CMSBO/MSBO Update
Social Media – Positives and Pitfalls
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MSBO Update
Michigan School Finance Research Collaborative
- Top Michigan business leaders and education experts formed this collaborative in 2016 to examine the way Michigan funds schools.
- Earlier this year, a study commissioned by the School Finance Research Collaborative, was released to determine the true cost of student achievement in Michigan.

Michigan School Finance Research Project
- The study found that it costs a minimum of $9,590 to educate a child, with more being needed for students enrolled in special education, English language learners, students living in poverty, and CTE programs.
- The conversation continues with legislators, and would be legislators about the true cost of educating Michigan’s students.
Launch Michigan

• Michigan School Business Officials has also joined Launch Michigan.

• Michigan’s biggest problems is that we keep asking educators to hit a moving target. Every time we have new political leaders, the goals shift. As a result, we plan to (1) support shared, statewide, research-driven strategies for delivering effective education that serves all students, and (2) stick to these strategies beyond election cycles to see what really works.

Launch Michigan

• Support a fair and comprehensive accountability system that includes everyone who influences education—not just teachers.

• Launch Michigan is in the early stages of collaboration and will be working to flesh out a shared agenda in the months ahead.

MSBO Leadership Institute

• The MSBO Leadership Institute is designed to help members reach that next level in their professional life and help them grow as leaders. It includes face-to-face group sessions focusing on specific leadership themes and individual personal coaching sessions.
Social Media and Schools

• Create a sense of community and define culture
• Encourage positive behavior
• Quickly communicate accurate information in a crisis situation
• Dispel rumors
• Provide resources

Social Media and MSBO

• 98.0% of survey respondents indicated email was their preferred communication method, followed by MSBO Listservs at 58.2%, and the MSBO website at 49.3%.
If MSBO increased its social media communication…

<table>
<thead>
<tr>
<th>MEMBER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn (MSBO)</td>
<td>22.15%</td>
</tr>
<tr>
<td>Twitter (MSBO)</td>
<td>20.60%</td>
</tr>
<tr>
<td>Facebook</td>
<td>11.60%</td>
</tr>
<tr>
<td>YouTube</td>
<td>10.52%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2.31%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1.69%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>0.64%</td>
</tr>
<tr>
<td>Other</td>
<td>16.21%</td>
</tr>
</tbody>
</table>

…Member’s Comments

- I don’t get paid to be on social media.
- I despise social media as in my opinion it is way out of hand.
- I need to step up my social media game.
- Didn’t know MSBO was on LinkedIn

Does Your School District Have a Social Media Strategy?

- Many do not
- What district’s do have - social media use policies
- These are two different things
Facebook
- The choice in social media for school districts.
- Great for posting events – creating community.
- Celebrate successes.

YouTube
- Used more and more to promote and generate excitement for bond projects prior to elections
- Less than two minutes
- Celebrate successes

Blogs
- An opportunity to delve into more detail and provide detailed information
Twitter

- Considered a microblog
- Keep it simple
- Used mostly by superintendents and school principals
- Most important information – upcoming event, school pictures

Hashtags

- Short links preceded by the pound sign (#)
- On Twitter, the pound sign (or hash) turns any word or group of words that directly follow it into a searchable link.

Hashtags

- This allows you to organize content and track discussion topics based on those keywords.
- The hashtag’s use began with Twitter but has extended to other social media platforms – Facebook, Instagram, Google+, Pinterest and others
Website

- Still the number one go-to resource for parents
- Keep it updated
- Don’t leave outdated information on the site

Social Media Considerations

- Not everyone has access or uses social media-language, culture, age can all be barriers
- Schools must communicate social media policies to parents, students
- Districts must create a multi-tiered social media strategy
- Ongoing social media training – social media platforms change quickly
- Monitor, Monitor, Monitor

Questions/Resources

- Michigan School Public Relations Association
- Launch Michigan
- Michigan School Finance Research Collaborative