

EXTRA! EXTRA!
SHARE ALL ABOUT IT!
OR DON'T?...

WHAT NEW TEACHERS NEED TO KNOW



TODAY'S AGENDA

- **Introductions**
- **Overview of our staff presentation**
- **Communication Scenarios**
- **Q&A Time**



MEET OUR

COMMUNICATIONS TEAM



TORI PALUMBO

Director of
Communications



LINDSAY ARNOLD

Digital Communication
Specialist



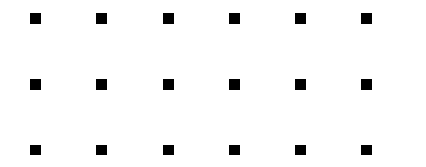
BRANSON PIRATE

Storyteller

SET THE STAGE

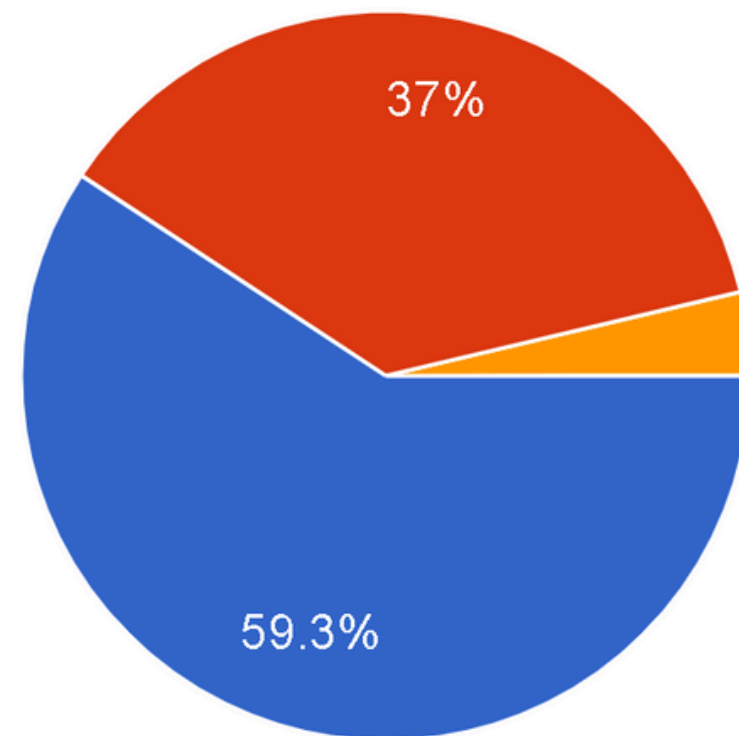


SHOW ME THE DATA



The presentation from the Communications Department regarding social media expectations was informative and valuable.

27 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



OUR PURPOSE

Keep our Branson Schools community informed – both internally and externally

“ OE. 4 Enhance internal and external communication to promote the mission of Branson Public Schools while strengthening connections with all stakeholders. ”



TOOLS WE USE TO COMMUNICATE

INTERNAL

Pirate Post



Semester Updates



All-District Meeting



District Website



Infinite Campus Messenger



Marketing Materials



Media Publications



EXTERNAL

Chalk Talk



Social Media



DISTRICT WEBSITE

CALENDAR



Calendar

RECENT NEWS

RECENT NEWS

2024 Events

becoming 27 and 's theme... [More...](#)

Branson Assistant Principal Receives State Honor
Posted on 09/05/2024
Dr. Tim Butler has been named the 2024 Assistant Principal of the Year by the Missouri Association of Secondary School Principals (MoASSP).... [Read More...](#)

Branson High School Diploma Recipient
Posted on 08/27/2024
Seven Branson ' earned the Ac' Diploma™ d' Additional'

[<PREV](#) [NEXT>](#)

PARENTS

BRANSON Public Schools

District Schools Departments Parents Students Staff Re

- Branson Education Foundation
- Community Resources
- Enrollment
- Handbooks
- Infinite Campus
- Parents As Teachers
- Parent Resources
- PTO
- School Supplies
- Start/Release Times
- Summer School
- Yearbook Information
- Youth Sports

DIGITAL SAFETY

SOCIAL MEDIA

[Public Schools](#) / [Departments](#) / [Communications](#) / [So](#)

[Digital Safety and Social Media Awareness](#)

[Social Media F](#)

Digital Safety & Social Media Awareness

Technology is transforming how and where students learn and families to be a part of proactive efforts to help our youth use a safe and responsible way.

We have conversations with your student(s) about re school property. We want students to understand 'nduct could result in school disciplinary acti 's to keep in mind as they spend time on'

SOCIAL MEDIA & YOU

BOARD POLICY



Board Policy GBCB: Staff Conduct

Board Policy GBCBB:
Protected Staff Communications

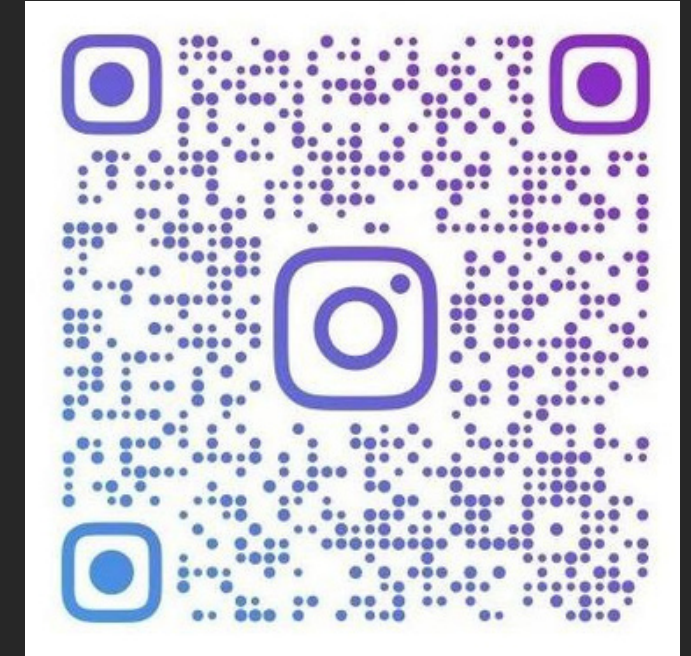
Social Media Page on Website

DISTRICT SOCIAL MEDIA CHANNELS

Follow us!

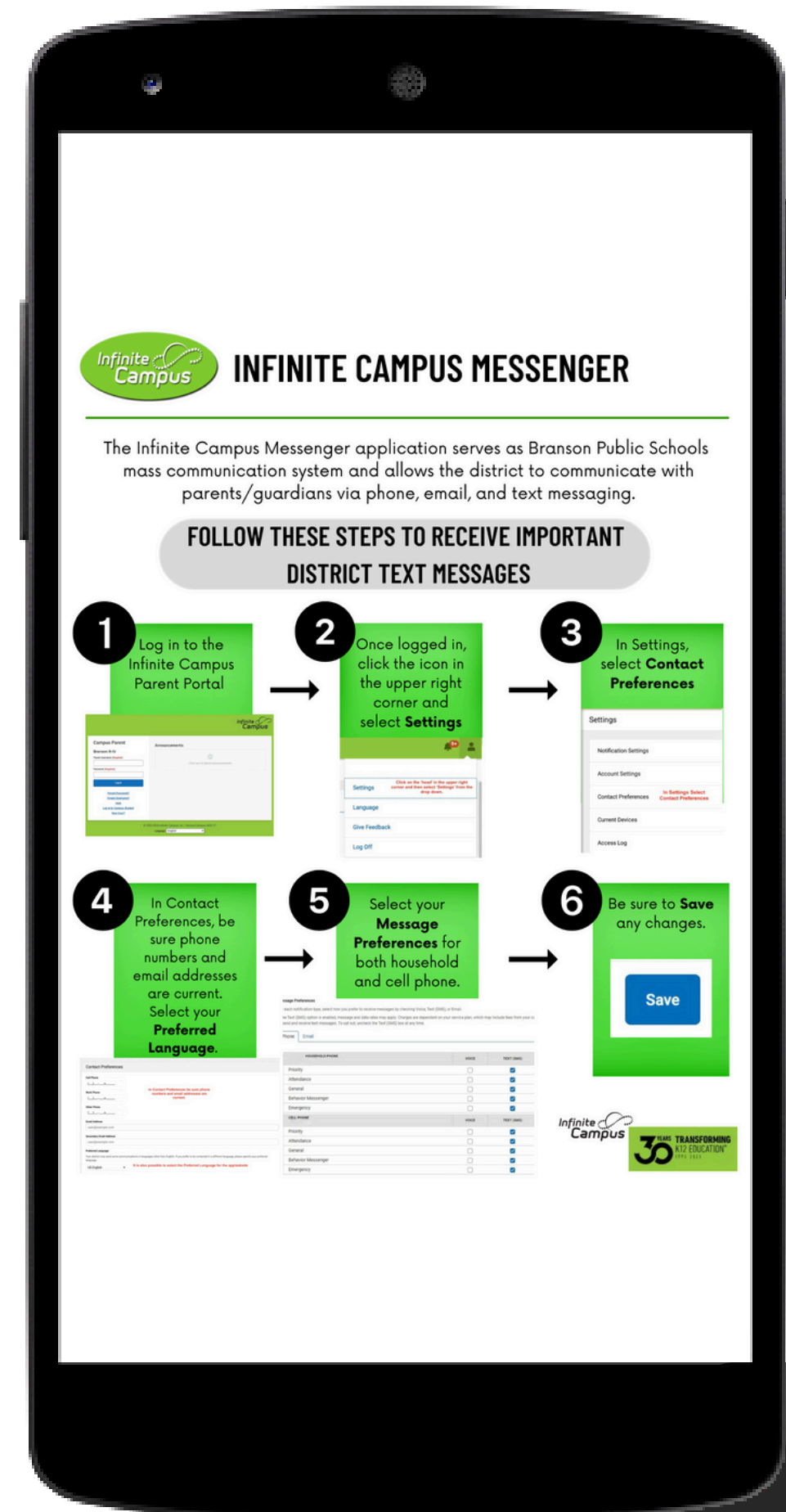
@bransonschools

#WEAREBRANSON



INFINITE CAMPUS MESSENGER

- SCHOOL CANCELLATIONS
- EARLY RELEASES
- BACK-TO-SCHOOL INFORMATION
- EMERGENCIES



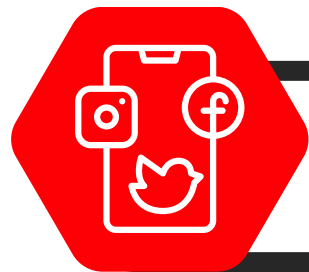
COMMUNICATION BEST PRACTICES



PARENT PERSPECTIVE



RULE OF THREE



THINK BEFORE YOU POST



CREATING AMBASSADORS

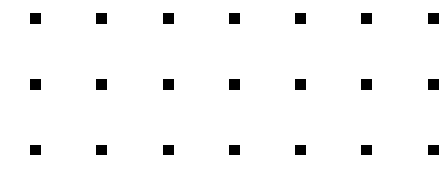
THINK LIKE A PARENT

- TUNE INTO WII FM
- SHOW THEM
- GIVE THEM ENOUGH TIME TO REACT
- TWO-WAY COMMUNICATION
- MAKE IT DOABLE – KEEP IT CONSISTENT

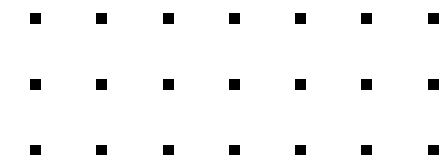


RULE OF THREE

- YOU'RE THE EXPERT
- PROACTIVELY BUILD RELATIONSHIPS
- BE THE VITAMIN C
- SHARE & SHOWCASE
- MONTHLY BOARD REPORT RECOGNITIONS



THINK BEFORE YOU POST



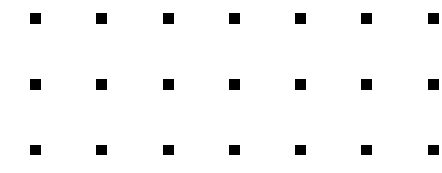
- CHECK THE BACKGROUND
- YOU ARE A ROLE MODEL
- IT LIVES ONLINE FOREVER

THINK!

T = Is it True?
H = Is it Helpful?
I = Is it Inspiring?
N = Is it Necessary?
K = Is it Kind?



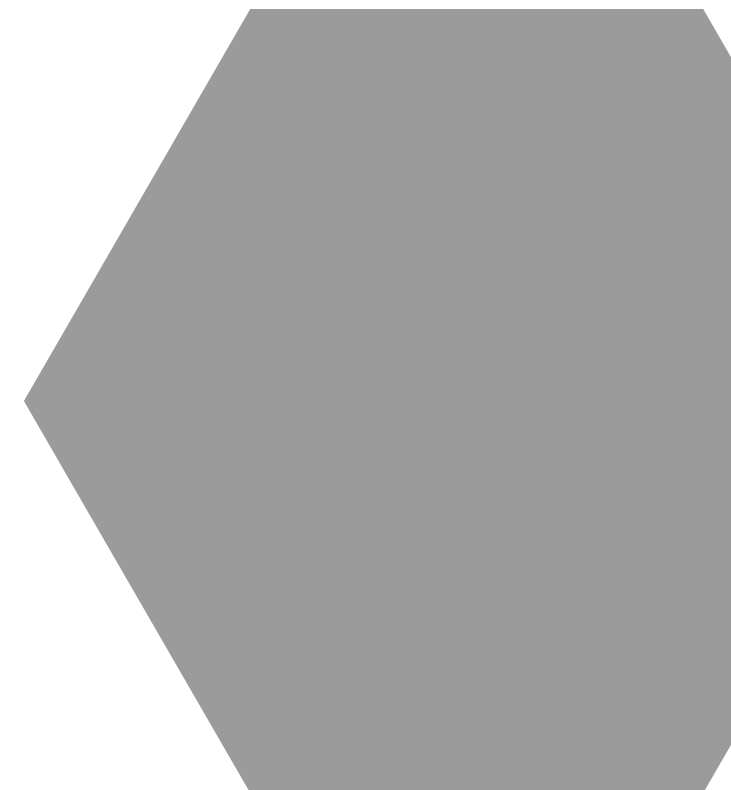
MEDIA RELEASE



Select engaging photos of students who aren't on your opt-out list. (It's still good to tell parents early on that you plan to feature students in social media.)



Do not distort or cover students' faces—it defeats the purpose of sharing on social media. If students have a signed opt-out form on file, don't feature them.



CREATING AMBASSADORS

- BE "IN THE KNOW"
- PROVIDE EXCEPTIONAL CUSTOMER SERVICE
- EMBRACE THE ROLE
- REMEMBER THE 'WHY'



SHARING GOOD NEWS

- 5 W's
- At least one great photo
- Google calendar invite
- Remind your staff

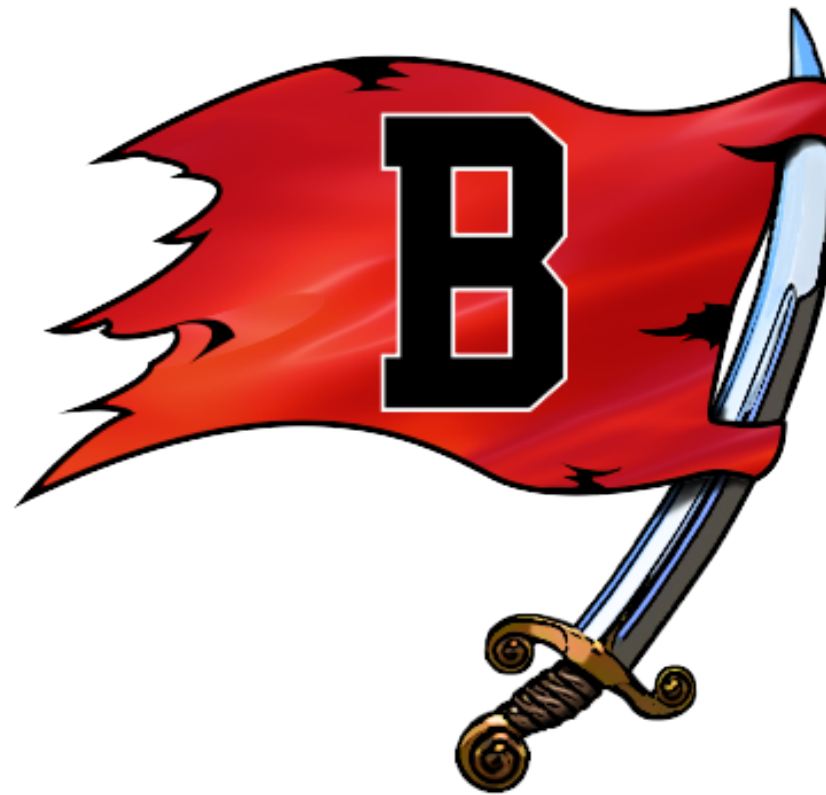
HOW TO SUBMIT GOOD NEWS

Do you know how to get good news to the right source? Let's say you sponsor a group that won 1st place at their district competition. Or maybe you have something incredible going on inside your classroom learning unit.



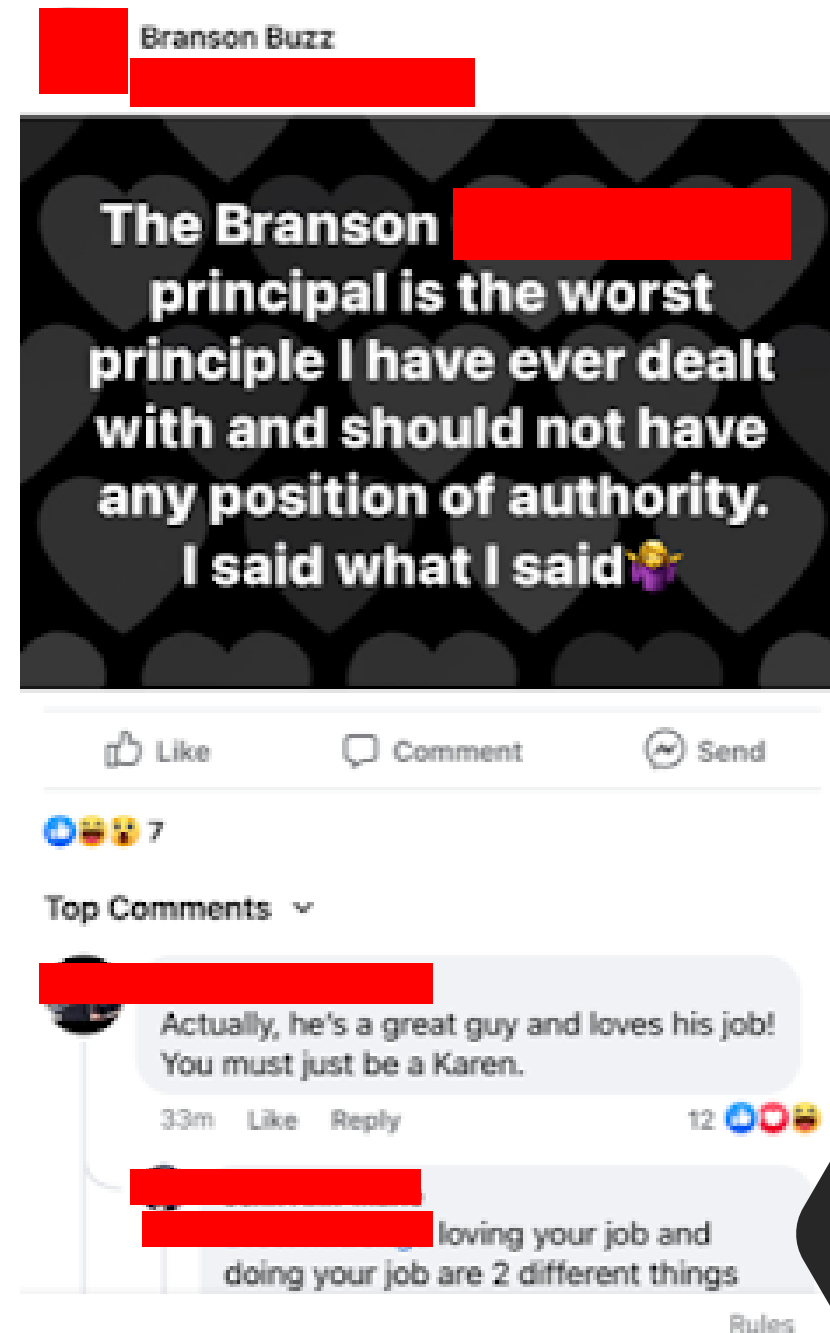
Send a quick email to Tori at palumbot@branson.k12.mo.us AND Lindsay at arnoldl@branson.k12.mo.us and include the 5 W's (Who, What, When, Where & Why) and at least one great photo. Help us celebrate all the amazing things our students (and staff!) are accomplishing!

LOGOS



COMMUNICATION

SCENARIOS



SCENARIO

#1

You see someone speaking negatively about a Branson principal on the Branson Buzz Facebook page.

Do you engage in the conversation?

COMMUNICATION

SCENARIOS



SCENARIO

#2

You are watching your child practice with their local youth sports team. While watching, you hear a parent say the food served in the school cafeterias is unsafe, the portions are too small, and they will not allow their child to eat at school.

As a parent and staff member in the district, what do you say, if anything?

COMMUNICATION

SCENARIOS



SCENARIO

#3

You notice a post on Instagram where a parent is sharing a video of their child's school project, but they caption it with negative comments about how the teacher graded the project. The post quickly gains attention and comments from other parents. As a parent and staff member, do you get involved in the conversation, or do you leave it alone? Who do you alert?

COMMUNICATION

SCENARIOS



SCENARIO

#4

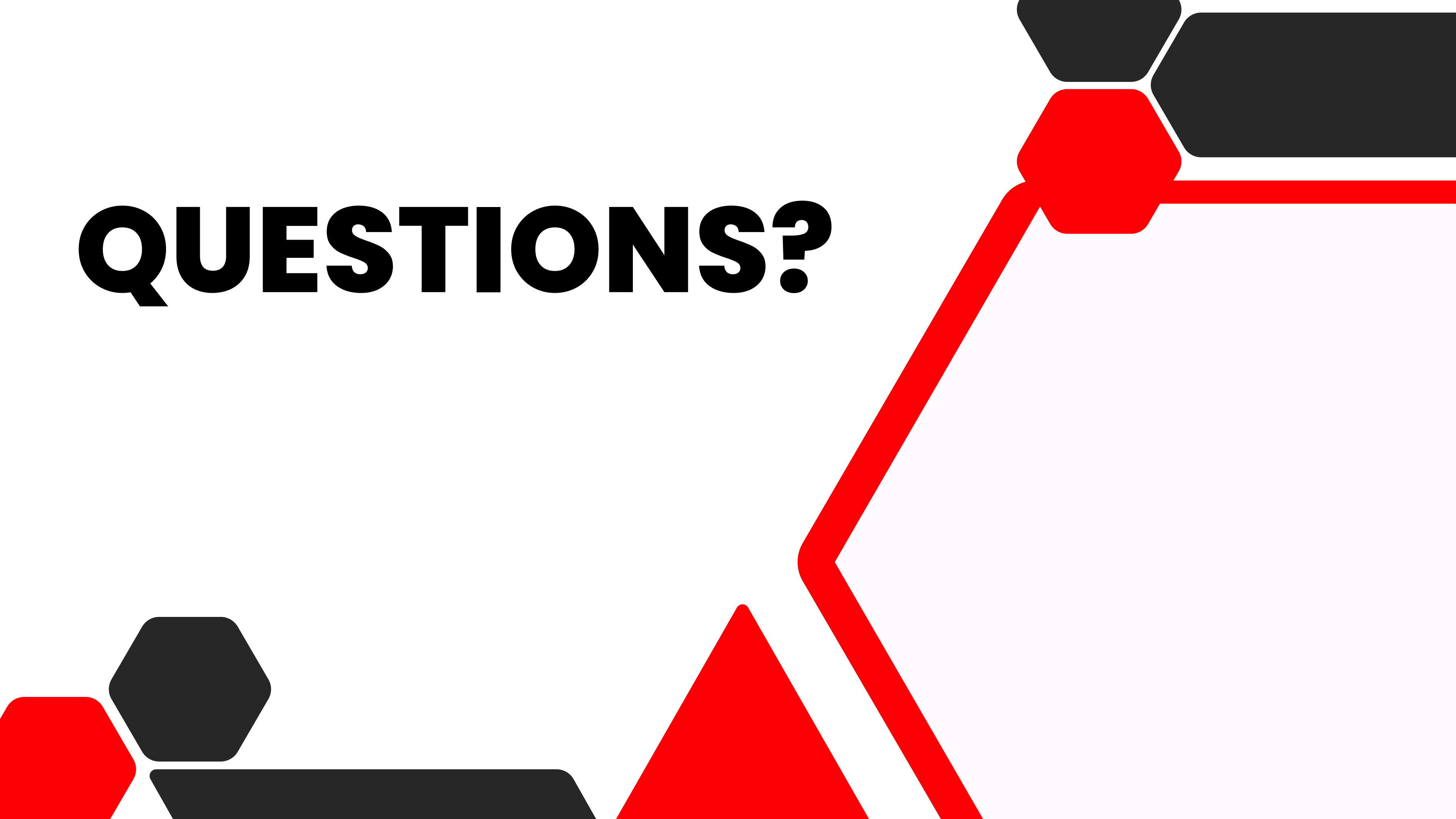
A teacher attends a local event supporting students and takes a photo during the event.

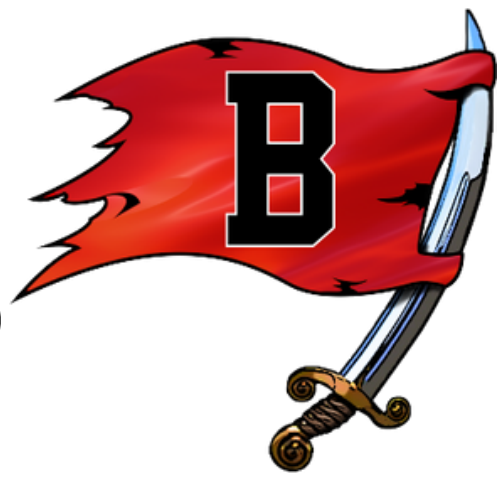
Afterward, the teacher is considering posting a photo of themselves and a student on their personal social media account, tagging the school and using hashtags related to the event. Should the teacher post on social media? What factors should the teacher consider, such as privacy, school policy, and student consent?

"Communicate everything you possibly can to your partners. The more they know, the more they'll understand. The more they understand, the more they'll care. Once they care, there's no stopping them. If you don't trust your associates to know what's going on, they'll know you don't really consider them partners. Information is power, and the gain you get from empowering your associates more than offsets the risk of informing your competitors."

- SAM WALTON, RULES FOR BUILDING A BUSINESS

QUESTIONS?





THANK

YOU

Go tell your story!

OUR CONTACT

 communications@branson.k12.mo.us

 palumbot@branson.k12.mo.us

 417-334-6541 ext. 9009

 arnoldl@branson.k12.mo.us

 417-334-6541 ext. 9015