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| **Source** | **What does your Social Network say about your school?** | **Number of Subscribers/****Friends/Followers** |
| Facebook |  |  |
| Instagram |  |  |
| Youtube |  |  |
| A Google Search |  |  |



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| **Facebook**<https://sproutsocial.com/insights/facebook-stats-for-marketers/> |
| **Interesting Fact** | **Why this applies to us** | **What we need to consider** |
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| **YouTube**https://cdn.pixabay.com/photo/2018/04/30/18/57/youtube-3363633_960_720.png<https://blog.hootsuite.com/youtube-stats-marketers/> |
| **Interesting Fact** | **Why this applies to us** | **What we need to consider** |
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| **Instagram**https://cdn.pixabay.com/photo/2016/08/09/17/52/instagram-1581266_960_720.jpg<https://blog.hootsuite.com/instagram-statistics/> |
| **Interesting Fact** | **Why this applies to us** | **What we need to consider** |
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# Links:

<http://www.facebook.com/business/products/ads>

[Canva.com](http://www.canva.com) - Create Social Media cards and infographics for every network

[Hootsuite.com](http://www.hootsuite.com) - Monitor and get analytics on all your social-networks in one place

[8 Examples of Schools Doing Social-Media Right](https://www.skyward.com/discover/blog/skyward-blogs/skyward-executive-blog/april-2017/8-top-school-district-social-media-accounts)

[Claiming Your Business on Google](https://www.en.advertisercommunity.com/t5/Go-To-Guides/S1-How-to-claim-or-create-a-business-page/td-p/1225801)

# What type of content to share:

### **1. Original Content**

Original content is anything that you or someone at your school produces from scratch. This can include blog posts from your website, photos and videos from classrooms or school events, or internally-produced infographics. Recruit teachers and students to contribute to your content so you and your team aren’t overwhelmed by the need to create original material.

### **2. Collected Content**

Curating content is one of the most common and useful features of social media, and it requires a lot less work than making something from scratch. Look for shareable content that your followers will find valuable or interesting, and include a comment or question to encourage discussion.

Make sure you provide attribution for the content, and don’t try to pass something someone else created as your own – that’s a good way to create a negative impression online.

### **3. Audience-Based Content**

Sometimes the best way to spark engagement on social media is to create a space for the audience to give you feedback. Crowdsourced content can include open-ended questions on topics that are relevant to your audience, polls of parents and/or students, or suggestions for your school’s future direction.

As your audience grows and you become more familiar with social media, these initiatives can lead to ongoing discussions and provide unique insight into what your stakeholders are thinking.