



CALGARY CATHOLIC
SCHOOL DISTRICT

The Scoop

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at the Calgary Catholic School District

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SOCIAL MEDIA PLATFORMS

what are they and how do I use them?

CCSD staff and administrators are encouraged to utilize social media to connect, engage and communicate with their school communities. However, not all schools have the resources to start and maintain social media. This information is meant to assist schools where there is capacity.

The following is an overview of the district-supported social media platforms. A reminder that before starting any social media platform, permission must be received by the school principal, the ePD course must be taken and the Account Request Form sent to socialmedia@cssd.ab.ca. This information is all found in documents available on the intranet under Our Services/Communications/[Social Media](#).



facebook

WHAT – Facebook is a free social networking site.

WHY – Facebook can be a very powerful communication tool. This network is optimal for identifying people who are interested in your school and distributing information directly to them.

HOW – Use Facebook to encourage interaction. A Facebook page shouldn't be a one-way communication tool. Ask open-ended questions to your audience. Respond to and like their comments. Share great news about your school, staff and students. Recognize someone who has won an award. Try to use an image with all of your posts. Facebook is also the best platform for sharing multiple photos in a photo album. Consider starting a photo album for events like Christmas or Easter where you want to add several photos over a period of time. Ensure that students who are pictured have their FOIP forms signed.

WHO – Once you start a school Facebook page, you will be able to access your page's Insights. These Insights will let you see who your audience is. For example, on the district Facebook page, we can see that 30 per cent of our audience is composed of 35-44 year olds and that 75 per cent of our fans are women. Direct messaging to parents and members of your school community.

Check out the [district Facebook page](#) for examples. The district Facebook page also has weekly features, like **#ScriptureMonday**, where we share the weekly scripture reading and an image and **#WhyWednesday**, where we share faith facts and an image. Feel free to share these district posts to your school Facebook page, or any other posts you find interesting and relevant.





twitter

WHAT – Twitter is an information network that millions of people, organizations and businesses use to discover and share information.

WHY – Schools can use Twitter to quickly share information, gather insights from the community and build relationships with people who care about your school.

HOW – Use Twitter to build a community of followers that can help raise awareness, visibility and affinity for your school. Share updates and events with your community. Engage with parents by providing regular updates. Follow the district, other schools, teachers, the Board of Trustees, Pope Francis and other educational influencers. Feel free to retweet information that would be relevant to your school community. Use a hashtag to get your message in front of more people.

WHO – On Twitter, anyone can read, write and share messages of up to 140 characters. These messages, more commonly known as tweets, are public and available to anyone interested in them. Twitter users subscribe to your messages by following your account. Followers receive every one of your messages in their timeline, including a feed of all the accounts they have followed. Direct your tweets to parents and a general, public audience.

Check out the [district Twitter page](#) for examples. Tag us [@ccsd_edu](#) if you would like one of your tweets to be retweeted to our 7,900+ followers.



Instagram

WHAT – Instagram is a mobile photo-sharing, video-sharing and social networking service that enables users to take pictures and videos and share them either publicly or privately.

WHY – As a school, you can use Instagram to quickly share information and build relationships with people who care about your organization.

HOW – Take photos on a mobile phone and add them to Instagram. You can add one photo or multiple photos in one post, as well as 15-second videos. You can add your school's location, a filter and a caption to the photos/videos. Post photos/videos from events and day-to-day interactions at your school. Provide photos/videos that encourage interaction. Posting photos/videos that encourage followers to comment on posts elicits a feeling of participation, as well as boosts the exposure of the Instagram account.

WHO – Instagram is very popular with students and is one of the top social media sites they use to connect and engage. Direct your Instagram posts to a student audience.

Follow the [district Instagram account](#) for more examples.



snapchat

Snapchat is a mobile app that allows users to send videos and photos that disappear in 24 hours. At this point in time, Snapchat is not supported by the district as a platform to use within our schools.

Facebook, Twitter and Instagram are a great way to quickly and easily communicate with parents, students and your larger school community about good-news stories and critical information. Feel free to select one platform and focus on it or try all three.

If you have any questions about the use of social media platforms in your classrooms for educational purposes, please contact the [Ed Tech team](#).

