Association of Metropolitan School Districts

SOCIAL MEDIA ADVOCACY GUIDE

Guidelines & Best Practices for using Facebook and Twitter

- Troy Melhus -
Association of Metropolitan School Districts

WHAT DO I KNOW?

• Journalist for 25 years — started first newspaper on the web in North Dakota

• Digital journalist for the Star Tribune for 10 years, covering everything from breaking news to entertainment to the Minnesota Vikings.

• Senior editor for the Huffington Post Media Group, leading several regional startup websites, and social media communities.

• Digital Media Manager for Saint Paul Public Schools. Started with literally less than 100 followers/likes to >10,000 FB and >5,000 Twitter.
GETTING STARTED
Where do you begin?!!?
- Goals -

Who is your audience? What do you want them to do?

We know who our audiences are! We know what we want them to do!
Facebook:
Thoughtful discussion, longer shelf-life.

Twitter:
Faster-paced. About Immediacy.
Facebook:

- “Like” posts. Respond to posts.
- Share — and create digital relationships — with influencers.
- Post photos.
- “Tag” legislators with @. Use the hashtag #.
Twitter:

- “Favorite” posts.
- “ReTweet” posts.
- Share — and create digital relationships — with influencers.
- Post photos.
- “Tag” others with @. Use the hashtag #.
Do: Read posts out loud. And always, always check name spellings.

Don’t: Exaggerate. Save the drama, Bill Shakespeare.

Don’t: Joke about politics. Humor about politics doesn’t translate well onto social media — not even for professional comedians.
Do: Be positive!
Respect and a positive demeanor are the currency of good social media dialogue.

Don’t: Think it’s “private.”
Two words: Screen Shots.

Don’t: Argue.
Especially after midnight. Nothing good ever happens after midnight.
Some Final Tips

Remember copyright.
Images, and even words can be copyrighted, so check your permissions.

Remember students.
They’re minors—so check your permissions.

You are who you like.
Be careful who and what you associate yourself, with — even friending.

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- FINALLY -

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twitter.com/amsdmn  @amsdmn
THANK YOU

QUESTIONS?

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