



Partnering with P&Cs to
advance public education

Social Media 101

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Today we will



Look at different
platforms



Workshop tools to
help you plan and
review content



Discuss things to
be aware of
(responsibilities)



Brainstorm
barriers and
opportunities



Draft a content
plan for each
attendee



Choose your platform

Facebook

- Biggest social network in the world
- Combination of news and updates from friends
- Great for females aged 30+

Instagram

- Visual platform – photos and videos (reels)
- Minimal text
- Great for males and females 25+

Twitter (x)

- Small amount of text and images
- Great for politicians and media, plus school leaders

Pinterest

- Scrapbooking tool
- Great for females aged 40+
- Great for sharing info / storing links

LinkedIn

- Professional network
- Reach working parents
- In-depth articles and networking plus advocacy content
- Use of hashtags is important

TikTok

- Video content
- Algorithm is difficult to predict
- Use of hashtags is important
- Highly public platform
- Content developers should be aware of sounds and trends
- Great platform for under 25-year-olds

Snap Chat

- Messaging
- Filters

Let's take a look

- [Facebook](#)
- [Facebook](#)
- [Facebook](#)
- [Facebook](#)



Bardia Public School

611 followers

Sign Up

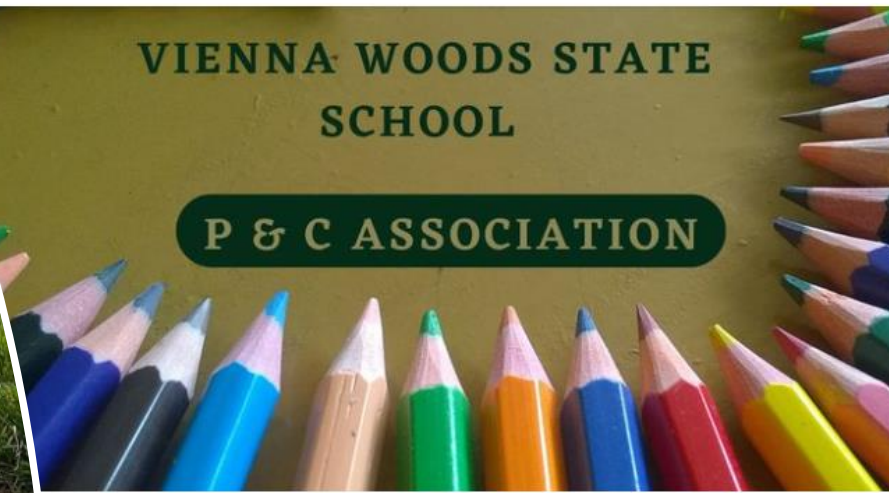
Followers Photos Videos More ▾



Sydney Boys High School P&C Association

306 likes • 374 followers

About Mentions Followers Photos Videos More ▾



Vienna Woods State School P & C Association

92 likes • 134 followers

Mentions Followers Photos Videos More ▾



Sydney Girls High School P&C

275 likes • 344 followers

About Mentions Followers Photos Videos More ▾

Case Study – Dianella Heights Primary

- Share content via school profile
- Strong relationship with the school
- [Dianella Heights Primary School | Facebook](#)



Barriers and Opportunities

Why be social?

- WOM
- FOMO
- Reputation management

Why not be social?

- Responsibility
- Clutter
- School apprehension



Make a plan

- Free downloadable planner: [The Social Media Content Calendar | Manage Your Promotion \(hubspot.com\)](#)
- Content buckets/pillars
- Posting frequency
- Platforms
- Canva Pro content planner: [Content Planner – Canva](#)
- [Facebook Business Manager](#)

[INSERT MONTH + YEAR]

KEY:

Event

Brand/Reputation

Human Story

Third-Party Content

Calendar Admin

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Event Campaign	Event Campaign	Event Campaign	Event Campaign	Event Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Create your content

- Who
- What
- When
- Where
- Why
- CTA

5Ws of Social Media Strategy



SAVE THE DATE

Calling
all
bakers!



Want to Be Part
of Our Bake Sale?

Bake Sale Details:
Cakes/ Cookies/ Brownies
/Savouries Wanted

Drop off your donation to
the lower undercover
area Friday 1st from 8:30

Please bring a clear list of
ingredients.

from
9am

Sports Carnival Bake Sale

Enjoy a variety of
baked goods and
help raise funds for
our school.

We hope to see you
all there!

Volunteers needed

Friday
1st Sep



For more information and volunteer link please visit
our P&C website.

Google search : DHPS SQUARE



Make an Impact!

- Canva – free!
- Unsplash – free!
- Pexels – free!
- School's photos



To apply for a free Canva Pro account for your non-profit, follow these steps:

1. Sign up for a free Canva account using your non-profit email address.
2. Fill out the application form for non-profit organisations.
3. Provide proof of your non-profit status.
4. Wait for Canva to review and approve your application.



Tricks and Tips

- FB business manager
- Reach vs likes vs engagement
- Hashtags
- Human stories, every time
- Social media hygiene: private/public, delete old posts, update passwords, review privacy policies, comment management
- Pinned posts
- Autoreply
- Social trends
- Shareable content
- Theme posts: fun fact Friday, thankful Thursday, WACSSO Wednesday
- Cross promotion
- Themes in social media comments (your page AND your school's page)
- Chatrooms

Case Study: Coogee Primary School



Coogee Primary School P&C Inc

[Join Group](#)

This group doesn't allow Pages to join.

Switch to your personal profile to join and interact with this group.

[About](#)[Discussion](#)

About this group

This group is for parents and citizens of Coogee Primary School, Mayor Road, Coogee, WA. The purpose of the group is to provide information to m... [See more](#)



Private

Only members can see who's in the group and what they post.



Visible

Anyone can find this group.



History

Group created on 26 July 2010 [See more](#)



Coogee, Western Australia, Australia



May include flagged content

Admins may allow some posts and comments to be visible in the group even if they're flagged by Facebook's systems. [Learn more](#)

Be Responsible

- Defamation: publication of content (not opinion or joke) that can be seen as defamatory (fair-minded people would think negatively about a person's reputation)
- Many social media defamation proceedings relate to major platforms such as Facebook and Twitter
- Creator of content is currently responsible for the comments
- 'Liking' content can also lead to issues
- Privacy
- Copyright
- 24/7 – have a roster
- Image permissions

To do (and not to do)

- Never post angry
- Always post facts (or, make clear when it is opinion)
- Make joke content clear (eg 😊)
- Do not identify people if content is reputationally damaging
- Remove post ASAP (take photo first)
- Do not give away information that could be linked to passwords (pet names, street names etc)
- Avoid sensitive information (eg location of events)
- Don't infringe logos and trademarks

Take Aways

- Know your audience
- Choose your platform
- Plan your content
- Stand out in the news feed
- Be responsible
- Social media hygiene
- Have fun!



Additional Resources

10 ways to optimize your social media profiles

- [1. Perfect your profile picture](#)
- [2. Design what you can](#)
- [3. Write the perfect bio](#)
- [4. Pin what's important](#)
- [5. Set your interests and choose your allies](#)
- [6. Set your privacy](#)
- [7. Keep it clean](#)
- [8. Cross-promote your posts](#)
- [9. Test your links](#)
- [10. Build trust](#)

<https://blog.hootsuite.com/ways-to-improve-your-social-media-profiles/>



Canva

<https://www.canva.com/pro/content-planner/>



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