

SOCIAL MEDIA AND SCHOOL DISTRICT COMMUNICATIONS



KPBSD Language Arts Online Class

December 11, 2014

Pegge Erkeneff, communications specialist
Kenai Peninsula Borough School District

www.KPBSD.org



EFFECTIVE COMMUNICATION

“Public relations is a **strategic** communication
process that builds **mutually beneficial**
relationships between **organizations**
and their **publics.**”

--Public Relations Society of America



SOCIAL MEDIA

: forms of **electronic communication**

(as websites for social networking and microblogging) through which users

create online communities to **share**

information, ideas, personal messages, and other content (as videos)

-Merriam-Webster dictionary

COMMUNICATIONS

What is a KPBSD communications specialist

???

Public speaking in crisis or times of celebration, press contact, public information officer (PIO), editor, writer, photographer, videographer, story-teller, critical thinker, kind, visionary, tactical, strategic, practical...

COMMUNICATIONS ... IT'S A RACETRACK OUT THERE NOW



District & school stories | Critical Communication | Branding & Identity

SOCIAL MEDIA USERS | JULY 2014, PARENT LINK

- **18-29 year olds have an 89% internet usage rate**
- **60% of 50-60 year olds are active on social media**
- **In the 65 + bracket, 43% are using social media**
- **Time spent on Facebook, per hour spent online by country: USA citizens top it at 16 minutes.**
- **71% of users access social media from a mobile device**



VISION - FRAMEWORK

DECIDE: WHERE DO YOU WANT TO GO?



“The car goes where the eyes go.” - Garth Stein, *The Art of Racing in the Rain*

COMMUNICATIONS

Listen

- Radar is always on
- **Pay attention** to conversations, news, social media
- Become an excellent **observer**
- Be briefed from the beginning

“How you approach something determines what you will see.”

FOCUS



COMMUNICATIONS

Respond Strategically

- View the big picture
 - Prepare **talking points**. Stick to them
 - **Timely** response
 - Be **proactive**, not only reactive.
 - **Anticipate** what else may transpire
-

WHERE'S YOUR FOCUS?



Facebook, Twitter, Blogs, Website, Pinterest, LinkedIn, Mobile App, Radio, Print

Communication to and with the media, publics, and employees **instills confidence** that the public's **investment** in youth and public education is valuable and paying off.



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PART 2 - KPBSD Language Arts Online Class

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TIPS: SOCIAL MEDIA ESSENTIALS

Expectations

Who?

Voice of school district

Content

Policy

Step back, observe

“More conversations and fewer announcements.” – Seth Godin



PIT CREW – NUTS AND BOLTS: STEPS TO GET THERE



Reflect: dominant methods for communication

Notice:

- What works now?
- What can you replicate?
- What needs to be developed and put into place?
- Who is your crew?

“Honestly, it's not something that happens overnight.”

- Michael Schumacher

ACTION – NUTS AND BOLTS:

Reflect: Where is your competency? Where is your edge?

Notice:

- What captures your attention? Best practices?
- What is your response to the unknown, and emerging, under pressure?
- Who is your pit crew?



THINK OF A RECENT ...

OH _____,



MOMENT OR INCIDENT.

“The art between speculation and facts: speculate tight, but speak to the facts.”

KPBSD...

Communications in a critical
incident is **strategic**,
tactical, and **urgent**.

“Facts are negotiable, perceptions are not.” – Pat Jackson, PR professional

TIPS: SOCIAL MEDIA



Critical Communications

- Build **positive relationships** before, during, after with publics
- Source of “**safety**” information for staff, parents, students, community
- Be **honest**. Never fib—take your time
- **Factual** information. Keep it simple.
- **Transparent**. Think before you post or speak.



TIPS: CRITICAL COMMUNICATIONS AND CELEBRATIONS

Benefits

- Accuracy
- Trust
- Discover questions
- Learn gaps

Pitfalls

- Expectations
- Timeliness
- Lack of process
- False information

Social media creates the need to be proactive, we can no longer be reactive to breaking news.

ASSESS: **WHAT'S HAPPENING?** FINE TUNE.



Be the **first** *and* **best** source of information

- **“You would think after 12 months of having a car with a push button start I would stop looking for the key hole.”** - Jamie Whincup

- What if KPBSD had an app?
<http://bit.ly/KPBSDappVideo>

“Finishing races is important, but racing is more important.” – Dale Earnhardt



DRIVE THE CONVERSATION



WHAT SURPRISES OR CHALLENGES YOU WITH THIS TOPIC?

... WHAT IS YOUR GO FOR IT?

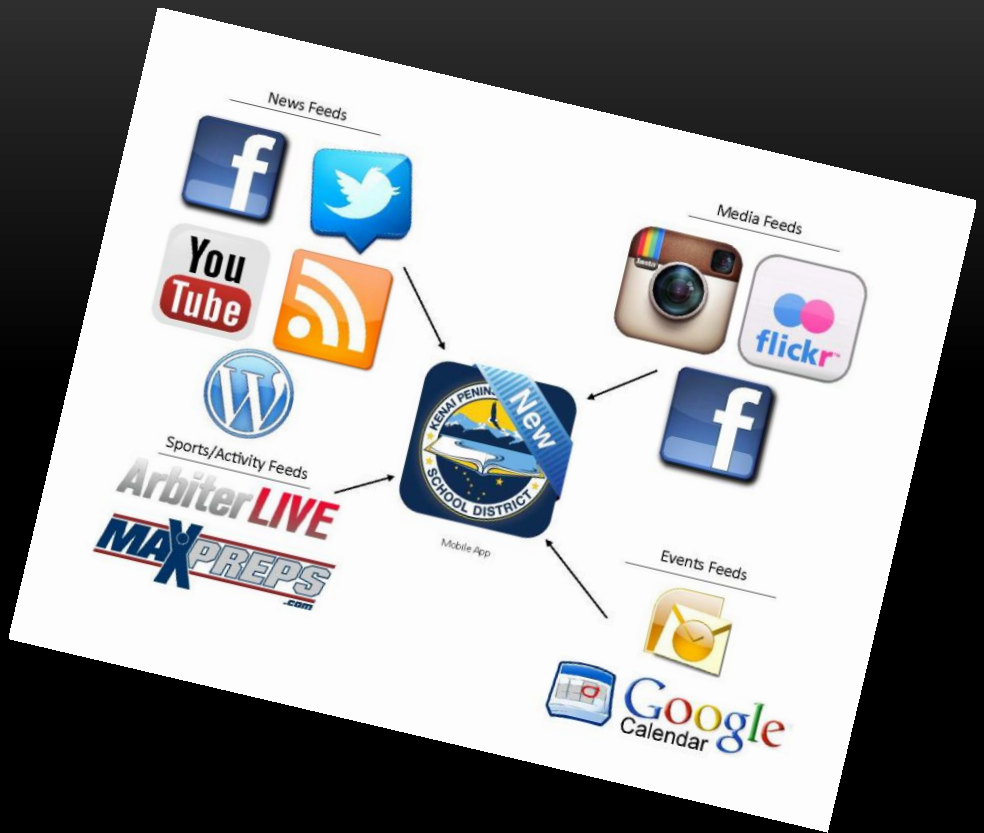




You can find

Kenai Peninsula Borough SD

in the app store.



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