

CEO Briefing

Social Media

May 3, 2012

Dr. Kamela Patton, Superintendent



VISION

All students will complete school prepared for ongoing learning as well as community and global responsibilities.

MISSION

To provide exceptional educational opportunities that motivate and engage each student.

CURRENT SOCIAL MEDIA EFFORTS



**Draft protocols for use of social
media and social networking**

CURRENT SOCIAL MEDIA EFFORTS



Collier County Public Schools

Everglades City, Immokalee, Marco Island & Naples, FL



Mission: By providing exceptional educational opportunities that motivate and engage each student.
Vision: All students will complete school prepared for ongoing learning as well as community and global responsibilities.

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School Board

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Superintendent

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- Organizational Chart *(PDF)*
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


Communications

- Communications Office
- News

STEM Conference



Science, Technology, Engineering & Math

Saturday, May 19th
Check-in is at 8:30 am

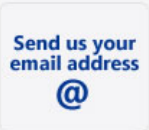




Register to attend from April 23 to May 16

What's New

-  Share your spending reduction ideas & suggestions with us
-  Register for the STEM Conference
-  Read the May edition of iNews
-  2012 Prom Dates

Stay Connected

-  Send us your email address
-  Watch Videos
-  Calendar of Events
-  The Education Channel

District News

- ▶ The Education Foundation of Collier County announces Take Stock in Children class of 2012 graduates
- ▶ GED Connection TV series restarts on The Education Channel, Comcast cable 99

Community Input Requested

Share your spending reduction ideas & suggestions with us

Collier County Public Schools | www.collierschools.com

CURRENT SOCIAL MEDIA EFFORTS



Social Media Account Notification Form

You must complete a form for EVERY social media site you have created or plan to create. ALL sections of this form must be completed.

Name

Supervisor

Employee Instructional Non-Instructional

School or Location
Avalon Elementary
Big Cypress Elementary
Calusa Park Elementary
Corkscrew Elementary
Estates Elementary
Eden Park Elementary
Golden Gate Elementary
Golden Terrace Elementary
Highlands Elementary

Email

Phone

Social Media Site
Ex: Facebook, Twitter

Name of Group/Page/Account

Is this an official school page or account? Yes No

Purpose of Using Social Media Site

By clicking the button above, I certify that I have read the [Protocols for District Employee Use of Social Media and Social Networking at all District Sites](#). If this site is an official school page or official school account, I also agree that I have been given permission by the Principal/Executive Director to create and maintain this site.

SOCIAL MEDIA GOALS

- Survey to determine usage needs
 - YouTube
 - iTunes
 - Celly
 - Yammer

SOCIAL MEDIA BEST PRACTICES

**How do you manage social media
in your workplace?**

**What is the best way to inform employees
about responsible social media use?**

SOCIAL MEDIA BEST PRACTICES

Are there any suggestions for overcoming the challenge of two-way communication in a public school system?

SOCIAL MEDIA BEST PRACTICES

**How can we use social media
in our recruitment efforts?**

SOCIAL MEDIA BEST PRACTICES

What are the best tools to create a social media content scheduling plan?

SOCIAL MEDIA BEST PRACTICES

What is the best way to include social media in a communications crisis plan?

SOCIAL MEDIA BEST PRACTICES

How do you monitor social media mentions?

SOCIAL MEDIA BEST PRACTICES

Is there a set of suggested guidelines for implementing a survey that will help the district decide which social media platforms to use?

FINAL THOUGHTS

Other suggestions