


Overcome social media barriers and create a district-wide movement

Messages for K-12 communicators in all stages of social media adoption



All quotes are from a webinar by
Greg Turchetta, Executive Director of Communications and
Community Relations at Collier County Public Schools (FL)

 Watch the [full webinar here](#).

A MESSAGE FOR:

Anyone who thinks social media will take too much time

“The question I get a lot is, ‘Where do you find time for all this?’ I tell them we don’t do press releases. We don’t do newsletters. Once you set this up, that is the system. Our media is conditioned to know to look at our Twitter and Facebook pages.”

“If you use a single hashtag, then all you have to do is curate. It really doesn’t matter how big of a unit you are.”

A MESSAGE FOR:

Anyone who thinks social media will not have an impact on engagement, branding, and student success

“A principal called me, and said, ‘You’ve got to hear this story. I got a call from New York, and it was a first-grade parent who said he was moving to our district and wanted to be in Mr. Merrill’s class. I asked him how he knew Mr. Merrill, he said, ‘I’ve been seeing him on Twitter, his class looks amazing, I want my child to be in there.’”

“Last February we had AdvancED in for our accreditation visit. Every five years they come to visit, not pre-staged. They send ten people out into the community for several days, and this is what they brought back. Our district had phenomenal scores, but of the four areas that they named as powerful practice, our communication was named, in particular, our social media effort. Parents were talking about it in a way that it was picked up in the accreditation visit.”

A MESSAGE FOR:**Anyone afraid of violating student privacy**

“We have not terminated a teacher because of social media use on a professional account. It hasn’t happened. The teachers have that built-in instinct. They know where the line is. They deal with privacy issues all day. They deal with sensitivity all day. We trust our teachers to handle a lockdown. We trust them to call parents. We trust them to do a lot of things. Putting a picture and content out shouldn’t be anything different.”

A MESSAGE FOR:**Anyone who thinks starting social media will bring negativity and problems to the district**

“I can tell you after three years of being down this road, the positive greatly outweighs any negative. I can count on a single hand the number of messes I’ve had to clean up and this is with 50 schools on Facebook and Twitter. That’s 104 accounts total in our district. You can have a tidal wave of positivity that will take out any undercurrent of negativity.”

“Just because you silence them [people posting controversial messages], delete them, or block them, it doesn’t make these people go away. These people have a first amendment right to share their opinion, and they’re going to do it in various places. I’d rather have it in a place where I can know what they’re saying. We give them a response then say, ‘I would love to discuss this with you further. Please call us.’ Get them on the phone. Get them off of social media. Move them to where you want.”

A MESSAGE FOR:**Anyone who has district leaders with negative opinions on social media**

“My superintendent does not do Facebook, personal or otherwise. My deputy superintendent at the time hated social media. Two years before I got here our attorney shut down social media in schools. That’s what I walked into. I began by saying, “Here’s the vision. Here’s the plan. I won’t burn you. If I do, shut it down.”

A MESSAGE FOR:**Anyone who thinks a social initiative is only about setting up accounts and giving out passwords**

“The hard part is standing up in front of a room and explaining the why. Every day I’m explaining the why to somebody. This is like a political campaign. It has to start small in many different places, and you’re just looking for forward momentum.”