District Social Media

Social media has become an increasingly important method of communication with staff, families and stakeholders in USD 308. When the district began utilizing social media, it was mainly to communicate facts about events and messages to parents. However, over time it became a method to connect creatively and foster engagement with the full Hutchinson Public Schools community.

The three main social media platforms that we use are Facebook, Twitter and Instagram. We found that these are the platforms most of our stakeholders are using, but we are researching newer platforms to integrate into our communications plans for the future. Social media is utilized in several important ways: Communicate important messages to stakeholders, reinforce positive messaging about USD 308, and interact creatively with stakeholders.

An example of using social media to communicate important messages is through our Snow Day communications. While our Snow Day messaging is sent through other methods such as email, text and push notifications through our district app, we also utilize social media because we realize that is where many of our stakeholders will check first. Social media is a piece of a multi-layered communications strategy to communicate important and urgent messaging. (https://www.instagram.com/p/CZfbveOAYAr/)

We also use social media to reinforce positive messaging about Hutchinson Public Schools. Because Hutchinson is such a tight-knit community, we keep a close relationship with our local news outlets. When stories are written about USD 308, we quickly share them on our social media pages to reinforce the positive messaging. This influences the positive reputation of Hutchinson Public Schools, but also strengthens the relationship between our district and our local news outlets. (https://www.facebook.com/USD308/posts/7121074201295915)

Because we understand that social media should be used for more than simple fact-sharing, we wanted to find a way to reach our stakeholders in a personal and creative way. To do this, we started the weekly “Minute with Mike” series featuring our superintendent, Mike Folks. The weekly videos are short summaries of the previous week, and give a personal touch that shows our administrators are relatable and easy to reach. (https://twitter.com/USD308/status/1489725423776940037)

Since the beginning of the 2021-2022 school year, our social media has grown in Followers by 30%, and has generated over 18,000 page visits across all platforms.