SJCSD School Social Media Growth & Best Practices

Building connection, trust, and school pride online

1

Celebrate and Share Your Story

School social media showcases learning, leadership, and community. Consistent, positive storytelling helps families feel informed and connected.

Top Tips for Growing Your Online Presence

2

Be consistent & recognizable

- Use your school logo/name in profile images and graphics.
- Keep a cohesive tone and look; add brief alt-text for accessibility.

3

Post with purpose

- Mix classroom highlights, celebrations, student/staff spotlights, and partnerships.
- Share the "why" behind activities and how they support learning and character.

4

Engage your audience

- End captions with a question or prompt.
- Use 2–4 relevant hashtags (e.g., #SJCSD #CharacterCounts #YourSchool) and tag partners/district when appropriate.

5

Use video strategically

- Short, authentic clips (10–30s) perform best.
- Feature student voice, behind-the-scenes prep, quick event recaps

6

Monitor & improve

- Review insights monthly (top content, reach, saves/shares).
- Test post timing; mornings or early evenings often work well.

PTO & School-Managed Accounts

Parent-Teacher Organization (PTO) pages are independent and play a valuable role in supporting your community. To keep things clear and positive:

- **Separate voices:** PTO and school accounts operate independently; schools don't manage or approve PTO content.
- **Partner, don't oversee:** Cross-promote events, celebrate together, and tag each other when appropriate.
- **Clarity for families:** Label school posts as "Official" when helpful and link to your PTO page for PTO-specific info.