



Education &  
Communities



# social media

**Toolkit  
for schools**

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# What is social media?



The term social media refers to user-generated content that is shared online through technologies “that allow the creation and exchange of user-generated content”.

[Andreas Kaplan](#)

It transforms users “from content readers into publishers”.

[Brian Solis](#)

These days most business, government and news generators use social channels to talk to their customers. Facebook has been around for over 10 years and Twitter over eight years. Social media is no longer new media. It's just the way we communicate now. In Australia most social media interaction is via smartphones.



# Examples of social media applications include:

- **Micro-blogging sites** (examples: Twitter, Yammer)
- **Social and professional networking sites** (examples: Facebook, Google+, LinkedIn, Slideshare)
- **Video and photo sharing websites** (examples: YouTube, Flickr, Instagram, Pinterest, Vimeo)
- **Blogs** (examples: Tumblr, Wordpress, Blogger)
- **Wikis – libraries of collaborative documents that anyone can edit** (example: Wikipedia)
- **Forums and discussion boards** (example: Whirlpool, Essential Kids)
- **Education collaboration** (examples: Edmodo, Google Apps for Education)

**See more about social media online**  
<http://www.det.nsw.edu.au/socialmedia>



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# Social media policy and guidelines

Watch



Adapted with the kind permission of the Victoria Department of Justice.

## Highlights of the policy are:

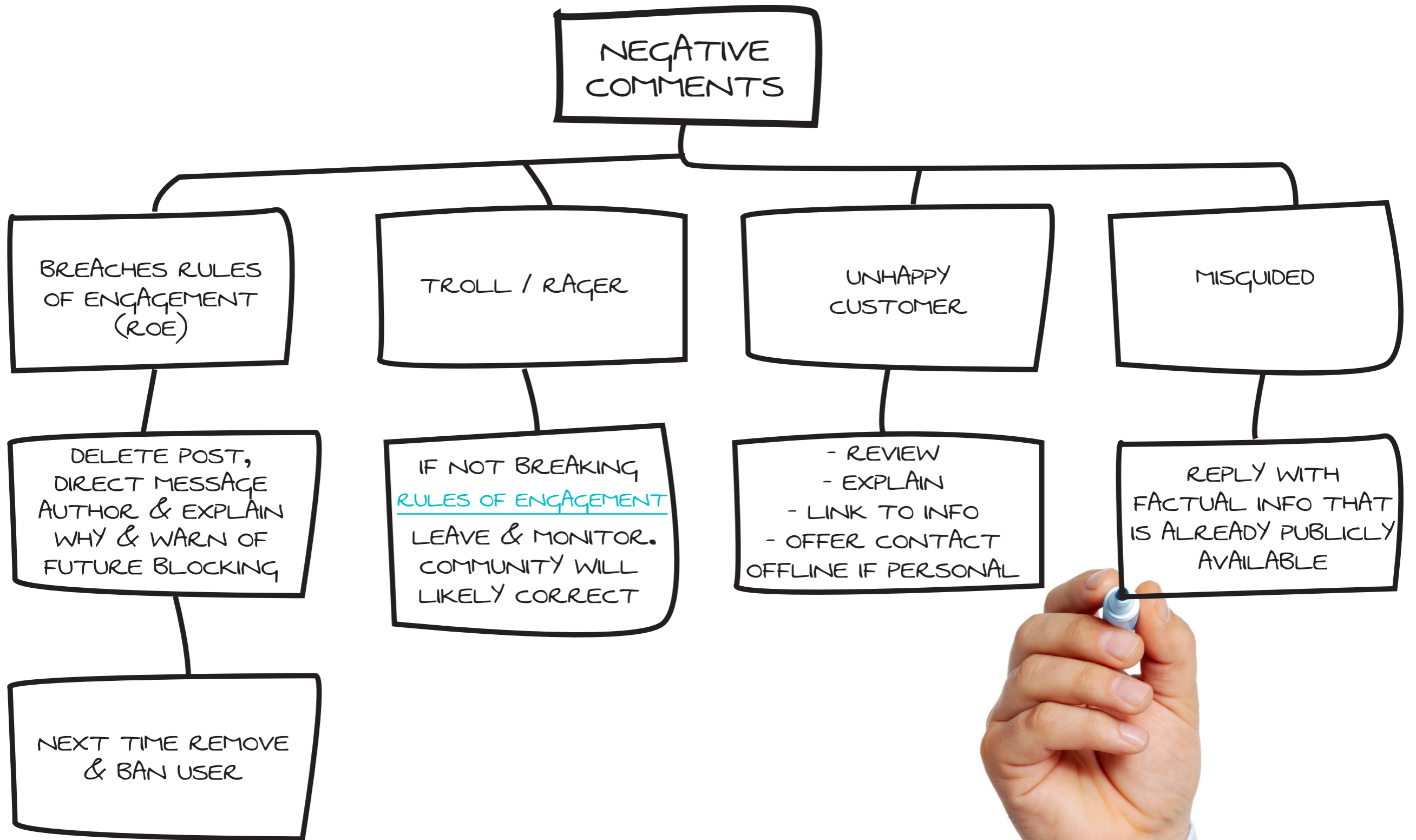
- Always follow relevant department policies, including the [Code of Conduct](#).
  - Do not act unlawfully (such as breaching copyright) when using social media.
  - Make sure your personal online activities do not interfere with the performance of your job.
  - Be clear that your personal views are yours, and not necessarily the views of the department.
  - Do not disclose confidential information obtained through work.
- View the whole policy at [www.det.nsw.edu.au/socialmedia](http://www.det.nsw.edu.au/socialmedia)

# The guidelines:

1. Know and follow relevant department policies including the Code of Conduct.
2. Be aware when you mix your work and personal lives – the general public consider us ‘the voice’ of the department 24/7. Represent us well.
3. Be transparent and identify yourself when discussing department-related topics or issues – use your real name, tell people you work for us and be clear that you are giving your personal opinion.
4. Consider what you say before you say it – it’ll be on the web for a long time!
5. Be original and respect copyright.
6. Use discretion. Take care not to publish information that should not be made public. If you aren’t 100% sure, seek advice.
7. Play fair; be polite, be considerate – don’t pick fights or engage in them, remember what you say will be public for a long time.
8. Stick to your area of expertise and talk about what you know.
9. It’s a conversation so be human – use your own voice and bring your personality into the conversation. It makes it more interesting!
10. Admit your mistakes – we all make them so when you do, be quick to admit and correct them.
11. Make sure your personal online activities don’t interfere with your job performance.
12. If it’s official department communication, be dedicated, be constant – get permission, listen, plan, contribute regularly and keep listening.

[VIEW THE social media guidelines](#)









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# Why should my school be using social media?

Social media has changed the way people work, live and play. It's changed the way we connect with our family and friends, with colleagues, with service providers, organisations and government.

The question is no longer should you be using social media, but why aren't you there?



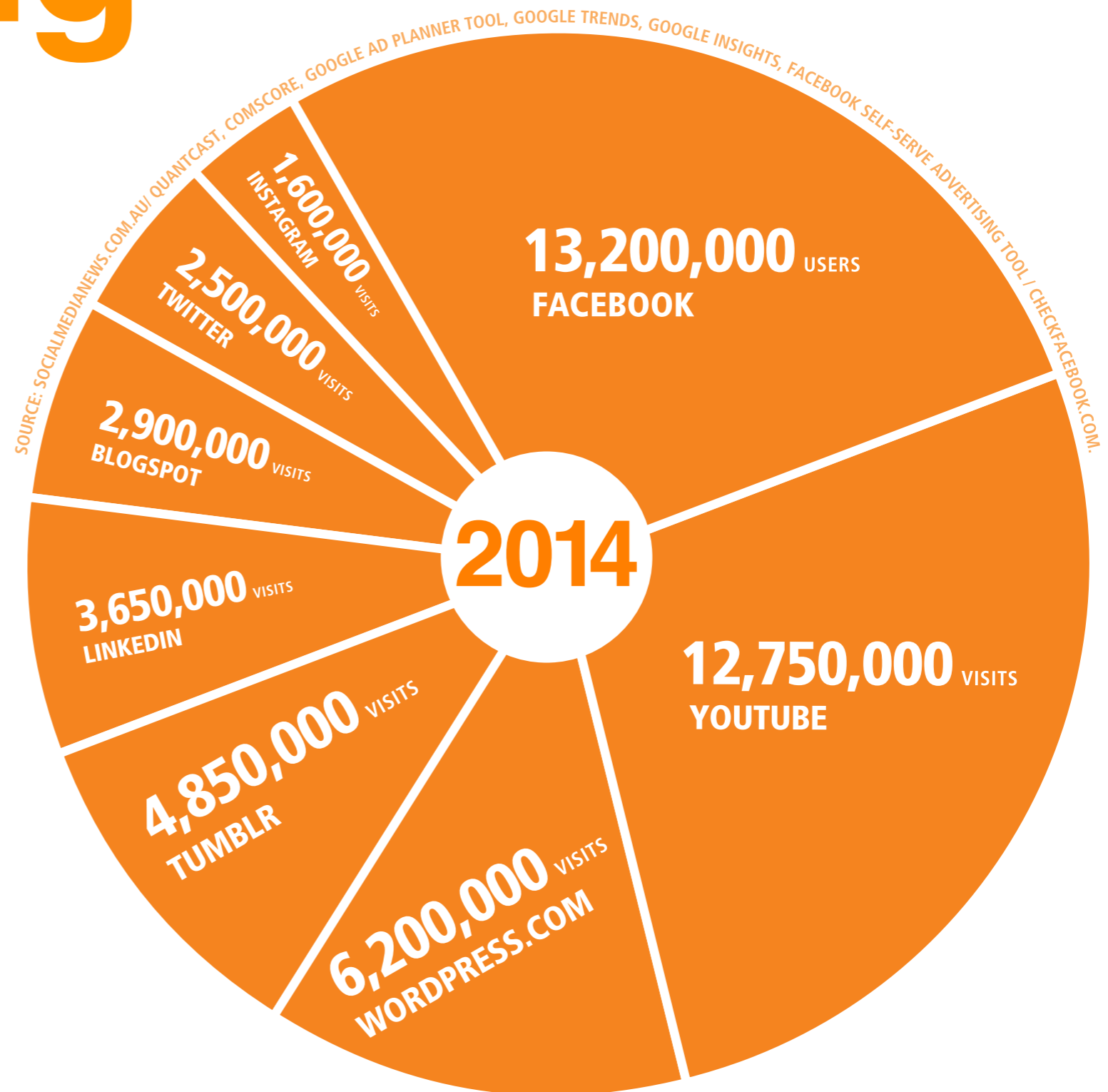
# It's too big to ignore

If Facebook was a country, it would be the third most populated in the world, with 1.3 billion monthly active users. And Australians are among the heaviest users of social networking in the world.

Research by [We Are Social](#) says Australian social media users spend an average of 2.1 hours on social media every day.

Consistently there are about 13 million unique Australian users on Facebook each month, averaging more than 20 minutes per visit.

YouTube is a close second with 12.75 million users – and upward spikes during school holidays – with each user spending about 20 minutes per visit.

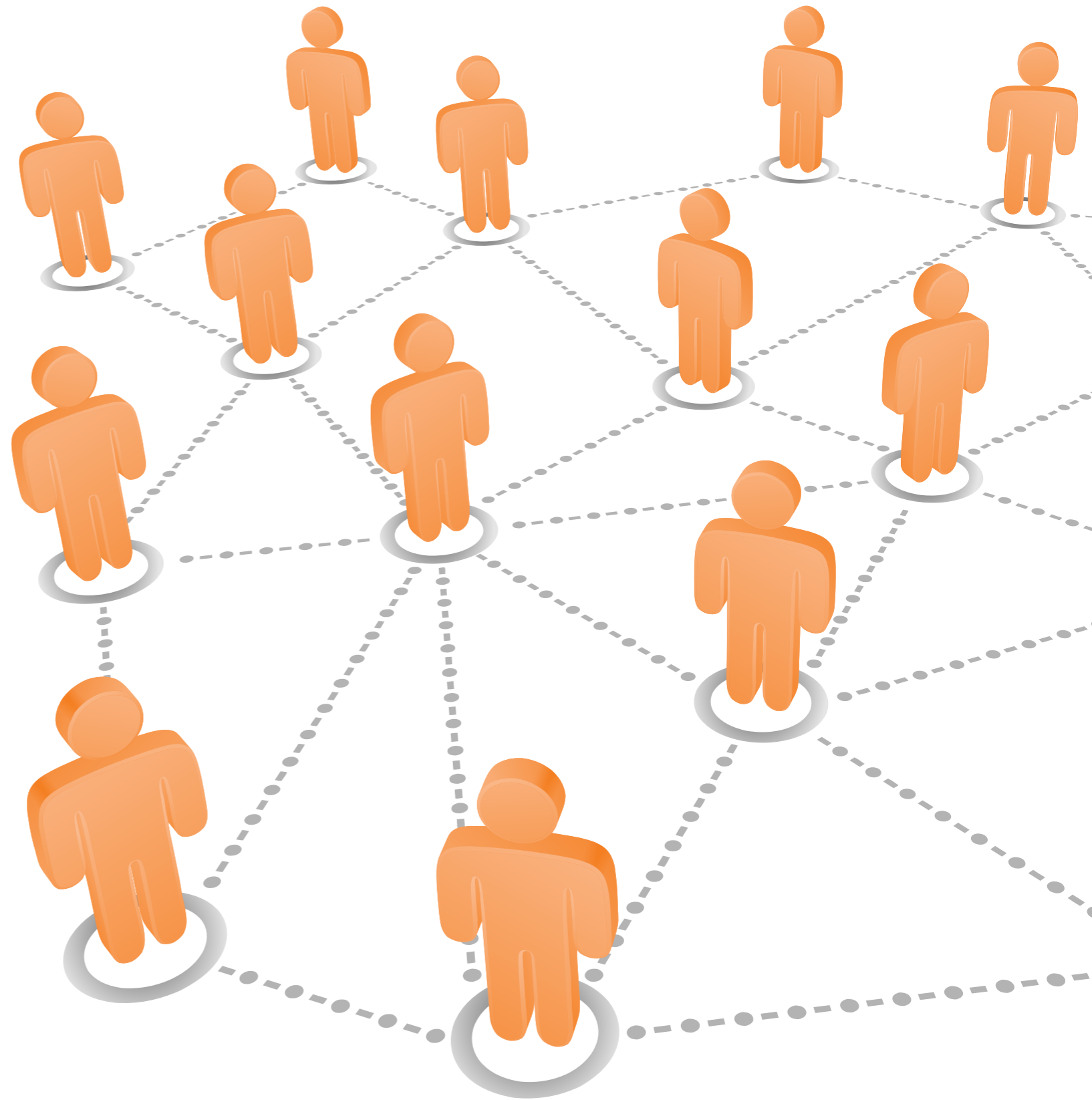


# It's here to stay

Like the communication technology innovations before it – such as the telephone and computer – social media has changed the way we think about consuming information, engaging with each other and our notion of community.

It has given individuals the power to pick and choose information sources, who to listen to and follow, and what messages to share with followers.

The [Australian Bureau of Statistics](#) survey results show that nearly a third of Australian businesses received orders via the internet during 2012-13. “These orders were worth close to \$250 billion, which is an increase of almost \$10 billion from the year before”.



# Join the conversation

Controlling what happens in social media is impossible, but by listening and participating, you have the opportunity to observe and take part in discussions that affect you.

We know through the work we do as part of [School A to Z](#), that parents talk in online forums and through social media.

The conversations are about school life, and about parent concerns on topics such as homework and study, student health and wellbeing, cyberbullying and cybersafety. Some of the discussions are related to local concerns – they could be issues relevant to your school community.

They're all opportunities for you to gain better understanding of your stakeholders, participate in discussions, add value where you can, correct any misinformation or untruths, and tell your school's story.

Social media is also an excellent recruitment opportunity for both employers and employees. Aside from the obvious benefits of LinkedIn and Yammer, prospective candidates can get a sense of your school to decide if they want to work there.



## Choose the right channels

It's easy to get caught up in the social media hype and think that you need to create a presence on many social channels. You don't.

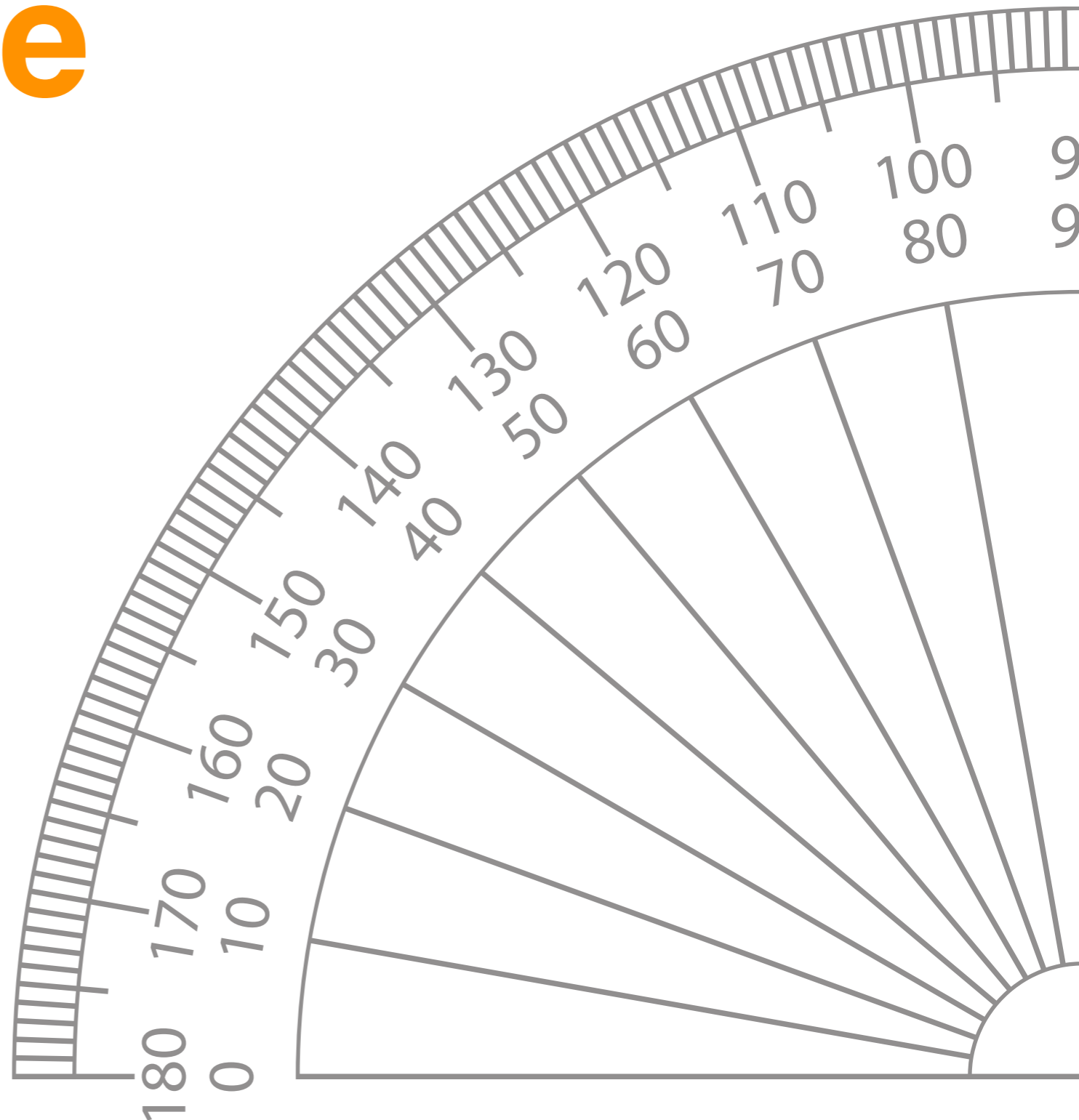
Understand your target market, for example parents, and observe what channels they currently use, what their first language is, how much spare time they have and how they prefer to communicate. This will help you target your effort and be most effective.

# Social media is measurable

Engagement, sentiment, reach – they're all 'hard' measures you can use to guide your communication planning.

Be conscious of your use of social media. Know why you are using it and embed it within your school's communication plan. Set real goals – perhaps it's to establish a digital community, perhaps it's to improve community perception of your school or the school's communication to parents. Maybe you want to deliver innovative teaching and learning to students using social media or attract a certain kind of staff. Survey your local school community to set some baseline measures and build from there.

The main point is, don't use social media for your school just because you can. Be clear about why you are using it, link it to a strategic objective, set measurable goals and revise your plan as required.





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# Social media

## mitigating the professional risk



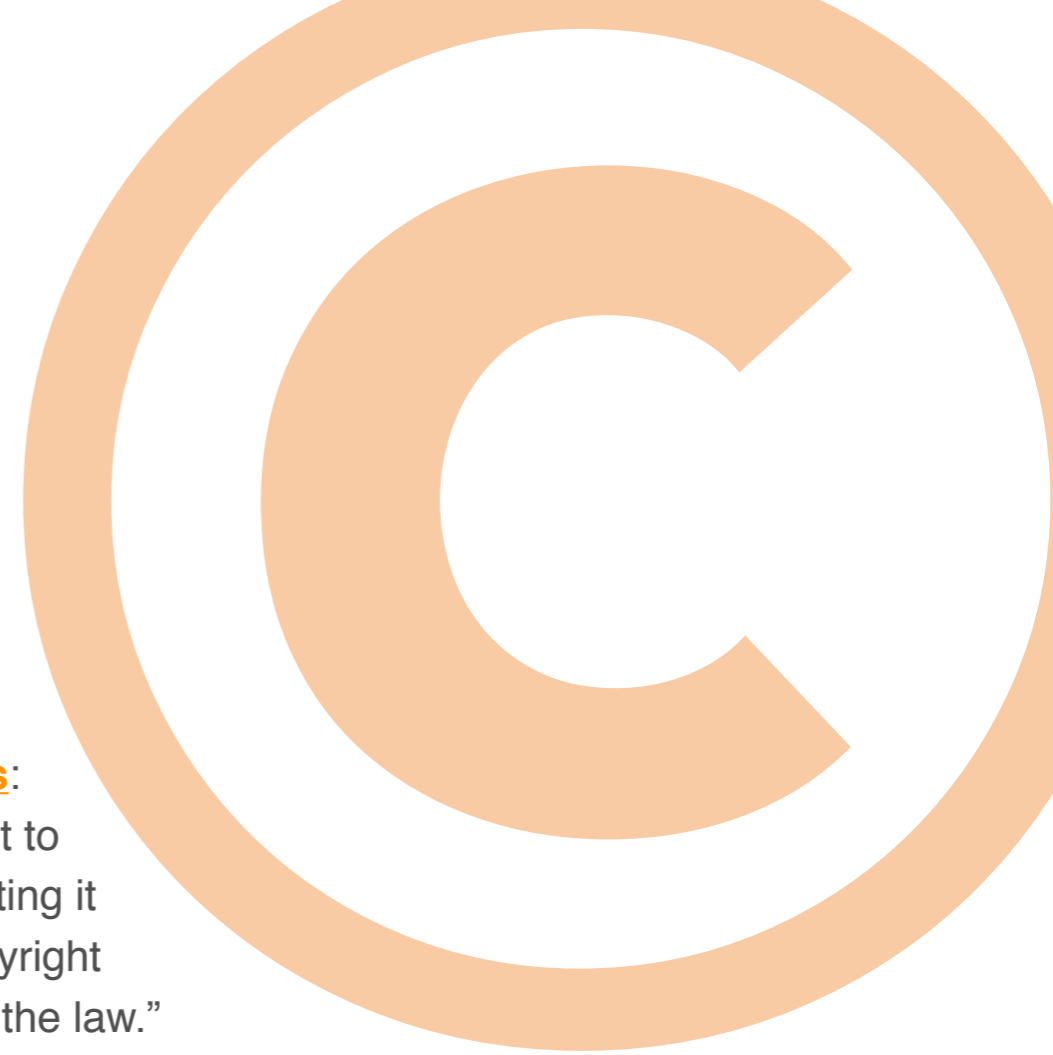
Digital citizenship – what you should and shouldn't do online – isn't just something we need to teach students.

Thanks to social media, everyone has the ability to publish online. With that comes the same responsibilities as commenting in a national newspaper – regardless of whether you're using social media for personal or work-related purposes.





# Copyright



Before you publish material on any social media website, whether the material is yours or someone else's, you need to consider:

- is the content yours or do you have permission or a licence agreement from the author?
- how are others allowed to use your content your content (according to the terms of the social media application you are publishing on)? For example, [Facebook's terms of service](#) state : "...you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License)."

Even posting images, videos or other content created by someone else could infringe copyright. [Facebook advises](#): "If you don't own the copyright to content you wish to post, posting it without permission of the copyright holder might be a violation of the law."

The Australian Copyright Council has very useful information sheets on:

- copyright issues when posting to [user-generated content on websites](#) (such as Facebook or Twitter)
- copyright issues when uploading to or using [videos published on YouTube](#).

# Professional reputation

Social media has blurred the lines between our personal and professional lives. In a world where online content can be reproduced rapidly and exist permanently, it's vital that we are smart about protecting our professional reputations. Remember:

- What you publish on social media can be widely re-published and remain there indefinitely.
- Keep your security settings tight and your photos and videos private. Only share information with people you actually know.
- Know and follow the department's social media policy and guidelines – when expressing political opinions or opinions related to the department, be aware of your responsibilities as set out under the [Code of Conduct](#).
- Think before you post. Much professional damage is done when people react hastily. Taking an hour or so to consider a post, or to consult with a colleague can provide perspective and avoid embarrassment or reputation damage to an individual or school.
- Be smart about your passwords – don't share them with anyone, including your kids. Don't use your pet's name, your child's name, your birthday or anything else that can be easily guessed or drawn out by questions asked by students, such as "12345". Consider using a password management tool.
- Do not friend students. If they're under 13 years and they comment on a public page you monitor, such as your school's Facebook page, delete the comment, block the user and let their parents know the child is considered too young (by many social networks and by the school) to be on Facebook.
- Instead of using Facebook for teaching purposes, consider safer networks like [Edmodo](#), designed especially for educators and students. Always seek written parental permission before students are required to use social media for educational purposes.

# Privacy & permissions

While the benefits of social media engagement with your community are undeniable, you should be aware of your responsibility – as a publisher – in regard to privacy.

Schools shouldn't publish information that could "reasonably identify" a student, community member or any other person, unless they have permission from that person or those people.

In the case of students, consent can be obtained from the student's parent/caregiver depending on the age of the student.

## What information reveals a person's identity?

A person's identity can be revealed through any one or a combination of:

- the person's name
- photograph
- age
- class
- school, or
- position title.



# How do I get permission?

Whatever the content – text, photographs, graphics, audio or video – if the student can reasonably be identified, explicit and informed consent or permission from the parent or caregiver must be sought.

It's best to get written permission as it reduces the risk of disputes occurring later. Verbal consent is not recommended. If students are older than 18 and living independently from parents or caregivers, then publication permission can be obtained direct from the student.

Permission notes must outline the nature of the information being collected, the purposes it will be used for and intended audience, and how it will be published – be it in a print publication, online or on social media platforms.

The requirement to obtain permission extends to staff, parents and the general public if they can be identified in the published material.



**Click through PDF pages to the right for more detailed information and explanation of privacy requirements, check out the Legal Services' Privacy Bulletin No 9, which includes a general permission to publish form and a specific activity permission form.**

## Privacy Bulletin No 9



### School websites – Issues regarding the publication of material accessible by the general public

#### What issues does this bulletin address?

This Bulletin provides advice to principals on issues concerning the publication of material on school websites which is accessible by the general public.

#### Are there restrictions on the sort of information that can be made publicly available?

Schools must not publish information that identifies or could reasonably identify a student, community member or any other individual unless the school has permission from that person. In the case of students, consent can be obtained from the student's parent/caregiver depending on the age, maturity and capacity of the student. Information that reveals a person's identity may include any one or a combination of the following, the person's name, photograph, age, class, school or position title.

If attaching documents to the school website such as minutes of P&C meetings which record personal information including opinions and comments from which a person's identity can reasonably be ascertained, the school must ensure it has the permission of the person to whom the information and comments relate before publishing the material. Schools must review all information before it is published or uploaded onto the school website.

Principals must ensure that any material published is not defamatory or in breach of copyright. See [Legal Issues Bulletin No.34 - Defamation](#) and the [Smartcopying website](#) for further information on these matters. Attached as **Annexure 1** to this Bulletin is a table that summarises some important copyright issues to take into account when considering publishing material on a school website.

#### Do I need to get permission to publish group photographs of students?

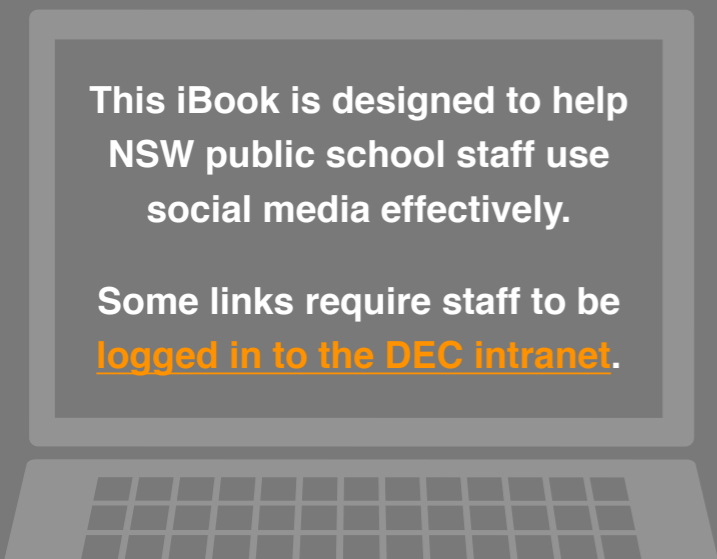
It is always preferable to obtain written permission before publishing photographs of students. It is not mandatory to obtain permission when a photograph depicts a large number of students and no student can reasonably be identified e.g. a general action shot at a sports carnival or in the playground. Permission is required if a student can reasonably be identified from the photograph and any other information published with it.

#### When is a student reasonably able to be identified?

This depends on the particular circumstances of each publication. It is not necessary for the student's name or picture to be published to establish the student's identity. It may be possible to establish identity by reference to extraneous information available to individuals receiving the published information. For example, a person who knows a student attends a particular school may be able to ascertain the particular student's identity from publication of the student's initials and class on the school website.



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# People

How will you manage your social media accounts? Will you have one person, or adopt a team approach to your community management? A team approach is best as social is a critical channel where responsiveness and knowledge sharing is very important. Social is also a 24 hour medium - it's more practical for a team to cover the hours.

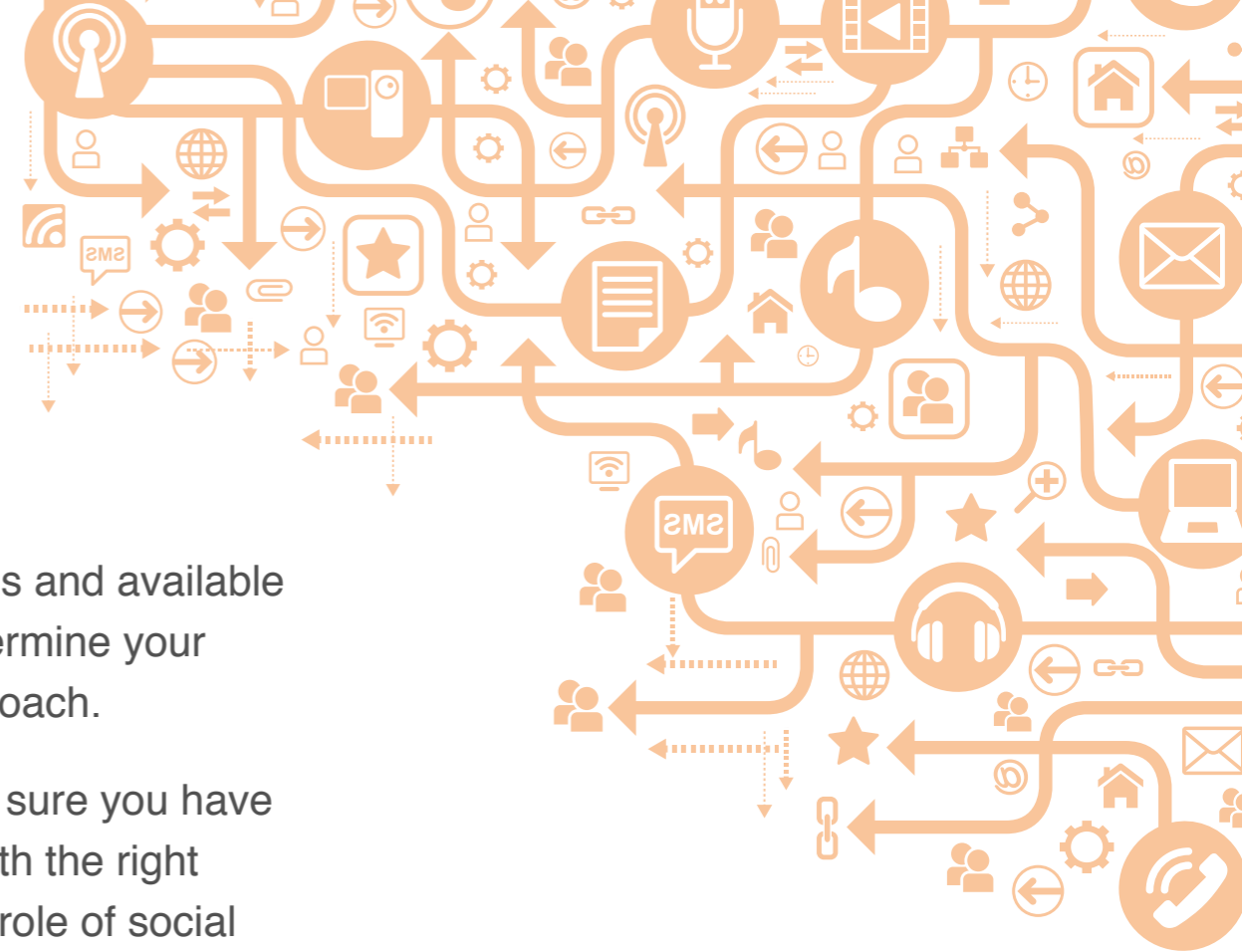
Once you start social media activity, you must be constant. Social media engagement is an ongoing process and involves keeping conversation going or starting new discussions.

If you abandon your activity, you effectively abandon the community that is following you, which is damaging to your school's reputation.

Your circumstances and available resources will determine your management approach.

You need to make sure you have the right people with the right skills acting in the role of social media community managers.

Irrespective if your social media accounts are managed by one person or a team, proper planning and processes must be in place to keep your social media planner and passwords in a secure location that can be accessed and used by other people.





# Community Management

## The responsibilities of a social media community manager include:

- monitoring, responding and encouraging conversation
- identifying, flagging or dealing with potential issues
- creating and sourcing content in line with the school's communication strategy
- ongoing listening to discussions that are taking place
  - analysis of analytics and metrics
  - promotion of channels to key audience
  - expertise in the tools (which button to press) and the ability to train others
  - judging when to refer upwards.

The person or people who manage social channels are called community managers.

## Good community managers:

- are members of staff who are interested or already active in social media
- are enthusiastic, organised, responsible and good communicators
- are customer-service minded
- have an understanding of defamation and copyright
- are members of staff who are interested or already active in social media
- have the support of the school executive if in need of advice and subject matter expertise.

# Equipment

Depending on your communication and content strategy, you might also invest in equipment.

Social media involves linking and posting sharable rich media content – photos, videos, and audio files. Are you going to be producing videos and podcasts? You might need video cameras, digital recorders and editing software. Smartphones and tablet have much of what you need.

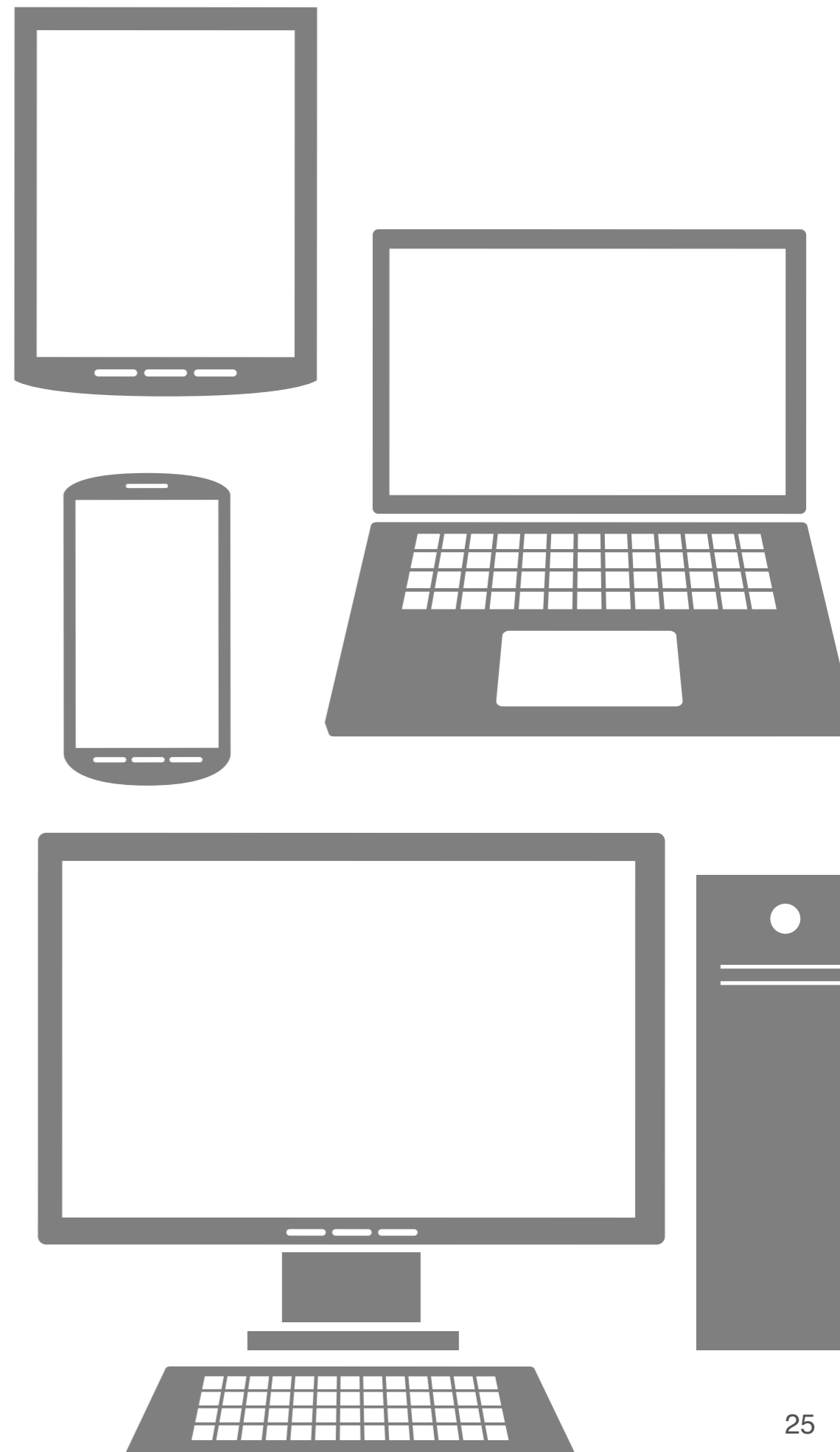
You can also share the wealth of rich media already published for parents, for example, the [School A to Z Facebook page](#).

Mobile devices can also help staff who are monitoring social media outside of school hours or on weekends. It means staff can more readily fit responsibilities in and around their personal lives while they're 'on the go'. It is important to have clear conversations about any after-hours work expectations.

## Tools

Managing social media can be time-consuming. There are a number of management tools that can help maximize the benefit you receive for your time investment. These tools help you send social media messages to multiple channels at one time, stagger and time your posts, and provide reports on how your messages are received and perceived. These include Buffer, Hootsuit, Bitly, Google Analytics, Google Trends, Advanced Twitter Search, Google Adwords Keyword Tool.

[Learn how to use Bitly](#)





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# Listening to your community

**A vital first step in any communication strategy is to listen to your community. See where your community is 'hanging out' online and what they are talking about when it comes to your school.**

Find out if your school is being talked about and the sentiment – is it positive or negative? Are these the first things the general public will see about your school when they do a search online for information about your school?

Using social media as part of your communication strategy is a great way to connect with parents and the local community. Statistics show that Australians in general are some of the most frequent users of social media in the world. Is this the case for parents and community at your school?



# Why is it important?

## So you can:

- understand what your community is discussing and what is relevant to them
- understand who your community influencers are
- know what existing communities are out there for your school to engage with.

## SURVEYS

### Ask your community

Before you start a social media account for your school, ask your community what social media they are using.

If the majority of parents are on Twitter, it is a waste of time setting up a Facebook page, and vice versa. Send a quick survey in the next newsletter asking what their preferences are and work from there. You can also search online to find existing communities.

If you find both are popular and you are unsure if you have the resources to manage two accounts, you can set up auto posting that will post messages you put on Twitter, automatically onto your Facebook page.



## Survey example:

XX public school wants to make sure all parents hear any important announcements from us. Would you mind filling in a quick survey to help us direct our resources?

1. Do you have a social media account?  
 Yes  No
2. Are you on Facebook?  
 Yes  No
3. Are you on Twitter?  
 Yes  No
4. Would you be interested in seeing a Facebook page or Twitter account as another means of getting info from our school?  
 Yes  No

# Setting up listening posts for research



## Why should you monitor what's happening online and engage influencers?

**Conversations are happening:** your school is being discussed online by your community. You might as well know what is being said and get involved.

**Public perception:** online monitoring helps provide an informed view of how your school is perceived.

**Ahead of the media:** offline news often feeds from online opinion – monitoring for potential issues or controversies will help with preparedness.

**Influencer identification:** monitoring over time helps provide an indication of who key influencers are for your community.

**Engaging influencers:** online word of mouth is increasingly important. Engaging with relevant online influencers will help increase positive perception.



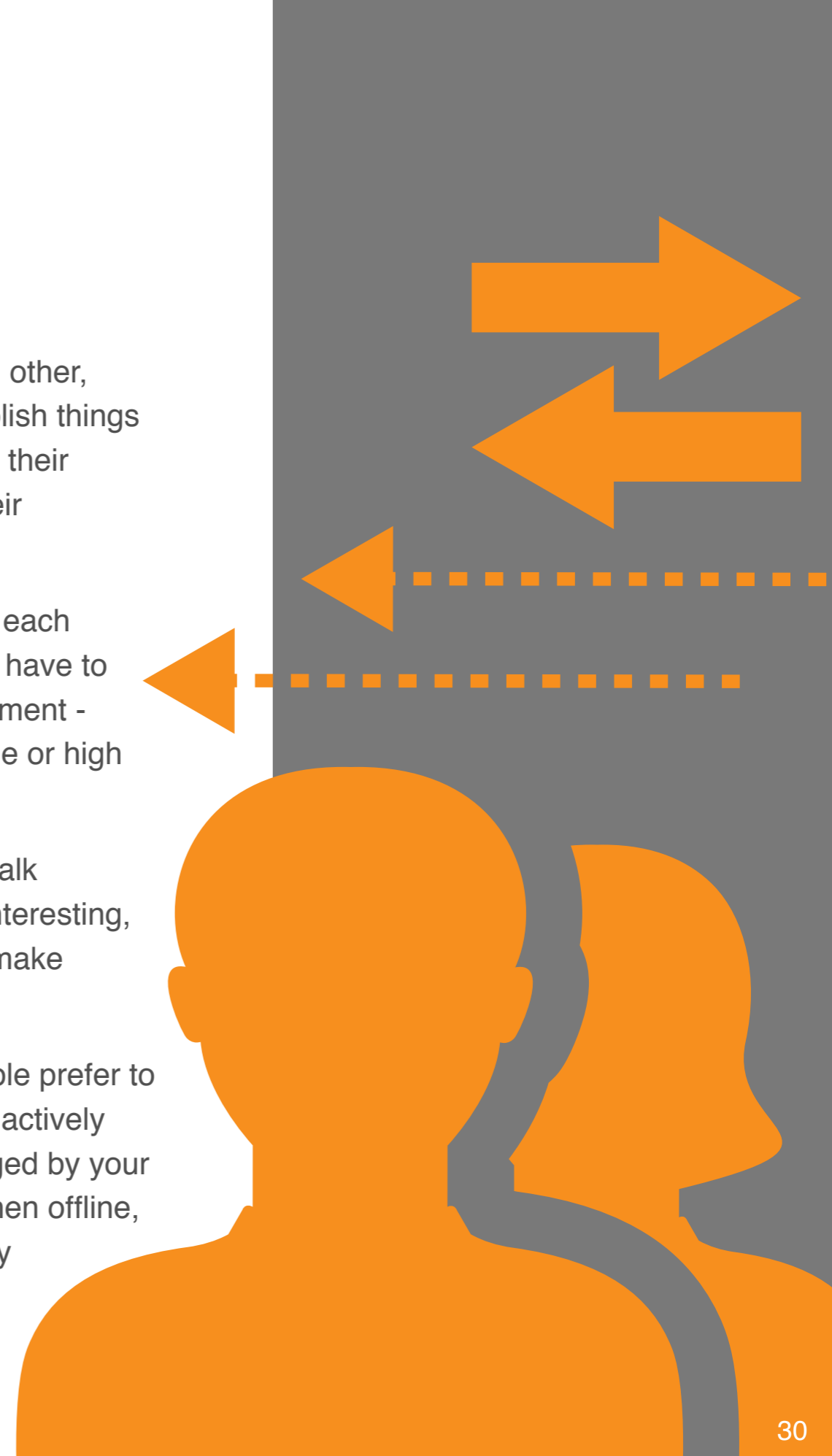
# Influencers, champions and engagement

Sometimes people love to contribute to your social spaces, sometimes they don't. So you need to both manage very active users and encourage participation in quiet channels. There is quite a bit of crossover between how you would manage each scenario.

The following techniques work equally well with active users or quiet channels:

- Listen actively and take comments seriously: find common threads and figure out what users really want.
- Engage in one-to-one and many-to-many conversations: build relationships and be open to feedback.
- Participate in conversations in other schools' and entities' channels - this will attract like minded users to your channel by creating awareness. Also follow other schools and like-minded groups

- Empower users to find each other, achieve, add value, accomplish things they might not be able to on their own and show them that their opinions matter.
- Encourage users to answer each other's questions. You don't have to reply to every post and comment - focus on the really high value or high risk posts.
- Remember people want to talk about things they like, are interesting, make them feel smarter or make them laugh.
- Don't forget that lots of people prefer to just read messages without actively posting. They are still engaged by your social conversations and when offline, they will talk about what they have seen.



# Identifying keywords

- [Google AdWords keyword tool](#) is useful when developing comprehensive keyword lists.
- [Google Insights](#) helps you identify when certain keywords receive an increased volume of search.
- Use [Twitter search](#) to determine what is being talked about on Twitter.
- It's important to think broadly when researching keywords as people may not search using obvious ones.



# What is Google AdWords Keyword Tool?

<https://adwords.google.com/select/KeywordToolExternal>

- Shows related search terms to the current searched query.
- Enables you to explore relevant search terms in order of frequency of search.
- Gives you more options to gain more information.

[Download a quick user-guide for Google Adwords \(PDF 454kb\)](#)

# Google Trends

[Download a quick view of using Google Insights \(PDF 430kb\)](#)

[www.google.com.au/trends/](http://www.google.com.au/trends/)

# Twitter search

- Use advanced search at [search.twitter.com](http://search.twitter.com) to find specific Tweets from Australians about relevant subjects.
- Set the location as Adelaide, within 2000km (this gets all the Australian Tweets).
- Use hashtags to find topics that people are purposefully tagging their tweets to Twitter. Hashtags are a way to unite Tweets around some particular topic. You create a hashtag simply by prefixing a word with a hash symbol: #hashtag .
- TweetLevel is a useful tool for determining a Twitter user's influence.

[Download a guide to using Twitter search \(PDF 583kb\)](#)





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# Facebook for schools

If you only have the resources to manage one social channel, survey your community and find out which one they use most. Many schools have already decided that Facebook is the most effective way to supplement their parent communications. Facebook has very high usage and therefore usually will have the greatest reach, - as long as you promote it to your community. (If you are considering social media for communicating with secondary students, it is strongly advised you consider Edmodo.)

Given the number of Australians using Facebook, a school Facebook page becomes a convenient way for the school to meet parents online, to keep them in touch with the school community and up to help them stay in touch and up-to-date with school communications.



## Examples of schools using Facebook

<https://www.facebook.com/BeverlyHillsIntensiveEnglishCentre>

<https://www.facebook.com/pages/Rouse-Hill-Public-School-NSW/>

<https://www.facebook.com/LurneaPublicSchool>

<https://www.facebook.com/EvansHighSchool>

<https://www.facebook.com/RutherfordPS>

# Planning your Facebook page

Before you jump into creating a school presence on Facebook there are a few FAQs worth considering:



- **Is your parent community active on Facebook?**

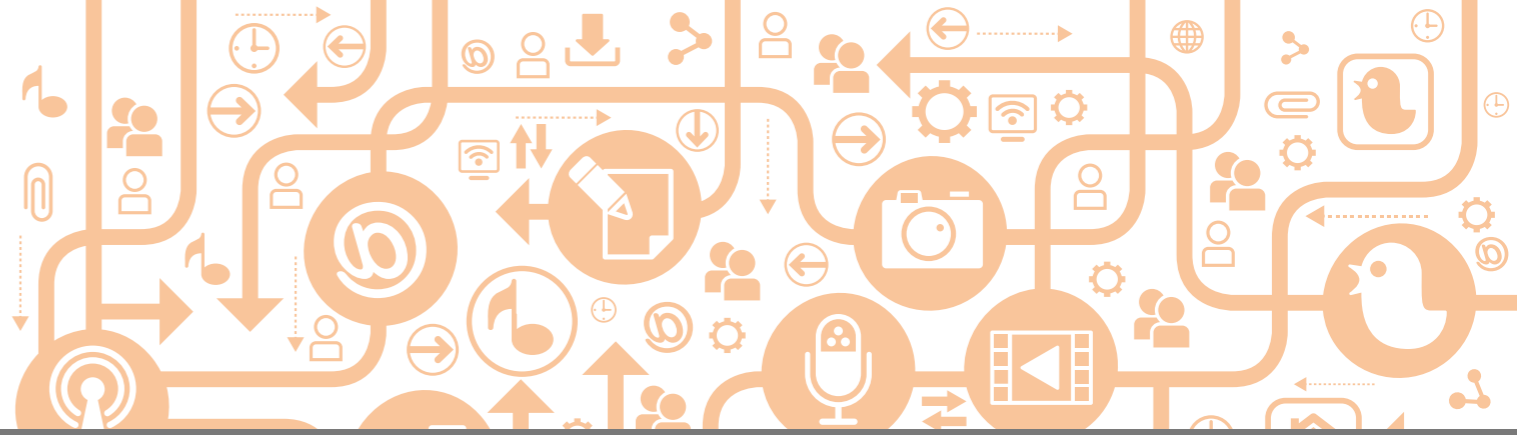
Even in communities where computers and broadband access aren't widespread, many people use smartphones to connect to social media. However it's wise to [conduct user research](#) to determine if it's worth investing your time and resources into maintaining a Facebook page. You should also discuss what you'll publish; student achievements, school announcements and reminders, parent question and answer forums, for example.

- **What can we do about unauthorised school pages created by members of our community?**

You can't remove them, although you can request they remove the school crest or logo.

It's also a compelling reason for schools to take the initiative and create their own, official page. Presence of an unauthorised page indicates your community wants to engage with you on Facebook.

Once you have created an official page, contact the community, via your newsletter or emails, and give them a direct link to your page.



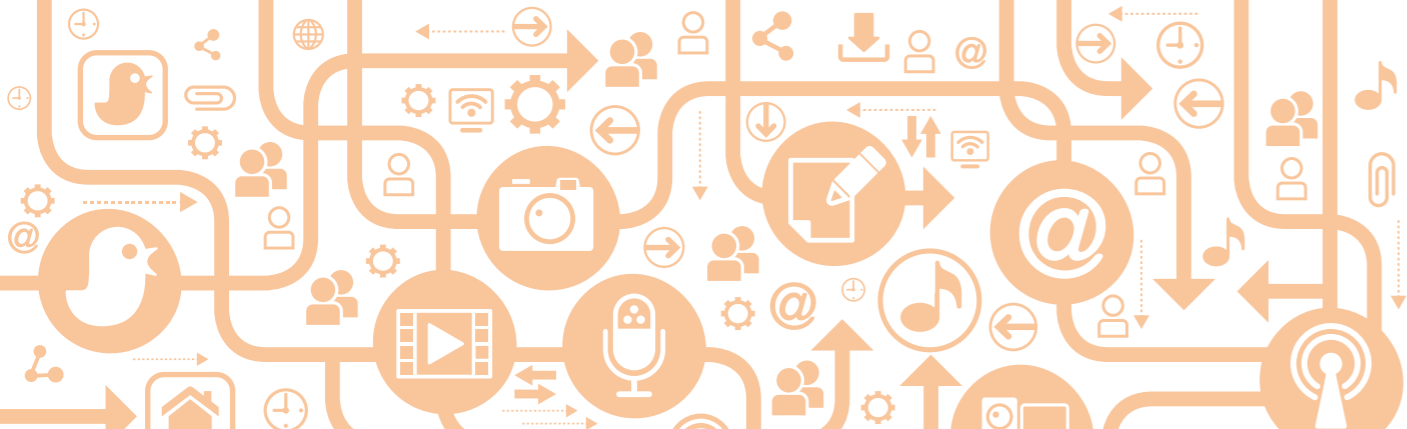
● **Who will create and maintain the page?**

Administrators need to monitor the page seven days a week, so it's a good idea to have at least two admins on your account. The principal should always have access to the account details and password, regardless of whether they're a page administrator.

Monitoring your page isn't as demanding as it may sound, since the majority of comments reported on school Facebook pages are positive or neutral in sentiment. However, the administrators of a page are potentially liable for abusive or defamatory postings made by others if they allow inappropriate postings to stay.

Some schools assume the best person for the admin job is the youngest member of staff because they're considered most likely to be comfortable with the technology. While it's a small learning curve to master the technical side of using Facebook, a bigger priority is finding someone with the:

- maturity to respond to questions and potentially tricky comments in a friendly but professional way
- commitment to monitor the page even on school holidays
- authority/experience to make a quick judgement call if a contentious issue arises.



◎ **Should we allow comments?**

Facebook’s popularity is built on users’ ability to connect and interact with each other. It’s not possible to create a Facebook page where no one other than the school can ever post comments.

While you can opt not to let others create new conversations in the Status Update space, anyone in your Facebook community (who has liked your page) can write a comment underneath a Status Update you have published.

Most schools report that their greatest fear about Facebook – that someone will post inappropriate or aggressive comments on their page – rarely happens. Most people who bother to be part of our online school communities are genuinely interested in contributing positively. It’s very simple [to edit or](#)

[delete a comment](#). On your Facebook wall, simply hover the cursor over the right hand corner of the comment you wish to delete and select from the drop down menu that appears there.

◎ **How quickly will we respond to questions and comments?**

If parents start using your Facebook page for communication, they need to know you’re paying attention to them. Anything requiring moderation or an answer really shouldn’t sit unattended for more than a day, but you can manage expectations by setting clear rules of engagement on your page, including information around response times.

◎ **Will followers always see our posts?**

Facebook doesn't always show followers your posts. After a certain point there is just too much content to show in a user’s timeline so Facebook only shows content that the user has engaged with or liked. This means you should focus on high value, visual and sharable posts. You can also remind parents to “like” your posts, to insure they keep seeing updates from the school in their newsfeed. For very important messages information new rely only on Facebook to deliver your message.





◎ **What's the process if something goes wrong?**

For example, what is the procedure if the principal is not able to be contacted and a contentious issue arises? What will you do if someone posts a picture of a student without the parents' permission? (Our advice would be delete the image, contact the contributor and explain why you've deleted it, citing your concerns for privacy and safety of minors.) You may even want to address this in your rules of engagement.

◎ **What can we do about comments we don't like?**

Disagreement in itself isn't a valid reason to delete a comment. When you remove comments that don't agree with your views, the community may resent it and accuse the school of censorship, or they'll simply take their conversations elsewhere, possibly even creating a rival page that you can't control.

Instead, complaints are an opportunity to hear community concerns, explain your position, correct misinformation and improve the relationship between the school and community.

[Here's a decision chart](#) to help you decide how to respond to negative comments.

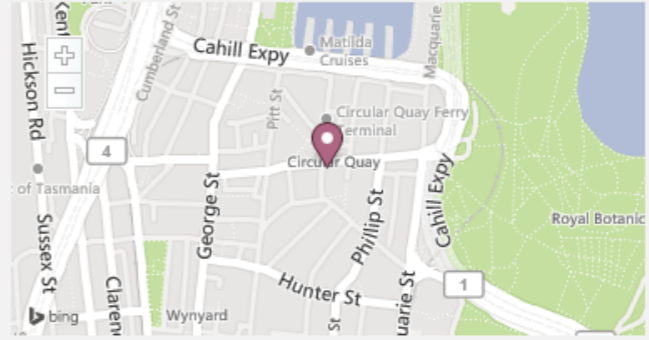


# Reviews

Reviews added by users can't be edited or individually removed from your page. You can however remove the entire "Reviews" widget.

In your Settings > Page Info section, de-select "Show map, check-ins and star ratings on the page". This will remove the reference map and the review section. You can't choose to just keep the map.

The screenshot shows the Facebook Page Settings interface for a page named "School A to Z". The "Page Info" section is active, displaying the following details:

Name	School A to Z	Edit
Facebook Web Address	www.facebook.com/schoolatoz	Edit
Category	Companies & Organisations: School	Edit
Subcategories	School/university	Edit
Address	Address: 35 Bridge St No street address City/Town: Sydney, Australia Postcode: 2087	
Map location		

At the bottom of the address section, there is a checkbox labeled "Show map, check-ins and star ratings on the Page" which is currently checked. An orange hand icon with the index finger pointing to the right is overlaid on the checkbox. Below the checkbox are "Save Changes" and "Cancel" buttons.





### 3. Manage your settings.

To start, click on Settings



### 4. Update your information:



5. State your Rules of Engagement on your page, in the 'General Information' section. You should clarify the purpose of the page and what behaviour is appropriate. Under what conditions would you delete or ban a user? [Read the rules of engagement created by School A to Z](#) to start you thinking. You shouldn't remove opinions purely because they differ from the school's, only if they are abusive, defamatory or in some way threaten the privacy or security of another person (including a student). Primary schools should also consider deleting and blocking underage users (under the age of 13 years) as they are in contravention of Facebook Terms of Service.

The screenshot shows the Facebook page settings for 'School A to Z'. The page is currently in the 'Settings' tab. The left sidebar contains a list of settings categories: General, Page Info, Notifications, Page Roles, Apps, Suggested Edits, Featured, Mobile, Banned Users, and Activity Log. The main content area displays various settings for the page, each with an 'Edit' link.

Setting	Value	Action
Name	School A to Z	Edit
Facebook Web Address	www.facebook.com/schoolatoz	Edit
Category	Companies & Organisations: Government Organisation	Edit
Start Info	Founded on August 2011	Edit
Address	⚠ Enter your address	Edit
Hours	⚠ Enter hours of operation	Edit
Short Description	School A to Z - Helpful and practical advice for parents to support their kids.	Edit
Impressum	Input Impressum for your Page	Edit
Long Description	This is the online community for www.schoolatoz.com.au. School A to Z is produced by the NSW Department of Education & Communities. We are also on Twitter ...	Edit
General Information	We welcome questions and comments from everyone, and ask that you observe the "dinner party" rules of conversation: by all means have your opinion- it doesn't have to be the same as anyone elses, but no swearing, bullying or criticism of other individuals please. And as with a dinner party, if you are blatantly advertising your own commercial business, we'll all get very bored, very quickly and have to show you the door.	Edit
Mission	Enter mission	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Parking	Enter type of parking available	Edit
Public Transit	Enter how to reach the place by public transport	Edit
Phone	⚠ Add a phone number	Edit
Email	Enter your email address	Edit
Website	www.schoolatoz.com.au www.schools.nsw.edu.au www.twitter.com/schoolatoz www.youtube.com/schoolatoz www.pinterest.com/schoolatoz	Edit
Official Page	Enter the official brand, celebrity or organisation your Page is about	Edit
Translated Names	Translate your Page name	Edit
Facebook Page ID	118142061538216	

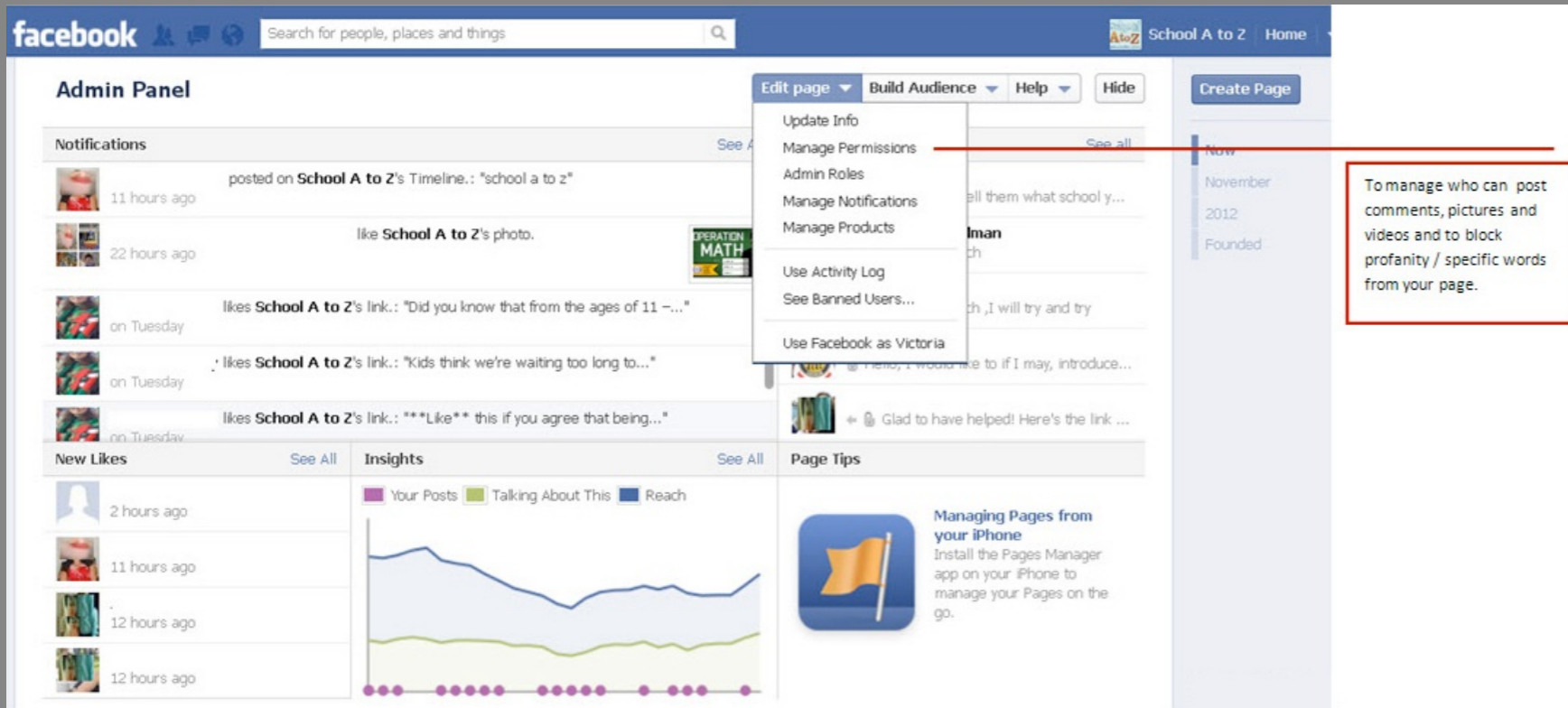
- 6.** Add your profile picture (school crest or photograph etc). Select the Page tab and roll over the profile picture to see the edit option shown here.



- 7.** Add a cover photo. The larger, landscape image that sits behind your profile picture at the top of the page is your cover photo and it's an excellent way to create a sense of what your school is about. Here are some [tips for choosing the right type and format of photo](#). Again – always consider copyright and privacy issues.

Facebook page for School A to Z (Government Organisation). The page features a cover photo of a family and the NSW Education & Communities logo. A profile picture of the 'School AtoZ' logo is highlighted with a white box, and a dropdown menu is open showing options: 'Edit Profile Picture', 'Choose from photos...', 'Take photo...', 'Upload photo...', and 'Remove...'. An orange hand icon points to the 'Edit Profile Picture' option. The right sidebar shows statistics: 28 Page Likes, 9,667 Post Reach, 0 Unread Notifications, and 0 Messages. Below the statistics is a 'Recent' section with years 2014 and 2013, and a 'See Your Ad Here' section with an advertisement for tutoring services.

## 8. Manage what's allowed on your page.

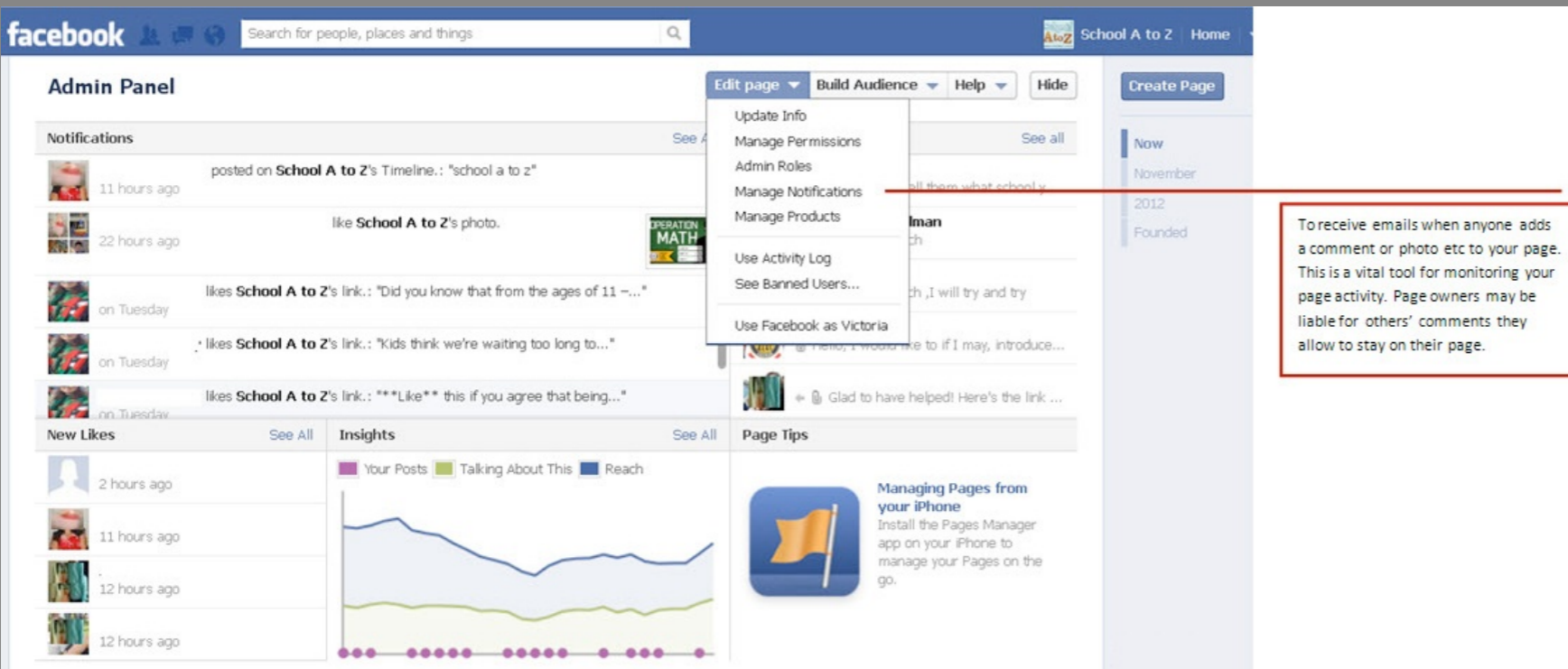


The screenshot shows the Facebook Admin Panel for 'School A to Z'. The 'Edit page' dropdown menu is open, and 'Manage Permissions' is highlighted with a red line. A red box on the right contains the text: 'To manage who can post comments, pictures and videos and to block profanity / specific words from your page.'

## 10. See what posts people have shared and are interested in.



## 9. Monitor comments on your page



The screenshot shows the Facebook Admin Panel for 'School A to Z'. The 'Edit page' dropdown menu is open, and 'Use Activity Log' is highlighted with a red line. A red box on the right contains the text: 'To receive emails when anyone adds a comment or photo etc to your page. This is a vital tool for monitoring your page activity. Page owners may be liable for others' comments they allow to stay on their page.'

## 11. Register your page with [communication@det.nsw.edu.au](mailto:communication@det.nsw.edu.au)

Include your url or page name (it can be seen at the top of your page and will start with [www.facebook.com](http://www.facebook.com)) and the page administrators' names.

# Reporting to Facebook

If you think your account has been hacked Report it to Facebook:

[www.Facebook.com/hacked](http://www.Facebook.com/hacked)

You will need to do this via your personal account.

For more Facebook security help: [www.Facebook.com/help](http://www.Facebook.com/help)

If an "Imposter page" already exists for your NSW public school and it purports to be an official school page, we can request Facebook to remove it. Contact:

[communications@det.nsw.edu.au](mailto:communications@det.nsw.edu.au)





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# Twitter

## What is it?

Twitter is a free social networking service that allows updates of up to 140 characters. These are called "tweets". Users follow and talk to people they are interested in. About 2.5 million Australians use Twitter. Twitter is popular among education professionals who use it to talk about curriculum, teaching practice and classroom management.

There are many Twitter apps for your desktop or mobile in addition to the main website. Most people consume Twitter this way.

You can learn lots more from the [Twitter Help Centre](#)





# How does Twitter work?

First, you sign for a free account. Then you can search for people to follow — any one from friends, celebrities, politicians, colleagues, local businesses to thought leaders. People may follow your tweets too, so they see everything you publish except for Direct Messages to others.

The beauty of Twitter is that it is not a one way medium. You can tweet to a politician or an education policy creator and they might tweet back. Twitter is about conversations.

Twitter is a location and time based service. This means it is a great way to share and talk about events and locations, for example, a fete or carnival.

## Why is Twitter useful?

People use Twitter to share information and discuss subjects of interest. It is popular, free to use and really easy to update quickly. You can add information on subjects of interest by adding a hashtag to your tweet. Tweets are also searchable by hashtag.

Twitter is where journalists and local businesses often find information.

You may also place your school's Twitter feed on your school website



## What do you need to keep in mind if you are using Twitter?

Anything you say on Twitter can be seen by anyone else looking at Twitter (unless you have your tweets set to private). Remember:

- don't say anything you wouldn't want the public to know – this includes any personal information or identifying remarks about students.





## Why might Twitter be useful for communicating with parents?

Many parents use Twitter already, and it is a great tool for publishing school messages and promoting your school. It is easy to use and doesn't cost money (only time), and is a great way to share information quickly.

# Learn the lingo: Twitter tools and etiquette

## @reply

Is when you reply directly to someone's tweet – you will reply to their account specifically, and they will get your reply. This will also appear in your profile, your followers' news feeds and in any search results looking for you or the person you replied to.

## DM or Message

A direct message is a private tweet that goes to your Twitter inbox and only you can see it. It still has the 140 character limit, and the person you are messaging has to follow you in order for you to be able to send it.

## Hashtags

Hashtags (#) are used in Twitter to add a subject to a tweet. You can then use the search function for a particular topic and all the tweets with that hashtag will appear.

## List

This is a way you can organise various Twitter accounts that you follow into groups based on topics or interests to make their feeds easier to find.

## Retweets:

You don't need to create all of your own content; it might be that you might find a tweet from someone else on your feed that you think the parents from your school would be interested in hearing about. You can hit the retweet button on that tweet and it will appear in your school's feed.





## Scheduling tweets:

If you would like to set up tweets to post in advance, you can schedule them using free tools such as:

[www.hootsuite.com](http://www.hootsuite.com)

[www.tweetdeck.com](http://www.tweetdeck.com)

<https://bufferapp.com/>

They are straightforward to use and allow you to schedule your tweets, choosing the date and time of publication.



## Shortening URLs:

Sign up for a free account at one of the following and they will also track how many people click through on your links so you can tell whether any particular content was popular (and any messages that weren't). Sign up at:

[www.bit.ly](http://www.bit.ly)

[www.tinyurl.com](http://www.tinyurl.com)

## Other Twitter lingo?

Check out [Twitter's glossary](#) for more Twitter-related language.



# How do you set up a profile?

Watch [this quick video](#) on setting up an account

Filling in your profile – add a photo, a background photo (you can use the same one as Facebook), a website address, a brief (less than 140 characters) bio, and pick a username that is obvious and easy to use.

Example [https://twitter.com/Lisarow\\_High](https://twitter.com/Lisarow_High)



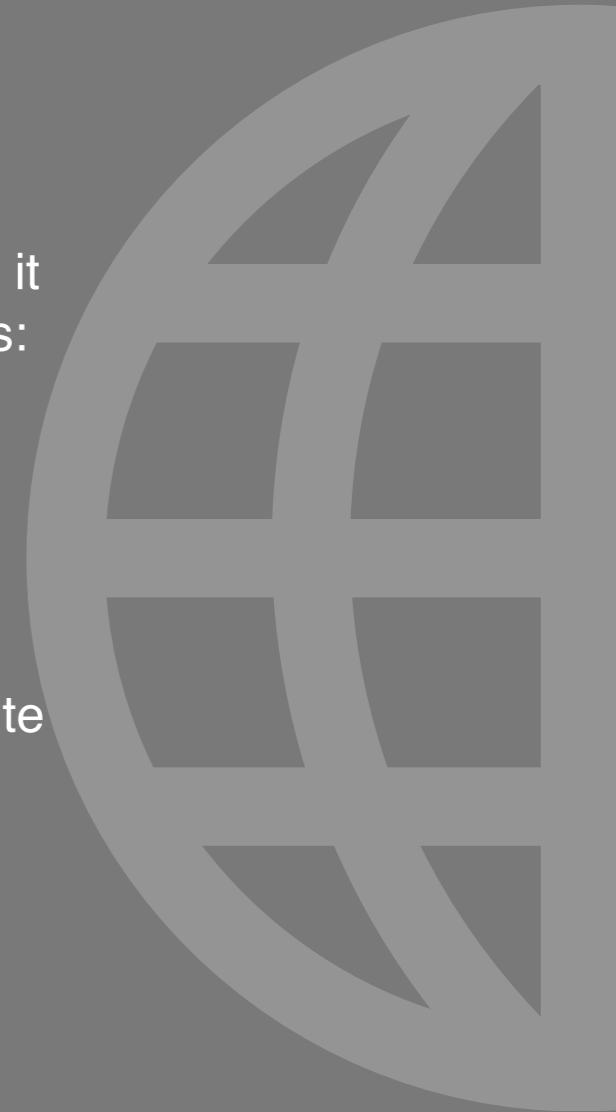
# How do I promote my school's Twitter account?

Set a **password** you will remember but no one will guess. You will need to add an email address to your account. This will not appear publicly but will be where Twitter sends you any updates.

**Tip:** Try to use the same username across Facebook/YouTube and any other social media sites; this makes it easier for parents to find you.

Now you need to promote it!

- Add your Twitter account to your email signature **[www.twitter.com/yourschoolname](http://www.twitter.com/yourschoolname)** or **@yourschoolname**.
- Send an email or SMS with the details to your parent database and to staff.
- Put a notice on the school newsletter; keep it permanently in your school's contact details: We are now on Twitter – keep up to date with our school at **[www.twitter.com/yourschoolname](http://www.twitter.com/yourschoolname)**.
- Announce it on your school website.
- Include a Twitter feed on your school website where possible.
- Add a **[Twitter button](#)** to your website.
- Follow users you would like to follow you back and users who are active in your community or area of interest.
- Reply and contribute to relevant Twitter conversations.







# What do I do with postings I don't like?



Use the department's decision tree on responding to negative feedback to help you decide whether you respond to it (and how you respond), ignore it or block spam.

## Keep in mind:

It's better to respond in an empathic tone, and asking how you can help a disgruntled poster can sometimes be enough to disarm them.

## Example responses to tough questions:

1. A problem with their child not being addressed to their satisfaction:  
I'm sorry to hear that, we take that issue very seriously. I'll DM (direct message) you with the best number to contact (person who can help).
2. A misinformed comment that is factually incorrect:  
Reply with the correct information and link to a website that can help.



# Who should I follow?

- Take a look at these accounts that are great examples of NSW public schools on Twitter:

[https://twitter.com/Woodenbong\\_CS](https://twitter.com/Woodenbong_CS)

<https://twitter.com/merrylandseast>

<https://twitter.com/MSSPS>

[https://twitter.com/Lisarow\\_High](https://twitter.com/Lisarow_High)

<https://twitter.com/BlairmountPS>

- Try using the discover tab on Twitter, search for topics you are interested in and see if the options that come up have tweets that are of interest to you.
- Find any organisations that you deal with.
- Follow anyone you feature on your website or within your communications.
- Follow anyone who is in the same field that provides good information on their accounts, e.g. [www.twitter.com/schoolatoz](https://twitter.com/schoolatoz)



## Example accounts

Here are some great accounts that can give you content ideas and interesting stuff to retweet:

- [www.twitter.com/schoolatoz](http://www.twitter.com/schoolatoz)
- [www.twitter.com/nswhealth](http://www.twitter.com/nswhealth)
- [www.twitter.com/statelibrarynsw](http://www.twitter.com/statelibrarynsw)
- <https://twitter.com/ABCSplash>
- <https://twitter.com/Michelebruniges>
- [www.twitter.com/RCN\\_AUS](http://www.twitter.com/RCN_AUS)



## Can I pre-plan tweets?

Yes, if you are busy and can't always tweet in real-time, there are various scheduling tools available.

Try signing up for a free account with Hootsuite or Buffer or Tweetdeck and you can schedule your tweets ahead of time. Don't forget to [shorten any URLs](#) you are using to give you more room to talk in your 140 characters.



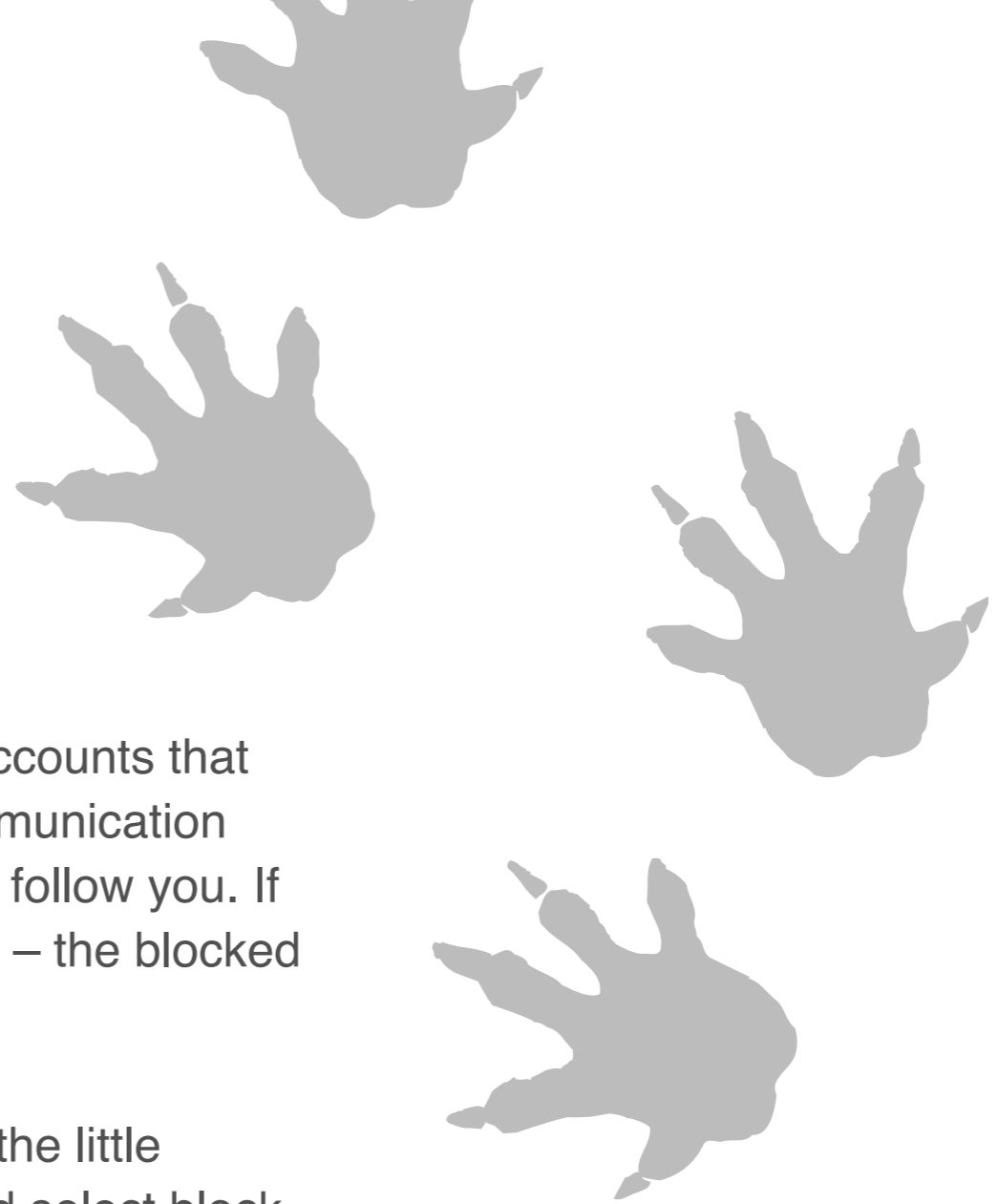
# Trolling on Twitter

Twitter recommends blocking any other Twitter accounts that are offending/annoying you. This will end all communication with them as they won't be able to contact you or follow you. If your tweets are public (which is usually the case) – the blocked person will still be able to see your timeline.

To block a user, go to their profile page. Click on the little person icon (usually next to the follow button) and select block.

If you find someone's behaviour on Twitter contravenes Twitter's rules, you can also report them. To report their tweet or account [use this twitter form](#)

[More Twitter Rules](#)







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# YouTube

If you want to talk to your audience and tell your school's story through video and sound, YouTube is ideal. If a picture can tell a thousand words, then a video can tell a hundred thousand. It is a vibrant, fun and potentially impressive medium to share the benefits of your school.

Perhaps your school has a strong cineliteracy program that you wish to showcase, a focus on creating audiovisual material or a desire to maximise the rich media content on your school website? If that's the case, then read on.

**See more about social media online**  
<http://www.det.nsw.edu.au/socialmedia>

# Why YouTube is a good communication tool for your school



Video is the most engaging and direct way to reach and connect with your audience.

Communication studies show content that visual and video content is far more likely to be viewed and shared by audiences. What better way to share expert tips and advice, principal and executive messages to parents, or showcase programs and activities at your school as part of your school's communication and promotion plan.

One golden rule for video is to keep it short. 60-90 seconds is best for most videos.

The beauty of [YouTube](https://www.youtube.com), and similar services like Vimeo, is that it provides you with free video hosting – a place to upload and store your videos online. Depending on your resources and communication objectives, you can also choose how to engage with other users, for example whether to allow comments or not.



# YouTube

It starts with content. Are there audiovisual components to the materials you wish to record and share with your audience? Perhaps it's a process that is best explained through step-by-step visuals. These days, digital cameras, flip cameras and mobile devices and tablets, such as the iPad, allow users to record, edit and upload reasonable quality video. More professional – and expensive – equipment and editing software provides further advantages and high definition video but for the most part, video can be produced cheaply.

## Setting up your account

Once you've produced content, you then need to set up your YouTube channel. Your first step is to create a YouTube account.

Once you've got your account, you then can personalise your [YouTube channel](#). Don't forget to review your channel settings so you can control the level of interaction with your audience, including pre-moderation.

Once you've produced your video, and created your YouTube account, you can then [upload](#). Don't forget to add a meaningful video title, description (what the video about), and tags (topics or keywords that people might use in a search to find the video) to make the video discoverable. By altering your settings for each video, you can choose what videos to make available for public viewing or keep those videos you don't want found by search 'unlisted' or 'private.'

If you have a school website, you can embed videos from you school's YouTube channel back on your school website. This has the benefits of:

- ◎ faster loading time of web pages with video on your school's website as the video content itself is hosted on YouTube



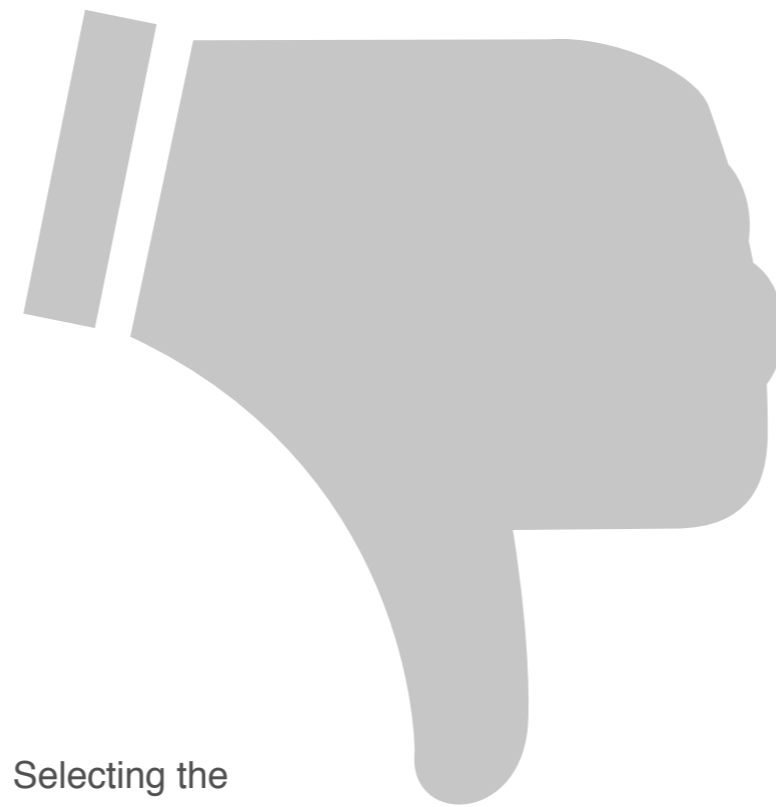
- ◎ tracking of total views and viewer retention – and other [analytics](#) – on your school's YouTube channel that you can use as part of your measurement in relation to your school's communication strategy. YouTube has a great [help centre](#). Videos loaded to Youtube can also be easily shared to your schools' Facebook and Twitter pages.



# What do I do with a posting I don't like?

The best way to manage this scenario is to make sure when uploading your video, in the advanced settings area, that you select the 'approved' option to allow for pre-moderation. This means any comments or responses users make on your videos will be sent to you in your inbox for review – you can then decide to either ignore the comment or publish along with a response if necessary.

Depending on the nature of the video, and your understanding of your local community and audience, you can decide to upload and publish your videos with comments and responses disabled. This of course eliminates the chance of any negative comments being made but is counterproductive to the objectives of social media – where people can share content, discuss and start conversations.



Selecting the approved option, provides you with adequate protection and control, allowing you to pre-moderate comment before it is published on your YouTube channel.

If you choose to keep your channel open for comments – don't forget our handy [social media response charts](#) to help guide your decision making.

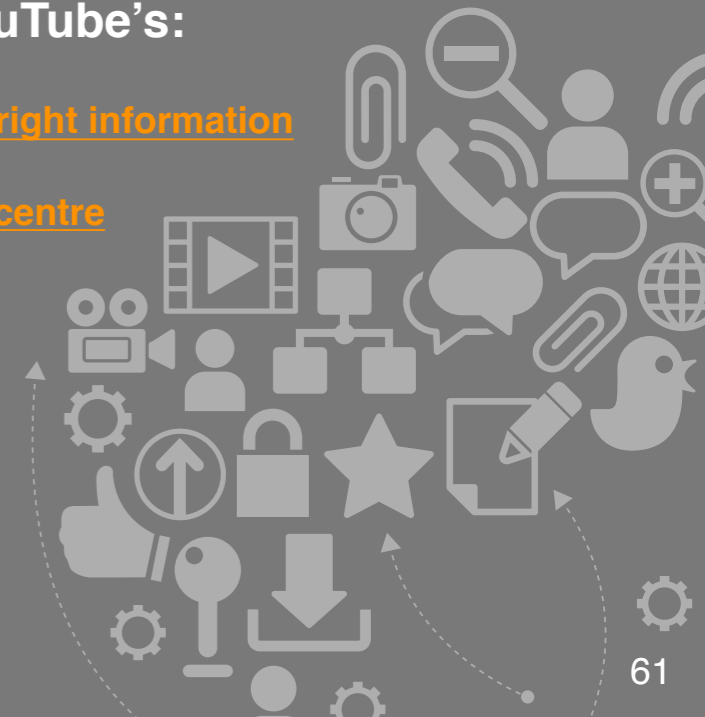
## Important things to consider when using YouTube

### Do you:

- hold copyright over the materials or have obtained appropriate licences to allow you to publish material on YouTube?
- have [parental authority](#) to publish any material identifying students at your school?
- have a clear communication vision for your short, fun, relevant video?

### For more information, check out YouTube's:

- [Copyright information](#)
- [Help centre](#)



# Problems on YouTube

If you have a problem with YouTube go to their [Reporting Centre](#)

If you are being harassed or impersonated online, also talk to your principal or supervisor.



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# Yammer

## What is it?

Yammer is an enterprise microblog, which is a work networking tool similar to Twitter, Facebook and LinkedIn. It allows staff to engage in conversations in a closed professional network. Yammer allows you to connect with your colleagues, to collaborate and to share information and documents. It encourages quick, searchable communication and networking.

## What's the URL?

1. Go to [www.yammer.com](http://www.yammer.com)
2. Log in using your DEC userID (e.g. jane.citizen)
3. Start communicating!





## Why is Yammer useful?

Yammer creates an environment where you can ask questions, share resources and consult with other DEC colleagues from all over the state. It's a collaborative, professional development tool that everyone can contribute to and benefit from.

## What do you need to keep in mind if you are using Yammer?

Don't forget that messages are permanent and potentially viewable by all DEC staff (unless you are in a private group) – all the rules about Twitter and Facebook apply here too.

## Why is Yammer useful for school staff?

The Yammer community is predominately used by teaching staff who provide a wealth of knowledge in key areas within DEC. It is also very useful to those school staff members who are located in regional locations, as it enables instant reach across the state and across areas of the DEC.





## Learn the lingo: Yammer tools and etiquette

**Groups** – Look for groups where people are talking about topics of specific interest to you. This way you get fewer messages and the ones you do get are much more focused on your areas of interest.

**Create a group** – if you can't find a specific group start one. Groups can be public so any staff member can join, or private where information is privy to group members only.

### Yammer communication

**Like** – a colleague's post

**Reply** – to a question, add to the conversation

**Share** – if you think a post is useful

**@** – use this symbol before a colleague's name to include them in the conversation

**#** – use the hashtag before a word to highlight a topic and make it easy for colleagues to search it, e.g. #yammertips

## What should I talk about on Yammer?

Ask questions and try to answer them – especially when the subject will be of interest to the wider DEC community. Examples of topic areas are curriculum, technology and school processes.

Use your judgment to discuss sensitive and potentially problematic issues in more private spaces.

## What do I do with postings that aren't appropriate?

We are fortunate to have an engaged and courteous community. Experience has shown users will conduct themselves in the appropriate manner to resolve any intense discussion on their own. In the event of where a post/thread has breached our social media guidelines it will need to be reported to the community manager for further investigation.



## Who should I follow?

Remember, Yammer is social. Take some time to find people who are working in a similar role or topic area to you and follow them.

## Six Yammer tips for beginners

1. Include your role and school/location on your profile.
2. Upload a profile pic. (Ask a colleague to take one of you if you don't have one.)
3. Follow at least three colleagues you work with.
4. Like three posts that appeal to you.
5. Say hello and post a message about what you do at DEC.
6. Manage the amount of email messages you receive by going to notifications in your profile and deselecting categories for emails you don't wish to receive.

## Any other important things staff at schools should know about using Yammer?

**Mobile app** – for convenience and portability take a look the Yammer app available for iPhone, iPad, Android and Windows.

**Busy time** – most activity occurs in Yammer occurs after 6pm and on weekends.

**Need help?** – if you have any enquiries or need assistance, please email us at [yammer@det.nsw.edu.au](mailto:yammer@det.nsw.edu.au)





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# Edmodo

## What is it?

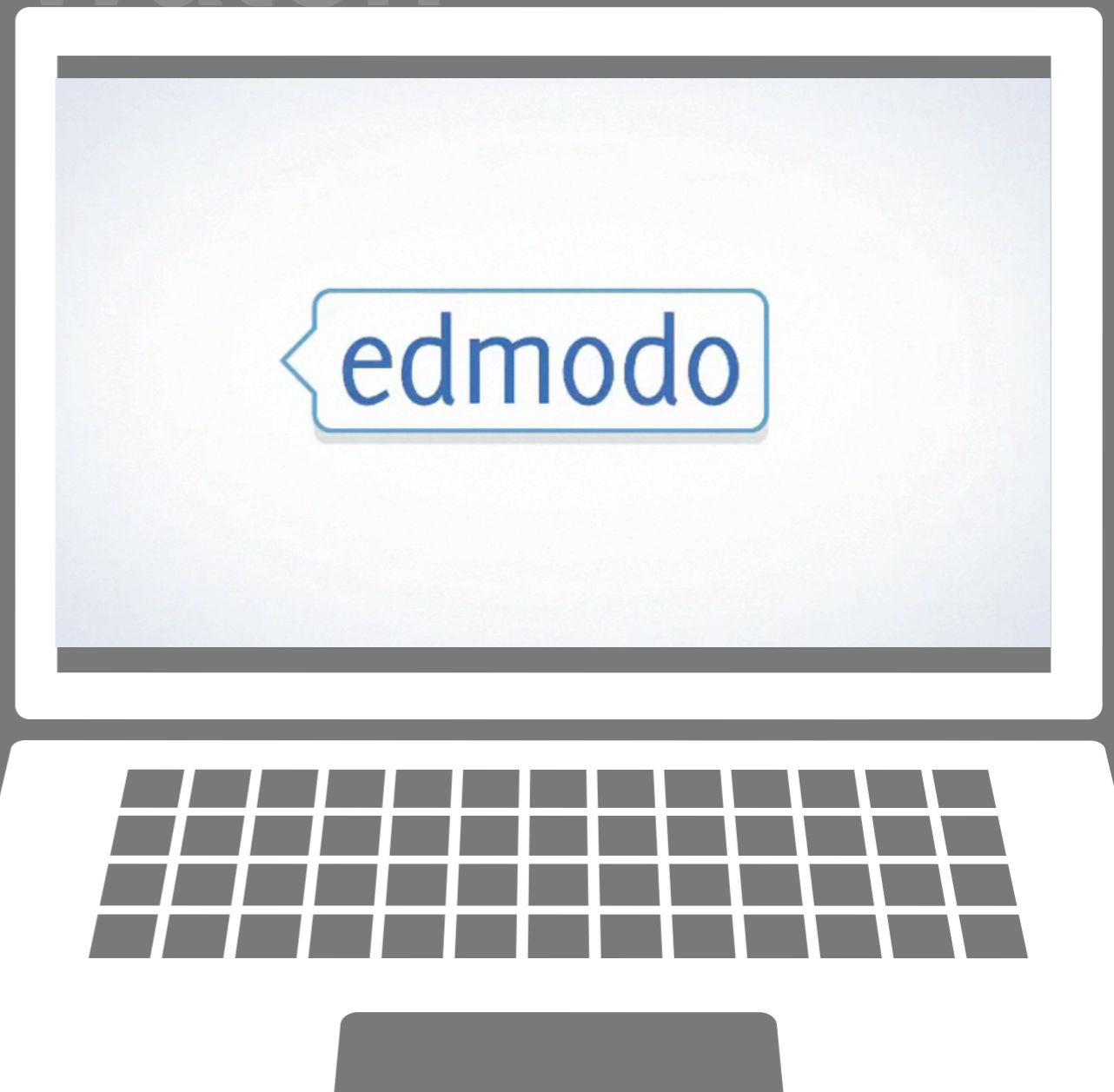
**Edmodo** is a secure and free social learning network for teachers, students and parents.

Edmodo gives schools and teachers the ability to create closed groups for their classes, and is similar in look and feel to Facebook.

Teachers can post homework to students, assign grades, create polls and quizzes, and post topics for discussion.

Students can submit their homework, check their grades and any comments from their teacher or from other students in the class.

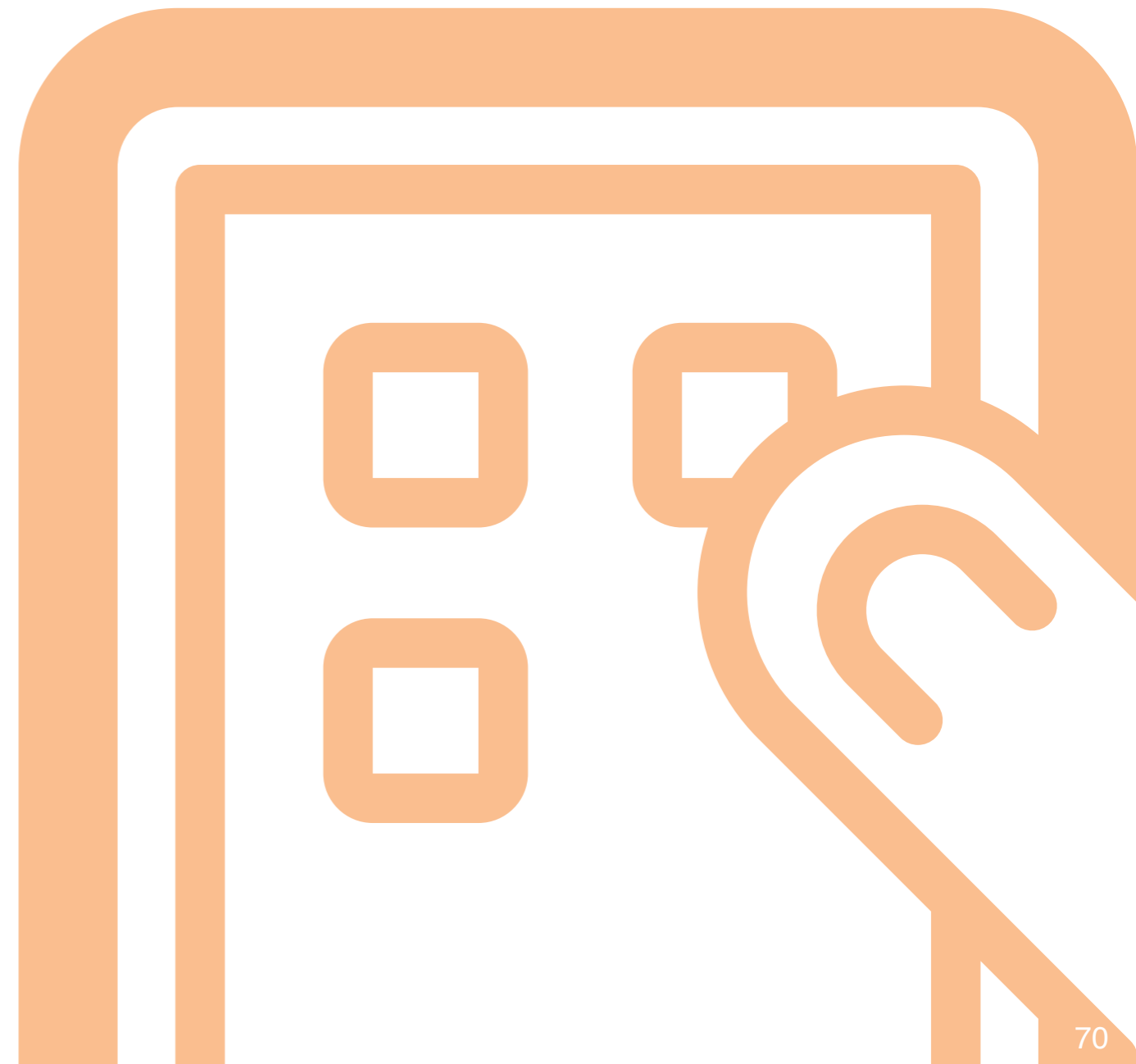
Watch



# How does it work?

Schools set up groups by using special codes provided by Edmodo to control who is able to join the group so that it is for the intended class or group of students only. Sub-groups within the main group can also be set up and teachers can set their posts to show up as alerts to students signalling they have a message for the class.

Student and teacher users can send direct messages and Edmodo has functionality to allow parents access to the group. Parents can see comments and posts made by group members but are unable to communicate directly with student users, only the teacher.



# Professional resource

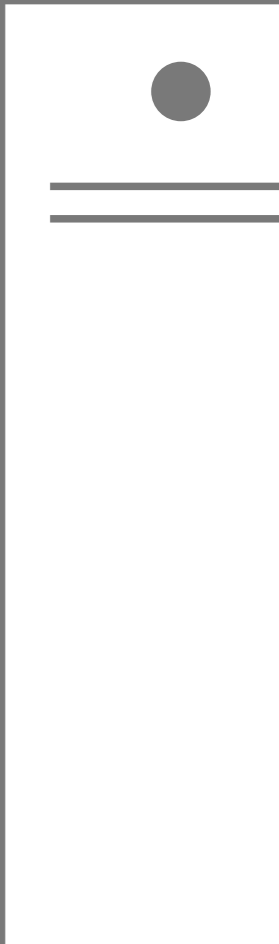
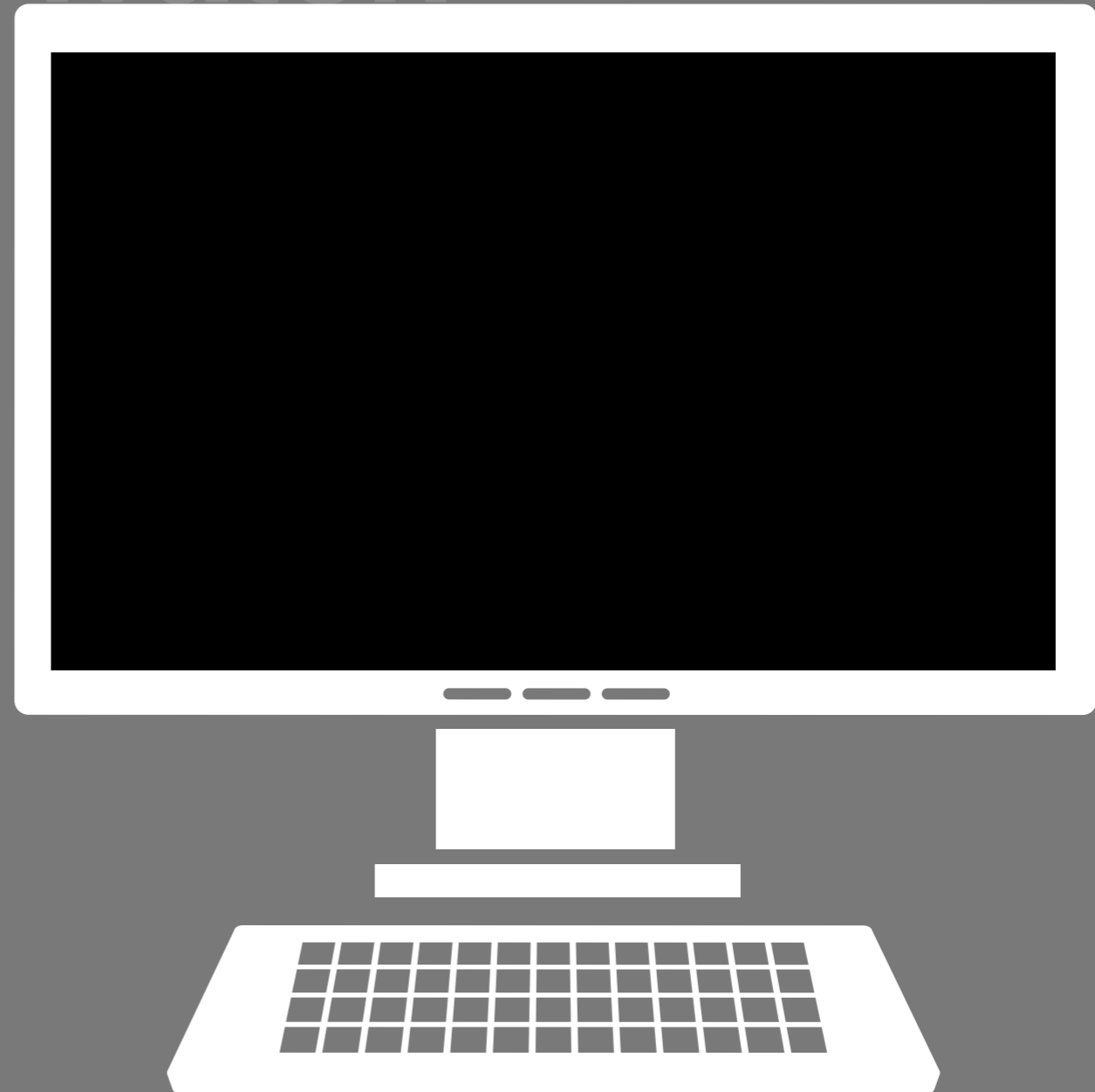
Teachers can create professional networks, or connections, with other educators who are using Edmodo to share lessons and resources, engage in professional discussion and form discussions.

The discover tab allows teachers to search for videos, links and files that can be used in classroom lessons, while the planner function gives teachers the ability to schedule posts and build task lists.

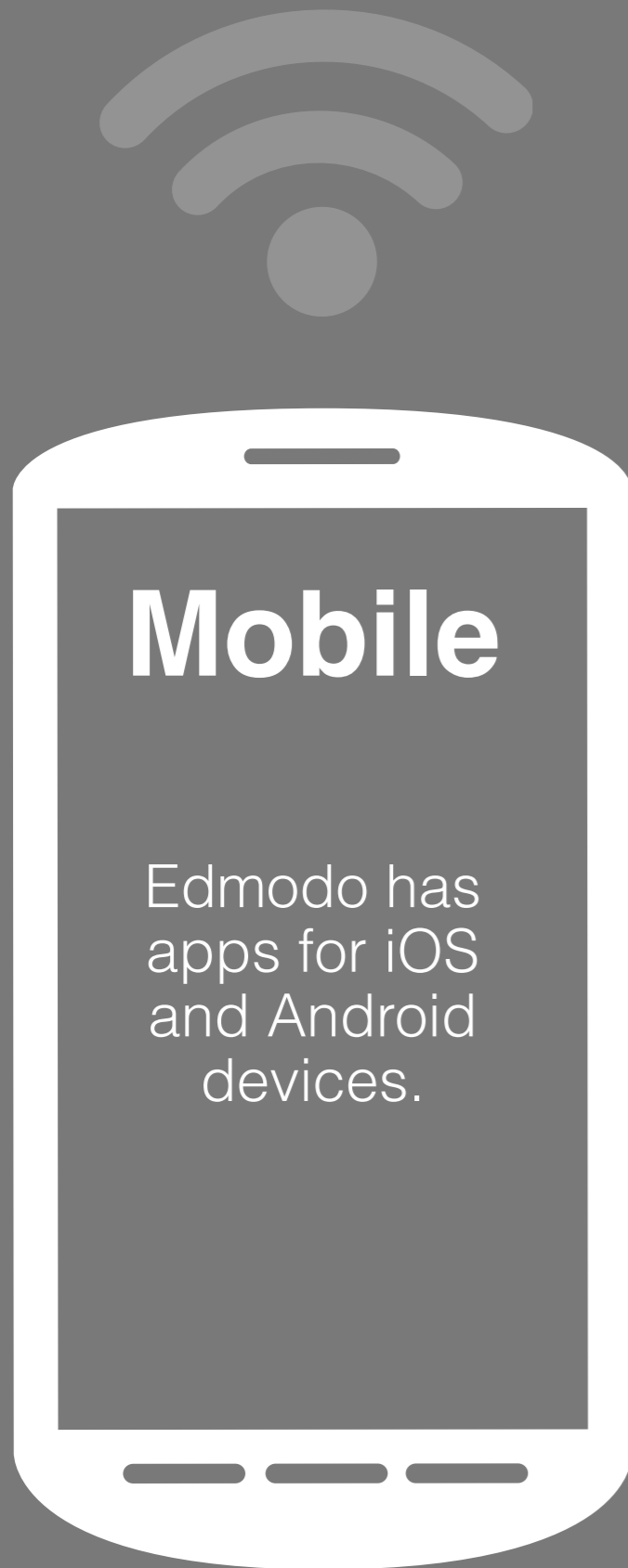
Teachers can also gain insights into the class reaction and trends through the insights dashboard.

Check out Edmodo's features

## Watch







# Any downsides?

While Edmodo offers a secure and free social networking environment for teachers to set up groups for their students, it's unlikely your students are there already. Setting up a group means creating another social media presence for yourself, your students and parents to manage. A good question to ask yourself is will that be a barrier for your students?

Remember to consult first with your principal about your plans to deliver teaching using Edmodo before you set up your group.



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# Google+

## What is it?

Google+ is a social networking site where you can share blog posts, your location, photos and more. You can also follow others who contribute on subjects you are interested in and talk to them. You can fully control who sees what you post and what you want to see in return.

According to [SocialMediaNews.com.au](http://SocialMediaNews.com.au) in mid 2014 there were approximately 65,000 monthly active Australian users of Google+

[See latest statistics](#)





## How does it work?

Google+ is integrated with Google Drive, Hangouts, YouTube and many other Google products. This is an advantage from an author's perspective, however Facebook is still a more popular channel for publishing content.

## Why would you use it?

You can use Google+ as an individual or you can [set up](#) a school, club or group page. There is a rich education conversation happening on Google+. The [GoogleApps for DEC](#) or [DEC Apple Innovators](#) are a good place to start. Photography conversations are also very popular on Google+.

### Setting up your account

If you have a gmail account you already have access to Google+. That is probably the easiest way to access Google+ but you don't have to have a gmail account.

### Getting the most out of it

You can learn more at the [Google+ Help Centre](#).





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# LinkedIn

## What is it?

[LinkedIn](#) is a professional directory service with a blogging component. LinkedIn is an excellent professional development, networking and recruitment tool. According to [SocialMediaNews.com.au](#) in mid 2014, 3.65 million Australians used LinkedIn.

[See latest statistics](#)

The Department has a [profile](#) on LinkedIn which you can link to by indicating you work here.

# Linked



## How does it work?

You create a personal account with your photo, work history and experience, etc. You can then search for your colleagues and education thought-leaders and connect with them. You can then have conversations with them, view information they have shared and share

links with your connections. LinkedIn is mostly focussed on professional conversations unlike Facebook and Twitter which may have a combination of professional and fun. Like Yammer, it is a good place to be when you just want to talk work.

# Why would you use it?

LinkedIn is a great networking tool. You can find other people working in the Department and find out what professional development they have done, what conferences they have been to and what papers they have written. You can learn more about a school you are thinking of applying to work at, and they can find out more about you. You can also create or join groups for your school or learning discipline.

## Setting up your account

It can take a bit of time to sign up and fill in your account fully, so maybe start with the basics, a photo, an overview and your most recent job. You can fill the rest out gradually. The startup process guides you through this easily.

## Getting the most out of it

The LinkedIn [Help Section](#) can answer any questions you might have.





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Some links require staff to be [logged in to the DEC intranet.](#)



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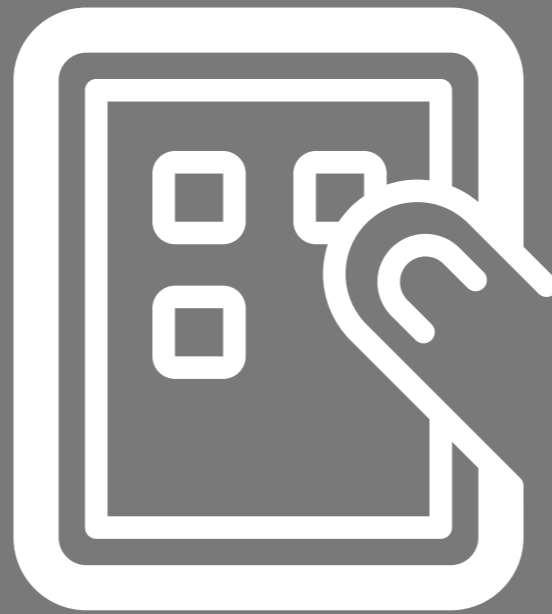


# Instagram

## What is it?

**Instagram** is a very popular phone-based app for photo sharing. According to [SocialMediaNews.com.au](http://SocialMediaNews.com.au) in mid 2014, 1.6 million Australians used Instagram. [See latest statistics](#)

While you can view a feed of your photos from your computer, you can only upload from your phone or tablet. This app has a strong focus on time and place. Photos are uploaded as they happen. Filters are a big part of Instagram and you can probably spot a photo that originated from Instagram due to its distinctly arty or oldy worldy look.



## How does it work?

Users will need the instagram app on their phones. You can take photos on your phone and then upload them to Instagram. Hashtags are important as users can browse by them, or popular photos.





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# Flickr

## What is it?

[Flickr](#) is the most popular photo sharing website on the web.

Professional to amateur photographers flock there to share, browse, and talk about photos. You can even edit your photos using this service. According to [SocialMediaNews.com.au](#) in mid 2014, 760,000 Australians were signed up to use Flickr. [See latest statistics](#)



flickr

## How does it work?

The best way to get to know [Flickr](#) is to start to explore its many galleries and collections. It is also possible to create photo books direct from Flickr.



# Tumblr

## What is it?

[Tumblr](#) is a blogging tool with an emphasis on photos, animated [gifs](#) and video. According to [SocialMediaNews.com.au](#) in mid 2014, 4.85 million Australians used Tumblr. [See latest statistics](#)

Tumblr is unique because it is very easy to share content found elsewhere onto your blog. Tumblr is the most popular blog among young people.

## How does it work?

Tumblr is more about curating and aggregating content on a subject from a wide range of sources than creating new content - though it is perfectly fine to publish new content here. The [ABC Classic 2](#) Tumblr is a good example of this.

# tumblr.

# Why would you use it?

Tumblr is about fun and interesting curation. While it is good to know about, Facebook would generally be a better option for schools wanting to engage with their community.

## Setting up your account

Like Facebook, you need to set up a personal account before you can create a school Tumblr and then just follow the easy instructions to create a Tumblr for your school - preferably with the same or similar user name to your other social channels.

## Getting the most out of it

You can learn more at the [Tumblr Help Centre](#)





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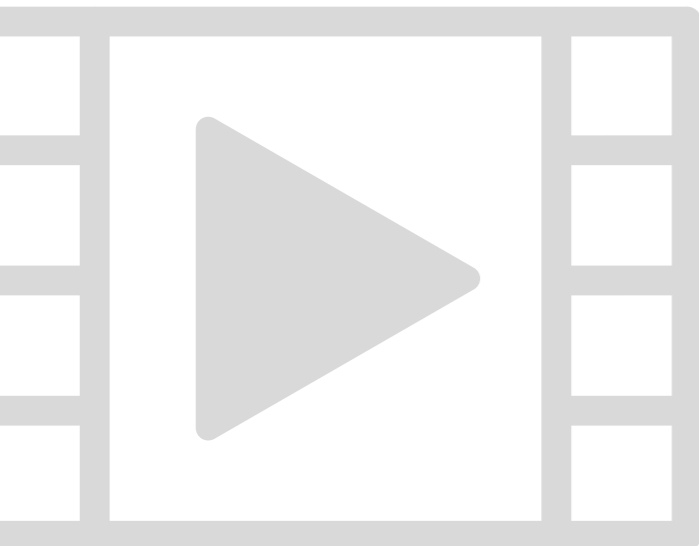
# SlideShare

## What is it?

**SlideShare** is an online repository for slide presentations. Where Youtube is about videos, SlideShare is about slideshows. You can upload your own slideshows or browse and search for slideshares published by others.

## How does it work?

Upload slideshows, comment on others and subscribe to the see the most popular slideshows in different categories every week.



slideshare

# Why would you use it?

You could use SlideShare to upload your own findings or classroom material for your students or colleagues. You can also browse through the SlideShare Education category

[SlideShare Education](#) for inspiration or information. To encourage more people to follow you and read your contributions, follow and comment on other relevant users in similar fields to you. Like any social media channel, you should only upload your own work and acknowledge sources if you have permission to publish other people's work.

# Setting up your account

You can either set up a personal account or a school one. Both may be appropriate where you publish new slides with your personal account and then collate them via the school account. The set up process is very straight forward and you can connect your account with LinkedIn and Facebook if you like.

# Getting the most out of it

You can learn more at the SlideShare [Help Centre](#)





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# Pinterest

## What is it?

is a social service that allows people to share photos and web pages they like by pinning them to virtual pin boards. It's like an online noticeboard and magazine all in one.

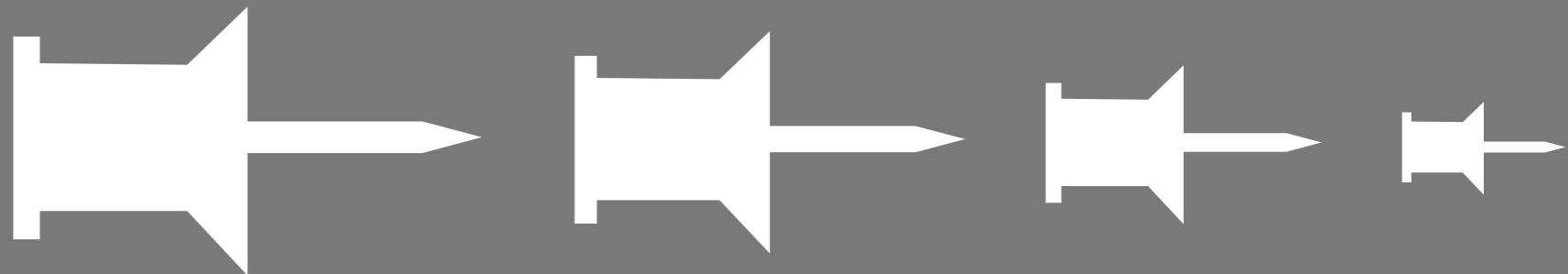
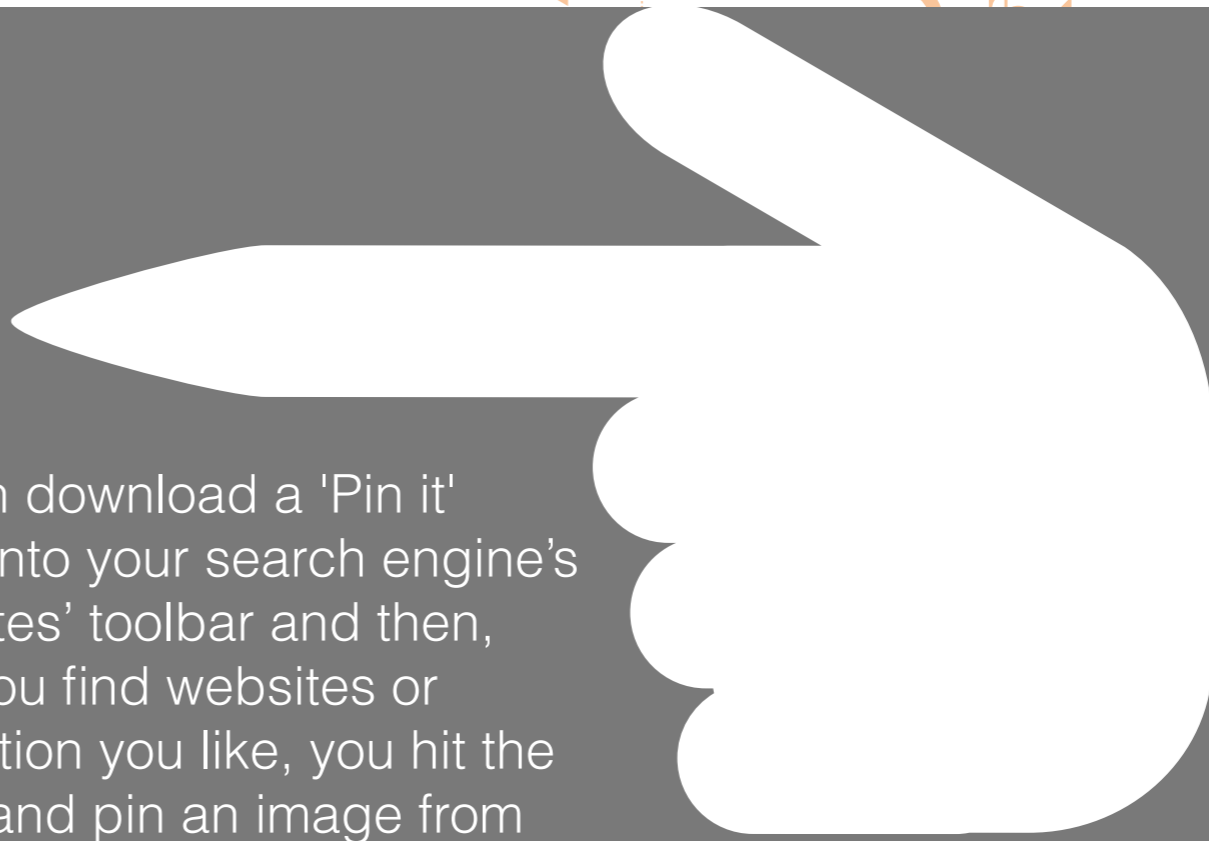




# How does Pinterest work?

First, you need to sign up for a free account. Then you can search for people or organisations to follow – that can be anyone from friends of yours to celebrities, colleagues, thought leaders or brands that you are interested in. You can choose to follow all the pinner's boards or select just those that interest you. People may follow you or specific boards of yours too, so they can see your regular updates in their news feed.

You can download a 'Pin it' button into your search engine's 'favourites' toolbar and then, when you find websites or information you like, you hit the button and pin an image from the web page you're viewing onto one of your pinboards.



# How do you set up a profile?

Go to [www.pinterest.com](http://www.pinterest.com)

Click on Join Pinterest.

You can sign in using either your Facebook account, Twitter account or your email address. Follow the prompts from there.

Fill in your profile, add a photo, a web address, a brief bio, and pick a username that is obvious and easy to use - Example [www.Pinterest.com/SchoolAtoZ](http://www.Pinterest.com/SchoolAtoZ). Set up some pinboards with topics that are of interest to your school community and start pinning!

Set a [password](#) you will remember but no one will guess. You will need to add an email address to your account. This will not appear publicly but will be where Pinterest sends you any updates.

Tip: Try to use the same username across Facebook/YouTube/Twitter and any other social media sites, which makes it easier for parents to find you.



# Why is Pinterest useful?

People use Pinterest to share information and discuss subjects of interest. It's highly visual and works upon the 'pull' factor of striking images to draw the interest of other pinners – so a good social media choice for schools with strong photos or rich visual material. You can even pin videos to your boards. It is popular, free to use and really easy to update quickly. You can add information on subjects of interest by using those key words in your pin descriptions.





Pinterest is particularly popular amongst teachers for sharing resources and ideas. Pinterest had 390,000 active users in May 2014.



# What do you need to keep in mind if you are using Pinterest?

Anything you say on Pinterest can be seen by anyone else looking at Pinterest.

Remember:

-  Don't pin anything that doesn't represent your school's values.
-  Be aware of your duty of care to students when adding comments – don't post anything confidential – this includes any personal information or identifying remarks of students.
-  Ensure any photos of students used on your websites (and repinned on Pinterest) have appropriate [parental permission for use](#).
-  Keep in mind Pinterest's [Content Policies](#)





# How do I promote my school's Pinterest account?

- Add your Pinterest account to your email signature: [www.pinterest.com/yourschoolname](http://www.pinterest.com/yourschoolname)
- Send an email with the details to your parent database and to staff
- Put a notice on the school newsletter; keep it permanently in your school's contact details: We are now on Pinterest – follow our school at [www.pinterest.com/yourschoolname](http://www.pinterest.com/yourschoolname)
- Announce it on your school website.
- Add a Pinterest button to your website: <http://pinterest.com/about/goodies/>
- Like and re-pin other users' images in similar spaces, for example: schools, educators, service providers and parents.

# Tracking if any pages on your website have been pinned by other Pinterest users

This is possible, just go to this URL (and put your school URL in the end of it)

[http://pinterest.com/source/  
yourschoolwebsite.nsw.edu.au/](http://pinterest.com/source/yourschoolwebsite.nsw.edu.au/)

This will bring up any pins that have originated from your school's website.



# What content should I pin?

- Visually strong, in focus, vibrant photos from your school.
- Pin content parents from your school (and parents considering your school for their children) will be interested in. Useful info, handy websites, events, reminders and resources.
- Keep your pin comments friendly, in plain English. No jargon or bureaucratic talk!
- Try to pin regularly – but only pin information that is VALUABLE to your school community.
- Repin any useful information from people you are following.
- Using the search function look for pins and/or boards regarding specific topics. Check the Pinterest account background of anyone you are considering repinning before you repin.
- Add a great description of the pin and its topic so your pin will come up in searches.



## What should I be aware of when pinning on Pinterest?

Always make sure anything you repin is linked directly to the original source website (that is, when you click on the photo, it takes you directly to the original website that published it, not to spam or plagiarised content).



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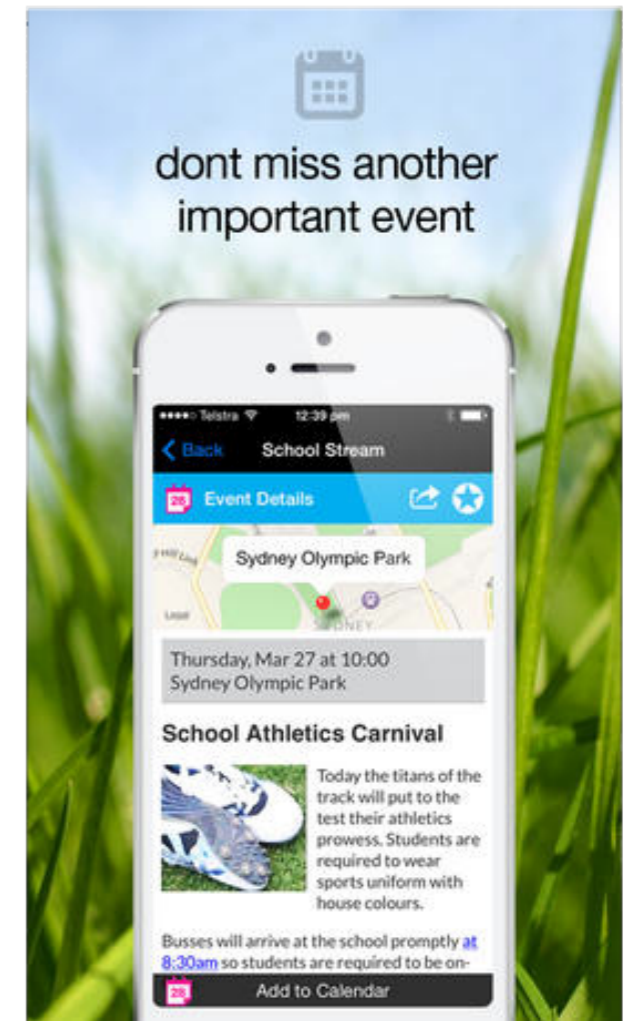
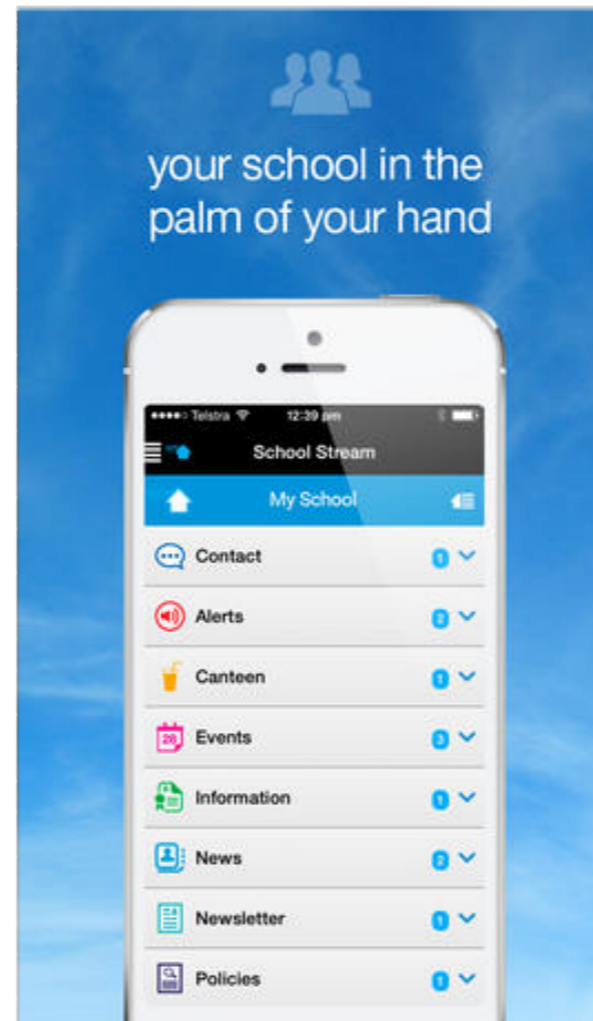
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# Mobile apps

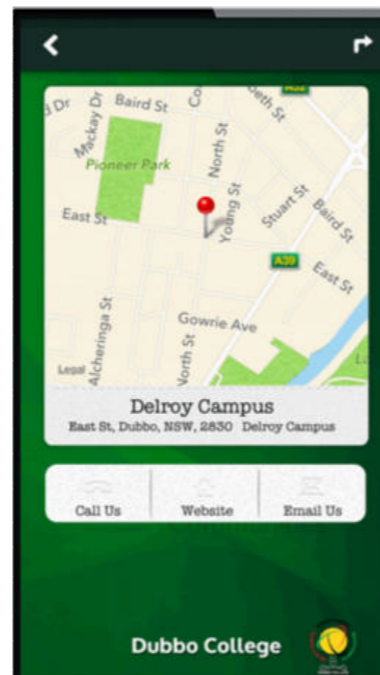
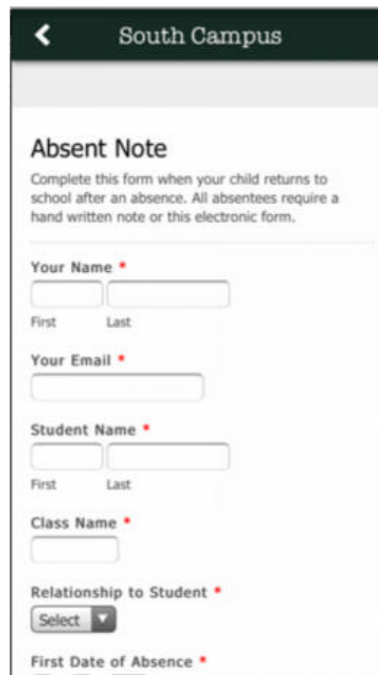
There is a growing market of mobile applications that have been designed to bring school/parent communication into the current century, taking advantage of the fact many parents have smartphones.

While these applications are not classified as social media per se, as a growing means of communicating with parents they deserve a mention here.

Choose an app that suit your particular school community and check the security features they offer to keep contact details private. The DEC does not endorse or recommend any specific mobile apps. The following are simply examples of some of the apps schools have considered.



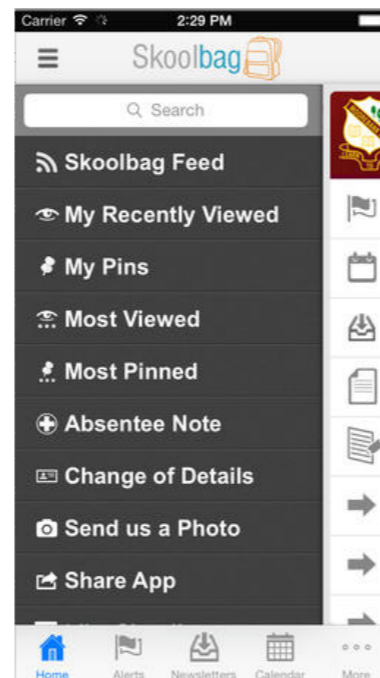
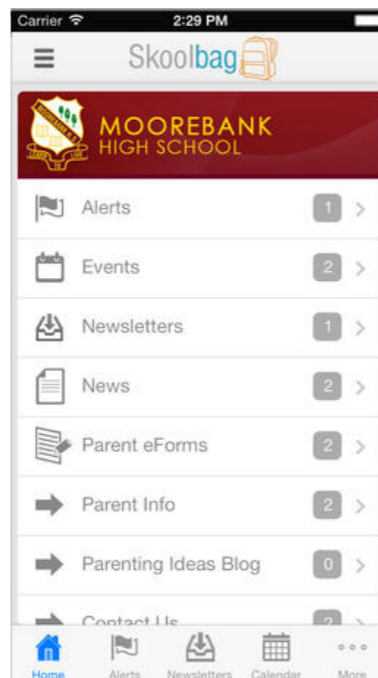
<http://www.schoolstream.com.au>



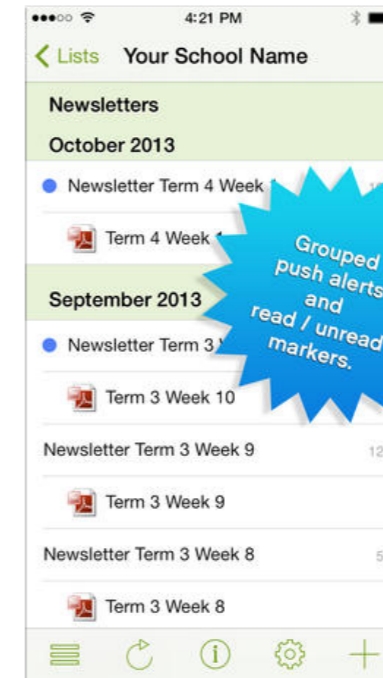
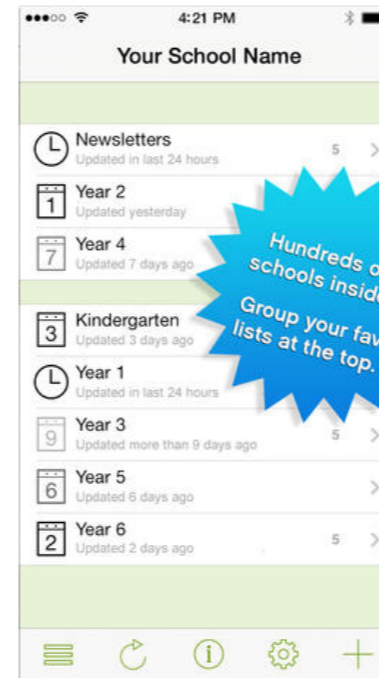
<http://www.activeschoolapps.com.au>



<http://primaryparentplanner.com>



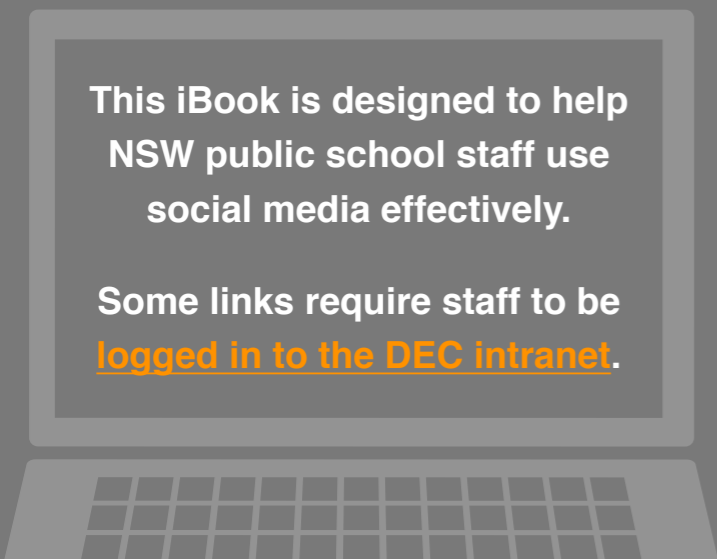
<http://www.skoolbag.com.au>



<http://www.schoolenews.com.au>



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# Protect your digital reputation



**The ease with which social networking accounts can be created and the potential difficulty in verifying the author of the content makes online impersonation incredibly easy for people so inclined.**

There have been examples of teachers horrified to discover their name and photo at the top of a Facebook page they did not create, followed by comments and photos which run the gamut from silly to defamatory.

Unfortunately, removing these pages can be difficult, especially as it may be very hard to trace the impersonator.



# Some tips to help you avoid becoming the victim of online impersonation and account hacking

- Never share your **passwords**. Be wary of students asking you personal questions such as your birthday, your pet's name, your wedding anniversary. Kids know these are some of the most common passwords adults choose.
- Don't give your school-aged children your department or TAFE passwords. You may trust them, but do you trust their friends?
- Don't use one password for every account; change them regularly. There are programs, like 1Password, that generate and securely store your passwords. All you need to remember is one master password.
- On Facebook, carefully check your privacy settings so that only the friends you approve can access your information, comments and photos. Do not allow 'friends of friends'.
- Stay up to date with any changes – Facebook frequently revises its settings to increase the accessibility members have to each other's profile.
- Keep your photos private. Once you publish them online, anyone who has access to them can reuse them, and nothing lends credibility to an imposter profile more than your photo. If you do use photo and video sharing networks, like Flickr, be sure to set appropriate privacy and permission restrictions.



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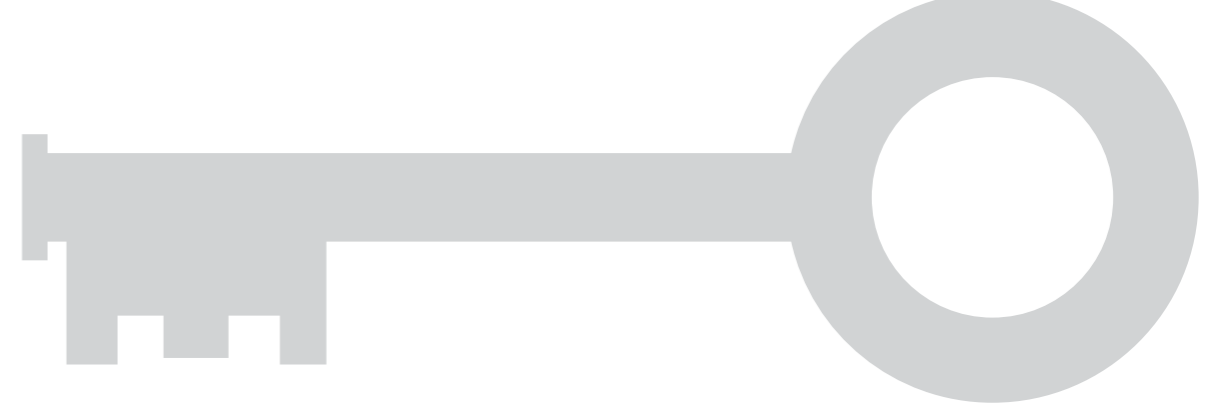


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# Passwords



They're a part of everyday life, so it pays to create uncrackable passwords and keep your information safe. Find out what makes a password tamper-proof.



## Avoid the usual suspects

In an effort to create a password that you can remember when the pressure is on and 27 people are lined up behind you at the ATM, we often fall into the trap of choosing passwords that are pretty obvious. Your dog's name, your child's name, your maiden name, your wedding anniversary, your postcode, your address, your birthdate – all fall into the obvious category.

With password-cracking technology readily available – often for free on the internet – even everyday, seemingly obscure words aren't necessarily safe. These tools or programs process enormous quantities of letter and number combinations until a match is found. The simplest password crackers use a word list or dictionary program to generate millions of possible matches.

# Easy to remember, hard to guess

The best passwords mean something memorable to you, but wouldn't be randomly guessed by others. SecurityFocus, an independent internet security advisory site, suggests combining 'length, width and depth' when you create a password.

**Length:** Simply put, the more characters your password has, the lower the probability that it can be randomly cracked. Some sites require a maximum of six characters, some let you use more.

**Width:** This refers to the diversity of characters you use – not just sticking to lowercase letters. SecurityFocus suggests, as a general rule, using the following character sets in every password:

- uppercase letters such as A, B, C
- lowercase letters such as a, b, c;

- numerals such as 1, 2, 3;
- special characters such as \$, ?, &; and
- Alt characters such as μ, £, Æ.

**Depth:** Passwords with depth have complex meanings. Experts suggest phrases, as they allow you to introduce complexity but are still easy to remember. Even better is a mnemonic phrase with words spelled phonetically. An example of this could be 'YWoodiT3ll?' (This can be remembered as 'Why would I tell?' and substitutes the number 3 for the letter e).

## Get help if you need it

A Google search will help you discover a range of password protection and [management tools](#), for example [1Password](#), [Keeper](#) or [Dashlane](#).

YWoodiT3ll



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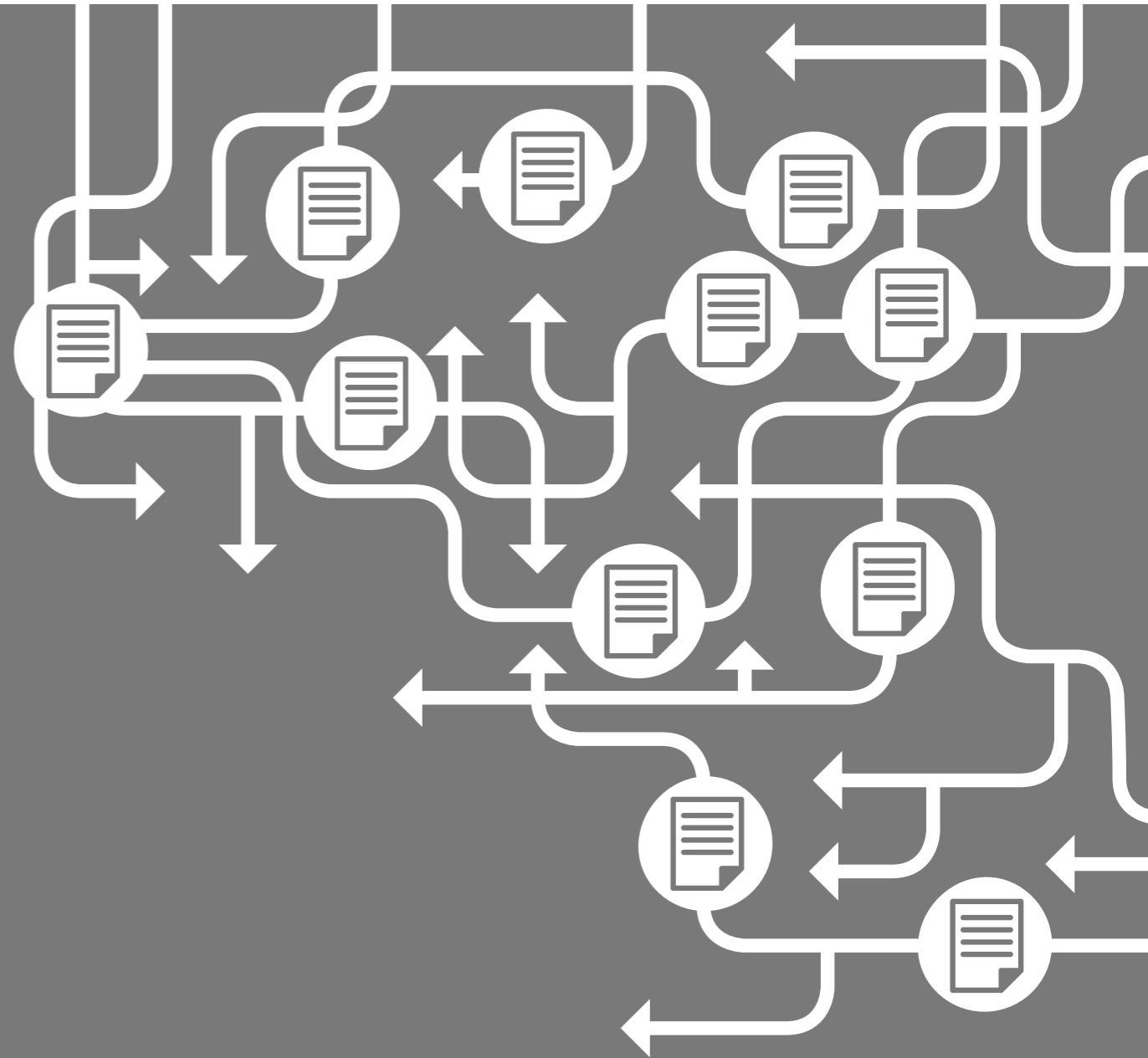
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# Keeping account records:

You've already set up a social media account for your school and you are using it to promote your school and communicate with your community. But what happens if Facebook suddenly shuts down?

While it seems farfetched that it would happen, when your information is being housed on a third-party's website, you can never completely trust it will remain there for you to access for all time, for example, Twitter starts deleting your older tweets once you have tweeted 3000 times.

Records of your school's posts should be kept on file for legal purposes, which raises the question, "How do you 'back-up' your social accounts?"



There are a couple of options:

## For YouTube

- If your account is compromised or accidentally deleted, ensure you keep a copy of all videos posted in a single folder on your server. A spreadsheet listing each video with the links to the embedded content might also be handy in case you need to upload them again in a hurry.

## For Facebook and Twitter:

- Keep a spreadsheet of all of your posts and comments, updating it monthly. This could potentially be very time consuming.
- We've found a web program called **Social Safe**. It's approximately \$17 US a year for 10 social network accounts and it backs up all of your Twitter/Facebook/Instagram accounts onto your computer, which you can export to an excel spreadsheet for reporting purposes. The cost depends on what types of accounts you want to back up but some accounts are free.



# Maintaining processes

Using social media as a communication channel needs to be an ongoing concern. If you do decide to stop using a channel, clear communication and links to live communication methods are ideal. Don't just abandon a channel - it can damage your school's reputation.

Utilizing a number of community managers with clearly documented processes and account logins and passwords will reduce the risk of a channel being neglected or lost.

## Share your great work

All social media accounts representing your school need to be registered by sending an email to corporate [communications@det.nsw.edu.au](mailto:communications@det.nsw.edu.au) with the URL of your account, the names of the people managing it and what the function of the account is (e.g. communicating with parents and the community). Don't forget to email us again when staff changes or you set up a new account.







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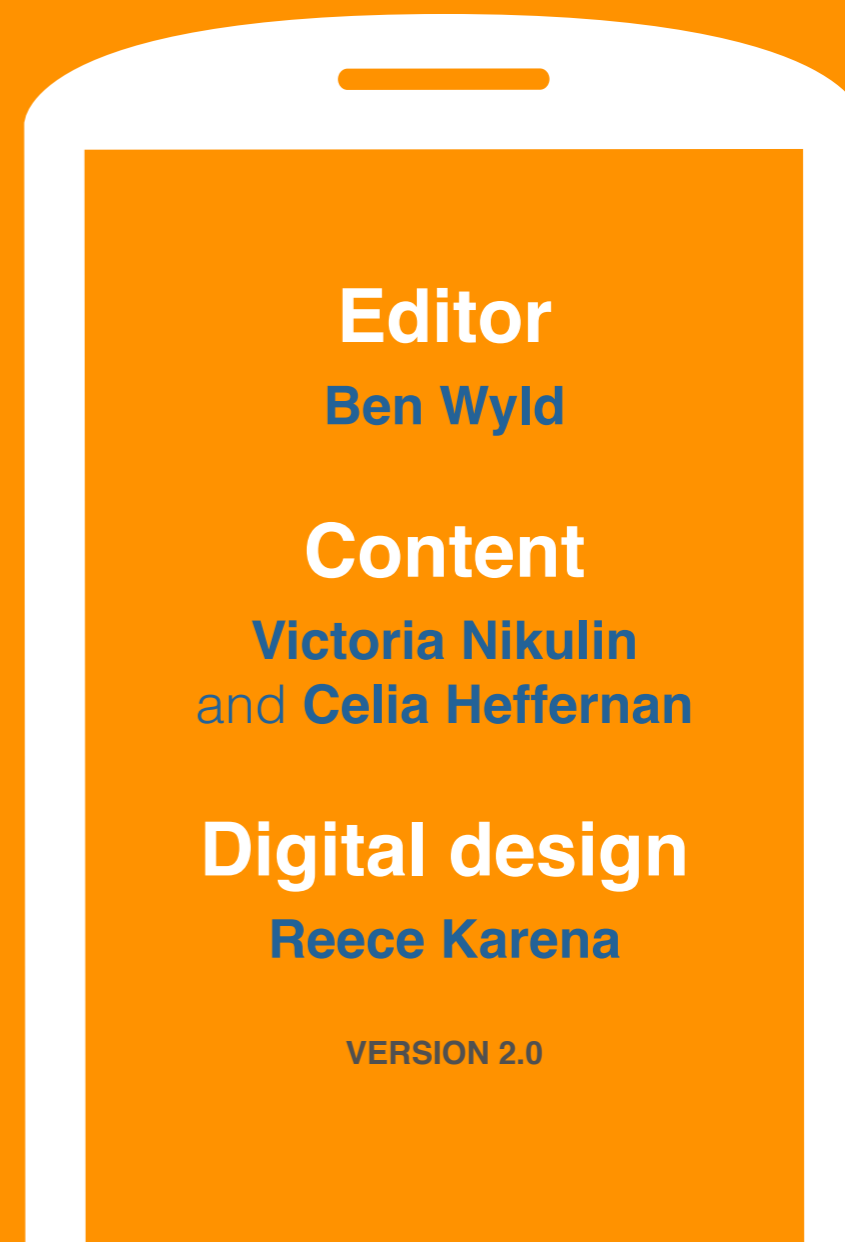
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# About this book

The Social Media Toolkit for Schools is just that – a resource full of tips, instruction, useful links and advice on how schools can use social media to connect and engage with parents and the local community. It's been put together based on your questions – the things teachers and principals want to know about social media and how it works.

We are keen to continually add to and improve the toolkit, so please send through any feedback, requests or questions to [communications@det.nsw.edu.au](mailto:communications@det.nsw.edu.au)

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