



SPOTLIGHT
Behind The Scenes Departments

How to share the stories of the unsung heroes in your schools and earn some community trust along the way!

Your Presenter...A brief history Powered by Plain

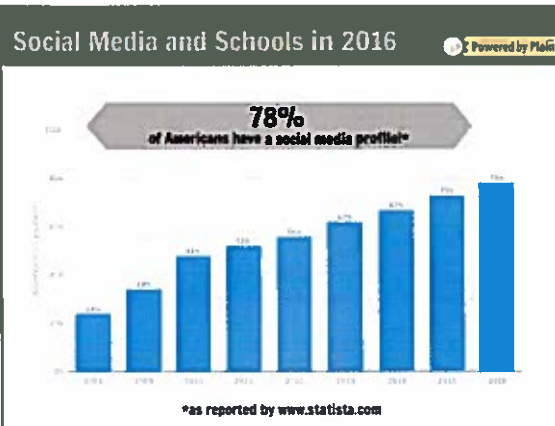


- Director of Public Relations at Plain Local Schools (Go Eagles!)
- OHSPRA Chapter Manager
- Old Millennial
- Selfie Pro
- Active member of Facebook since its inception
- Believes the best cell phone is one with a full charge and lots of available storage

Why use Social Media to communicate? Powered by Plain



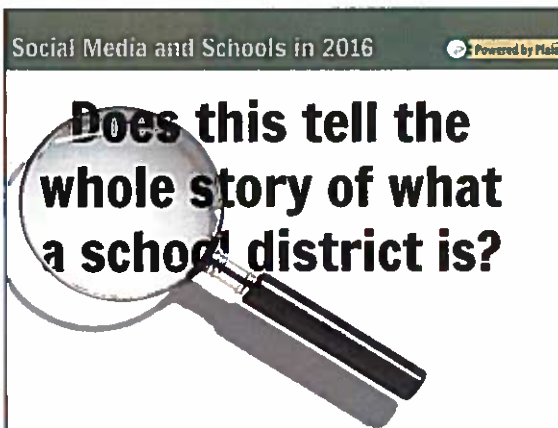
- Likes
- Tweets
- Follows
- OH MY!





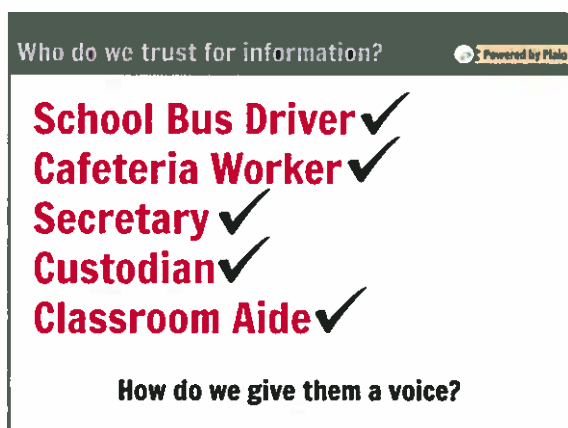














How do we give them a voice? Powered by Plain

Great place to start????

How do we give them a voice? Powered by Plain

you guessed it!

A collection of social media icons including Instagram, Facebook, Google+, YouTube, Twitter, and a thumbs up icon, each mounted on a white stick and fanned out against a blue background.

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focus on the BIG 3

The same set of social media icons as in the previous slide, but with red checkmarks placed over the Instagram, Facebook, and YouTube icons, indicating they are the 'BIG 3' to focus on.

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Social Media

Twitter- High School Students and Local Businesses/Media

Facebook- Parents, especially MOMS

Instagram- Middle School Students/Parents checking up on Middle School Students

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How to use each platform best?

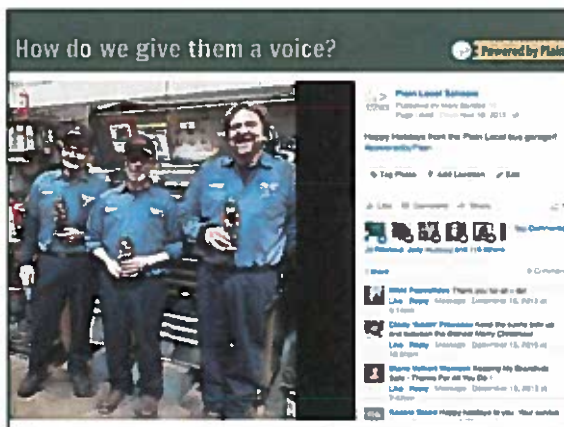
Twitter- happening in real time, yesterday's news is old news, engage with others that have a similar interest. It's not about having the most followers but engaging with the ones you have.

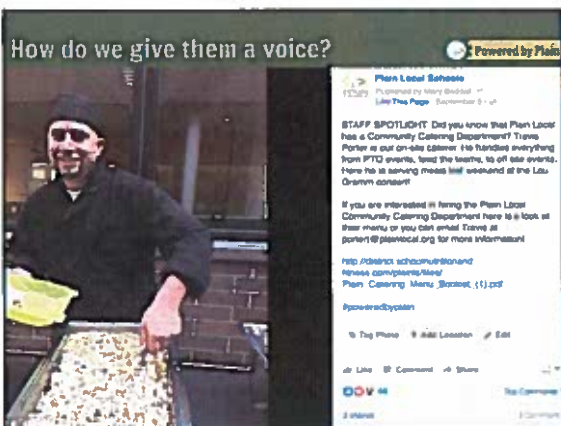
Facebook- celebrations, success stories, recaps, and messages you want to be read. Posts should be engaging- think smiling faces, cool anecdotes and quick videos that evoke emotion!

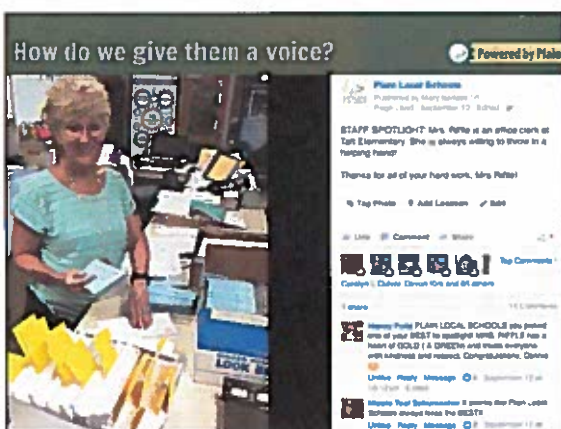
Instagram- your story through photos (and video)

All of this can be done by incorporating your classified staff members!


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How do we give them a voice? 


 Plain Local Schools @PlainLocal - Sep 21
Thank you to our custodians at GlenOak high school! They work hard everyday to make sure our building looks great!





How do we give them a voice? 


 Plain Local Schools @PlainLocal - Sep 8
Even the lunch ladies at @FrazerDem stopped out to say hi to Emel!



How do we give them a voice? 



 @PlainLocal
64 likes

phenomenonhood Plain Local Bus Drivers, the back bone of our district! Thank you for keeping our kids safe everyday to and from school!  #communitymeeting







How do we give them a voice?

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Incorporate Communications Efforts to include classified staff

- Ongoing staff shout outs
- Empower staff to tell their story
- Quick short videos can go a long way
- Share stories in e-newsletters
- Share stories in print newsletters

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**Barr's Best!**

These two ladies can make your school year wonderful! Mrs. Morita, Secretary, can answer your questions about the school, teachers, your child's health, and generally help you navigate the "world of school". Mrs. Wood, School Community Liaison, can direct you to resources to help you and your family. From exercise to food, Mrs. Wood has a vast array of resources to help you. Just call the Office at 330-481-3730 with questions or concerns. We, at Barr, all love Mrs. Morita and Mrs. Wood!

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Staff Spotlight: John Phelps

In each edition of the Plain Paper we would like to put the spotlight on



one of our staff members to get to know them better! This month

we chose John Phelps from Glenwood Intermediate School.

What is your name and position? Glenwood Head Custodian

How long have you been with the Plain Local School District? I started as a student custodian in 1997 1999 and was hired in

2000 as a custodian.

When you are not at work, what is your favorite thing to do? I have a large collection of Postwar Locomotives and have a large section I run in my backyard.

What's your favorite type of cuisine? Greek

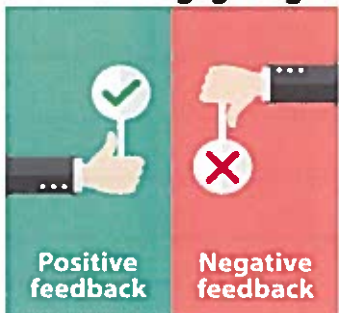
If you were to move, where would you choose

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How do we give them a voice? Powered by Plain

What about when things get negative???



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People will make **negative comments**. Its not IF but when. Negative comments are not a reason to avoid social media...it allows us:

- the ability to respond/defend
- stakeholders to see that you respond
- others to stand up for you
- you to in charge of the conversation

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What having a diverse and well run social media presence will do for your school?

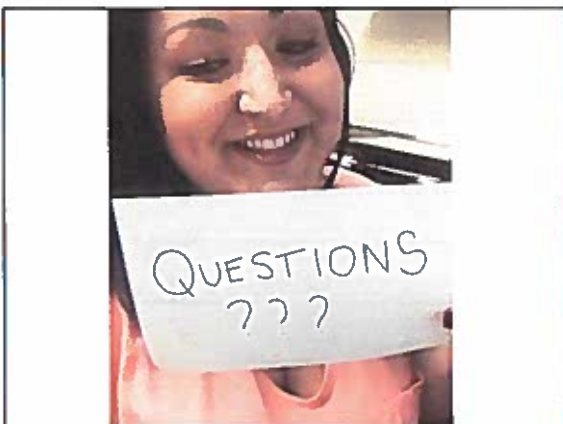
- Build trust
- Free group of supporters that will stick up for you
- Helps staff to feel engaged and appreciated
- Takes the guess work out of what you are doing
- Allows for transparency

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Reminders:

- 😊 Post frequently.
- 😊 Keep it updated (there is nothing worse than going to a page that is not updated)
- 😊 Do it right the first time spelling errors or misinformation can do more harm than good.
- 😊 Empower your staff to help!
- 😊 HAVE FUN!!!



Where to find us!

Email: beddellm@plainlocal.org

Facebook: [/plainlocalschools](https://www.facebook.com/plainlocalschools)

Twitter: [@PlainLocal](https://twitter.com/PlainLocal)

Instagram: [@PlainLocal](https://www.instagram.com/PlainLocal)



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