Each year we analyze our social media results for the entire year to track long-term performance and plan our strategy for the upcoming year. The twists and turns of COVID have made it difficult to analyze effectiveness, so we have let audience feedback guide our strategy. We have shifted to a more fluid social media strategy that is constantly evaluated and adjust if needed.

People want to be heard and we have to listen, respond and adjust accordingly. Our district experienced a lot of criticism about COVID safety protocols and face masks, especially on social media. We implemented a strategy to fight the negativity with a flood of positive vibes.

**Goals**

- Be a reliable and consistent information source.
- Increase positive engagement and decrease negative comments.
- Our district is more than a logo or building, we are people. We would increase the human element of our posts and focus on the people.

**Strategy**

- **Do not engage.** Sometimes silence speaks volumes. It’s important to maintain the professional image of the district.
- **Do no harm.** If there isn’t a huge upside to a post, don’t post it. If there is any doubt, don’t post it.
- **Flood their feeds with positive vibes** with smiling, happy students and employees. Focus on what is going well.

**Implementation**

Purely informational posts that were potentially controversial were posted without student images to prevent individuals from being connected to negative comments. For every information post, our goal was to have 4-5 positive posts to balance out what people saw in their feeds.

Our schools do not have their own social media, so we asked them to send pictures and videos to one address in our department and we handle to content and lead like a news desk- determining where and how to use it. We provided a guidelines document to guide the kind of low-risk COVID content we want them to provide.

With the goal of using more user-generated content while staying aligned to the communications plan in mind, we selected a districtwide theme, *One Team STPPS*, and developed monthly challenge sheets to help align the topics and content the schools curate with the district communications strategy.

Our editorial calendar contains placeholders for different categories of positive posts, including spotlights, inside the classroom pictures, awards and success stories. We also began to post a weekly recap of positive things that happened around the district in stories.

**Evaluation**

- Engagement and video views have increased on every social media platform compared to previous years.
- Our social media footprint continues to expand as STPPS has the largest Twitter (7,744), Facebook (41,047) and Instagram (9,716) following of any school system in the state of Louisiana.
- Our followers have increased by over 3,000 since the end of last school year.
- STPPS’s Instagram following has grown 69% since COVID began.
- Media sharing our posts has grown exponentially.
- Negative comments have decreased and our army of brand ambassadors defend us more often.
Informational Posts

Per the governor’s order, masks are now required to be worn in all STPPS schools & buildings for students in grades K-12 & all adults. Masks are highly recommended for children ages 2-4. Please visit stpsb.org/coronavirus for the most up to date information. #OneTeamSTPPS
Positive Vibe Posts

St. Tammany Parish Public School System

October 12, 2021

Kindness and leadership inspired a future career at Bonne Ecole Elementary. After seeing his guidance on campus, a young kindergarten student approached the SRO. They had a great conversation and the student was so moved that he wants to be just like the SRO when he grows up.

Sidell Police Department
#OneTeamSTPPS

St. Tammany Parish Public Schools 🍁 @stppsschools

Are you ready? We can't wait to welcome our students back bright and early tomorrow morning. Please share your pics on social media using #STPPSFirstDay and tagging us @stppsschools.

#OneTeamSTPPS

2:00 PM · Aug 5, 2021 · Twitter Web App
Madisonville Jr. High teacher John Wondergem has more plans with his truck than just using it to get from point A to point B. 🚚

This educator now rolls with positive affirmations on wheels for everyone to see and be inspired. 😊

#OneTeamSTPPS

See more examples:

www.facebook.com/stppschools
www.twitter.com/stppschools
www.instagram.com/stppschools
PHOTO AND VIDEO GUIDELINES

Below are COVID-19 best practices and guidelines for submitting photos and videos during the 2020-2021 school year. Students must have MEDIA RELEASE ON FILE to be included in any photos and videos. DO NOT show non-essential visitors on campus.

FOCUS ON INDIVIDUALS
- Use close ups of individual students and employees when possible
- Zoom with your feet, not your camera (for highest quality)

FACE COVERINGS
- All adults and students in grades 3-12 should be shown wearing face coverings
- Face coverings must be worn properly and cover the nose and mouth
- Face coverings must be appropriate and follow district guidelines

SOCIAL DISTANCING
- Subjects must follow social distancing guidelines and spaced 6 feet apart
- Do not take pictures or videos that show subjects crowded tightly together

EMOTIONS
- Show emotions through friendly gestures (i.e. thumbs up or a wave)
- Focus on positive, friendly, happy, and engaged subjects

CHECK THE BACKGROUND
- Be mindful of environment/surroundings
- Pick a flattering background but not busy
- Ensure safety protocols are being followed
- Make sure the focus is on the student/employee and not background distractions like visquine dividers, excessive safety signs, cleaning products, garbage cans or painters tape markings

PRE-COVID PHOTOS AND VIDEOS
- Clearly label or caption pictures and videos from pre-Covid and previous school years

SUBMIT PHOTOS AND VIDEOS: NEWS@STPSB.ORG

FULL PHOTO AND VIDEO GUIDELINES CAN BE FOUND IN THE COMMUNICATIONS FOLDER ON MOODLE.
PHOTO AND VIDEO GUIDELINES

Learning looks different this year, but there is still much to share and celebrate.

GUIDELINES

- If masks are required, photos and videos should include masks. Make sure both mouth and nose are covered.
- Subjects must follow social distancing guidelines and spaced 6 feet apart.
- Encourage a thumbs up to show positivity in lieu of a visible smile.
- A photo or video showing only one student is the safest content for us to share.
- Watch the background! Be mindful of environment/surroundings, pick a background that is flattering but not busy, and ensure safety protocols are being followed.

IDEAS

- A short video of a student explaining something new they learned
- Students engaged in learning while observing safety guidelines
- Recess
- Students reading out loud on video
- Students showcasing their artwork or designs

GUIDELINES

- Avoid sharing pictures of video conferences that display student names.
- Teachers can ask parents to send photos or videos of their child completing an assignment.
- Make sure backgrounds are appropriate. Do not send or share photos taken in bedrooms. Ensure the student and teacher are dressed appropriately and no siblings are in the background.

IDEAS

- Completing a science experiment
- Practicing a musical instrument
- Showcasing a completed project
- Demonstrating a new skill
- Enjoying at-home PE
- Showing their favorite spot to work
- Collect learning success stories from staff AND parents

SUBMIT PHOTOS AND VIDEOS: NEWS@STPSB.ORG

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