Social Media Workshop: From Dipping Your Toes to Swimming with the Pros

Jason Amos
Director of Communications
National School Boards Association
Why Social Media?
Social Media Usage

% of U.S. adults who say they use at least one social media site

Source: Pew Research Center
Social Media Usage By Age

% of U.S. adults who say they use at least one social media site, by age

Source: PEW Research Center
Which Social Media Platform is Right for You?

LinkedIn  Facebook  Instagram

You must decide for yourself. And it’s ok to pick more than one.
A Closer Look At...

Facebook Demographics and Usage

• Number of monthly active users: 2.7 billion
• Largest age group: 25-34 (26.3%)
• Gender: 44% female, 56% male

Characteristics: Still the most used platform with the highest engagement

Source: Sprout Social
Facebook Users by Age Group

Source: Sprout Social
Facebook Usage by Generation

Use of Facebook among older generations is rising rapidly

- Millennials
- Gen X
- Boomers
- Silent

Source: Sprout Social
A Closer Look At...

Twitter Demographics and Usage

• Number of daily active users: 187 million
• Largest age group: 30-49 (44%)
• Gender: 32% female, 68% male

Characteristics: Relatively straightforward, shorter-term interactions make it a good place to gather news, discuss events, or follow breaking news
• 42% of users are degree-holders (compared to 31% of Americans)

Source: Sprout Social
LinkedIn Demographics and Usage

• Number of total users: 738 million
• Largest age group: 46-55
• Gender: 51% male, 49% female
• 63% of LinkedIn users access the network monthly, and 22% weekly.

Characteristics: Tends to be a higher-educated demographic than other social media networks

• Millennials make up about one-fourth of the platform

Source: Sprout Social
A Closer Look At...

YouTube Demographics and Usage

• Number of monthly active users: 2 billion
• Largest age group: 15-25
• Gender: 72% of all female internet users and 72% of all male internet users

Characteristics: The go-to video network for the Internet
• 62% of users log into the platform daily

Source: Sprout Social
Who Uses What and When: Part I

% of U.S. adults who say they ever use ...

Source: PEW Research Center
Who Uses What and When: Part II

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Age 65+</th>
<th>50-64</th>
<th>30-49</th>
<th>18-29</th>
<th>Youngest - oldest DIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snapchat</td>
<td>2</td>
<td>13</td>
<td>65</td>
<td>65</td>
<td>+63</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+58</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+46</td>
</tr>
<tr>
<td>TikTok</td>
<td>4</td>
<td>48</td>
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<td>Twitter</td>
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<td>70</td>
<td>+35</td>
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<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+20</td>
</tr>
</tbody>
</table>

Source: PEW Research Center
**Who Uses What and When: Part III**

For Complete Data: tinyurl.com/SocialMediaDemographics

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**Use of online platforms, apps varies – sometimes widely – by demographic group**

% of U.S. adults in each demographic group who say they ever use...

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total</th>
<th>Men</th>
<th>Women</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Ages 18-29</th>
<th>30-49</th>
<th>50-64</th>
<th>65+</th>
<th>&lt;$30K</th>
<th>$30K-$49,999</th>
<th>$50K-$74,999</th>
<th>$75K+</th>
<th>HS or less</th>
<th>Some college</th>
<th>College+</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
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<tbody>
<tr>
<td>YouTube</td>
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<td>80</td>
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<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: PEW Research Center
Where Are the Kids?

**US Teens' Favorite Social Platform**

- **Snapchat**, 34%
- **TikTok**, 29%
- **Instagram**, 25%
- **Twitter**, 3%
- **Facebook**, 2%

Published on MarketingCharts.com in November 2020 | Data Source: Piper Sandler

Fall 2020 data based on a survey of 9,000 US teens with an average age of 15.8

Figures show % share of respondents selecting each as their favorite social platform, select responses only
Piper|Sandler “Taking Stock with Teens” Survey, Spring 2021

7,000
TEENS SURVEYED

47
U.S. STATES

16.1
AVERAGE AGE

$76,750
AVERAGE HOUSEHOLD INCOME

33%
TEENS CURRENTLY PART-TIME EMPLOYED

Source: https://www.pipersandler.com/1col.aspx?id=6217
I’m already online. What’s next?
Driving Your Social Strategy with LinkedIn

Best Practices by Channel

All social channels aren't created equally. Each one should be treated as its own entity in order to properly engage and reach users. My advice is to choose the most important channel for you and use it more than the others, with a focus on engaging with other users - both by engaging back with users who engage with you, and joining in on relevant conversations that do not mention you.

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>HASHTAGS</th>
<th>MENTIONS</th>
<th>POST LENGTH</th>
<th>FREQUENCY</th>
<th>TONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>3 maximum</td>
<td>5 maximum</td>
<td>25 words longer helpful summaries 1,900-2,000 words (article)</td>
<td>At least 3x/week Optimal: 1x daily</td>
<td>Professional and helpful; Networking encouraged</td>
</tr>
<tr>
<td>Twitter</td>
<td>2 maximum</td>
<td>3 maximum + photo-tagging</td>
<td>71-100 characters longer Tweet threads</td>
<td>At least 3x/daily Optimal: 15x daily (conversational)</td>
<td>Candid and immediate; Real-time commentary</td>
</tr>
<tr>
<td>Instagram</td>
<td>at least 5-9 use comments</td>
<td>3 maximum</td>
<td>138-150 characters 125 characters or less (paid)</td>
<td>At least 3x/week Optimal: 1x daily + Stories</td>
<td>Visual and engaging; Intentionally filtered</td>
</tr>
<tr>
<td>Facebook</td>
<td>3 or less</td>
<td>5 maximum + photo-tagging</td>
<td>40-80 characters (organic) 5-18 words (paid)</td>
<td>At least 3x/week Optimal: 1x daily</td>
<td>Personal and shareable; Work/life integration</td>
</tr>
</tbody>
</table>

*Data averaged from various sources, aggregated by SproutSocial, Hootsuite, and other industry reports, and informed by the experience of Social Driver's team and clients.
Quick Social Media Tips

Looking to stay current or get new ideas in education? Hashtags and Twitter chats can help.

• 100 Education Hashtags for Teachers and EdLeaders from GettingSmart: tinyurl.com/PopularEducationHashtags

• List of education chats managed by a devoted group of educators: sites.google.com/site/twittereducationchats/
Social Media Guidelines (Courtesy of TASB)

Board members need to operate within appropriate guidelines when they are communicating online about school district business. The following are suggested guidelines for board members using social media in their role as public officials.

1. Clarify that you are communicating as an individual member of the board, and not an official district spokesperson.

2. Avoid deliberating school district business with a quorum of the board.

3. Direct complaints or concerns presented online to the appropriate administrator.
Social Media Guidelines

4. Avoid posting content indicating you have already formed an opinion before a due process hearing.

5. Ask for community input to be provided through appropriate channels, but do not allow your social network to direct your decisions as a trustee.

6. Post only content that the district has already released to the public.

7. When attempting to restate what happened at a previous board meeting, clarify that the posting is not an official record of the board meeting and share information only from the open portions of the meeting.
Social Media Guidelines

8. Conduct yourself in a manner that reflects well on the district; avoid posting information that has not been verified and made public by the district; and never post anonymously about school business or repeat rumors.

9. Immediately report suspected illegal activities and harassing or defamatory communications that involve school officials, staff, students, or district business to the superintendent.

10. Realize that by using a personal account to conduct official school district business, your account may become a public forum under the First Amendment.
11. Retain electronic records—including your own posts and content others post to your account—when required to do so by the district’s records retention schedule.

12. Comply with the district’s acceptable use policy when using district-issued devices or technology resources and immediately report to the district any potential security breach if you lose control of possession of confidential district records.

Courtesy of the Texas Association of School Boards
https://tinyurl.com/TASBSocialMediaGuidelines
Social Media as an Advocacy Tool

During the pandemic, Members of Congress became more reliant on social media to communicate AND to understand constituents’ views.

Source: Public Affairs Council
Social Use is Up in Congress

<table>
<thead>
<tr>
<th>Activity</th>
<th>Significantly More</th>
<th>More</th>
<th>About the Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook engagement (livestreaming, Q&amp;A, posts)</td>
<td>26%</td>
<td>31%</td>
<td>39%</td>
</tr>
<tr>
<td>Twitter engagement (livestreaming, Q&amp;A, posts)</td>
<td>8%</td>
<td>38%</td>
<td>53%</td>
</tr>
<tr>
<td>Instagram engagement (livestreaming, Q&amp;A, posts)</td>
<td>10%</td>
<td>30%</td>
<td>53%</td>
</tr>
<tr>
<td>YouTube videos</td>
<td>8%</td>
<td>22%</td>
<td>61%</td>
</tr>
<tr>
<td>Responding to form email campaigns</td>
<td>5%</td>
<td>15%</td>
<td>70%</td>
</tr>
<tr>
<td>Responding to telephone call campaigns</td>
<td>3%</td>
<td>11%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: Congressional Management Foundation
# Social Listening is Up in Congress

<table>
<thead>
<tr>
<th></th>
<th>More Important During Crisis for Understanding Constituents’ Views &amp; Opinions</th>
<th>More Important During Crisis for Communicating Member’s Views &amp; Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>41%</td>
<td>69%</td>
</tr>
<tr>
<td>Twitter</td>
<td>31%</td>
<td>53%</td>
</tr>
<tr>
<td>YouTube</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>Instagram</td>
<td>12%</td>
<td>30%</td>
</tr>
<tr>
<td>Advocacy Campaigns</td>
<td>7%</td>
<td>N/A</td>
</tr>
<tr>
<td>Individual Emails</td>
<td>63%</td>
<td>N/A</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>65%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

“*The more [the Member] engages on social media and through virtual meetings, the more people feel engaged.*”

—House Legislative Director

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**Source:** Congressional Management Foundation
During the COVID-19 crisis, how important has each of the following been for understanding constituents’ views and opinions?

<table>
<thead>
<tr>
<th>Method</th>
<th>Significantly More Important</th>
<th>More Important</th>
<th>About the Same Importance</th>
<th>Less Important</th>
<th>Significantly Less Important</th>
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</thead>
<tbody>
<tr>
<td>Online/video town hall meetings</td>
<td>35%</td>
<td>39%</td>
<td>26%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Livestreaming in-person events</td>
<td>26%</td>
<td>41%</td>
<td>27%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Telephone town hall meetings</td>
<td>27%</td>
<td>38%</td>
<td>33%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Phone calls from constituents</td>
<td>32%</td>
<td>33%</td>
<td>34%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Personalized/individual email messages</td>
<td>26%</td>
<td>37%</td>
<td>36%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Facebook</td>
<td>41%</td>
<td>13%</td>
<td>28%</td>
<td>56%</td>
<td>0%</td>
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<tr>
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<td>8%</td>
<td>23%</td>
<td>63%</td>
<td>5%</td>
</tr>
<tr>
<td>YouTube</td>
<td>6%</td>
<td>18%</td>
<td>71%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>District/state office hours</td>
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<td>8%</td>
<td>35%</td>
<td>23%</td>
<td>29%</td>
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<tr>
<td>Instagram</td>
<td>5%</td>
<td>7%</td>
<td>80%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Congressional Management Foundation
Social Media as an Advocacy Tool

#Internet4Schools
Getting on WiFi in schools is like sucking peanut butter out of a straw

2.75 million low-income students have slow internet access in their schools

Today's classroom connectivity VS The future of classroom WiFi connectivity. Help bring our classrooms up to speed.
#Internet4Schools Campaign

Rebecca Kelly @bekолько - Oct 24
Tell the @FCC that Internet4Schools matters by sharing your 15 second video! @shomberger @sachswander @bbboyer youtu.be/WWu4d113PA

Steve Kelly @highcountry - Nov 21
Why Internet4Schools: youtu.be/PWiVrKzGJ5Y @FCC

Brad Gustafson @GustafsonBrad - Oct 25
Encourage @FCC to support...share your 15 second video: youtu.be/5GDBU4FwMfI

nsba Institute ONLINE
Learn how the @FCC reboot of #Erate will ensure high-speed Internet access in schools & libraries go.usa.gov/FkaJ

#Internet4Schools

Proud the @FCC voted today to reboot how we connect schools & libraries to faster, better, more reliable broadband. #Erate

#Internet4Schools
Coming Soon to a Screen Near You...

#HomeworkGap
Thank you!

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Director of Communications
National School Boards Association

Email: jamos@nsba.org
Twitter: Twitter.com/Jason_Amos
LinkedIn: linkedin.com/in/jasonamos/