

# **How to Share Your District's Story on Social Media**




Who is  
already  
using social  
media?



What platforms  
are you using?

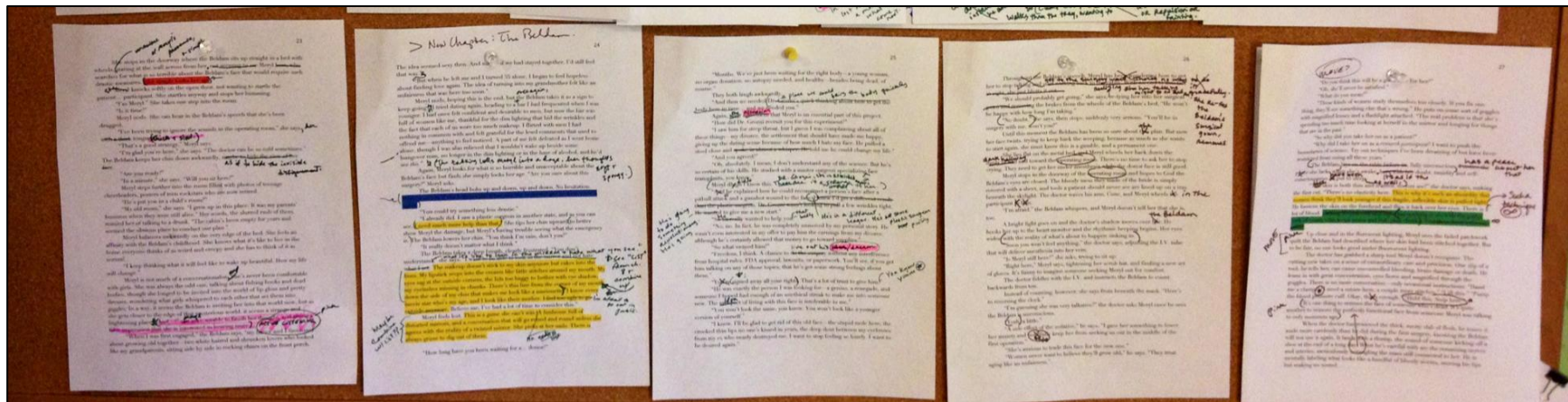


What's do you enjoy  
about social media?



What do you  
dislike about  
social media?

# Draft a Social Media Policy



2

## Start Small



# 3 Complete a Bio



**Highline Schools** ✓

@HighlineSchools

Our Promise: Every student is known by name, strength & need.

[#WeAreHighline](#) [#GraduateHighline](#)  
[#HighlineProud](#) [#TeamHighline](#)

📍 South King County

🔗 [highlineschools.org](https://highlineschools.org)

📅 Joined April 2010

Edit profile



**Dr. Adam Swinyard**

@SuptSwinyard Follows you

Superintendent of @SpokaneSchools  
Husband | Dad | Eastern Washington-born & raised | Former teacher & principal | [#spokaneschools](#)  
[#excellenceforall](#)

📍 Spokane, WA 🔗 [spokaneschools.org](https://spokaneschools.org)

📅 Joined July 2020

Follow back



**Dr. Susan Enfield**

@SuptEnfield Follows you

Proud @WashoeSchools Superintendent.  
Committed to ensuring our schools know every student by name, strength & need.

[#WeAreWCSD](#)

📍 Washoe County, Nevada 🔗 [washoeschools.net](https://washoeschools.net)

Following

## 4

# Post Regularly

May 2022 • 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 2,724 impressions

8 amazing seniors received Highline Promise scholarships tonight.

[#HighlineProud](#) [#OurHighlineStory](#)  
[pic.twitter.com/OfJwsg7bkw](https://pic.twitter.com/OfJwsg7bkw)



1 2 20

[View Tweet activity](#)

[View all Tweet activity](#)

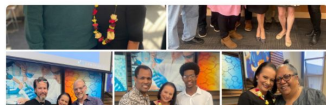
**Top mention** earned 325 engagements



**Dr. Susan Enfield**

@SuptEnfield · May 19

Thank you to my [@HighlineSchools](#) team and community for a lovely celebration tonight. What a decade we have had together delivering on our [#HighlinePromise](#) to know every student by name, strength & need. It has been a gift to serve as your superintendent. [#TeamHighline](#). Forever.  
[pic.twitter.com/VBVMgq7KsM](https://pic.twitter.com/VBVMgq7KsM)



## MAY 2022 SUMMARY

Tweets

60

Tweet impressions

56.7K

Profile visits

10.3K

Mentions

186

New followers

29

Nov 2021 • 30 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 5,494 impressions

This week we began hosting vaccination clinics for students ages 5-11 and had an overwhelming response to our clinics! Although all clinics are at capacity due to limited supplies, additional opportunities will be announced!

Thanks to our sponsors [@UWMedicine](#)  
[@KingCountyWA](#)  
[pic.twitter.com/4J6nH41U0P](https://pic.twitter.com/4J6nH41U0P)

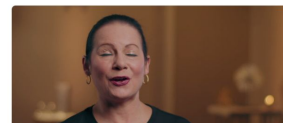


**Top mention** earned 499 engagements



**Chiefs for Change**  
[@chiefsforchange](#) · Nov 19

Congratulations to CFC member [@SuptEnfield](#) of [@HighlineSchools](#) on being named Superintendent of the Year by [@wasa\\_oly](#)! Dr. Enfield was chosen for her outstanding leadership and "unrelenting focus on achieving more equitable outcomes for all students."  
[pic.twitter.com/aNyUZkzI0P](https://pic.twitter.com/aNyUZkzI0P)



## NOV 2021 SUMMARY

Tweets

61

Tweet impressions

98.3K

Profile visits

11.6K

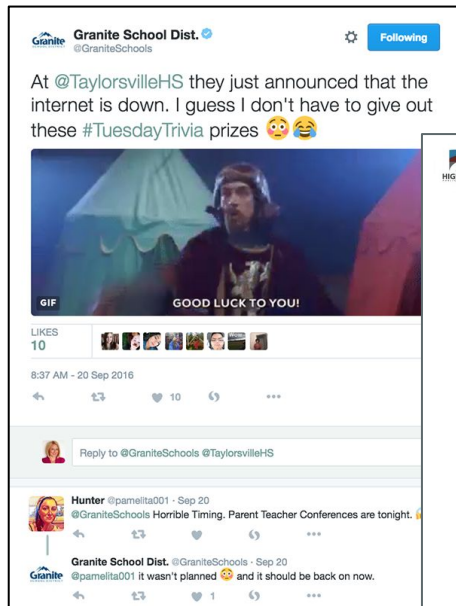
Mentions

279

New followers

27

# 5 Be Human





## 6

## Share Partners' Content

**KingCounty Employees**  
@kcemployees

High school students from @HighlineSchools interned w/ our @KCPProsecutor, saying the opportunity changed their lives  
[ow.ly/8JD3304opuz](https://ow.ly/8JD3304opuz)

RETWEETS 3 LIKES 5

**Highline Schools**  
@HighlineSchools

There are still a lot of great summer camps and programs happening at @MattGriffinYMCA.  
[bit.ly/1SQK0Ue](https://bit.ly/1SQK0Ue)



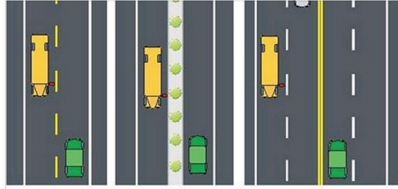
RETWEET 1 LIKES 3

**Dr. Adam Swinyard** @SuptSwinyard · Jun 25  
Hoopfest is back! So awesome to see kids out having a great time and celebrating the return of an amazing community event. Thank you to @SpokaneHoopfest and the many volunteers and community entities that make it a fun and safe weekend.



**Highline Public Schools**

"We want kids to be safe. Young kids don't always understand the consequences of their actions around traffic, so we have a responsibility to be extra cautious when they're near the road."



**Road Rules: When to stop, and not stop, for a school bus**

Question: Am I required to stop for a school bus that has its red some children off if there are two lanes in both directions and I'm opposite direction?

BELLINGHAMHERALD.COM

2,623 people reached

Like Comment Share Story

Frances Maas, Jenny Tien and 29 others

22 shares

**Dr. Susan Enfield**  
@SuptEnfield

@mpointer02!  
@HighlineSchools

AASA @AASAHQ · 1d  
"Providing support for the adults in our school community means prioritizing adult well-being," writes Melissa Pointer. Read her article in #AASAMag's "Best of" digital issue: [pageturnpro.com/AASA/105183-Ju...](https://pageturnpro.com/AASA/105183-Ju...) @jgoldman @SuptEnfield #AASALiveWellLeadWell



**City of SeaTac** @SeaTacWA · Jun 13  
This student attended the high school here in #SeaTac. Can't wait to see what she does next at UW. Congrats to the graduating seniors.

**Highline Schools** @HighlineSchools · Jun 12  
Beyond excelling in the classroom, @TyeHS senior Daniela Baquedano-Lagos is a multi-faceted community leader with a real eye for advocacy. Next year, she will study nursing at the @UW with the goal to return to her community to provide equitable healthcare.



My plan is to go study nursing at the University

1:06 309 views



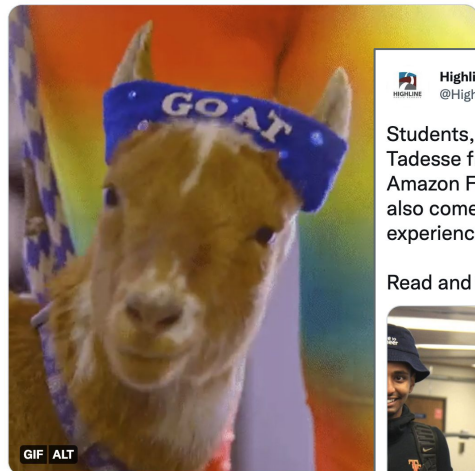
## 7

## Use Visuals



**Randy Russell** @RandyLRussell24 · May 22

Congratulations to @ChelanGoats - the original GOAT Brad Wilson - on being selected as the next Chelan SD Superintendent!



GIF ALT



3



**Highline Schools** @HighlineSchools

Students, Sam Deressa from @TyeeHS & Daniel Tadesse from @TheRamPack, received a \$40K Amazon Future Engineer Scholarship! The scholarships also come with a paid internship to gain work experience & mentorship. #HighlineProud!

Read and watch the surprise: [bit.ly/samanddaniel](https://bit.ly/samanddaniel)



**PSD Super** @PSD1\_Super · May 5

If a Kindergarten "brain break" doesn't make you smile I am not sure what will!! Another reason why I have the best job EVER! #GratefulSuper



0:29 78 views



4



**Highline Schools** @HighlineSchools · Jun 11

Senior Karis Gran is a natural leader, both in the classroom & on the field at @HighlinePirates. The next stop is the Navy! She will travel to Chicago this summer for basic training and plans to study nursing.



1:02 351 views

I'm both really scared but also really excited to graduate,

## 8

## Always Reply\*

Crystal P Loka

"The area served by Highline Public Schools is divided into five geographic districts, each with one board seat."

Is the current map available to us? If so, please share.

Like Reply Hide 10w



Author

Highline Public Schools

Crystal P Loka We have descriptions of the director district boundaries on our website under School Board. Please scroll down to find District 5.  
<https://www.highlineschools.org/about/school-board>

HIGHLINESCHOOLS.ORG

School Board - Highline Public Schools

Like Reply Commented on by Catherine Carbone Roge

Crystal P Loka

Highline Public Schools thank you!

Like Reply Hide 10w



Donna Christensen @DonnaRchris · Jan 6

I appreciate the update. However I was disappointed with the lack of access. It's important the public is welcome and accommodated. I hope you will find a way to access better technology for these meetings.

1 1 1



Highline Schools

@HighlineSchools

Replying to @DonnaRchris

Last night we experienced some unusual technical difficulties. We apologize for the inconvenience. We are moving toward a professional streaming service soon, which should limit technical difficulties in the future.



pedagogica\_mente @maestro\_Rabbie · Mar 9, 2021

As a reminder, you're also "welcoming back" secondary IAC students. By remembering them, that's the first step to making sure we ALL stop erasing people from our community. Your excitement (as indicated by your post) is excluding the older learners who are also returning.

1 1 1



Highline Schools

@HighlineSchools

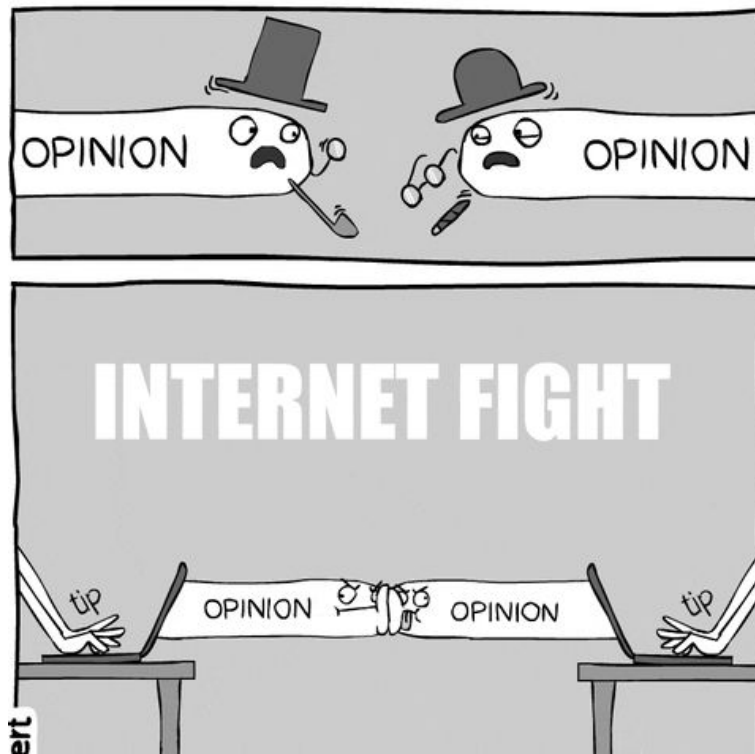
Replying to @maestro\_Rabbie


You make a valid point. We will update the tweet. We apologize for not referencing our students receiving special education services.

8:24 AM · Mar 10, 2021 · Twitter for iPhone

9

# Don't Get in a Debate Fight





What tools  
should I  
add?



What tools could I  
use more  
effectively?



What tactics should I  
eliminate?



What  
audiences are  
we missing?



Questions?

# Contact



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Highline Public Schools

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@CCarboneRogers



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@ToveTupper