



Is Facebook working for your school?

Facebook is a great way to share information, promote what's happening at your school and keep your school community engaged. It's essential that your Facebook site is kept up to date and represents your school really well.

Here are **10** tips on ways to improve your school's Facebook page.

1 Get on it!

Most families use Facebook daily and it's an almost guaranteed way to communicate with your school community. If you don't already have a page for your school - Get on it!

Tip: When you create your page, select "Organisation" and then select "Education" from the pull-down menu.



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.DigitalJourney

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2 Keep 'About' information up-to-date

Visitors to your page aren't just interested in what you're posting, but also about your school. Ensure that your 'About' information is complete and kept up-to-date.

Tip: You may also wish to add a Code of Conduct to your Facebook Page in the General Information Section. You can find a draft online and adjust it to suit your school. Just search for 'Best Code of Conduct Examples'



3 Get your page verified

Verified pages appear higher in Facebook search results and in newsfeeds. A verified page will have a small grey tick next to the page name at the top left of the page.

Tip: To verify your page- Click on Settings, General, Page Verification, then Verify this Page.



4 Present your school well

Think about your school as a brand – what do you want people to think of your school when they see your page?

Profile pic: This is the first thing people will see when doing a facebook search for your school and when they land on your page. Use your school logo or crest – it'll also look good next to each post.



Cover pic: This is the large image that goes across the top of your page. The leading rule when selecting your cover pic: *Is it engaging?*



5 Be authentic and post regularly

Share authentic stories that have happened at your school and use loads of media in your posts. Images and videos are a lot more appealing and Facebook will also prioritise these posts on newsfeeds. Try to post at least 3 times a week.

Tip: Look up this great article on creating a social media plan:

digitalresources.nz / How to develop a social media plan



6 Know your privacy settings

You will want most of your settings to be set to public so people can easily find and engage with you. An important setting to consider is whether or not to allow people to send you a direct message via Facebook. If you won't be able to respond promptly, consider a 'Call to Action' button to direct them to a contact form or email address.



7 Monitor and ENGAGE

Social media is all about engagement! Be sure to monitor comments on your posts, and engage where required. Visitors who can see you are engaging on Facebook are more likely to comment themselves, and more likely to spend longer on your Page.

Tip: If you receive comments from your Facebook community but fail to respond or acknowledge them, they'll notice and stop engaging with you. It only takes a few minutes throughout the day to monitor your social activity and make a few quick or witty responses.



Comment



8 Facebook Insights

Insights is a powerful tool, that is constantly updated to reflect how your page is performing. It is well worth looking into if you want to optimise the content you share with your community.

Tip: For a great guide on Facebook Insights, look up: digitalresources.nz / Facebook Insights Simplified



9 Educate students and parents in social media

It's exciting to have your own social media channel - but you should also make sure that you use it as an opportunity to remind students and parents how to use social media safely. For example, the age limit for Facebook is 13 years old- so Y8 and below students should not be liking your (or any other) pages.

Tip: For an informative article on the subject, look up: digitalresources.nz / Social media and keeping your children safe.



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10 Questions and polls

Use 'pulse' questions, polls, and share general parenting content to boost engagement. Asking simple questions and sharing articles of interest, gets parents chatting and engaged.

Tip: Examples of questions you could pose:

- What's your favorite snack to pack?
- What should our new carnival booth be? (vote below)
- Here's a terrific article on family internet safety. At what age did you allow your children to use social media?
- Sports Round Up! What's everybody playing this season?

What do you think would be most effective in combating absenteeism?

<input type="radio"/>	Reaching out to parents	...
<input type="radio"/>	Harsher discipline for absences	...
<input type="radio"/>	Establishing truancy officers	...
<input type="radio"/>	More before- and after-school programs	...
<input type="radio"/>	Community-based efforts	...

.D Digital Journey has put together a terrific article on 'How to build your school's online community with Facebook.' Check it out for some extra pointers!

digital-journey/article/taEHku7

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