Building engagement around

STUDENT SUCCESS STORIES

September 18, 2014
TONIGHT’S TAKEAWAYS

• Why storytelling matters
• How to identify great stories
• Tools and opportunities for sharing news
• How we work together to support student success
ABOUT THE PIO

• Journalist mission
  • Build understanding, make people care, inspire action
• School PR mission
  • Build understanding, make people care, inspire action
  • Foster support for our schools
• Bring people to the classroom through engaging storytelling
WHY STORIES MATTER

• Shape public perception & reputation
  • Communicate our values, priorities and achievements
• Support inspires action
  • Enrollment
  • Involvement
  • Engagement (conversations, contributions)
• If we don’t contribute to narrative, others will create it
• Internally: Inspire and equip with examples, tools
  • Spread message from the front lines
HOW WE TELL STORIES

• WEBSITE
  • Pros: Prominence, proximity to audience
  • Cons: One-way, must be retrieved
  • Opportunities: Build habits, expectations

• DISTRICT DIGEST
  • Pros: Recap style, hits all-staff
  • Cons: Less flexible, dated format
  • Opportunities: Enhance publication, distribute more widely (peachjar)
HOW WE TELL STORIES

MOBILE APP

• How more people consuming news/info

• Universal tool, crosses divide

• Audience: 2,337 and rising (134% growth in one month)

• Potential: Greater customization
HOW WE TELL STORIES

• SOCIAL MEDIA
  • Cyber soccer field: Where conversations happen
  • Messaging pushed vs. retrieved
  • Continuous, two-way messaging of who we are
  • Instant, accessible, versatile, conversational, human
  • Opportunities for contests, special campaigns
WHAT OUR POSTS SAY

- Our schools produce innovators
- We value, encourage creativity
- Our students are leaders
WHAT OUR POSTS SAY

• District with diverse, rich culture
• Our students are involved, engaged
• Our students are leaders
SEEING GROWTH

Total Page Likes as of Today: 2,398

100 new followers in two months
SEEING GROWTH

24% increase in average post reach

- More consistent engagement: likes, comments & shares
- Engagement = third party endorsements
- Coming soon: Guidance, best practices for sites
HOW WE TELL STORIES

• Building relationships in news media
  • Background offers personal perspective
  • Two-way relationship can generate coverage
• Strategic communication/marketing campaigns
  • Clear purpose, measurable objective, many tools
• All methods share stories at their core
• Long-term: Finding ways to ensure stories reach intended audiences
WHAT MAKES GREAT STORIES

• The most effective stories:
  • Have a purpose
  • Are timely
  • Are visual – show action
  • Clearly demonstrate impact
  • Have a human face
    (emotional connection)
WHAT MAKES GREAT STORIES

• Where to find great stories:
  • Awards and events
  • Personal student & staff achievements
  • Unique programs, projects or opportunities
  • Classroom innovation
  • Stories that reflect District mission & objectives
WHAT MAKES GREAT STORIES

Some storytelling priorities:

- Common Core in the classroom
  - What does it look like?
  - In what ways is it working?
  - How can parents support learning?
- LCAP
  - How resources, goals supporting student achievement
- Unique teaching and learning successes
- Stories that reflect our values, goals and priorities as a District
STORYTELLING NEXT STEPS

• Reaching out to sites more often for story ideas
• Asking more often: What is result we want from this information?
• Will always search for best fit for stories
  • Will vary by purpose, available resources, most useful tools
• Collecting e-mail addresses for families when available
• Encouraging fresh content on school websites
• Two-way conversations with sites about gaps, opportunities
HAVE A GREAT STORY IDEA?

- [www.fcusd.org/newstip](http://www.fcusd.org/newstip) for quick access
- No longer requires login
- Questions help target audience, explain idea
SUCCESS STORY CARDS

- Another tool to find stories
- Yearlong effort
- Many opportunities to share student voice
QUESTIONS?

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