

Oneida-Herkimer-Madison BOCES  
School Communications

**Category:** Social Media – OHM BOCES Facebook Page

**Website Address:** <https://www.facebook.com/ohmboces1>

**How and why the social media is being used:**

A Facebook page was created for the Oneida-Herkimer-Madison BOCES in the summer of 2018 with the intention of providing an additional medium to celebrate and support the BOCES' programs, students and staff members, as well as share important news and communicate event information.

The OHM BOCES Facebook page features reminders for upcoming events, photos from activities, links to website content, shared links to recent media coverage and breaking news. All posts focus on stories, photos and events that exemplify the BOCES' mission that "we are collaborators, working together and partnering with leaders in education, business, industry, government and the local community to promote inclusive educational and career opportunities and equitable access in order to prepare all of our learners for the dynamic world of today and tomorrow."

Serving school districts in a 549 square-mile area comprising Oneida, Herkimer and Madison counties, the OHM BOCES Facebook page has been an exceptional resource in reaching parents and community members on a media platform that they are already using. Previously, the primary methods of communication had been the OHM BOCES website, email and paper flyers sent home with students. Once the OHM BOCES page was created it was easier to gain "likes" and "follows" for the page on a platform that stakeholders were already familiar with.

The OHM BOCES Facebook page currently has 1,161 followers and its most viewed post – a photo of the Career and Technical Education Class of 2020 – had more than 4,000 views.

**Outcomes achieved:**

Since its creation, the Facebook page has become instrumental in providing timely and accurate information about the OHM BOCES. We are able to share urgent information, such as school closings and event information quickly and efficiently amongst residents of an expansive area. The OHM BOCES Facebook page has also created a place to share photos and stories that did not previously have a designated area on the BOCES website.

The Facebook page has also allowed us to reach alumni who no longer live in the area with current news and information about events such as the Saturday Showcase or Open House. Prior to establishing the Facebook page, alumni would have needed to take the initiative to seek this information out on the OHM BOCES website, rather than it being delivered directly to them.

Additionally, the OHM BOCES Facebook page is allowing us to communicate more regularly with community stakeholders. Information and stories about what's going on at the schools are communicated with a much shorter turnaround time compared to news releases. If an event, such as a program fundraiser, is planned on short notice, we can still share that information immediately and our followers will also share it with their larger friend circle on Facebook.

Overall, the Facebook page has increased parent and community knowledge of news, activities and events at the OHM BOCES.