



People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message.

Mark Zuckerberg



Whether you are on Facebook, Twitter, Instagram, LinkedIn, Snapchat, Google+, YouTube, Foursquare or Pinterst, participation in social media is one of the best ways to connect with friends and like-minded people, grow communities of interest, and create movements that can change the world at a moment's notice.

Harnessing the awesome power of these new networks depends on your understanding of how other people use these platforms.

As social media grows and evolves, best practices must also adapt.

In this section:

- Best practices for the most popular networks
- Overview of social media users on different platforms
- Digital tool box for effective social media advocacy
- Recommendations on who to follow on Twitter to stay informed about the education reform movement.



USE OF SOCIAL MEDIA REQUIRES A CAREFULLY PLANNED SOCIAL MEDIA STRATEGY THAT CLEARLY DEFINES YOUR GOALS

<p>GOALS</p> <p>What are you trying to accomplish through social media?</p>	
<p>AUDIENCE</p> <p>Who are you trying to reach with your message?</p>	
<p>BEHAVIOR</p> <p>How does your audience use social media?</p>	
<p>TOOLS</p> <p>What tools will you use?</p>	
<p>MESSAGE</p> <p>What is your message going to be?</p>	
<p>PLATFORM</p> <p>What platform(s) will be most effective?</p>	

Before beginning to advocate on social media, it is important to establish a clear strategy for what you want to accomplish and how you want to accomplish it.

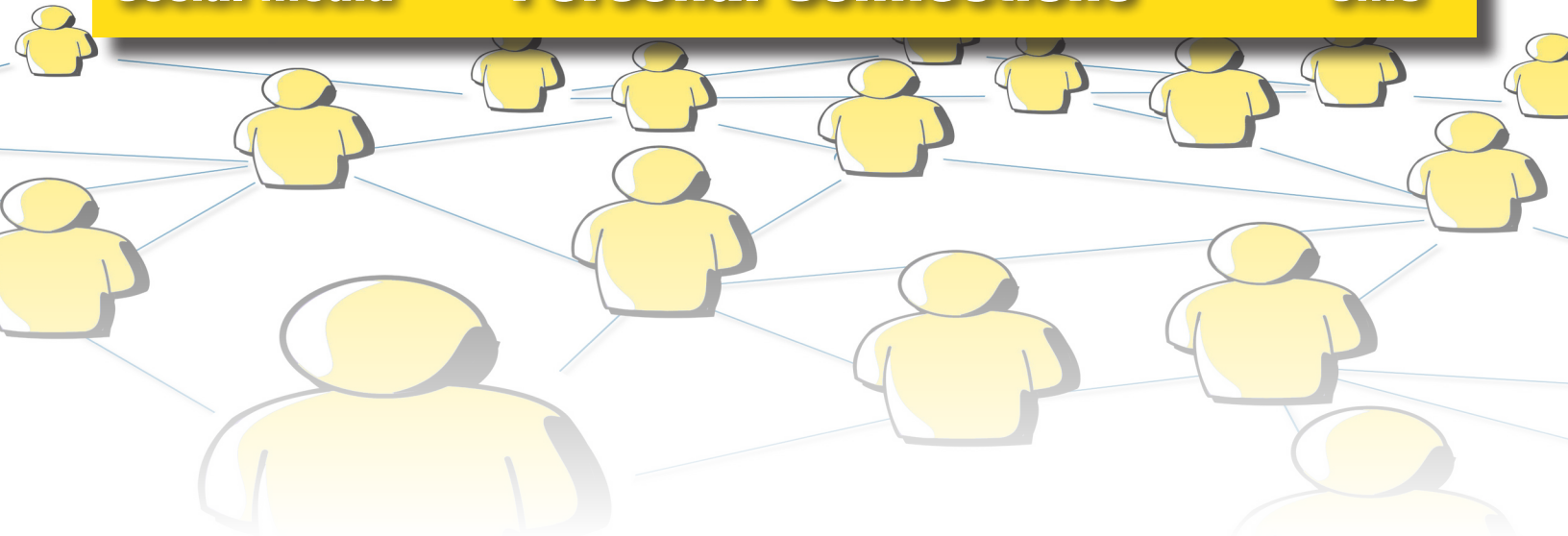
Do you want to simply raise awareness or are you trying to get people to take a specific action like contacting a legislator?

Who is your audience? Are you trying to reach students, parents, members of the media or lawmakers?

Answers to these key questions will help define which social media network is best for you to engage in, what kind of posts (text, video, pictures, polls, etc.) will be most effective and how you need to phrase your messaging.

SHARE, LIKE AND COMMENT

No matter what your final strategy is, don't forget that encouraging others to share, like and comment on your posts is the best way to grow your audience.



SOCIAL MEDIA IS ALL ABOUT PERSONAL CONNECTIONS...

BE YOURSELF!

BE GENUINE

Let your personality show and use humor when appropriate. Try not to simply broadcast; rather, when possible, speak as an individual, to individuals. This will help grant you credibility as a trusted source. Being yourself is the best way to build meaningful relationships in social media networks.

STAY FOCUSED

The people and organizations that follow you on social media have certain expectations about the type of content you post and the way you engage with them. If you stray too far from your objectives, you will lose the trust and attention of your community.

Source: American Association of University Women

BE RELIABLE

Share quality content from trusted sources, and avoid amplifying messages from unreliable sources. Reliability also means posting to your social media services regularly. Frequently sharing reliable, meaningful content helps establish you as an important source of information and ideas for your community.

GET SOCIAL

Above all else, social media is about conversation. Share and comment on other people's or organizations' posts to start new conversations, and join in the conversations that are occurring on your social media pages. The more you engage with your followers, the more they will understand that your priorities are their priorities, too.

USING FACEBOOK GROUPS TO GROW NETWORKS

Facebook's newest algorithm change heavily favors community and conversation-building over passive consumption of feeds. This means that the best way to have more people see your posts is to have more people talking about your posts and Facebook Groups is a great way to do that.

Facebook Groups give you a place to talk with other people with similar interests and plan for advocacy actions in the real world.

Facebook groups can be set as Public, Closed or Secret, each of which have their own benefits.

Public - Open to anyone to join and posts and members are fully viable.

Closed - Open for anyone to join but must get permission to join, members are visible to everyone, but actual posts are only visible to members.

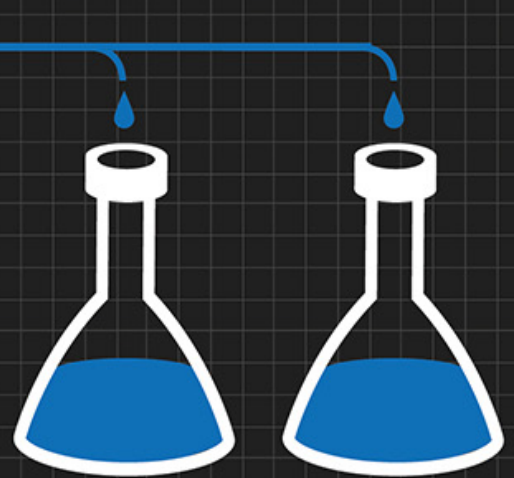
Secret - Only visible to members.



2
FACEBOOK
POSTS PER DAY

FACEBOOK

Socialbakers found that posting once per week on Facebook was too low and you would lose connection with your audience and posting more than twice per day was crossing the line into annoying.



BEST TIME

1PM - 4PM
(HIGHEST AVG CLICK THROUGH)

PEAK TIME

WEDNESDAYS
3PM

WORST TIME

WEEKENDS BEFORE 8AM
AND AFTER 8PM

Source: makeawebsitehub.com The Science of Posting On Social Media

KEEP IT SHORT AND SWEET. Most Facebook users skim their news feeds. Try to avoid posts that are longer than one paragraph— it is too easy for folks to scroll right past longer posts.

MAKE IT VISUAL. Photos and images are overwhelmingly the most engaging type of content on Facebook, generating a whopping 87 percent interaction rate from page followers. Avoid text-only Facebook posts whenever possible.

POST REGULARLY, but not too much! Try to post to your Facebook page at least two or three times a week, but not more than twice a day. People may start to view your posts as white noise and ignore them, or worse, they might unfollow you so that you're not constantly showing up on their feed.

ACTIVATE YOUR BIGGEST FANS. Every time an individual shares, likes, or comments on posts on your Facebook page, your page is made visible to that individual's own Facebook friends. That means potentially hundreds of users see your content! You can also choose to make your posts public if you want to extend your reach even further (which can help you break out of your bubble).

GOING LIVE. There's a time and place— make sure that you're purposeful.

KEY IMAGE SIZES

Profile Image: 180 x 180 px

- Must be at least 180 x 180 pixels.
- Photo will appear on page as 160 x 160 pixels.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- This will be the photo representing you or your brand on Facebook.
- The square photo will appear on your timeline layered over your cover photo.
- It will also appear when you post to other walls, comment on posts or when you're searched with Facebook's Open Graph.

Event Image: 1920 x 1080 px

- Facebook will scale down to minimum dimensions: 470 x 174.
- Shows in feed: 470 x 174.

Cover Photo: 820 x 310 px

- Appear on page at 820 x 310 pixels.
- Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- Smartphones display as 640 x 360.
- For best results, upload an RGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.

Shared Images: 1200 x 630

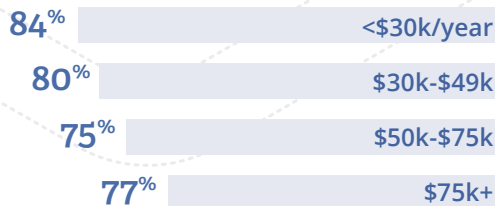
- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).

2 Billion

Monthly Active Users²³

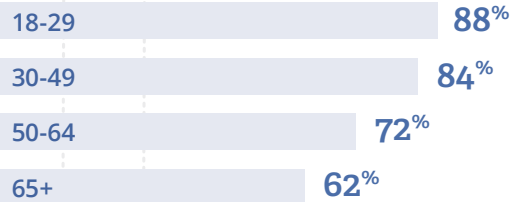


Income of internet users who use Facebook²



30% of retail shoppers who recently made a purchase discovered a new product on Facebook²³

Age of internet users who use Facebook²



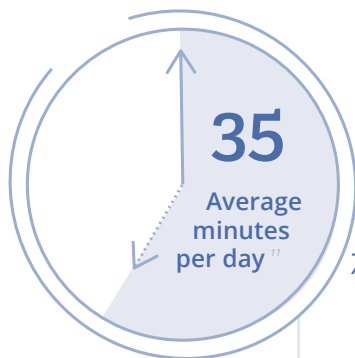
Network where millennials and Gen X are most likely to share content¹⁶

Gender³³



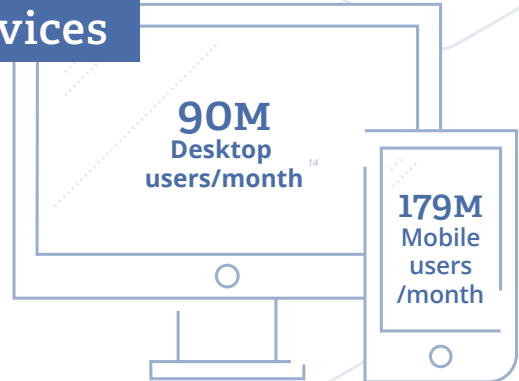
Users spend an average of 2.5 seconds with a piece of content on desktop

Time



75% of users spend over 20 minutes per day on Facebook¹

Devices



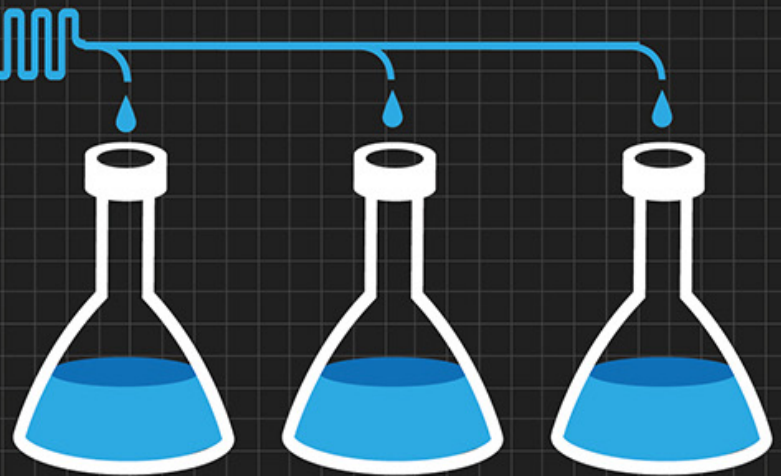
Users spend an average of 1.7 seconds with a piece of content on mobile³



3
TWITTER
POSTS PER DAY

TWITTER

A 2011 Social Bakers study found tweeting more than 3 times per day reduced the number of engagements per tweet. However as Wisemetrics found the half-life of a tweet is around 24 minutes SO it's necessary to tweet the same message over different times and days.



BEST TIME

MONDAY - THURSDAY
1PM - 3PM

PEAK TIME

MONDAY - THURSDAY
9AM - 3PM

WORST TIME

EVERYDAY AFTER 8PM
FRIDAY AFTER 3PM

Source: makeawebsitehub.com The Science of Posting On Social Media

USE THE RIGHT HASHTAGS. If you're not using hashtags, you're more or less talking to a brick wall. Don't let that happen! Avoid creating your own hashtags, since it's incredibly hard to create hashtags that take off. Look at what is trending on Twitter, and see if you want to join an existing conversation.

TWEET REGULARLY. Don't appear inactive! It's best to tweet not more than once every hour. If you're just starting off, aim to tweet at least once a day, or about five to 10 times a week. The key is not falling dormant.

MAKE IT VISUAL. You can get a 150 percent increase in retweets just by attaching images. Try to attach an image to a tweet whenever possible, even if it means shortening your word count.

MEMBERS OF THE MEDIA. Find the Twitter accounts for local journalist and bloggers, and tweet them links to events, announcements, or press releases that you care about. Many journalists list their Twitter handles in their bylines, or you can Google the journalist's name and the word "Twitter" to find it.

ELECTED OFFICIALS. Twitter is a great way to interact directly with elected officials, who are often highly active on the platform. Working on a petition, pushing for legislative action, or looking to thank a politician for her or his vote? Tweet the official with your message! You can also write a sample tweet and encourage your followers to tweet the link or message to the elected official.

PERFORM DIRECT OUTREACH TO KEY INFLUENCER GROUPS. Social media is all about interaction. If you follow an account, that user will receive a notification and will likely follow you back. Follow, follow, follow! It's also important to reach out to these accounts directly about your work. The goal, of course, is for them to engage and share your message. Brainstorm: who are some key individuals or groups that you might want to try to find on Twitter?

KEY IMAGE SIZES

Header Photo: 1500 x 500

- Recommended 1500 x 500 px.
- Maximum file size of 10 MB, JPG, GIF, or PNG.

Profile Photo: 400 x 400

- Square Image – recommended 400 x 400 pixels.
- Maximum file size 100 KB, JPG, GIF, or PNG.

In-Stream Photo: 440 x 220

- Min to appear expanded 440 x 220 pixels.
- Max to appear expanded 1024 x 512 pixels.
- Appears in stream collapsed at 506 x 253 pixels.
- Max file size of 5 MB for photos, and 3MB for animated GIF.

WHO TO FOLLOW

ON TWITTER

National

Education Week

@educationweek

Policy Innovators in Education

@PIE Network

Foundation for Excellence in Education

@ExcellinEd

National Charter Public School Association

@charteralliance

Choice Media TV

@choicemediaTV

School Choice Week

@schoolchoicewk

Education Post

@edu_post

AFC

@SchoolChoiceNow

EdChoice

@edchoice

Center for Education Reform

@edreform

Michael Petrilli

@MichaelPetrilli

Fordham Institute

@educationgadfly

The 74

@The74

Education Post

@edu_post

Howard Fuller

@HowardLFuller

Derrell Bradford (50 CAN)

@Dyrnwyn

Gerard Robinson

@gerard_924

Dr. Steve Perry

@DrStevePerry

In Missouri

CEAM

@CEAMTEAM

MO Charter Public School Association

@MoCharterSchool

Doug Thaman

@DThaman

MO Charter Public School Commission

@MoCPSC

Robbyn Wahby

@rgwahby

Show-Me Institute

@ShowMe

Jerry Hobbs, MO Education Reform Council

@JerryHobbsMERC

Gate Way Group

@GWLobbyist

Kauffman Foundation

@KauffmanFDN

DESE

@MOEducation

Commissioner of MO

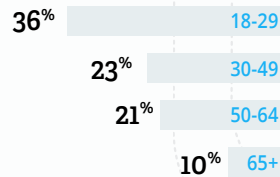
@MoCommissioner

Your favorite news outlets

Your school

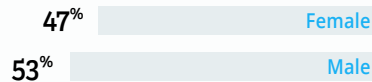
Your legislators

Age of internet users who use Twitter¹

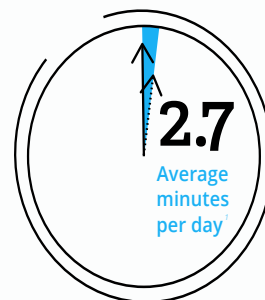


29% of Americans with a degree use Twitter²¹

Gender²¹



Time

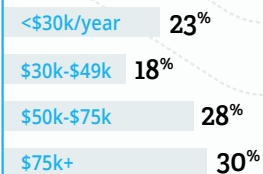


84%

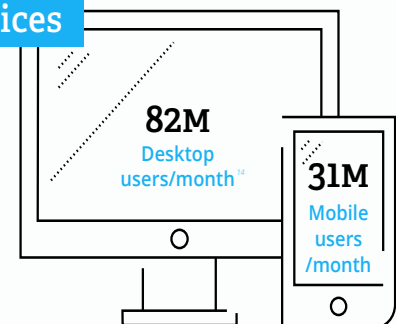
of Twitter users use Twitter to find coupons, deals, reviews, and ideas²²

317 Million
Monthly Active Users

Income of internet users who use Twitter²¹



Devices



79%

of Twitter users retweet SMBs⁴⁴

75%

of Twitter users check the site daily to get their news²²

DIGITAL TOOL BOX
FOR SOCIAL MEDIA



Buffer.com helps you connect and streamline your Facebook, Twitter, LinkedIn and Google+ accounts. You can create and schedule a day, week or month's worth of tweets, posts and updates, and finally track the performance of your social media campaigns and gain valuable insights on how to improve it. (Free for 3 accounts)



Hootsuite.com is a time-saving platform that anyone frequently posting on social media should be using. A user-friendly dashboard allows you to co-ordinate your social networks, monitor accounts directly from one place, as well as being able to schedule posts across numerous channels.



Mentionmapp.com helps you to find inspiration on who you should be engaging with and what topics you should be discussing on Twitter. This tool graphically represents connections between people, places, events and conversations that matter to your social enterprise. It's simple, insightful and free.



SocialMention.com monitors over one hundred social media sites. It is probably one of the best free listening tools on the market, as it analyses data in depth and measures influence with four categories: Strength, Sentiment, Passion, and Reach. It also displays top keywords, hashtags, and sites.

PINTEREST

A 2013 study by Piqora analysed the pinning frequency of a number of large retail brands. They found that posting around three to ten times per day on Pinterest correlated with significant increases in traffic growth for the brand.

5
PINTEREST PINS PER DAY

BEST TIME	PEAK TIME	WORST TIME
SATURDAY MORNINGS	FRIDAYS 1PM - 4PM	DURING NORMAL WORKING HOURS

Source: makeawebsitehub.com The Science of Posting On Social Media

INSTAGRAM

Analysts from Union Metrics spent time monitoring over 50 of the most popular Instagram brands to learn the best practices for timing & frequency. They found most brands share about 1-2 times per day however some brands shared up to 10 times per day with no negative impact on engagement.

2
INSTAGRAM POSTS PER DAY

BEST TIME	PEAK TIME	WORST TIME
WEDNESDAYS 2PM - 5PM	THURSDAYS	9AM & 6PM

Source: makeawebsitehub.com The Science of Posting On Social Media

LINKEDIN

According to the LinkedIn small business sharing updates 20 times per month (every weekday) gives you the opportunity to reach 60% of your audience.

1
LINKEDIN POST PER DAY

BEST TIME	PEAK TIME	WORST TIME
TUESDAYS - THURSDAY	NOON 5PM - 6PM	MONDAYS & FRIDAYS 10AM - 6PM

Source: makeawebsitehub.com The Science of Posting On Social Media

Always be safe online!!

Tips for teens using social media

Be your own person. Don't let friends or strangers pressure you to be someone you aren't. Know your limits.

Be nice online. Or at least treat people the way you'd want to be treated. People who are nasty and aggressive online are at greater risk of being bullied or harassed themselves.

Don't get personal with strangers. Be cautious when communicating with people you don't know in person, especially if the conversation starts to be about sex or physical details. Don't lead them on – you don't want to be the target of a predator's grooming. If they persist, call your local police or contact CyberTipline.com.

Think about what you post. Sharing provocative photos or intimate details online, even in private emails, can cause you problems later on.

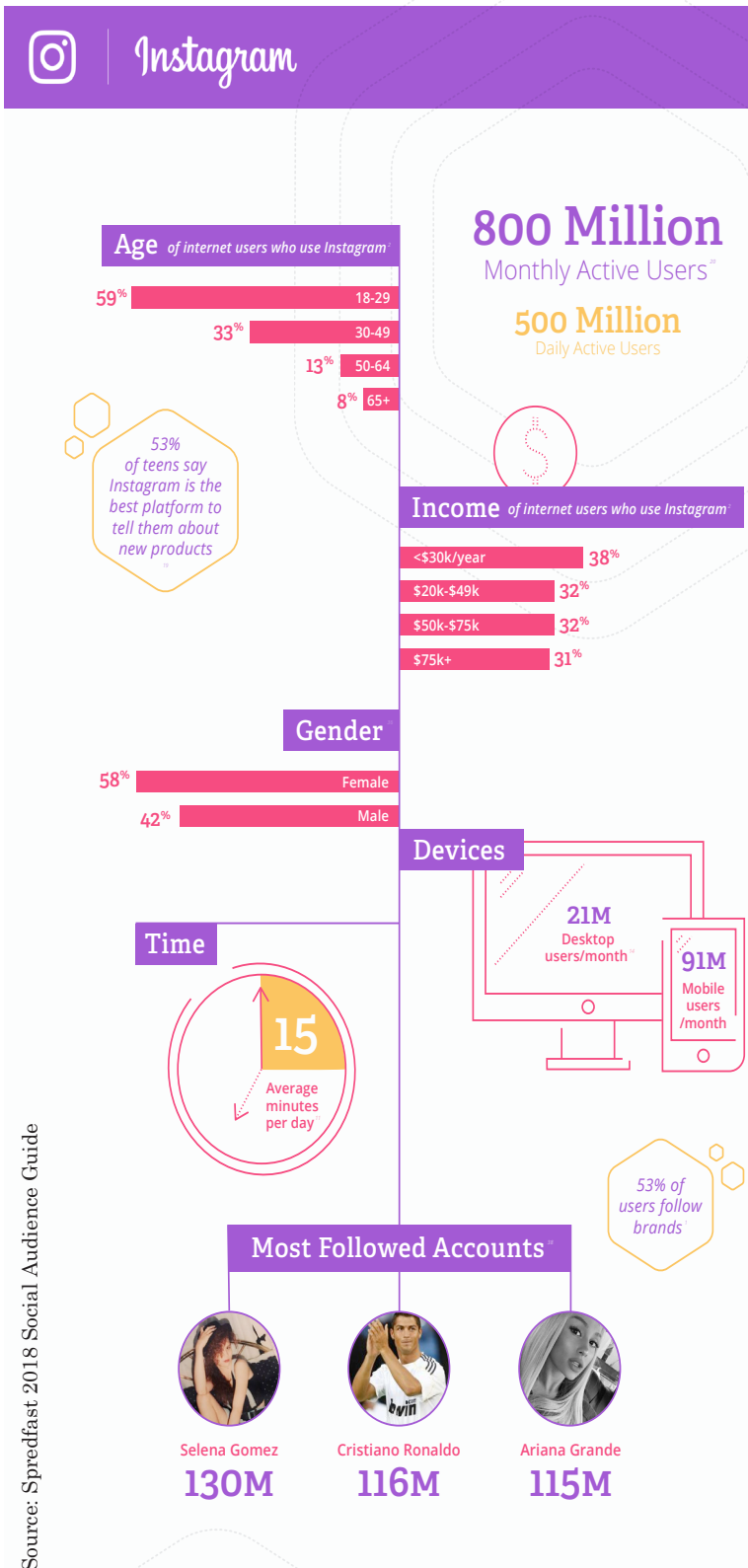
Source: ConnectSafely.org

Passwords are private. Don't share your password even with friends. One trick: Create a sentence like "I graduated from King School in 15" for the password "IgfKS15."

Read between the "lines." It may be fun to check out new people for friendship or romance, but be aware that, while some people are nice, others act nice because they're trying to get something.

Avoid in-person meetings. The only way someone can physically harm you is if you're both in the same location, so – to be 100% safe – don't meet them in person.

Be smart when using a smartphone. All the same tips apply with phones as with computers along with some extra precautions. Be careful who you give your number to and how you use GPS and other technologies that can pinpoint your physical location.



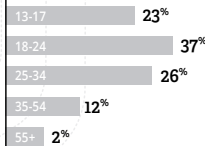
Snapchat



LinkedIn

300 Million
Monthly Active Users²⁵

Age



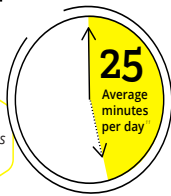
39% of teens polled said that Snapchat was their favorite network²⁶

Gender



Active Snapchat users open the app 25+ times each day²⁷

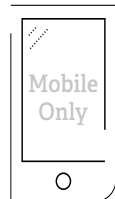
Time



25% of daily active users post to their Story every day²⁸

54% of Snapchat users log in every day²⁹

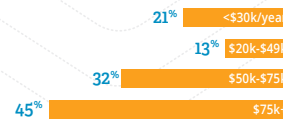
Devices



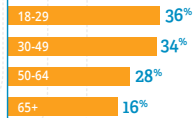
80% of B2B social media leads come from LinkedIn³⁰

106 Million
Monthly Active Users

Income of internet users who use LinkedIn³¹



Age of internet users who use LinkedIn³²



LinkedIn is the most popular social network with Fortune 500 CEOs³³

Gender

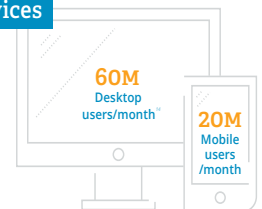


Time

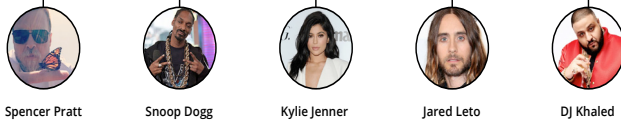


As of 2017, there are 13M+ Company Pages on LinkedIn³⁵

Devices



Most Followed Accounts



Most Followed Accounts



Source: Spredfast 2018 Social Audience Guide

SOCIAL MEDIA IS A VISUAL MEDIA!



Telling your story on social media requires good strong images. Luckily there are free tools like Canva.com to help you create professional looking visual storytelling.

Canva is a graphic-design website tool, founded in 2012. It uses a drag-and-drop format and provides access to over a million photographs, graphics, templates, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics, and much of it is free.