

HOW TO

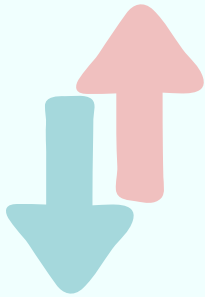
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Social Media



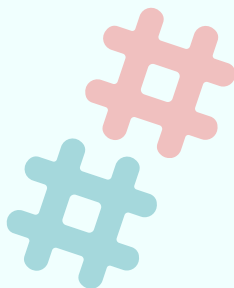
WHAT IS IT?

- Think of your social media posts on your school's Facebook page as a "Digital Marquee Message."



WHY DO IT?

- **Amplify Recognition:** Social media boosts the visibility of our appreciation efforts, reaching more people.
- **Engage Parents:** Sharing on social media keeps parents involved and connected to school events.
- **Build Community Support:** Social media showcases our school's positive image, garnering community support.
- **Highlight School Culture:** Posts on social media display our school's vibrant culture of appreciation.
- **Inspire Participation:** Seeing appreciation posts encourages others to join in, fostering unity.



OPTIONS FOR FACEBOOK

- **Who posts:** You can add people as "Editor Access" to your page without providing full admin access. Instructions [HERE](#).
- **Pre-Schedule!** If you have a "Business Page" for your school, you can easily schedule some or all of the posts at one time using Meta. Meta will also allow you to post/schedule to Instagram at the same time, the accounts just need to be connected.
 - Here's a [How To Video](#)