Celebrate, Elevate, Cultivate: The Minnetonka Public Schools Social Media Strategy for Facebook, Instagram and Twitter

The Minnetonka Communications team cultivates a content strategy for the District’s social media channels that celebrates student, staff and community achievements, elevates student voice and cultivates positive connections. From sharing news features on Twitter to telling stories through photos and videos on Facebook and Instagram, the District’s social media channels keep audiences engaged and informed with the many ways Minnetonka’s hallmark of child-centered excellence is lived out every day.

Minnetonka Schools posts 6-7 times per week on Facebook and periodically on Instagram and Twitter, as content fits for those audiences. Content is planned to offer a holistic view of District services and amplify key messages about personalized learning, student well-being and belonging, and endless academic and extracurricular opportunities. Facebook and Instagram continue to be the District’s fastest growing social media channels. So far in the 2021-22 school year, Minnetonka gained more than 380 new followers on Instagram, 200 new followers on Facebook and 133 on Twitter. On Facebook, 158 posts have reached users organically 441,986 times and garnered 13,207 engagements through reactions (11,775), comments (1,161) and shares (271).

Selection of Posts

Minnetonka Schools @TonkaSchools - Mar 22
In Tara Murphy's classroom, puppets help students to foster social emotional skills and creativity.

"Students practice their skills and know that it is okay to make mistakes, try again, apologize, forgive, and keep growing together."

Read more: bit.ly/38y3nZ

Minnetonka Schools November 16, 2021
Dr. Dennis Peterson, Superintendent of Minnetonka Public Schools, announced today that he will be retiring at the end of the 2021-22 school year. He has served as Superintendent for Minnetonka Schools for nearly 21 years.

"Leading this incredible school district has been the highlight of my career," said Dr. Peterson. "It has been a privilege to work alongside each of our exceptional teachers and administrators and with our outstanding School Board members throughout the years. I’m proud of all we have all accomplished together and of the myriad educational opportunities and pathways we have developed for our students. It has been my great honor to serve the students and families of this district, and I will continue to do so to the best of my ability through the remaining months of my superintendency."

A celebration to honor Dr. Peterson and his legacy will be held at the end of the school year. More details on that will be forthcoming. The School Board will begin an immediate nationwide search for a superintendent to begin serving in July 2022.

Read the full announcement on the Minnetonka Schools website: https://bit.ly/3wSUeC