



Social Media Launch Plan – Fall 2013

Project Goals-

- Inform district stakeholder groups about new ways to learn about the WJUSD
- Build a healthy WJUSD Twitter, Facebook, and Pinterest community (phased approach)
- Provide fresh, interactive content that provides authentic engagement opportunities

Strategies-

- Identify all potential audiences to reach with the campaign
- Identify twice monthly social media topics for the coming year
- Develop the stable content associated with a description of WJUSD, Rules for Discourse, Photos/Logo
- Translate as much as possible into Spanish
- Create appropriate social media policy –district, staff, student, community interactions

Potential Audiences for Online Outreach- (Best initial potential because they are already online)

- Existing school level/alumni/DAC/Neighborhood Association/Non-profit/Vendor social media outlets
- Community email contacts
- Employee email? Is FB is blocked on district computers?
- Parent email –depends on school site collection of these addresses
- Web site links (DO home page, Comms page, School News Sections)
- Search and invite to “like” based on alumni school listed on FB
- Online media blog posts

Other Outreach Ideas:

- Automated call invitation
- Handbook
- Added to all print materials in the year ahead
- Local media stories
- Spanish language outreach

Potential Promotional Themes:

- Help us reach our goal of ___ friends/followers by _____.
- Obtain prize donations from area businesses for the best posts to the twice monthly topics/questions
- Donate WJUSD “swag” to winners of the twice monthly topics/questions (winner based on “likes” on the post.)

Potential Twice-Monthly Topics:

June:

- Summer learning experience
- Travel

July:

- 4th of July Celebration –history topic
- Favorite books of the summer

August:

- What excites you about returning to school
- A welcoming moment at your school

September:

- Good study habits/tips
- Common Core

October:

- Internet safety/training
- Arts video/photo or experience
- Why donate to the education foundation/foundation experiences

November:

- Gratitude
- Math/STEM experience and/ or photo/video

Additional topics to be assigned based on schedule and “day of the year” tie-ins:

- Favorite or outstanding teacher/nurse/counselor/custodian/bus driver/vice principal/principal/coach
- Grandparent photo and essay
- Test taking tips
- Protecting school site during break/who to call
- Examples of parent involvement, service project, best physical activity, nutritious meals, favorite fruit or veg
- Good news at your school/school spirit/character ed
- Autism awareness
- Favorite music/group

Example -

Escondido Union High School District & Lexus Escondido present "Your Favorite Place to Study" photo contest! Check our FB the week of May 10th to view the photos & VOTE for your favorites! The most "liked" photo will be the winner for a chance to have it displayed on Escondido's digital screen!

Proposed Scope of Work

Based on discussions about the needs of the WJUSD and the desired hours per week, an initial scope of work has been developed. The first two items listed below can be completed for the 2-3 base hours per week requested by WJUSD. The last item contains tasks that will be added in as time allows.

The project elements have been selected to compliment the existing strengths and resources of the district as well as create a communication system that empowers employees, students, and community members to engage and share their positive experiences with the WJUSD.

Facebook Page Content and Engagement (included in base hours)

- Development of a calendar of content based on WJUSD calendar
- Minimum of twice per week posts on FB
- Varied content types, including status updates, links, polls, photos, contests
- Engage with outside posts/comments on page (like, comment, etc.)

Measurement and Reporting (included in base hours)

- Review social media analytics to determine most popular content items
- Provide monthly report on engagement

Additional Opportunities (as available hours allow)

- Research additional social media/communication channels and add WJUSD presence as appropriate
- Solicit photos/videos throughout the district using a general social media email account, ie engage@wjusd.org
- Take photos/video of WJSUD events for use with social media, web