Unite, Inspire, Lead
Our Students, Our Union, Our Future

COM315
Connecting with Young Professionals
Through Social Media

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2017 NEA National Leadership Summit | February 24-26, 2017
Indicate the NEA Strategic Goal and NEA Organizational Priority your session addresses:

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  – Early Career Educators
  – Communications
    “NEA will utilize the best communication strategies to advance the organization’s mission and vision by understanding key audiences,”
  – Business Operations
    “supports the changing needs and priorities of the organization by ...leveraging technology...”
Indicate the NEA Leadership Competency your session addresses: Example – COMPETENCY: COMMUNICATIONS

• NEA Leadership Competency progression level(s).
  – Level 1: Foundational

• NEA Leadership Competency themes
  – Develops a two-way strategic communications plan
  – Uses current media, technology and social networks to communicate
  – Develops communication approach and style to fit appropriate audience
Social Media Explained

I’m eating a #donut.

I like donuts.

This is where I eat donuts.

Here’s a vintage photo of my donut.

Watch me eat a donut.

My skills include donut eating.

Here’s a donut recipe.

I’m a Google employee who eats donuts.
Social Media

Overall tips:
- Use an email set up specifically for organization’s communications (not your personal email)
- Use the same name across platforms
- Keep your voice consistent: designate a SMALL team for your social communications
# Social Media Cheat Sheet

<table>
<thead>
<tr>
<th><strong>Twitter</strong></th>
<th><strong>Instagram</strong></th>
<th><strong>Facebook</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Short, frequent text and visual posts</td>
<td>Mid-frequent visual focused posts, regrams</td>
<td>Thoughtfully scheduled posts with more info</td>
</tr>
<tr>
<td>Organizations</td>
<td>Core followers</td>
<td>Wider audience</td>
</tr>
<tr>
<td>Influential People</td>
<td>Feature Members</td>
<td>Reaching your target audience</td>
</tr>
<tr>
<td>#Hashtag</td>
<td>Even more #Hashtags</td>
<td>NO Hashtags!</td>
</tr>
</tbody>
</table>

- Connect with members individually; message, comment, like on their profiles.
Hashtags vs. Tags

**Hashtags**
- Tag your “concept”
- Branding and Marketing
- Across platforms
- Expand your reach
- Connect broadly across the net

**Tags**
- Tag your “name”
- Calling out who exactly you were with
- Works within specific platform
- Connect personally with members

**Tips:**
- Research your hashtag before using
- Use a “uniform” tag on every platform for easy identification
Facebook

• Set up a Facebook Page (not a profile)
• Instructions to set up
• Use an impressum
• Interact with your largest audience
• Use as a “website” until your site is ready
Facebook

• Profile VS Page
• Page can have multiple admin, easy to pass on ownership with change of leaders
• Page allows you to track effectiveness of posts
• Track audience engagement
• Profile=account, unable to do all of the above
Instagram

- Set up an account, use the same name and handle as other sites
- Instructions to set up
- Showcase your members in action
- Use canva to create “posters” to promote events
Twitter

- Set up an account use the same name and handle as other sites

- Instructions to set up

- Use increases “influence score”
Utilizing **Canva** to Communicate

• Generation communicates in images/symbols, and “bite sizes” of text
• Tips to utilize tools across platforms
• Free to low cost

Always include

– **Who** (open to all members or exclusive to your chapter?)
– **What**
– **When**
– **Where**
– **Why** (if applicable)

• Click for “**Demo**”
Why include a website?

• Legitimizes your organization
  – helps to establish your brand and image
• Provides an open database for organization information - information for members
• Adapt to member needs
• Make leaders accessible
Wix as a **Website** Platform

- User friendly-Easy to modify and change website according to preferences and needs
  - $36 for domain name for 3 years
  - $10/month to connect domain (w/o adds)
  - $5/month to connect domain (with ads)
  - If you register your domain name at the same time as your premium plan, you get a 1 year free voucher for the domain name!
Creating your website with Wix

• Video/Audio instructions [HERE].
• Written instructions [HERE].

Tips (click for examples)
• Not too many headers
• Easy to read text and graphics
• Hyperlink contacts
• Turn on Google analytics to boost search numbers
Work Time!
Website Checklist

• Sign up for Wix account (use organization email)
• Create a website > Other > Wix Editor
• Pick a theme
• Create a domain
• Link your domain
• Start designing your website
  — Headers
  — Subpages
  — Content
Facebook Checklist

• go to facebook.com/pages/create
• choose “organization”
  – type “Community Organization:
• Upload a Profile pic (if you don’t have a logo you can use canva to create one)
• Add your “About” section
  – impressum
  – long description
• Set admin
• Share on your personal profile!
Examples

HYPE Website
HYPE facebook
HYPE instagram
HYPE twitter
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:

  – Connect to tech-savvy early career educators and incoming teachers.
  – Build a network of support where members feel valued and empowered.
  – Lay the foundations for a new generation of teacher leaders.
Mahalo!

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• Please complete the evaluation for this breakout session!
• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment