

social

MEDIA

Communications Plan





Bolstering Plano ISD's web presence through social media is an important part of a successful communications plan. This plan details how social media can help enhance Plano ISD's relationships with community members and other stakeholders in the district.

Leading **ed** ^{ucation} **GE**

Executive Summary

Plano ISD's "Beliefs about Excellence in Education" asserts that successful learning is created by developing and maximizing each individual's strong appreciation of arts and cultures, with emphasis on global awareness. It also underscores the importance of collaborative partnerships with parents, families and all sectors of the broader community. The district also promotes that it will inform and engage the community to promote social responsibility, understanding, involvement and support of education to ensure student success.

leading **ed**^{ucation}**GE**

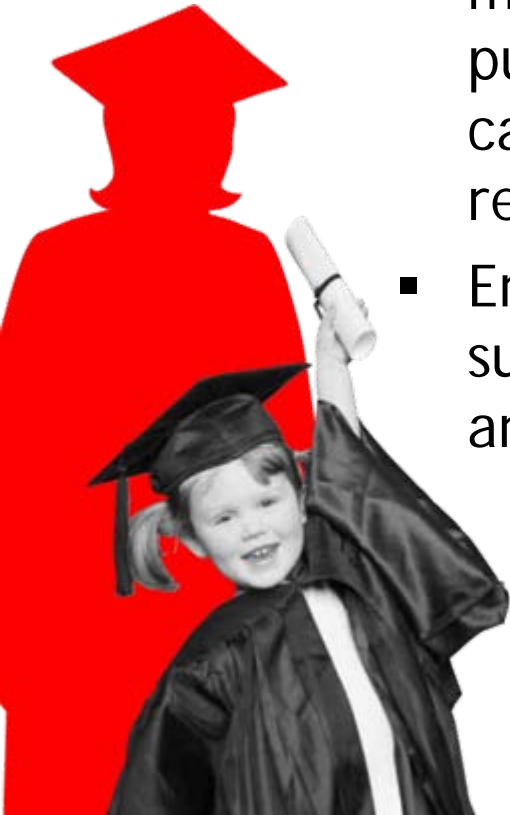
Executive Summary

Adding social media to the complement of Plano ISD's communications tools will help increase the district's community reach and open a dialogue with constituents that will strengthen relationships and help establish trust and unity to better serve students and their families. As technology evolves, new literacies unfold and social media is a new literacy that helps increase global awareness and is extremely relevant to the community connectedness the district wishes to achieve.

leading **ed**^{ucation}**GE**

Objectives

- Reach existing and new audiences using multiple communications platforms to publicize key messages about the district in a candid and informal style to produce timely responses.
- Enhance visibility, reputation and public support by generating positive media messages and coverage.



Analysis

- Current expectation is that external audiences will come to us, e.g., website, opt-in eNews, opt-in parent portal. A social media presence will allow us to meet the community where they are.
- By delivering timely information and positive messaging through social media, parents and external audiences will be able to choose Plano ISD as a resource for news and information.

Trends and Opportunities

Social Media Tools of Choice

- **Social networking (Facebook):** Informational posts with the ability to use any number of creative applications. Can store photo albums and videos. Ability to link to other content and use as a portal to our content rich website.
- **Microblogging (Twitter):** Quick snapshot on any given subject. Ability to link to other content. Portal to website.



Trends and Opportunities

Other Social Media Tools

- **Video (YouTube):** Storage and sharing site for self-produced videos.
- **Photo Sharing (Flicker):** Storage and sharing site for photos. Ability to create photo albums and slideshows.
- **Blogging (Blog Spot):** Detailed postings on any given subject. Engages the audience in a conversation. Ability to link to other content and use other resources like photos and videos. Possible portal to district website.

Trends and Opportunities

Other Social Media Tools

- **Professional (Linked In):** Site for professional, versus social, networking.

Horizon Project

- **PDA/Mobile Phone Applications (iPhone Apps):** District-produced iPhone Apps could put useful district resources in people's hands and could be a revenue stream if fees are associated with downloading the App.

Trends and Opportunities

Content Provider

- Additional video projects produced for Facebook can be used to enrich the district website and television studio, including theater and musical performances and sports highlights.
 - Collaboration with the fine arts department may be required to resolve any copyright issues regarding student performances.
- Partner with local cable providers who may be interested in using this content for local access channels or on-demand viewing.

User Profile

- Plano ISD's constituents include students, their families and the at-large community. Social media efforts would be **geared toward parents**, with the opportunity to engage and encourage involvement from other adults in the community.

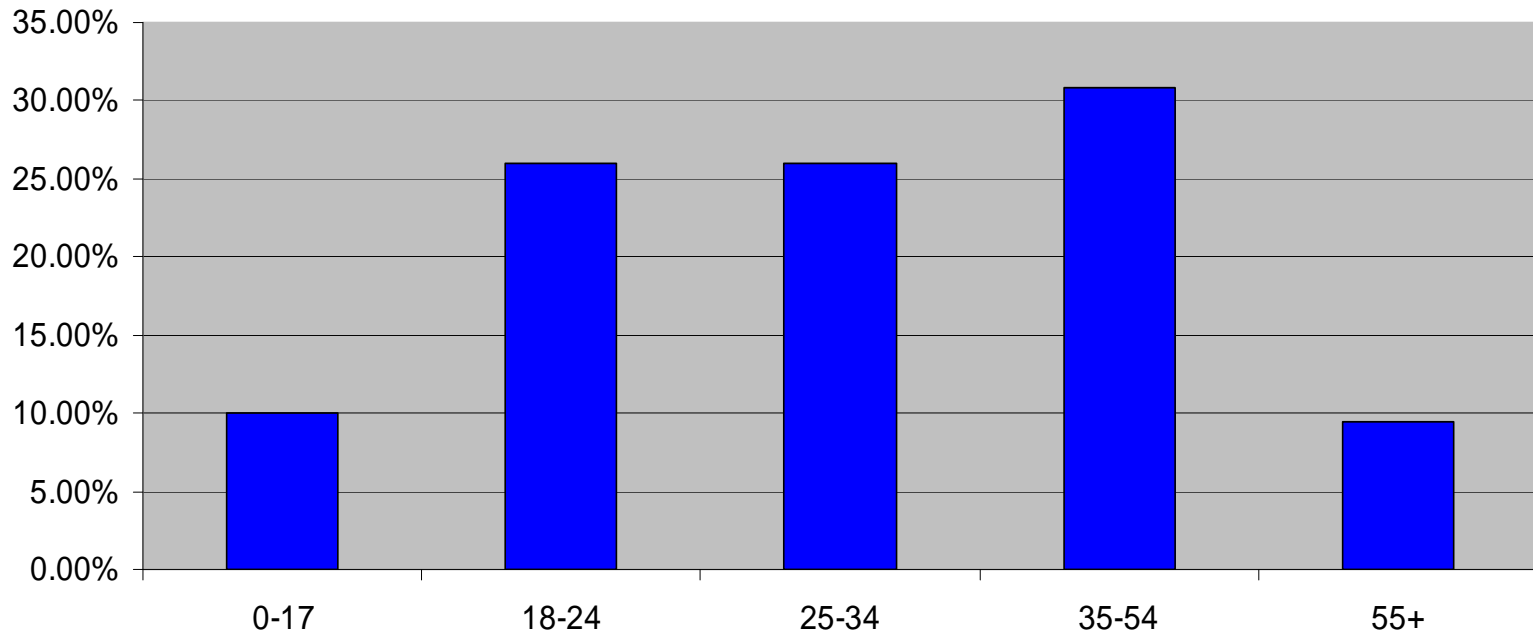




User Profile: Facebook *(Source: iStrategy Labs)*

Total Users: 78 Million; 42.5% Male – 57.5% Female

Age of Facebook Users



User Profile

Plano ISD's Facebook Users

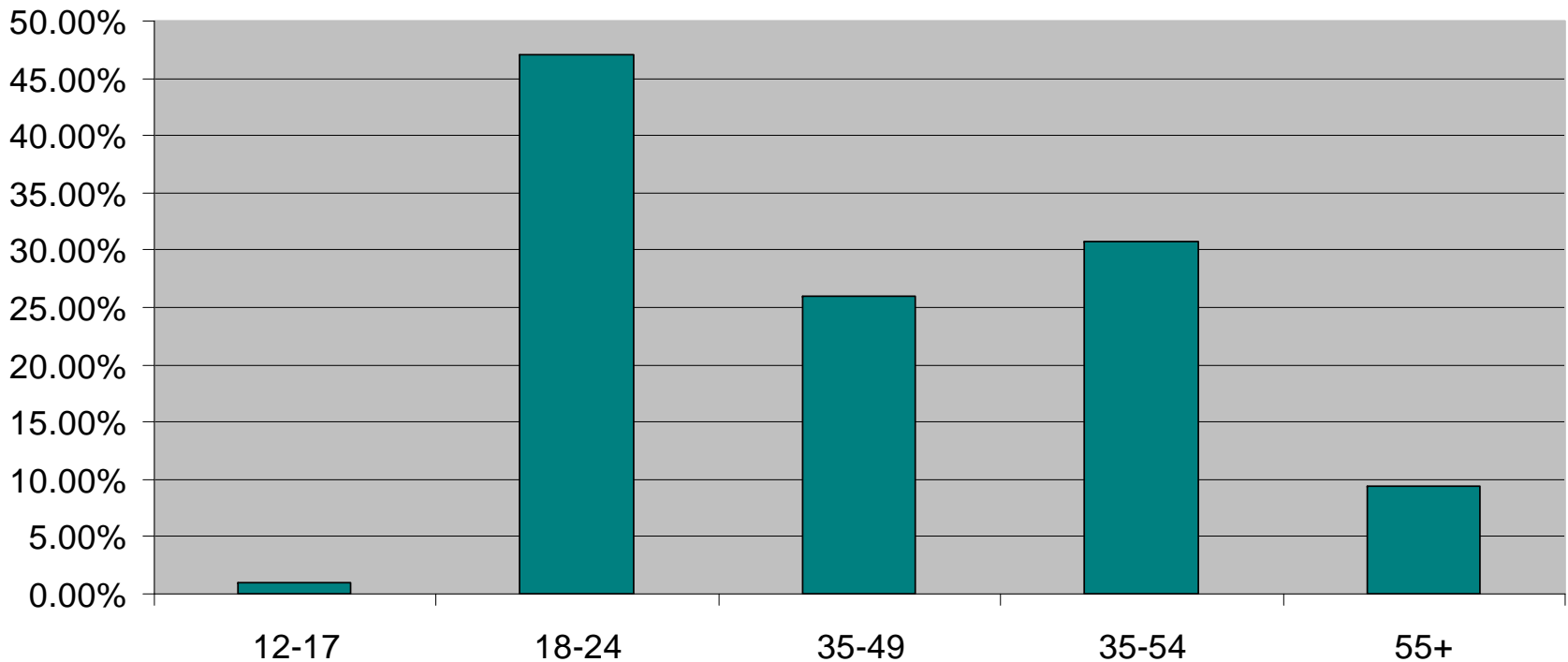
- Within its first five days of launching, Plano ISD's Facebook page gained more than 500 fans.
- Statistics available after two days show that users describe themselves as follows:
 - 87% female; 13% male
 - 50% between the ages of 35-44
 - 32% between the ages of 45-54



User Profile: Twitter (Source: iStrategy Labs)

Total Users: 24 Million; 47% Male – 53% Female

Age of Twitter Users



Implementation

- Content development and multimedia assets
- Editorial calendar
- Project plan and deployment



Implementation

Content and Multimedia Assets

- Produce more press releases which will be used as social media content, as well as posted on website and distributed to the media.
- Share content from district website to draw traffic back to the site.
- Post emergency messages.
- Develop original features for Facebook page:
 - Spotlight features on people and places around the district
 - Video messages from district leadership
 - Exclusive photo albums of district and campus events
 - Fun, lighthearted video compilations exclusive to Facebook
 - Video highlights of student activities: theater, sports, etc.

Implementation

Editorial Calendar

- Themed features will be planned based on calendar events throughout the year.
 - **August:** Back-to-school
 - **September:** Labor day; features about the September 11 Day of Service and Remembrance
 - **October:** Red Ribbon Day activities; Columbus Day
 - **November:** Veterans Day tribute; Thanksgiving “thankful” activities from around the district
 - **December:** Winter holiday; holiday card design contest
 - **January:** New year’s resolutions; Martin Luther King Day celebration; 100th Day of School campus activities

Implementation

Editorial Calendar (continued)

- February: President's Day; Black History Month features
- March: Spring fun; Read Across America; Dr. Seuss birthday
- April: Earth Day observances; daylight savings reminders
- May: Teacher appreciation; Mother's Day feature; Memorial Day
- June: Graduation features; end of school reminders; Father's Day
- July: Summer school happenings

Implementation

Project Plan/Deployment

- Facebook page launched Monday, August 24, 2009.
- Communications Department staff will plan and post features to Facebook page daily. (Some authorities advise that social media pages can be maintained with an investment of 15 minutes per day.)
- Social media sites will be marketed using other PISD resources: e.g., website, TV station; newsletters.
- Twitter updates can be automatically fed from Facebook.



Assessment

- Assess risks
- Measure results
- Establish guidelines



Assessment

Assess Risks

Risk Description	Probability	Impact	Mitigation plan
User comments on Facebook	People who sign up as fans can make comments in reply to any of PISD's posts. It has occurred and will continue especially as more people sign up as fans of the site.	Minimal	Comments can be removed immediately by the administrator. Wall posts have been totally restricted by administrator. A note has been added to the Facebook page requesting that all questions and comments be sent to askpisd@pisd.edu .
User comments on Twitter	As yet unknown	Minimal	Twitter comments cannot be removed by the administrator. Will test to see if comments are only visible between the site administrator and the poster.

Assessment

Measure Results

- If website statistics are available, comparing traffic before and after social media launch will be helpful.
- The Facebook site acquired 500 fans in its first five days, indicating a definite interest in Plano ISD.
- Facebook keeps track of demographic information, which currently shows that our target demographic is being reached.
- Success can also be measured by the result of more positive news in the media.

Assessment

Establish Guidelines

- Create guidelines that ensure our social media approach integrates with existing communications directives and goals.
- Make sure social media practices do not violate district policies regarding student records and electronic communication.