- Showcase students' work
- Share students' quotes
- Ask questions
- Student take aways
- News & photos from field trips or events
- Project reminders
- Birthdays
- Articles to read
- Upcoming tests

# FACEBOOK

## JOIN FACEBOOK



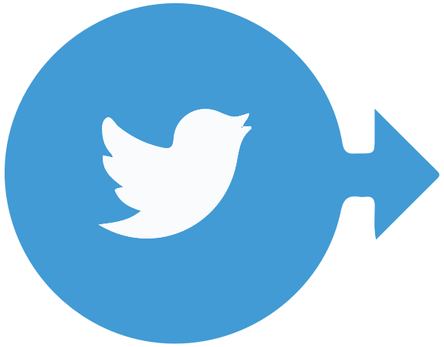

1. Type your first name
2. Type your last name
3. Type your number or email
4. Re-type in your number or email
5. Set a password
6. Enter your birthday
7. Click "Create Account"



# TWITTER

## TWITTER 101

- Free social media app
- 140-character messages called “Tweets”
- Immediate, real-time messaging
- PUBLIC! Anyone can follow you and see your tweets



# TWITTER

## TERMINOLOGY

- Username/Handle
- Tweet
- Retweet
- Reply
- Direct Message (DM)
- Hashtag #
- Follow

# TWITTER

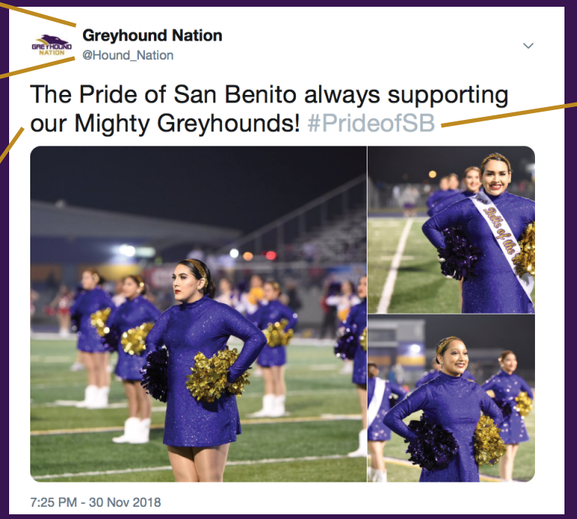
## ANATOMY OF A TWEET




Twitter Name

Twitter Handle

Tweet Text

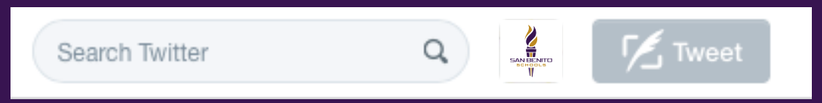



This tweet has been retweeted 7 times and favorited 11 times.

# TWITTER

DO....

- Search for other Twitter accounts by name or @username




- Delete & tweet again
- Use a caption when tweeting pictures
- Check student permissions

# TWITTER

DO....

- Use # when you are tweeting
- Create a #hashtag for your campus/department

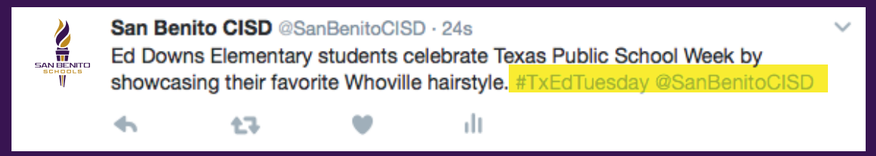
  Example: #sbcisdproud



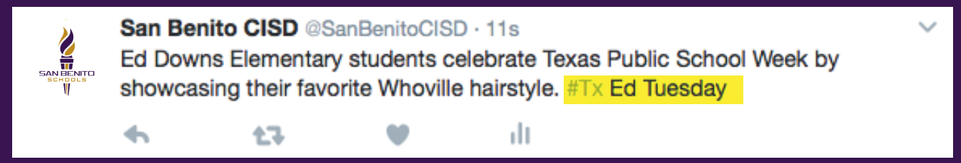
# TWITTER

DON'T....

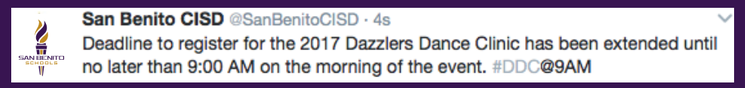
- Tag yourself




- Spaceout hashtags



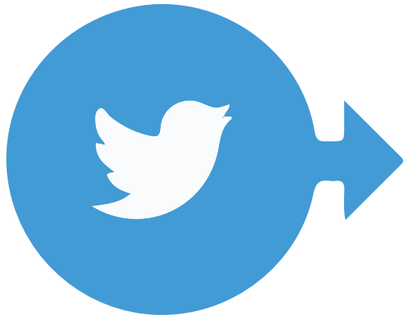

- Add symbols in a hashtag




- Be an "Egghead"





# TWITTER

## WHAT TO TWEET

- Class announcements
- Learning objectives
- Showcase students' work
- Share students' quotes
- Ask questions
- Student take aways
- News & photos from field trips or events
- Project reminders
- Birthdays
- Articles to read
- Upcoming tests

# TWITTER

## ACADEMICS

**San Benito CISD**
@SanBenitoCISD
Follow

This week, Gifted and Talented students participated in fun-filled, educational summer programming designed to explore a variety of careers paths in the areas of science, technology, engineering, math and business.

(Photos courtesy of the Texas Valley Communities Foundation)



2:25 PM - 7 Jun 2018

**6** Likes

## ACTS OF SERVICE

**San Benito CISD**
@SanBenitoCISD
Follow

San Benito NJROTC cadets recently presented to the San Benito Food Pantry a total of 1,020 non-perishable food items and $307 in monetary donations. Since the end of September, over 50 NJROTC cadets collectively dedicated over 130 hours toward their traditional food drive.



7:20 AM - 27 Nov 2018

**1** Like

Tweet your reply

## ATHLETICS

**Greyhound Nation**
@Hound_Nation

Greyhounds score with 2:35 left in the game. Hounds 18, Rockets 69



8:07 PM - 30 Nov 2018

**2** Retweets **7** Likes

Add another Tweet

# TWITTER

## ARTS

**San Benito CISD**
@SanBenitoCISD
Follow

Ed Downs Elementary Fine Arts students under the direction of Leslie Whittemore delight the audiences as they perform "Three Little Pigs" and "Little Red Riding Hood." The students and guests enjoyed a Tea Party.



9:23 AM - 8 May 2018

4 Likes

## ACTIVITIES

**San Benito CISD**
@SanBenitoCISD
Follow

Principals recently attended a training session led by International Center for Leadership in Education (ICLE) representatives. The district's partnership with ICLE will help make best practices & innovative approaches to instruction and leadership a reality in local classrooms.



12:39 PM - 7 Jun 2018

3 Likes

## ANNOUNCEMENTS

**San Benito CISD**
@SanBenitoCISD
Follow

IMPORTANT NOTICE: / AVISO IMPORTANTE:

Translate Tweet

SAN BENITO SCHOOLS

**IMPORTANT NOTICE FOR PARENTS**

**AVISO IMPORTANTE PARA PADRES**

**NO SCHOOL NOTICE**
**Monday, November 19 - Friday, November 23, 2018**

San Benito CISD will observe the Thanksgiving holiday beginning on Monday, November 19, through Friday, November 23. There will be no classes for students.

Classes will resume at their regular time on Monday, November 26.

**AVISO QUE NO HABRÁ CLASES**
**lunes, 19 de noviembre - viernes, 23 de noviembre, 2018**

El Distrito Escolar de San Benito observará las vacaciones del Día de Acción de Gracias empezando el lunes, 19 de noviembre, hasta el viernes, 23 de noviembre.
No habrá clases para los estudiantes.

Las clases se reanudarán al horario regular el lunes, 26 de noviembre.



7:12 AM - 16 Nov 2018

# TWITTER

## RETWEET

- A reposted or forwarded message on Twitter

Retweet Icon

Retweet Button



# TWITTER

## YOUR TWITTER HANDLE

- Consider character count
- Associate with your campus/department
- Handles can be updated

*EXAMPLE:*



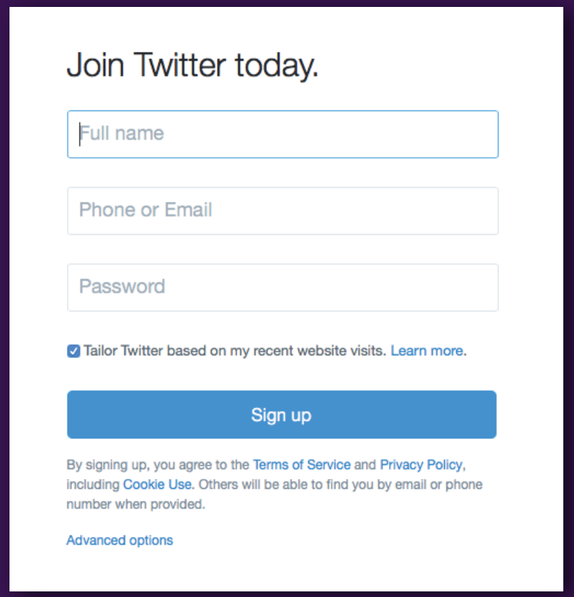

*EXAMPLE:*



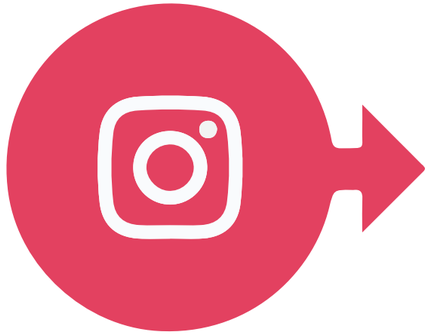
# TWITTER

## JOIN TWITTER

Go to http:/www.twitter.com/signup



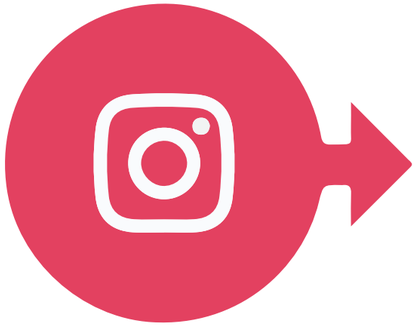

1. Type in your name and email
2. Create a password
3. Click Sign Up
4. On the next page, create a username
   *Example: SanBenitoCISD*
5. Click create my account
6. Check for confirmation email



# INSTAGRAM

## INSTAGRAM 101

- Free social media app
- Upload pictures called “posts”
- Unlimitted characters
- Immediate, real-time messaging
- PUBLIC! Anyone can follow you and see your posts



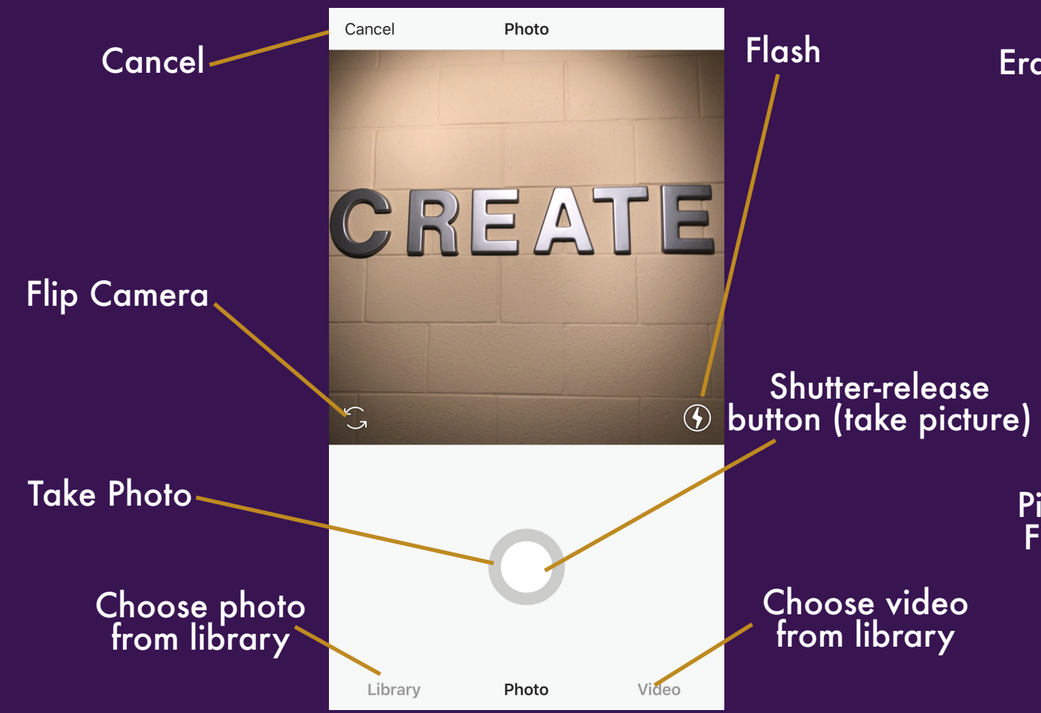
# INSTAGRAM

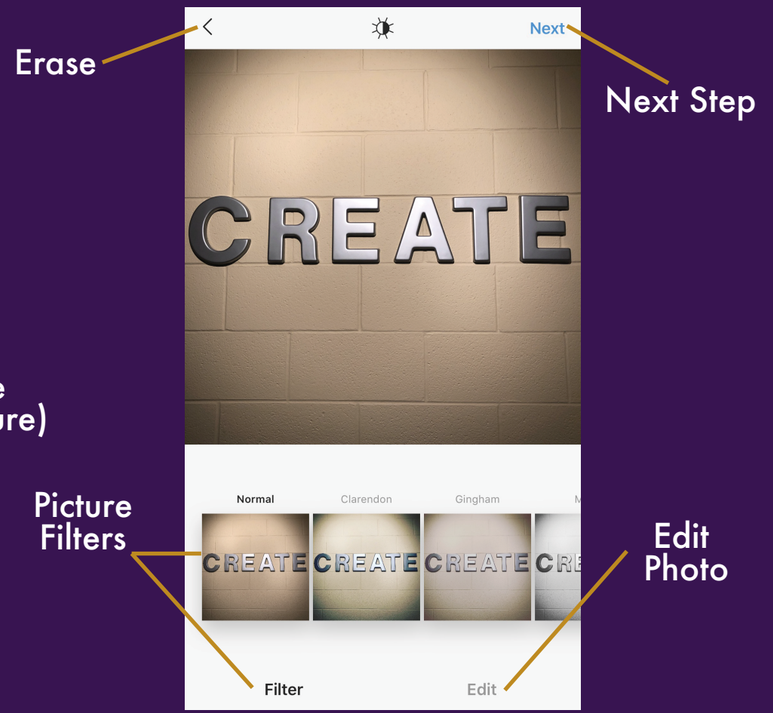
## TERMINOLOGY

- Username
- Post
- Activity feed
- Profile
- Hashtag
- Followers
- Direct post

# INSTAGRAM

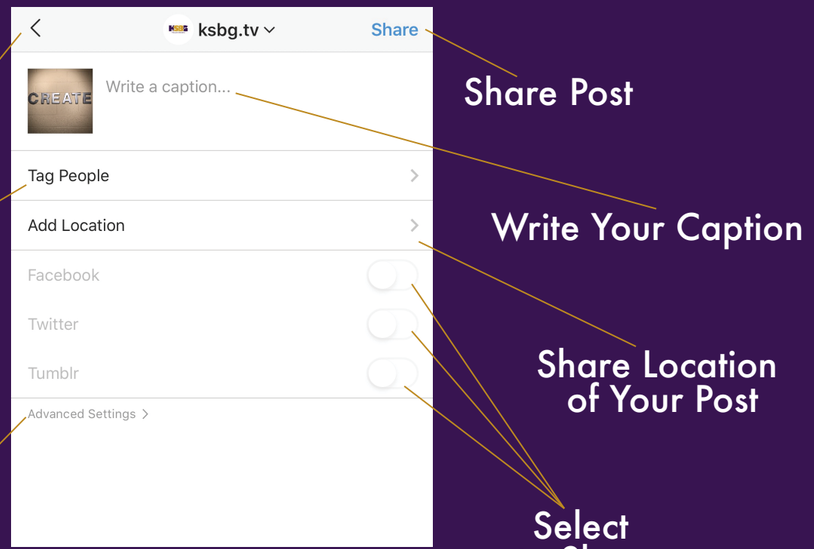
## ANATOMY OF A POST



# INSTAGRAM

## ANATOMY OF A POST




Go Back

Share Post

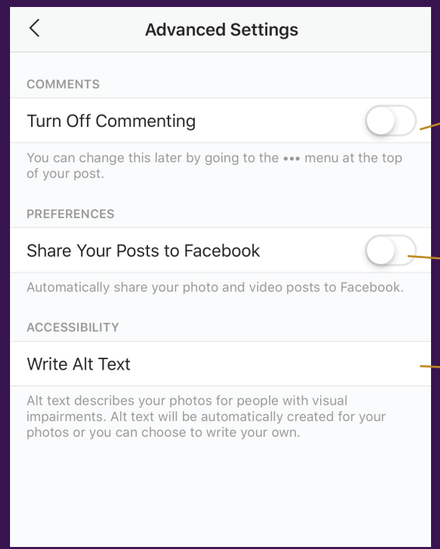
Tag People

Write Your Caption

Share Location of Your Post

Advanced Settings

Select to Share




Turn off Commenting

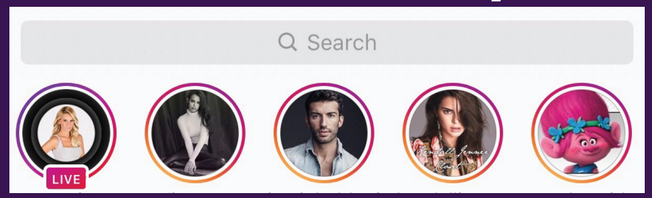
Share to Facebook

Alt Text

# INSTAGRAM

DO....

- Search for other Instagram accounts by username
- Edit post



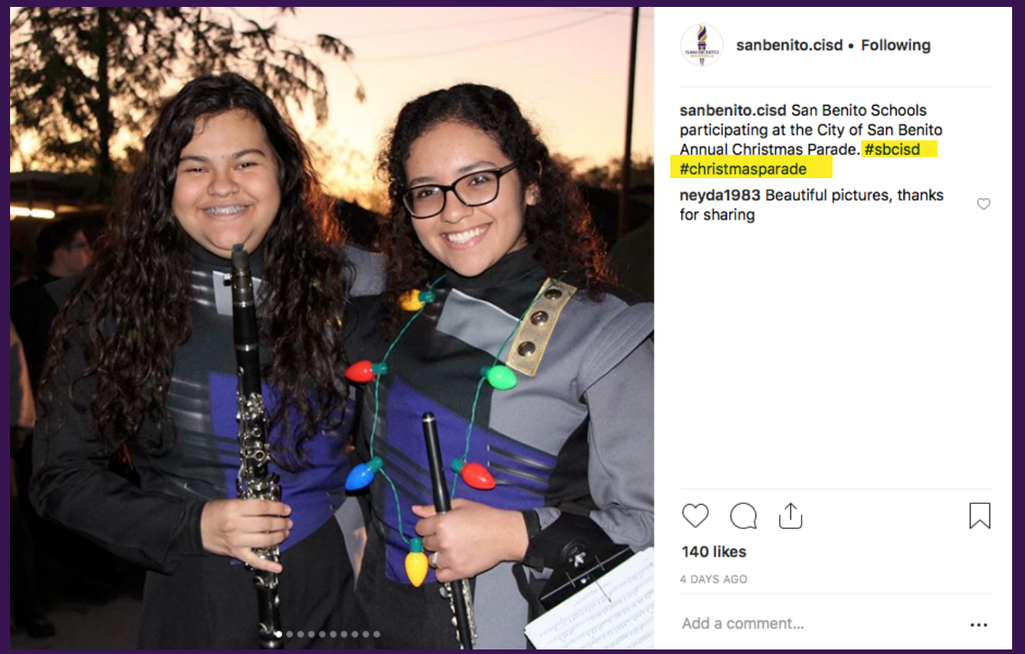

- Use a caption when posting pictures
- Use hashtags
- Check student permissions

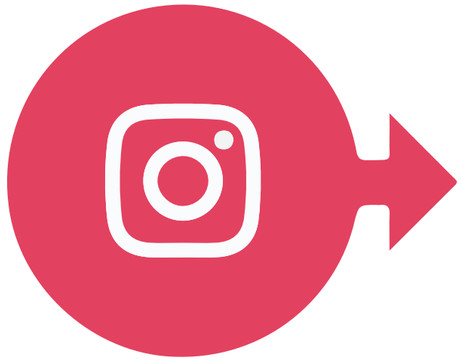
# INSTAGRAM

DO....

- Use # when you post
- Create a #hashtag for your campus/department

*Example: #sbcisd #christmasparade*

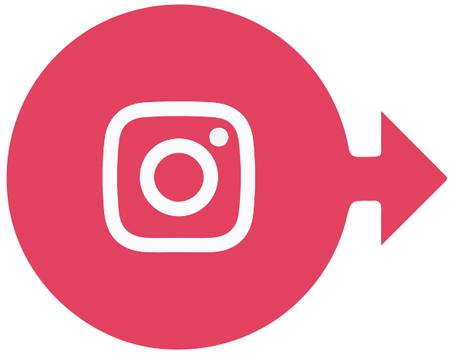




# INSTAGRAM

DON'T....

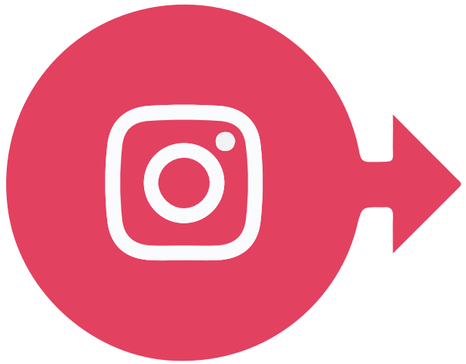
- Tag yourself
- Spaceout hashtags
- Add the "@" sign in a hashtag



# INSTAGRAM

## WHAT TO POST

- Class announcements
- Learning objectives
- Showcase students' work
- Share students' quotes
- Ask questions
- Student take aways
- News & photos from field trips or events
- Project reminders
- Birthdays
- Articles to read
- Upcoming tests
- Athletic activities



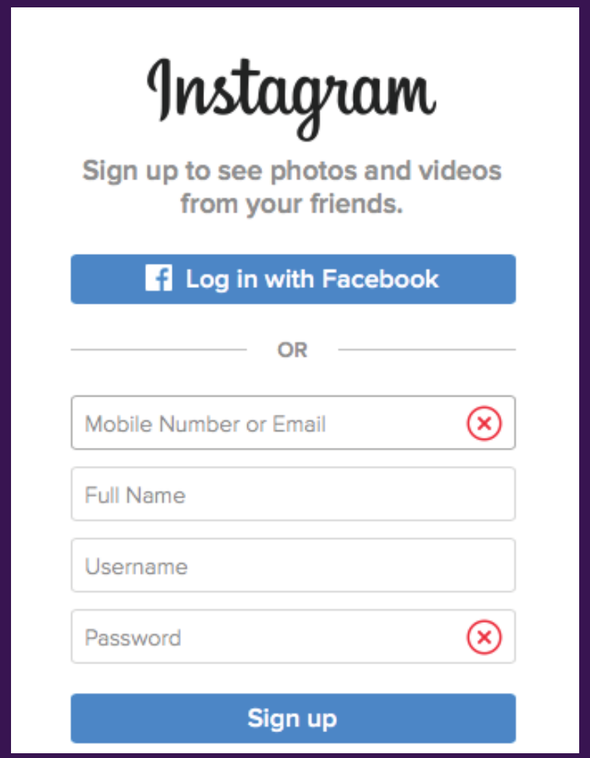
# INSTAGRAM

## YOUR INSTAGRAM USERNAME

- Consider character count
- Associate with your campus/department
- Username can be updated

# INSTAGRAM

## JOIN INSTAGRAM




1. Click Sign up
2. Type your number or email
3. Type your name and last name
4. Create username
5. Set a password