Top 10 Social media

Tips and Tricks

About your presenter

- PR Director for Plain Local Schools
- OHSPRA Chapter Manager
- Old Millennial
- Social Media Junkie
- Addicted to Snap Chat Filters

what is a snap chat filter, you ask???

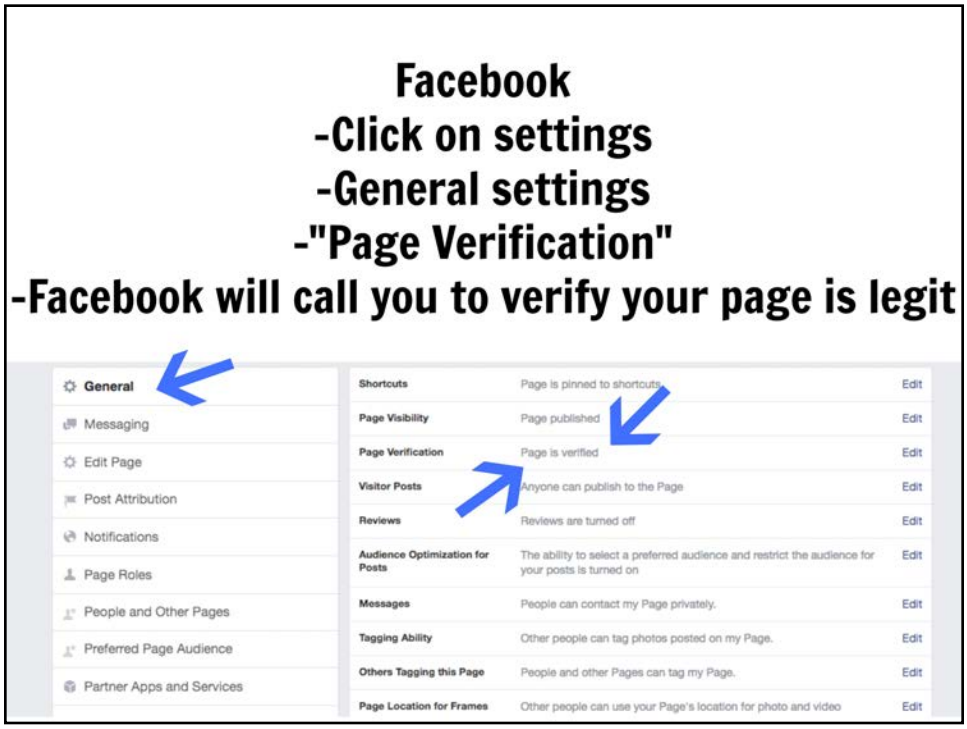
more on that later....

So you have a social media page....now its time to take it to the next level!

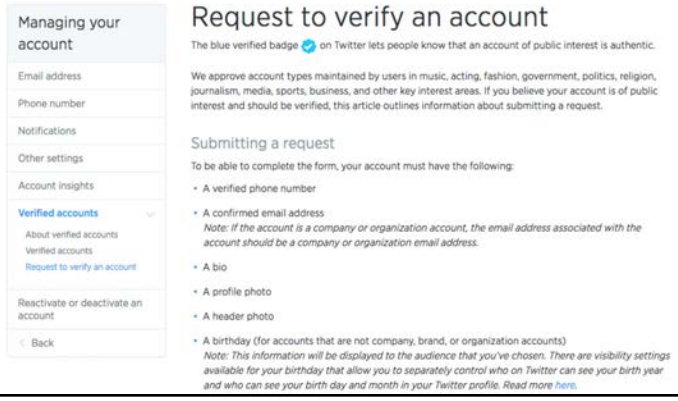
Tip Number 1

Get your offical school pages verified!

Announcing the Ability to Post Jobs
Over 1 billion people visit Pages every month worldwide and one of them mig
See Job Posts
PLAIN
LOCAL SCHOOLS
Plain Local Schools
@plainlocalschools
Home
About
Photos
Likes
Events
Videos
Sign up for Plain Local Schools Email Updates!
Liked
Following
Share
Write something...


Facebook
-Click on settings
-General settings
-"Page Verification"
-Facebook will call you to verify your page is legit
General
Messaging
Edit Page
Post Attribution
Notifications
Page Roles
People and Other Pages
Preferred Page Audience
Partner Apps and Services
Shortcuts
Page is pinned to shortcuts
Edit
Page Visibility
Page published
Edit
Page Verification
Page is verified
Edit
Visitor Posts
Anyone can publish to the Page
Edit
Reviews
Reviews are turned off
Edit
Audience Optimization for Posts
The ability to select a preferred audience and restrict the audience for your posts is turned on
Edit
Messages
People can contact my Page privately.
Edit
Tagging Ability
Other people can tag photos posted on my Page.
Edit
Others Tagging this Page
People and other Pages can tag my Page.
Edit
Page Location for Frames
Other people can use your Page's location for photo and video
Edit

Twitter
-Go to verification.twitter.com
-Submit the verification form
-There are articles online on how to increase your chances of getting approved!



Managing your account

- Email address
- Phone number
- Notifications
- Other settings
- Account insights
- Verified accounts
  - About verified accounts
  - Verified accounts
  - Request to verify an account
- Reactivate or deactivate an account
- Back

Request to verify an account

The blue verified badge on Twitter lets people know that an account of public interest is authentic.

We approve account types maintained by users in music, acting, fashion, government, politics, religion, journalism, media, sports, business, and other key interest areas. If you believe your account is of public interest and should be verified, this article outlines information about submitting a request.

Submitting a request

To be able to complete the form, your account must have the following:

- A verified phone number
- A confirmed email address
  Note: If the account is a company or organization account, the email address associated with the account should be a company or organization email address.
- A bio
- A profile photo
- A header photo
- A birthday (for accounts that are not company, brand, or organization accounts)
  Note: This information will be displayed to the audience that you've chosen. There are visibility settings available for your birthday that allow you to separately control who on Twitter can see your birth year and who can see your birth day and month in your Twitter profile. Read more here.

Instragram verification is not available at this time :(

Verified Badges

In December 2014, we introduced verified badges on Instagram. Verified badges help people more easily find the public figures, celebrities and brands they want to follow. Learn more:

What is a verified badge?

Can I request a verified badge for my profile?

Right now, only some public figures, celebrities and brands have verified badges. It's not currently possible to request or purchase a verified badge.

If your account doesn't have a verified badge, there are other ways to help let people know that you're authentic. For example, you can link to your Instagram profile from your official website, Facebook page or Twitter account.

How helpful did you find this answer? Permalink · Related articles

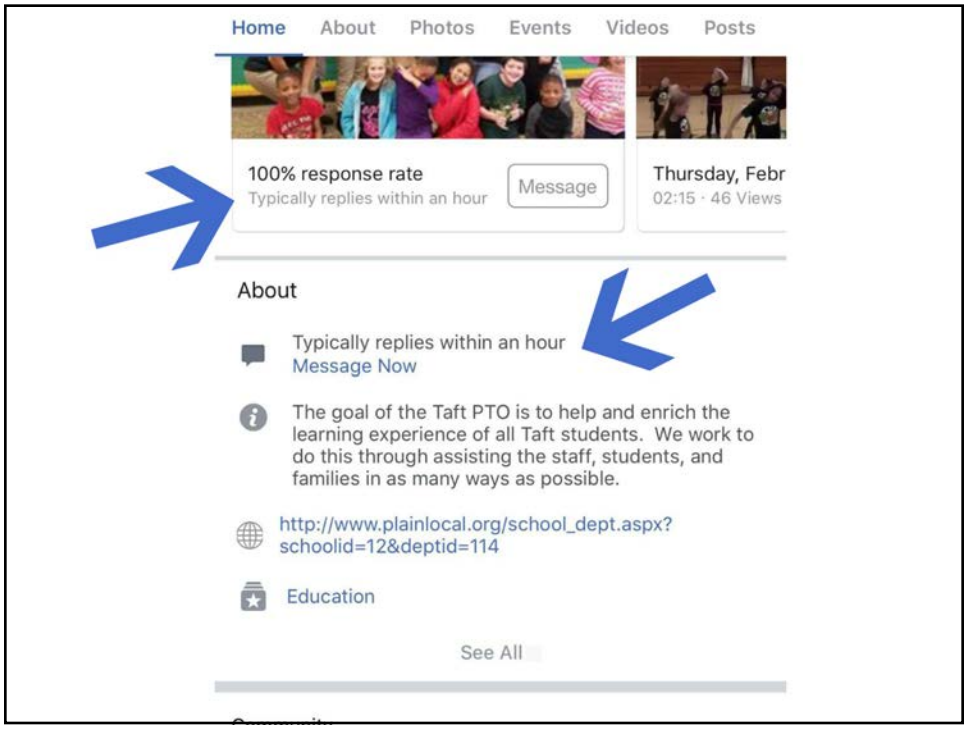
I have a verified badge on Facebook, why don't I have one on Instagram?

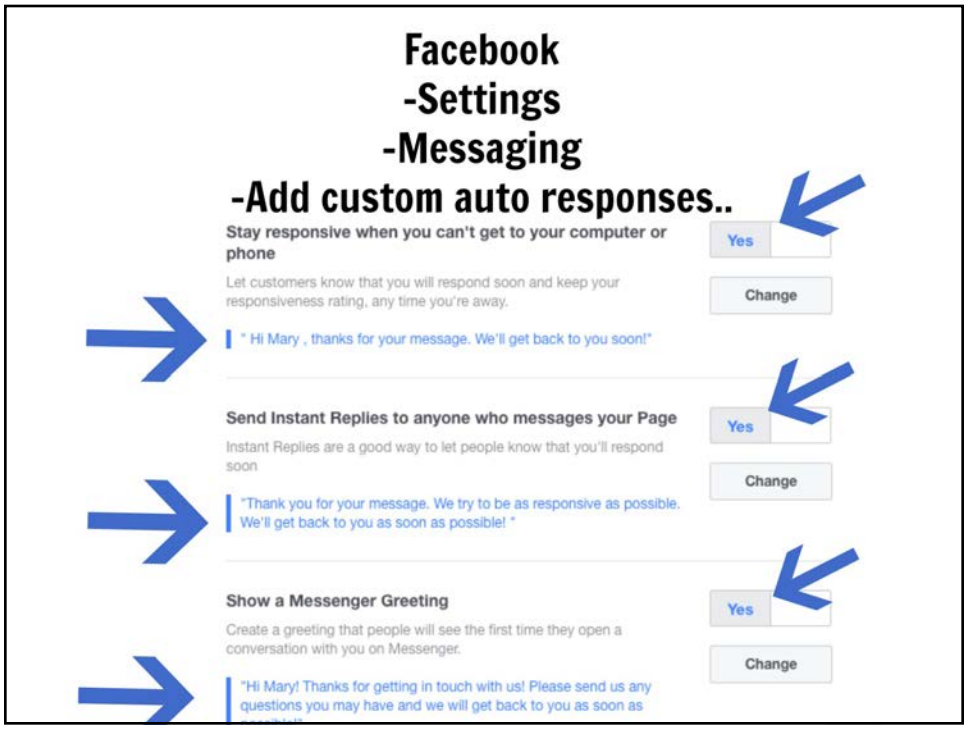
Only some public figures, celebrities and brands have verified badges on Instagram. Not all Facebook Pages with verified badges have verified badges on their Instagram accounts. Currently, only Instagram accounts that have a high likelihood of being impersonated have verified badges.

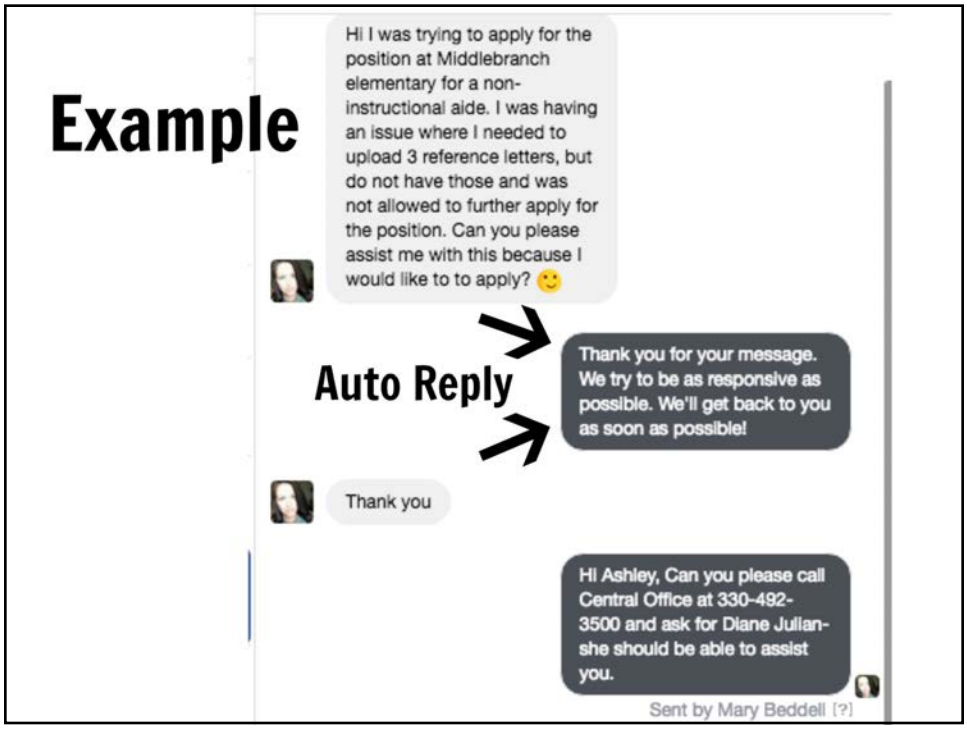
If you don't have a verified badge on Instagram, you can link to your Instagram profile from your official

Tip Number 1

Set up an auto response for Facebook messages

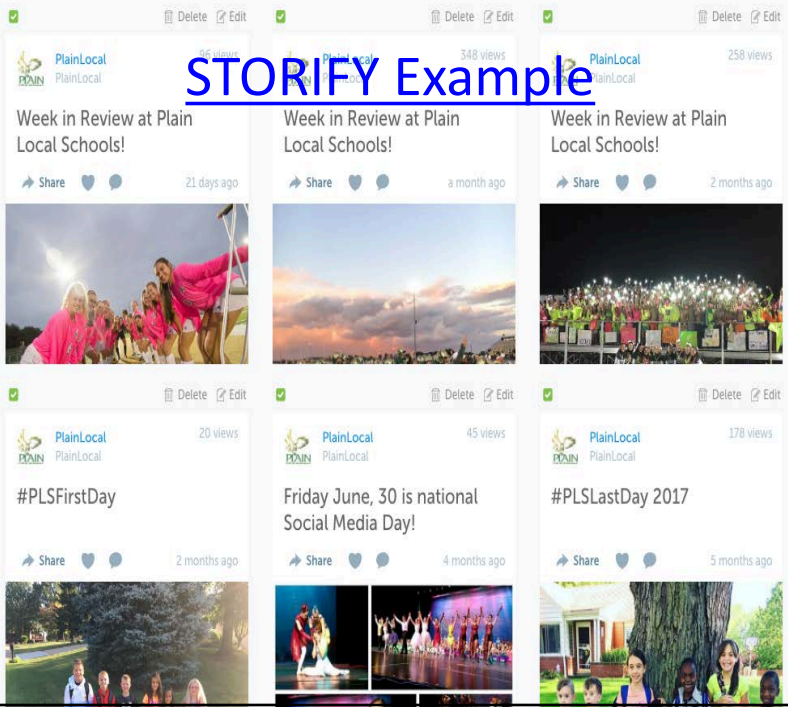



Facebook
-Settings
-Messaging
-Add custom auto responses..
Stay responsive when you can't get to your computer or phone
Yes
Let customers know that you will respond soon and keep your responsiveness rating, any time you're away.
Change
" Hi Mary , thanks for your message. We'll get back to you soon!"
Send Instant Replies to anyone who messages your Page
Yes
Instant Replies are a good way to let people know that you'll respond soon
Change
"Thank you for your message. We try to be as responsive as possible. We'll get back to you as soon as possible! "
Show a Messenger Greeting
Yes
Create a greeting that people will see the first time they open a conversation with you on Messenger.
Change
"Hi Mary! Thanks for getting in touch with us! Please send us any questions you may have and we will get back to you as soon as


Example
Hi I was trying to apply for the position at Middlebranch elementary for a non-instructional aide. I was having an issue where I needed to upload 3 reference letters, but do not have those and was not allowed to further apply for the position. Can you please assist me with this because I would like to to apply?
Auto Reply
Thank you for your message. We try to be as responsive as possible. We'll get back to you as soon as possible!
Thank you
Hi Ashley, Can you please call Central Office at 330-492-3500 and ask for Diane Julian- she should be able to assist you.
Sent by Mary Beddell [?]

Tip Number 3

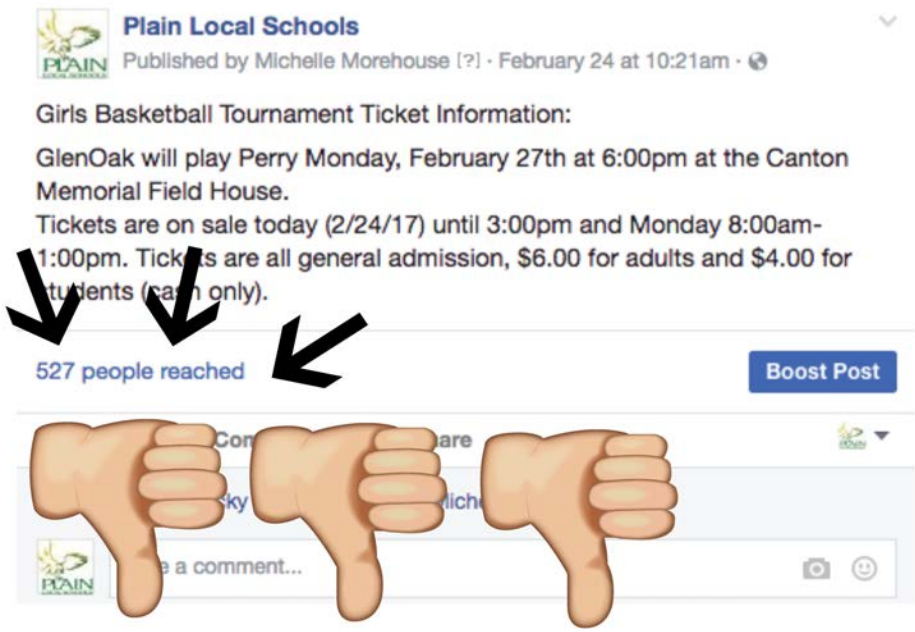
Highlight community that is helping tell your story!

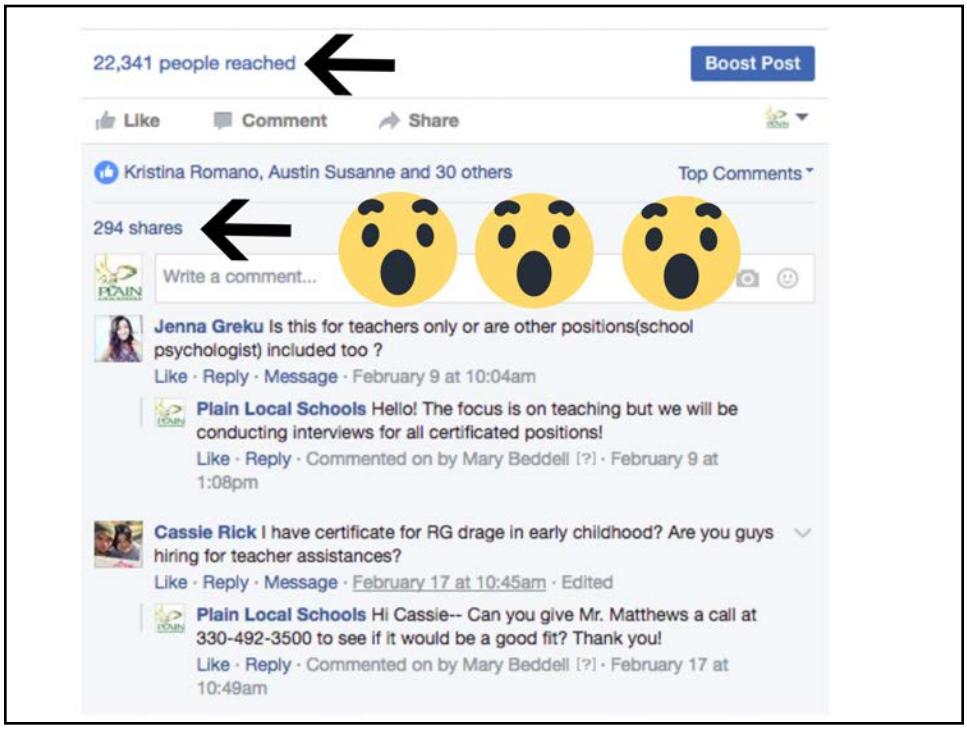


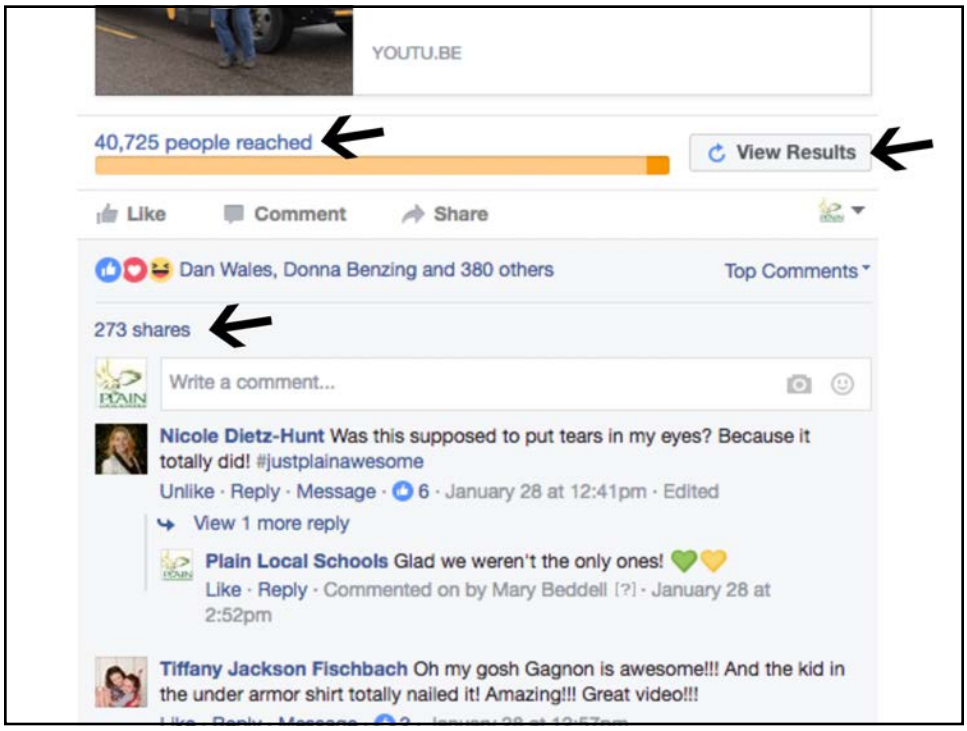
STORIFY Example

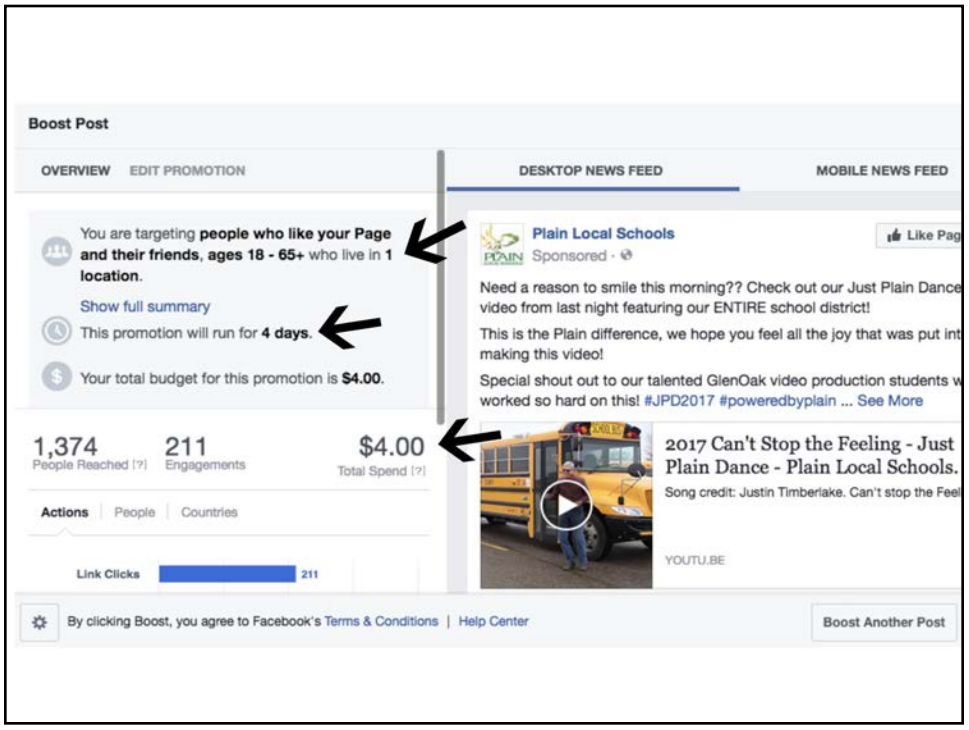
Tip Number 4

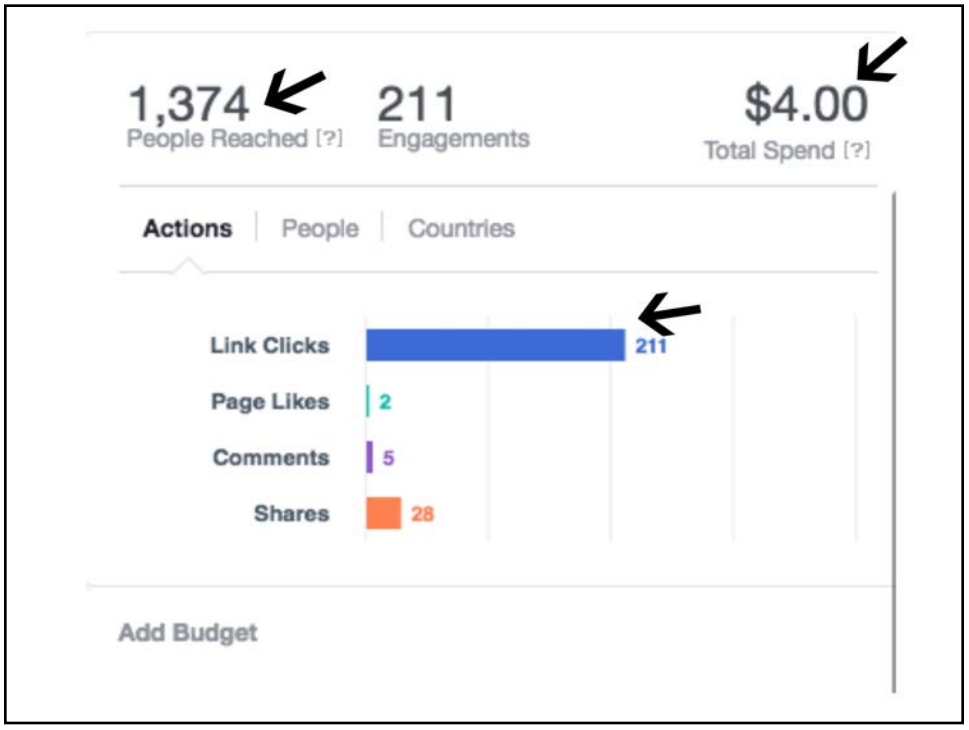
Don't be afraid to boost your post!




22,341 people reached
Boost Post
Like
Comment
Share
Kristina Romano, Austin Susanne and 30 others
Top Comments
294 shares
Write a comment...
Jenna Greku Is this for teachers only or are other positions(school psychologist) included too ?
Like · Reply · Message · February 9 at 10:04am
Plain Local Schools Hello! The focus is on teaching but we will be conducting interviews for all certificated positions!
Like · Reply · Commented on by Mary Beddell [?] · February 9 at 1:08pm
Cassie Rick I have certificate for RG drage in early childhood? Are you guys hiring for teacher assistances?
Like · Reply · Message · February 17 at 10:45am · Edited
Plain Local Schools Hi Cassie-- Can you give Mr. Matthews a call at 330-492-3500 to see if it would be a good fit? Thank you!
Like · Reply · Commented on by Mary Beddell [?] · February 17 at 10:49am

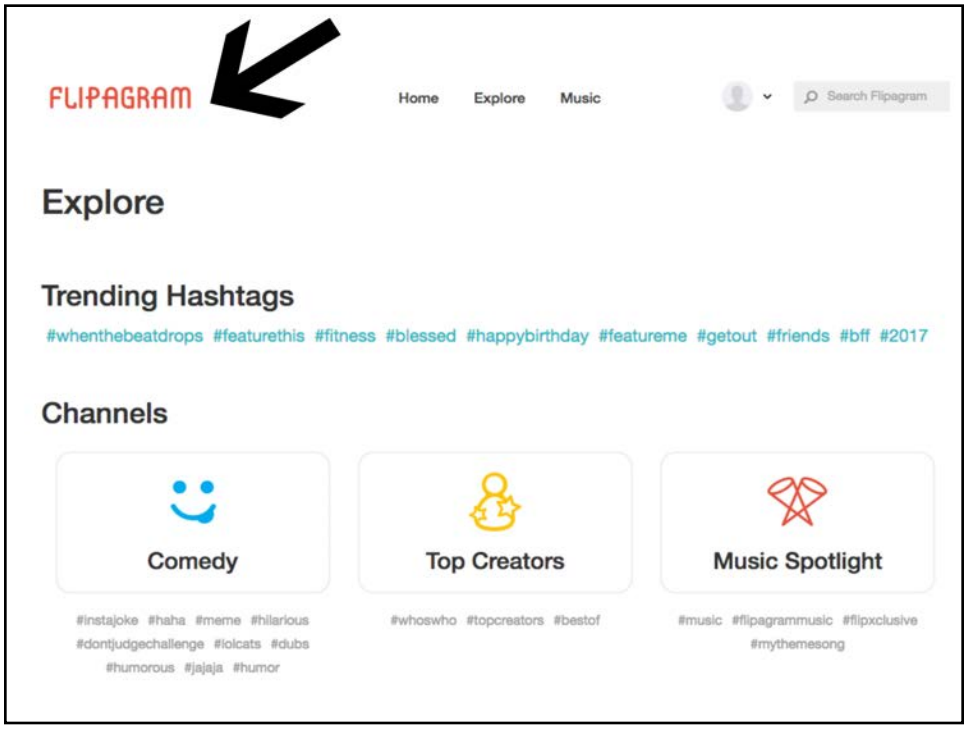

YOUTU.BE
40,725 people reached
View Results
Like
Comment
Share
Dan Wales, Donna Benzing and 380 others
Top Comments
273 shares
Write a comment...
Nicole Dietz-Hunt Was this supposed to put tears in my eyes? Because it totally did! #justplainawesome
Unlike · Reply · Message · 6 · January 28 at 12:41pm · Edited
View 1 more reply
Plain Local Schools Glad we weren't the only ones!
Like · Reply · Commented on by Mary Beddell [?] · January 28 at 2:52pm
Tiffany Jackson Fischbach Oh my gosh Gagnon is awesome!!! And the kid in the under armor shirt totally nailed it! Amazing!!! Great video!!!


Boost Post
OVERVIEW
EDIT PROMOTION
DESKTOP NEWS FEED
MOBILE NEWS FEED
You are targeting people who like your Page and their friends, ages 18 - 65+ who live in 1 location.
Show full summary
This promotion will run for 4 days.
Your total budget for this promotion is $4.00.
1,374
People Reached [?]
211
Engagements
$4.00
Total Spend [?]
Actions
People
Countries
Link Clicks
211
Plain Local Schools
Sponsored
Need a reason to smile this morning?? Check out our Just Plain Dance video from last night featuring our ENTIRE school district!
This is the Plain difference, we hope you feel all the joy that was put int making this video!
Special shout out to our talented GlenOak video production students w worked so hard on this! #JPD2017 #poweredbyplain ... See More
2017 Can't Stop the Feeling - Just Plain Dance - Plain Local Schools.
Song credit: Justin Timberlake. Can't stop the Feel
YOUTU.BE
By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center
Boost Another Post

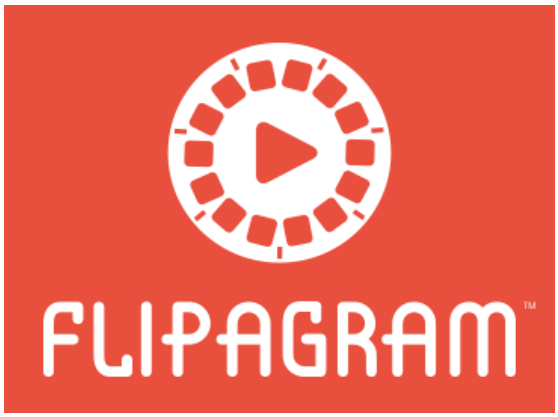

1,374
People Reached [?]
211
Engagements
$4.00
Total Spend [?]
Actions
People
Countries
Link Clicks
211
Page Likes
2
Comments
5
Shares
28
Add Budget

Tip Number 5

Need a video? There's an app for that!

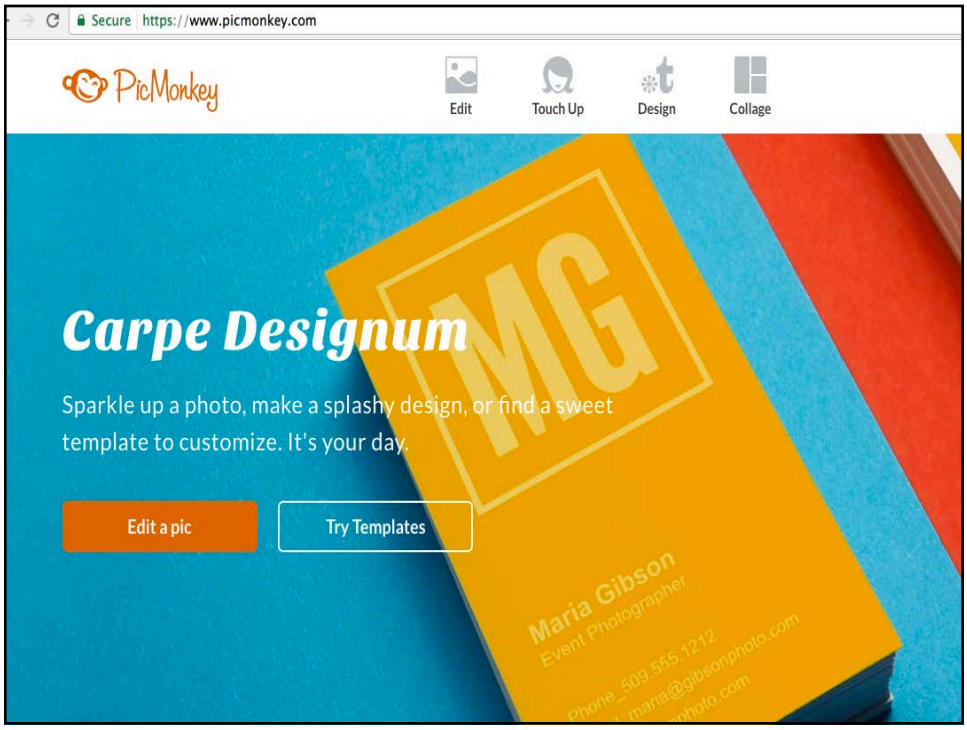


Flipagram Example



Tip Number 6

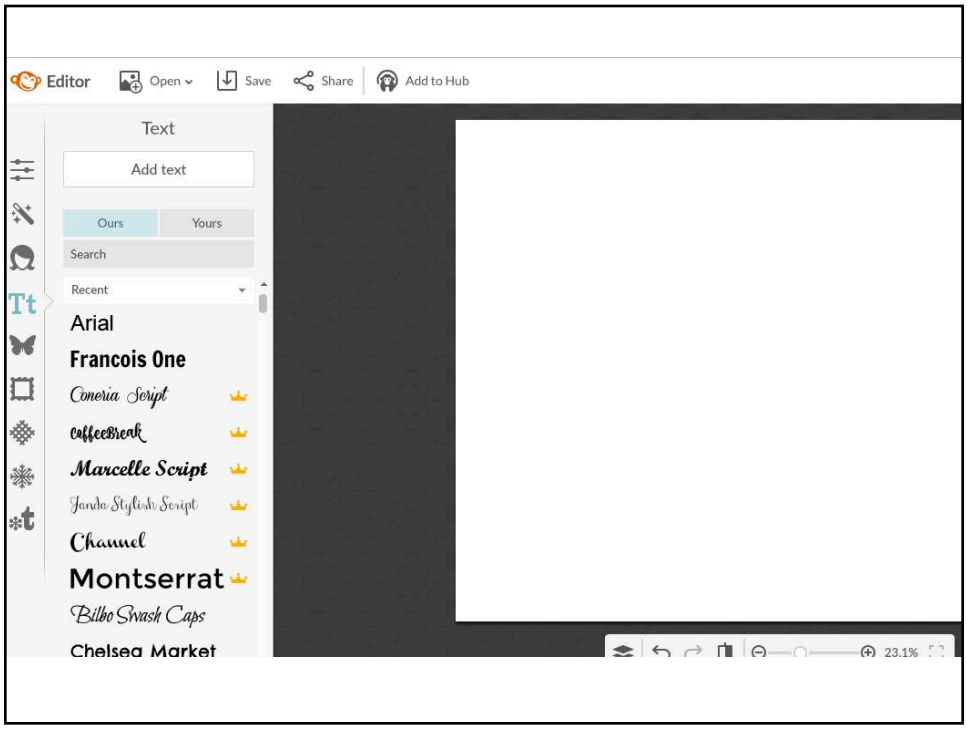
Pic monkey, the poor PR pro's photo shop!


Secure https://www.picmonkey.com
PicMonkey
Edit
Touch Up
Design
Collage
Carpe Designum
Sparkle up a photo, make a splashy design, or find a sweet template to customize. It's your day.
Edit a pic
Try Templates
MG
Maria Gibson
Event Photographer

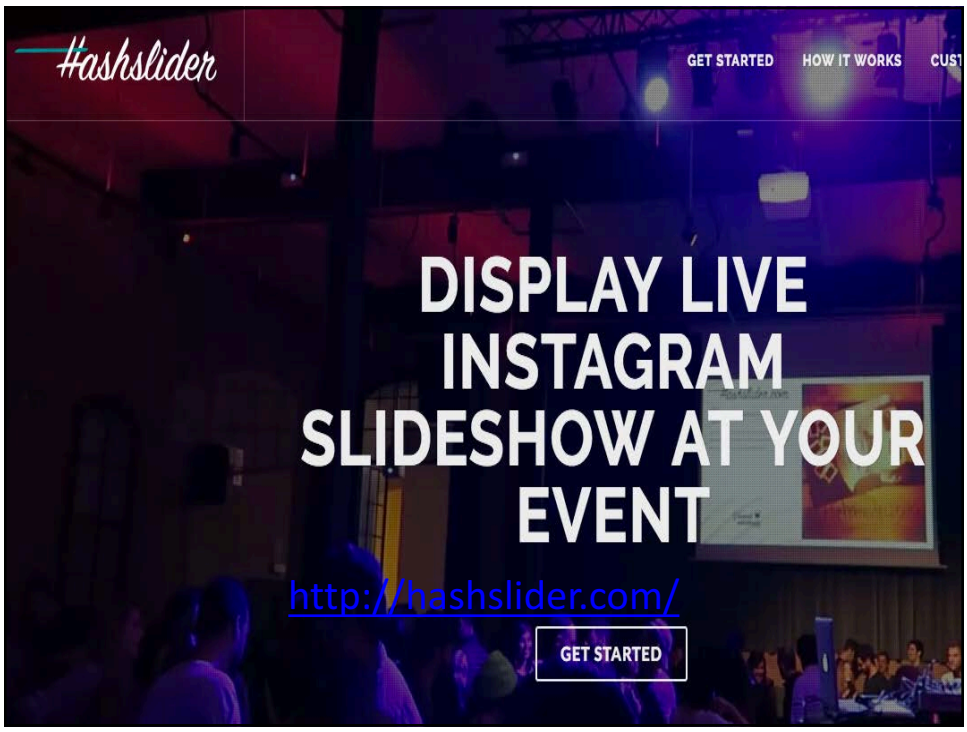
Plain Local Fall Sports Kick-Off
Thursday, August 18
5:45pm
GlenOak High School Stadium
Powered by Plain

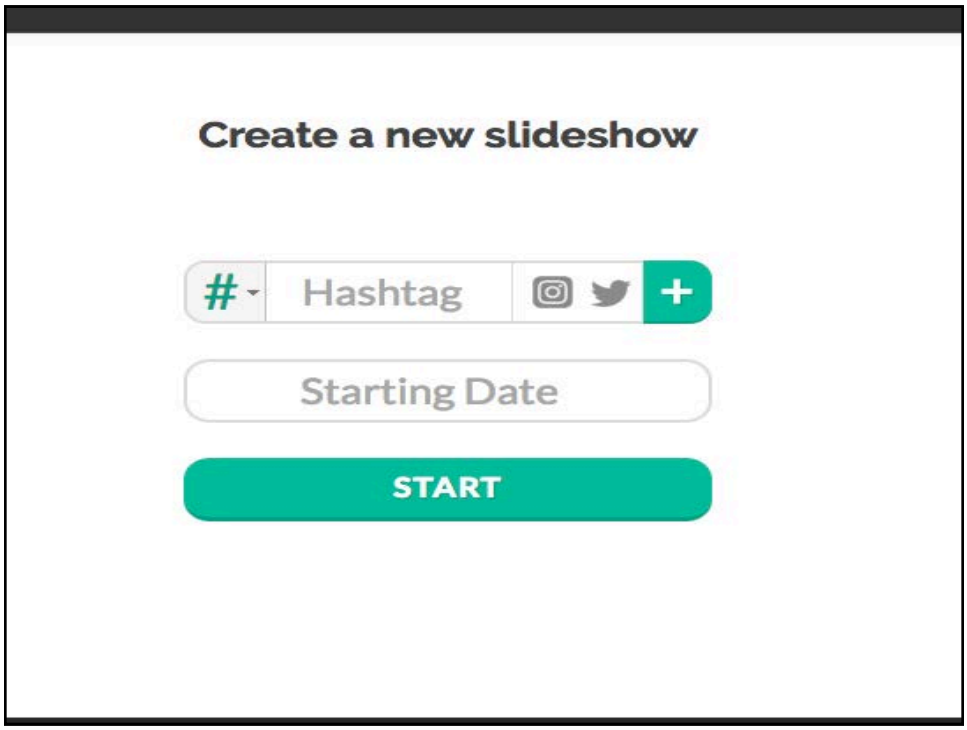
Powered by Plain

Good luck Janet!
Happy Retirement Janet
Wishing our families a safe and happy Labor Day!
Powered by Plain
Wishing you a safe and happy summer
Powered by Plain

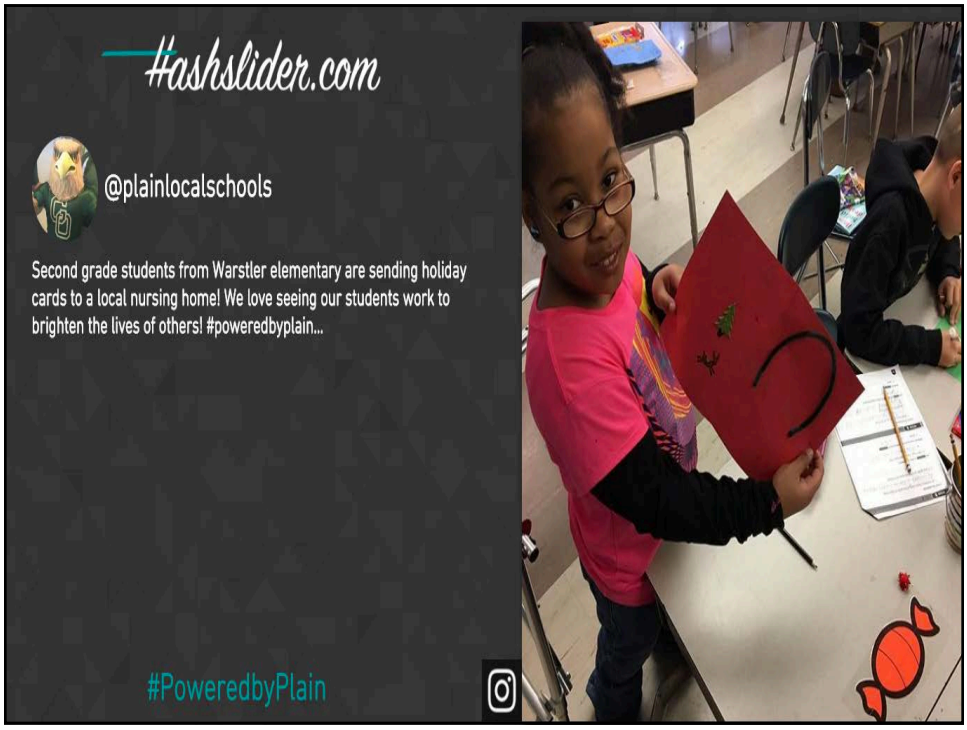

Editor
Open
Save
Share
Add to Hub
Text
Add text
Ours
Yours
Search
Recent
Arial
Francois One
Coneria Script
coffeeBreak
Marcelle Script
Jandu Stylish Script
Channel
Montserrat
Bilbo Swash Caps
Chelsea Market
23.1%

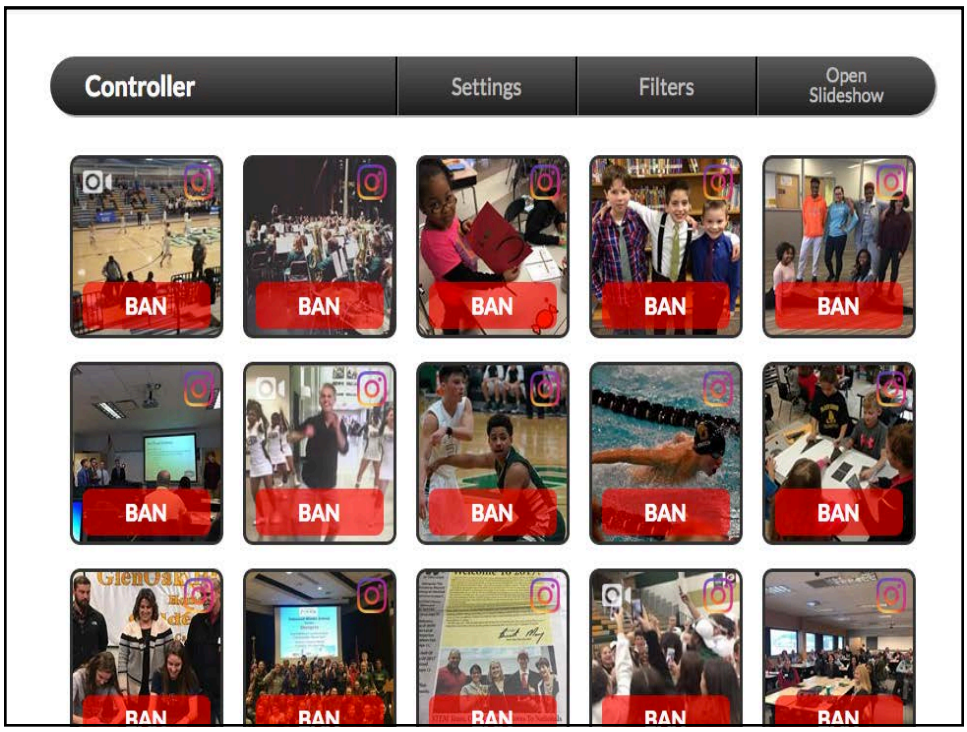
Tip Number 7
Give your hashtags a purpose and share Posts in real time at events


#ashslider
GET STARTED
HOW IT WORKS
DISPLAY LIVE INSTAGRAM SLIDESHOW AT YOUR EVENT
http://hashslider.com/
GET STARTED


Create a new slideshow
#
Hashtag
Starting Date
START

Create a new slideshow
#
Hashtag
#PoweredbyPlain
1 December, 2016
START

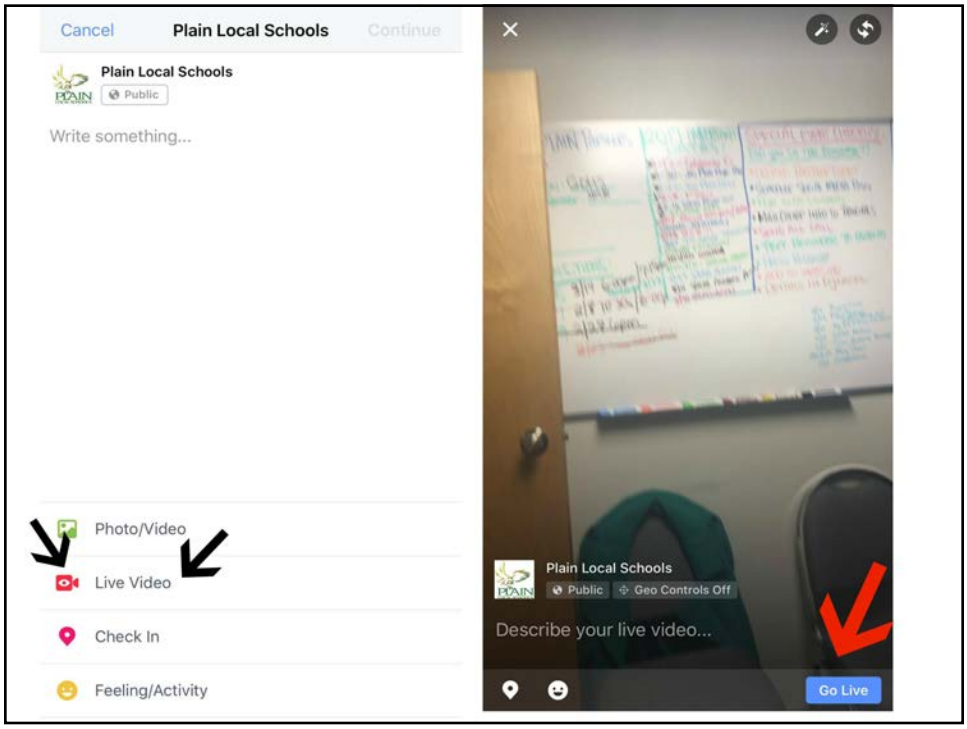

#ashslider.com
@plainlocalschools
Second grade students from Warstler elementary are sending holiday cards to a local nursing home! We love seeing our students work to brighten the lives of others! #poweredbyplain...
#PoweredbyPlain

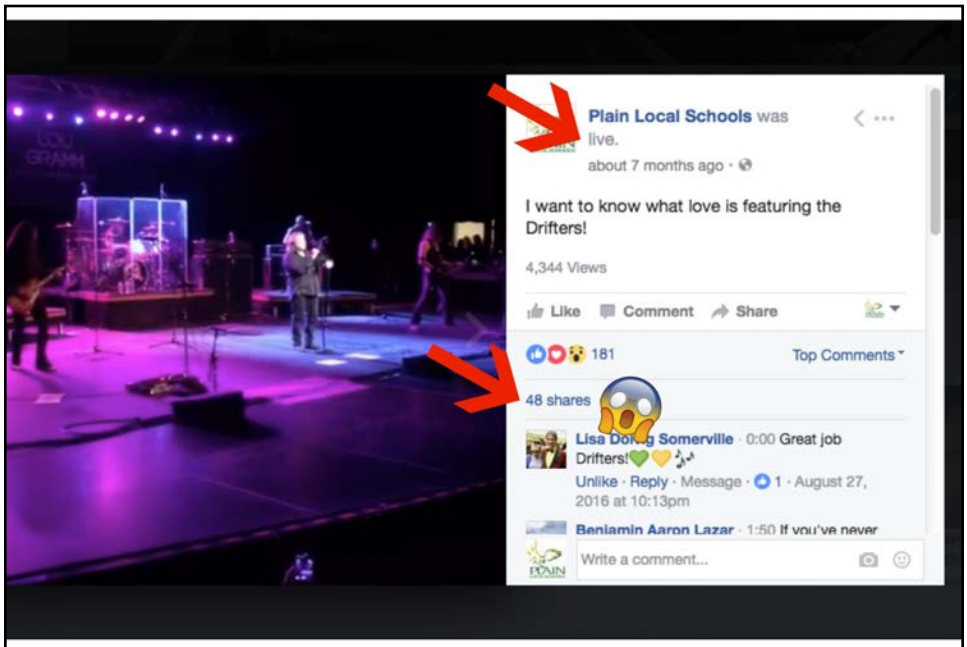


Tip Number 8

To facebook live or not to facebook live??

facebook.

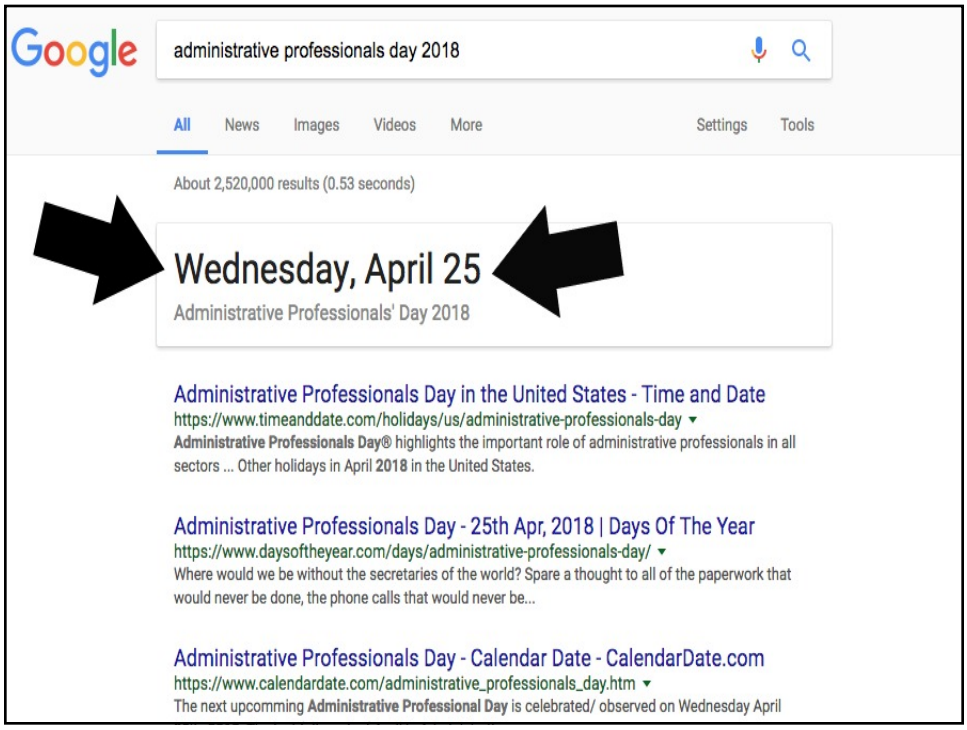

Cancel
Plain Local Schools
Continue
Plain Local Schools
Public
Write something...
Photo/Video
Live Video
Check In
Feeling/Activity
Plain Local Schools
Public
Geo Controls Off
Describe your live video...
Go Live



[Live Video]

Tip Number 9

Best Kept Secret in School Social Media: Post Photos of Classified Staff!


Google
administrative professionals day 2018
All
News
Images
Videos
More
Settings
Tools
About 2,520,000 results (0.53 seconds)
Wednesday, April 25
Administrative Professionals' Day 2018
Administrative Professionals Day in the United States - Time and Date
https://www.timeanddate.com/holidays/us/administrative-professionals-day
Administrative Professionals Day® highlights the important role of administrative professionals in all sectors ... Other holidays in April 2018 in the United States.
Administrative Professionals Day - 25th Apr, 2018 | Days Of The Year
https://www.daysoftheyear.com/days/administrative-professionals-day/
Where would we be without the secretaries of the world? Spare a thought to all of the paperwork that would never be done, the phone calls that would never be...
Administrative Professionals Day - Calendar Date - CalendarDate.com
https://www.calendardate.com/administrative_professionals_day.htm
The next upcomming Administrative Professional Day is celebrated/ observed on Wednesday April

175
Top Comments
Marie Burger Fletcher Chose a job you love and you'll never work a day in your life!!! Thank you everyone for the kind words and thoughts! I am so very blessed with great co-workers and great families that make me smile and laugh everyday.
Unlike · Reply · Message · 12 · April 27, 2016 at 9:11pm
Christina Shorie Schiltz Love the descriptors the students used to describe you! Wish I still had a Marie with me every day
Like · Reply · Message · 3 · April 27, 2016 at 6:28pm
Kristine Waldman You have been so welcoming and helpful as a "new" staff person coming back to new ways of doing things! You are amazing and we couldn't do what we do without you!
Like · Reply · Message · April 28, 2016 at 8:08pm
Rich Chikosky Mrs. Fletcher is an awesome representative of Plain Local. She is always nice to my wife and I.
Like · Reply · Message · April 27, 2016 at 7:45pm
Vikki Kauffman She is truly amazing! Always remembers my name and who my kid is. With 100s of kids in the school she remembers everything! Thank you!
Like · Reply · Message · 1 · April 27, 2016 at 12:07pm
Jennifer Pappano Ledford Congrats Marie!! It was great meeting you and Mr. Yocum a few weeks ago! We are looking forward to Rocco attending
Write a comment...

Thank you to all of our administrative professionals! You make our district bloom!
Plain Local Schools
Published by Mary Beddell [?]
Like This Page · April 26, 2016 · Edited ·
Tomorrow is administrative professionals day! We plan to spend the day celebrating all of the special people in our district that make us bloom! Stay tuned for special updates all day long about our building secretaries! Comment your favorite memories of these ladies as well to help give them a special day! #adminprofday2016
Tag Photo
Add Location
Edit
Like
Comment
Share
50
Top Comments
Shelly Pilsitz St Clair So many special people that help make Plain Local awesome!!!
Unlike · Reply · Message · 1 · April 26, 2016 at 6:15pm
Joy Dorsey Walton Thanks ladies..for all you do!!
Unlike · Reply · Message · 1 · April 26, 2016 at 5:03pm
Ed March Without them, the whole system would grind to a halt.
Like · Reply · Message · April 27, 2016 at 6:14am
Write a comment...

Tip Number 10
Snapchat...it is not just for Sexting!

What is Snapchat?

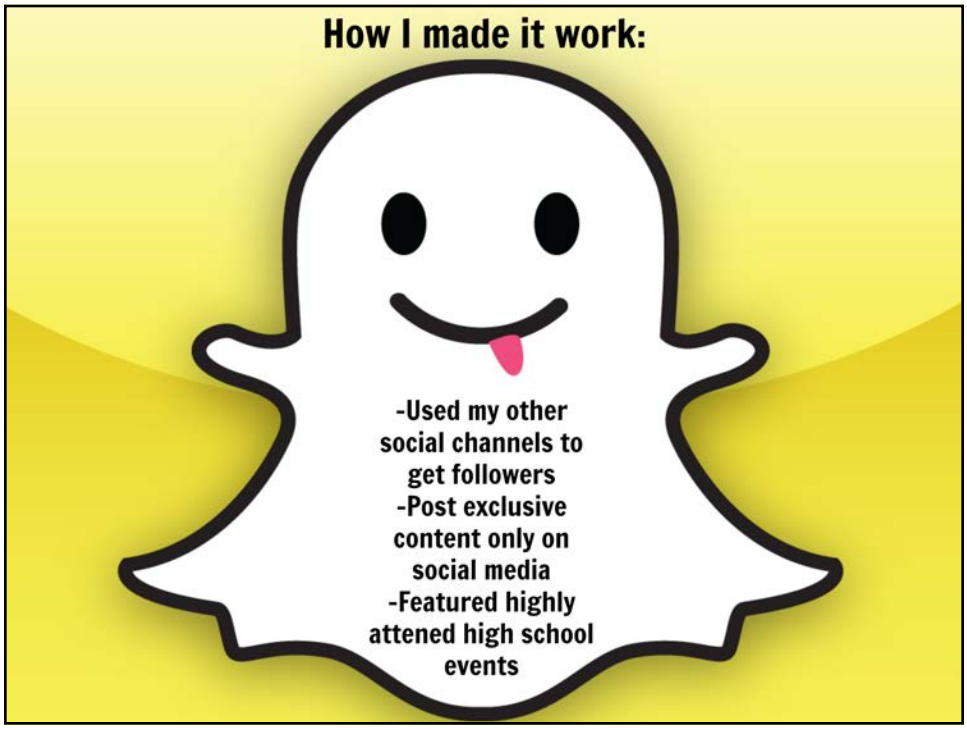
Its a '**photo sharing app**' that allows users to:

- take photos
- record videos
- add text and drawings
- send 'SNAPS' to controlled recipients
- 'SNAPS' last for just 1-10 seconds
- Snapchat stories, though can last for 24 hours and upto 25 seconds

Who uses Snapchat?

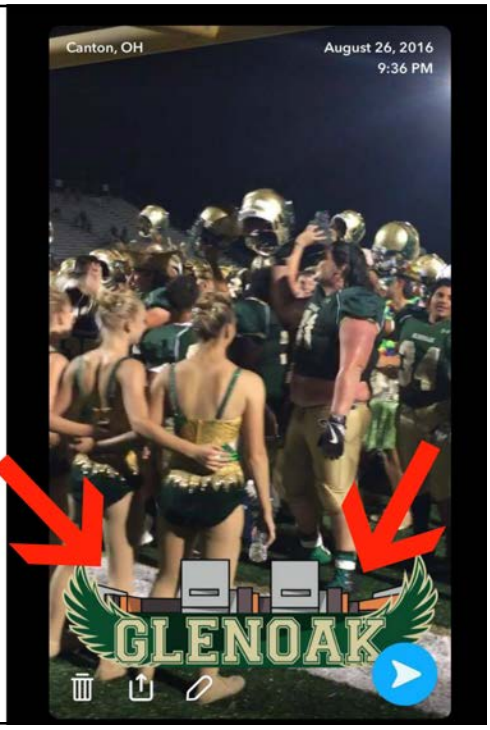
Snapchat users:

- are between the age group of 13-23 years (Mostly iphone owners)
- share funny photos and videos
- share their moments and thoughts
- send 400 million Snaps everyday
- 70% of Snapchat users are believed to be women


How I made it work:
-Used my other social channels to get followers
-Post exclusive content only on social media
-Featured highly attened high school events

Home
Geofilters
Snapcodes
Ads
Download
the university of texas
YORK
SURAT
SANTA BARBARA
TUCSON ARIZONA
THE UNIVERSITY OF TEXAS AT AUSTIN, AUSTIN, TX
Lexie Yut
YORK, UNITED KINGDOM
Anthony White
SURAT, GUJARAT, INDIA
Harsh Kukadia
SANTA BARBARA, CA
Evan James Gendreau
TUCSON, AZ
Anthony Ezra Arvizu
Geofilters
Dynamic art for different places.

A Geofilter is a way to tag your location in a snap



There are two different categories of Geofilters

COMMUNITY

Artists and designers are encouraged to create and submit a free Community Geofilter for their city, university, a local landmark, or another public location. No brand logos allowed.

CREATE NOW

ON-DEMAND

Businesses and individuals alike can purchase On-Demand Geofilters for their event, business, or a specific location. Brand logos and trade-marks are permitted.

LEARN MORE

Geofilter Ideas
-Graduation
-Prom
-Back to School
-Special Events

visit: snapchat.com/geofilters

Questions

Mary Beddell
Beddellm@plainlocal.org