

## **Using Facebook, Twitter, and Instagram to Communicate**

In terms of communication, there are several platforms that the Baldwin County School District utilizes to convey information to the public, various stakeholders, students, and parents. What we have discovered is that our social media outreach gives us the opportunity to reach a large multitude, helping us communicate vital and celebratory information across a wide spectrum of audiences.

The Baldwin County School District is made up of an Early Learning Center, two Primary Schools (Midway Hills Primary and Lakeview Primary), two Academies (Midway Hills Academy and Lakeview Academy), a middle school and a high school which also consists of a top notch college and career academy. We also have high school students who attend an Early College program through Georgia College Early College and an in-house alternative school called the Baldwin Success Academy. In all, there are approximately 5,000 students in our school system. In addition to the school district's social media outlets, each school also has its own Facebook and Twitter accounts.

From the start, we took a different approach when using this account. It's not simply a repeat of content you'll find on Facebook; its organic content catered to students.

Excluding posts about coronavirus updates, the Baldwin County School District Facebook, Twitter and Instagram pages features students, employees and all their successes. We try to keep our newsfeed free of ordinary posts as possible and instead tell stories.