Berkley School District
NSPRA Electronic Media Communication Award Entry
Category: Social Media
URL: www.fb.com/berkleyschools

Include a one-page explanation of how and why the social media is being used and the outcomes achieved.

The Berkley Schools Communications Office is on a mission: to engage trust and buy-in from the community through storytelling. Every day on our social sites, we aim to show we are a trusted source for our community through continued communication and conversation. We do this by sharing #BerkleyDifference moments through words, graphics, photos and video, and also by sharing crisis communications when we find ourselves with difficult news to share. Because social media should be social, we also engage with our followers and respond to posts that are asking questions or sharing concerns.

To accomplish our mission, we use a social media calendar and scheduling software to look ahead a month at a time to ensure we aren’t missing evergreen content opportunities and to match our social calendar with our District calendar. We know the more we share on our pages, the higher our engagement will be. We add graphics or links to each post, upload videos (with closed captioning) directly into Facebook, share photos of events and we share our parent/community support group content. We listen and watch for stories we need to share with our families by reading weekly school newsletters and calendars, connecting with principals and teachers and being open to submissions from the community. We also track analytics and look at the times our followers interact with the platform. We schedule our posts during those peak times to engage with the most followers possible.

Parents are busy, but they are on social sites, and we always aim to meet our school families where they spend their time: Facebook, Twitter, Instagram, and YouTube. To date, our most successful social platform is Facebook with over 9,000 likes – more than double our current student enrollment.

If you want to know anything about Berkley School District, it’s on our Facebook page – including links to our weekly eNewsletter, photos from school events, videos showcasing teaching and learning, updates from various groups, boosters, teams and departments. Our social sites have become the hub of information about our school district and our community knows that if they tune into our Facebook page, they’ll know what is happening or get an answer to a question they may have.

We continue our outreach and grow our followers by sharing our handles on all marketing pieces, in every District communication and pointing people to Facebook for updates during a crisis. Each week we increase our number of followers - on our way to our long-term goal of 10,000 followers.

Facebook analytics show tremendous community engagement. During the 2021-2022 school year, so far, we’ve achieved 839,899 total impressions, 69,301 total engagements and 6,951 clicks.

Visit our Facebook page and experience the #BerkleyDifference.