



**Zimmerman/Edelson, Inc.**



**SOCIAL MEDIA**

—

**COMMUNICATION  
TOOL AND RESOURCE**



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# The Basics:

## *The Point of Social Media*



**Social media outlets allow you to *create a voice* and connect with an interactive audience through user-generated content**





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# *The Power of Social Media*

- January 2010
  - Rogers, Ark. -- Twitter account cancels school

HUFF  
POST EDUCATION

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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Arkansas Jokester Creates Fake  
Twitter Account For Rogers Public  
Schools District



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# The Key to Interaction



**As a communication tool,  
social media interaction allows your district to post  
about:**

- **Emergencies/Alerts**
- **Media Coverage & Press Releases**
- **Sporting Events & Extracurricular Activities**
  - **Awards & Scholarship Winners**
  - **Calendar Changes & Reminders**
- **And more!**



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# Followers are **NOT** Listeners



**Like Mom always said,  
“It’s not a popularity contest”**

**Traditionally, social media allows you to engage in conversation:**

- **Hashtags**
- **Retweets**
- **Tagging reporters and officials**

**But you can also limit that conversation and use it as simply a source of information for your school**



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# The Benefits of Using Social Media



**It's *SOCIAL!***

- **People have the opportunity to get information in a timely, non-invasive manner**

**Public Knowledge is increased**

- **It raises the importance of what's going on in your community**



**Reinforces a district identity**



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# West Babylon UFSD



- Wall
- Info
- Photos
- Notes

About  
Once an eagle, always an eagle.

**2,287**  
like this

**10**  
talking about this

**1,063**  
were here

## West Babylon High School Like

Public School · West Babylon, New York

Wall West Babylon High School · Everyone (Most Recent)

Share: Post Photo

Write something...

**STAR CREW Events**  
Looking for a Sweet 16 or Graduation Party DJ? Checkout STARCREWEVENTS.WEBS.COM West Babylon High School students get great discounts!!!  
Like · Comment · Yesterday at 11:11am

Report/Mark as Spam

**Angelina Capalbo**  
Calling all parents in the West Babylon area, looking for activities for your kids, parenting articles, crafts, recipes and more? Subscribe for our free e-newsletter today!

**Subscribe : Macaroni Kid**  
babylon.macaronikid.com  
Weekly local newsletter of kid-friendly events and activities.





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# West Babylon UFSD

facebook.com https://www.facebook.com/pages/West-Babylon-Junior-High-School/282425201795260

facebook

Search



## West Babylon Junior High School

Like

School · West Babylon, New York

### Wall

Wall

Info

Photos

85

like this

3

talking about this



### West Babylon Junior High School

Today January 19,2012 Will be a Gold Day

Like · Comment · Share · 9 hours ago ·



### West Babylon Junior High School

Today January 19,2012 Will Be A Gold Day

Like · Comment · Share · January 19 at 7:04am ·



### West Babylon Junior High School

Today January 17,2012 Will Be A Gold Day.

Like · Comment · Share · January 18 at 7:05am ·



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# West Babylon UFSD



### Wall

- Info
- Photos
- Events
- Videos

### About

The West Babylon Music Parents Association's mission is to promote and fost...

[More](#)

67

like this

1

talking about this

## West Babylon Music Parents Association, Inc.

Like

Product/Service



### Wall West Babylon Music Parent... · Everyone (Top Posts)

Share: Post Photo

Write something...



### West Babylon Music Parents Association, Inc.

West Babylon Music Parents Association, Inc. Looking for anyone who can help sell candy, water, coffee and raffles and collect tickets at door - Don't forget to sell your Lottery Raffle Tickets, they are due the end of January - We will be at the Cafe B setting up at 6pm - Thanks

Like · Comment · Share · January 13 at 3:58pm



**Karen Kamerer Watt** probably the best acoustic night ever!!!!!!!!!!

January 14 at 12:35am · Like

Write a comment...



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# West Babylon UFSD



## West Babylon Senior High School



School

- Info
- Related Posts



No information has been provided... yet.

**1,050**

like this

**5**

talking about this

### Source

Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.



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# West Babylon UFSD

## *PLANS FOR ENGAGEMENT*



- Our goal: To get more immediate information about the district into the community on an official social media account
- Social Media: Use Facebook and Twitter
  - Facebook.com/WestBabylonUFSD
  - @WestBabylonUFSD
- How it will work: For informational purposes only
  - 4-5 postings per week (minimum)
  - Events, updates, newsletters, etc.
  - Bring traffic to the district website



# **Zimmerman/Edelson, Inc.**



*Zimmerman/Edelson, Inc. was founded in 1988, and has since become Long Island's leading public relations, marketing, advertising and strategic communications firm.*



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