



**Association of Metropolitan School Districts**

# **SOCIAL MEDIA ADVOCACY GUIDE**

Guidelines & Best Practices  
for using Facebook and Twitter  
- Troy Melhus -

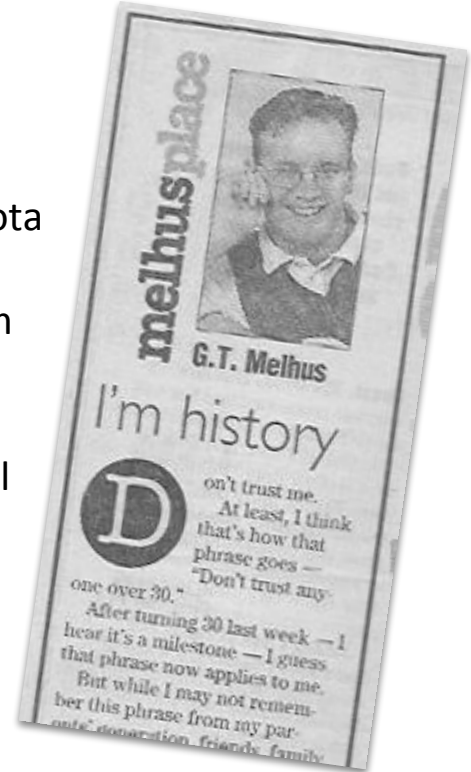




## Association of Metropolitan School Districts

# WHAT DO I KNOW?

- Journalist for 25 years — started first newspaper on the web in North Dakota
- Digital journalist for the Star Tribune for 10 years, covering everything from breaking news to entertainment to the Minnesota Vikings.
- Senior editor for the Huffington Post Media Group, leading several regional startup websites, and social media communities.
- Digital Media Manager for Saint Paul Public Schools. Started with literally less than 100 followers/likes to >10,000 FB and >5,000 Twitter.





# GETTING STARTED

Where do you begin?!?

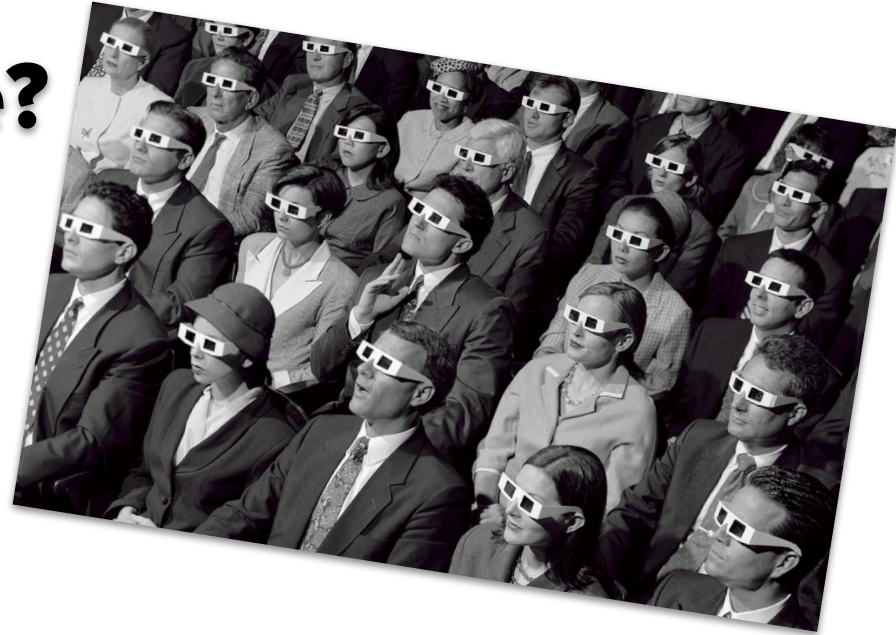




- Goals -

# **Who is your audience? What do you want them to do?**

We know who our audiences are!  
We know what we want them to do!





- Getting Started -



FACEBOOK

## **Facebook:**

Thoughtful discussion, longer shelf-life.

## **Twitter:**

Faster-paced. About Immediacy.



TWITTER



## - Best Practices -



FACEBOOK

### Facebook:

- “Like” posts.  
Respond to posts.
- Share — and create digital relationships — with influencers.
- Post photos.
- “Tag” legislators with @.  
Use the hashtag #.







FACEBOOK



Association of Metropolitan School Districts (AMSD) ...

Like This Page · November 2 ·

AMSD presented Senator Sandy Pappas with its 2018 Friend of Public Education Award on Nov. 2. Sen. Pappas represents District 65 which includes Saint Paul. From left: Saint Paul Public Schools SPPS board member Mary Vanderwert, Pappas, AMSD Board Chair Stephanie Levine, and SPPS Supt. Joe Gothard. Congratulations Sen. Pappas!

Deb Henton, Kristine Wehrkamp, Scott Croonquist and 6 others like this.



## - Getting Started -



TWITTER

### Twitter:

- “Favorite” posts.
- “ReTweet” posts.
- Share — and create digital relationships — with influencers.
- Post photos.
- “Tag” others with @. Use the hashtag #.







## - Social Media Best Practices -

**Do: Read posts out loud.**

And always, always check name spellings.

**Don't: Exaggerate.**

Save the drama, Bill Shakespeare.

**Don't: Joke about politics.**

Humor about politics doesn't translate well onto social media — not even for professional comedians.





## - Social Media Best Practices -

### **Do: Be positive!**

Respect and a positive demeanor are the currency of good social media dialogue.

### **Don't: Think it's "private."**

Two words: Screen Shots.

### **Don't: Argue.**

Especially after midnight. Nothing good ever happens after midnight.





## - Some Final Tips -

### **Remember copyright.**

Images, and even words can be copyrighted, so check your permissions.

### **Remember students.**

They're minors—so check your permissions.

### **You are who you like.**

Be careful who and what you associate yourself, with — even friending.





- FINALLY -  
**FOLLOW US!**



FACEBOOK

**Facebook:**

[facebook.com/amsdmn](https://facebook.com/amsdmn)

**Twitter:**

[twitter.com/amsdmn](https://twitter.com/amsdmn)    [@amsdmn](https://twitter.com/amsdmn)



TWITTER



**THANK YOU**

**QUESTIONS?**