Social Media - Student/Parent Engagement

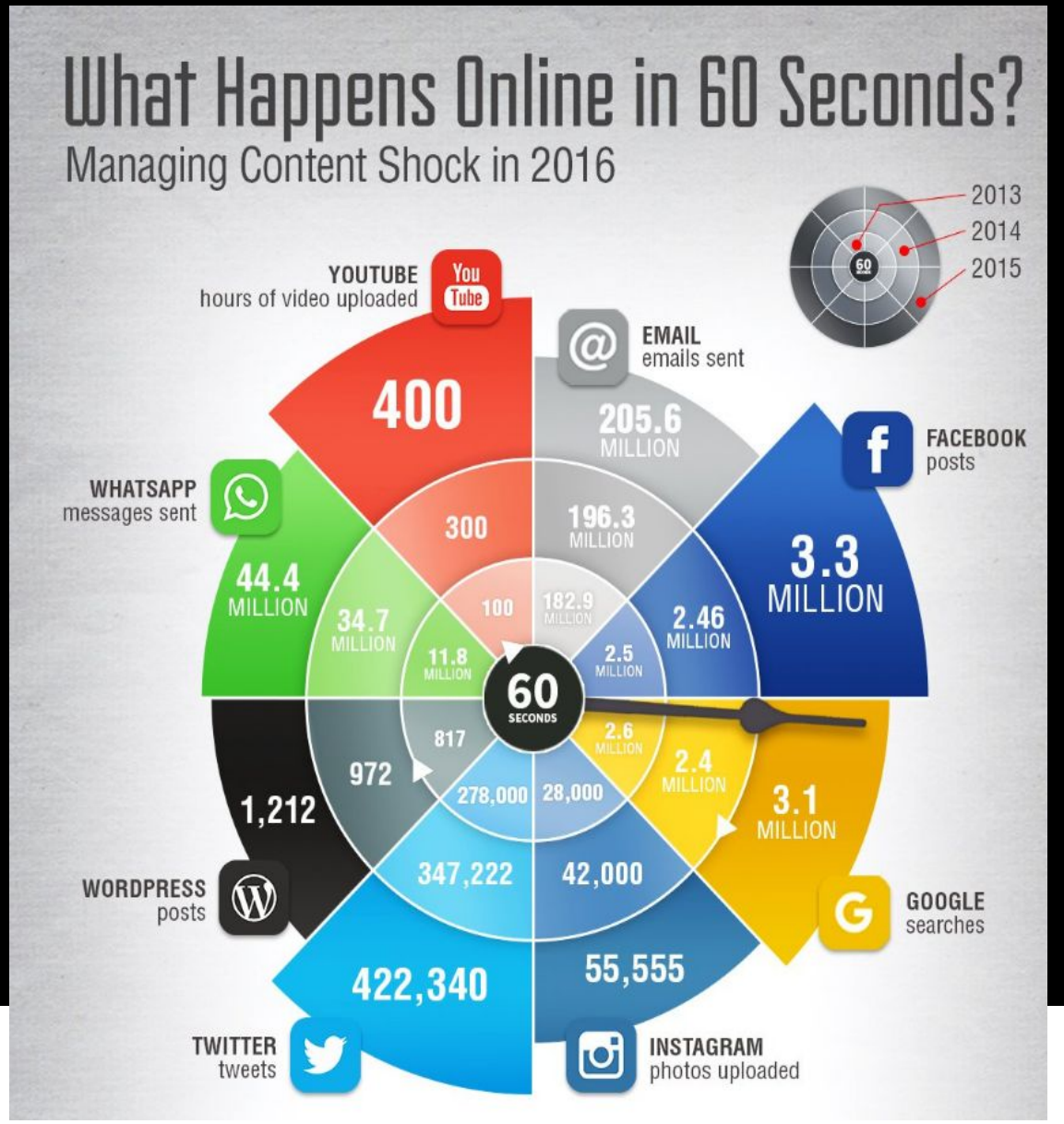
http://tinyurl.com/lah2wgd

Katrina Eisfeldt, Spencer School Counselor and
WSCA Social Media/Technology Chair
Alyssa Ritter, Assistant Director of Admissions;
Luther College

The World We Live In...

One Minute on the Internet:

- http://www.coupofy.com/social-media-in-realtime
- 400 Hours of video uploaded to YOUTUBE
- 205.6 million Emails sent
- 3.3 million FACEBOOK posts
- 3.1 million GOOGLE searches
- 55,555 INSTAGRAM photos uploaded
- 422,340 TWITTER tweets
- 41,239 GB of Internet traffic in ***1 second***
- https://www.youtube.com/watch?v=jottDMuLesU



http://www.smartinsights.com/internet-marketing-statistics/happens-online-60-seconds/

Types of Social Media Used to Connect:

Remind - https://dashboard.remind101.com

Facebook - https://www.facebook.com/

Twitter - https://twitter.com/

Instagram - http://instagram.com/

Pinterest - https://www.pinterest.com/WSCA14/

Any others you can find - please share!

REMIND (Formerly Remind 101)

- Remind is a website that provides a safe way for school staff to text message or email students and parents without giving away your personal cell phone number.
- There is also a chat feature which enables participants to chat with you in a way that no one else sees. It is very safe and very effective.
- https://www.remind.com/classes/mrse2017/messages/announcements/everyone

Setting up “Classrooms”

- Most counselors do it by “Class Of” or by group name (anxiety group, BLAST, etc…)
- Schedule by the time, day, week, month or year!
- I have parents do this during conferencing so that they receive the same messages that their student does!
- Works with texting or for those without a phone it works via email.

Don’t be afraid of FACEBOOK!

The difference between a FB page and group:

- https://www.facebook.com/notes/facebook/facebook-tips-whats-the-difference-between-a-facebook-page-and-group/324706977130

Example of a Page:

- https://www.facebook.com/pages/Spencer-High-School-Counseling-Mrs-Eisfeldt/472623696127487?ref=hl

Example of a Group:

- https://www.facebook.com/groups/672854302793462/

Other Facebook Stuff to Consider:

Managing your page - viewers, likes, dislikes, etc.…

- Spencer High School Counselor Page: https://www.facebook.com/pages/Spencer-High-School-Counseling-Mrs-Eisfeldt/472623696127487?ref=bookmarks

Other Facebook Groups and Pages to Join or “Like”

- WSCA: https://www.facebook.com/groups/672854302793462/
- High School Counselor’s Network: https://www.facebook.com/groups/1496586818989 31/
- Caught in the Middle School Counselors: https://www.facebook.com/groups/176582632507419/
- School Counselor Central: https://www.facebook.com/School-Counselor-Central-1024891865037 48/
- Elementary School Counselor Exchange: https://www.facebook.com/groups/590701787640166/
- Counselor Book Club: https://www.facebook.com/groups/139949877696982 9/
-

How To Find Files or Curriculum:

- Click on the “Files” link under the cover photo.

INSTAGRAM

Teens are leaving Facebook and Twitter and heading to sites where less adults are on. They keep those sites, but use them for information rather than personal posting.

- www.instagram.com
- You can connect your instagram account with Twitter and Facebook so it is one post for all three sites!

TWITTER!

Why Twitter:

- https://www.youtube.com/watch?v=0qqDy5BmYKE&feature=youtu.be

How to set-up a Twitter Account:

- https://support.twitter.com/groups/50-welcome-to-twitter/topics/204-the-basics/articles/100990-signing-up-with-twitter

Why should School Counselor's Be on Twitter?

- https://thespiritedschoolcounselor.wordpress.com/2014/08/22/twitterversary/

Other Stuff:

- Follow ASCA (American School Counselor Association) on Facebook and Twitter
- Create documents so that people know how to find you: Ways to Connect
- Remember, if you don't tell your story, someone else will and will you like what they say?

https://www.youtube.com/watch?v=1gVmNC4627I
https://www.youtube.com/watch?v=Ax5cNlutAys

Thank you for attending! Feel free to use anything you want, just give credit to me when you do. Feel free to contact me at anytime with questions: keisfeldt@spencer.k12.wi.us

Social Media as a Resource for the College Search

College Search

- Explore colleges in a more informal way
- VISUALS!
- Gain a better understanding of the student life experience
- Engage with questions, often with current students

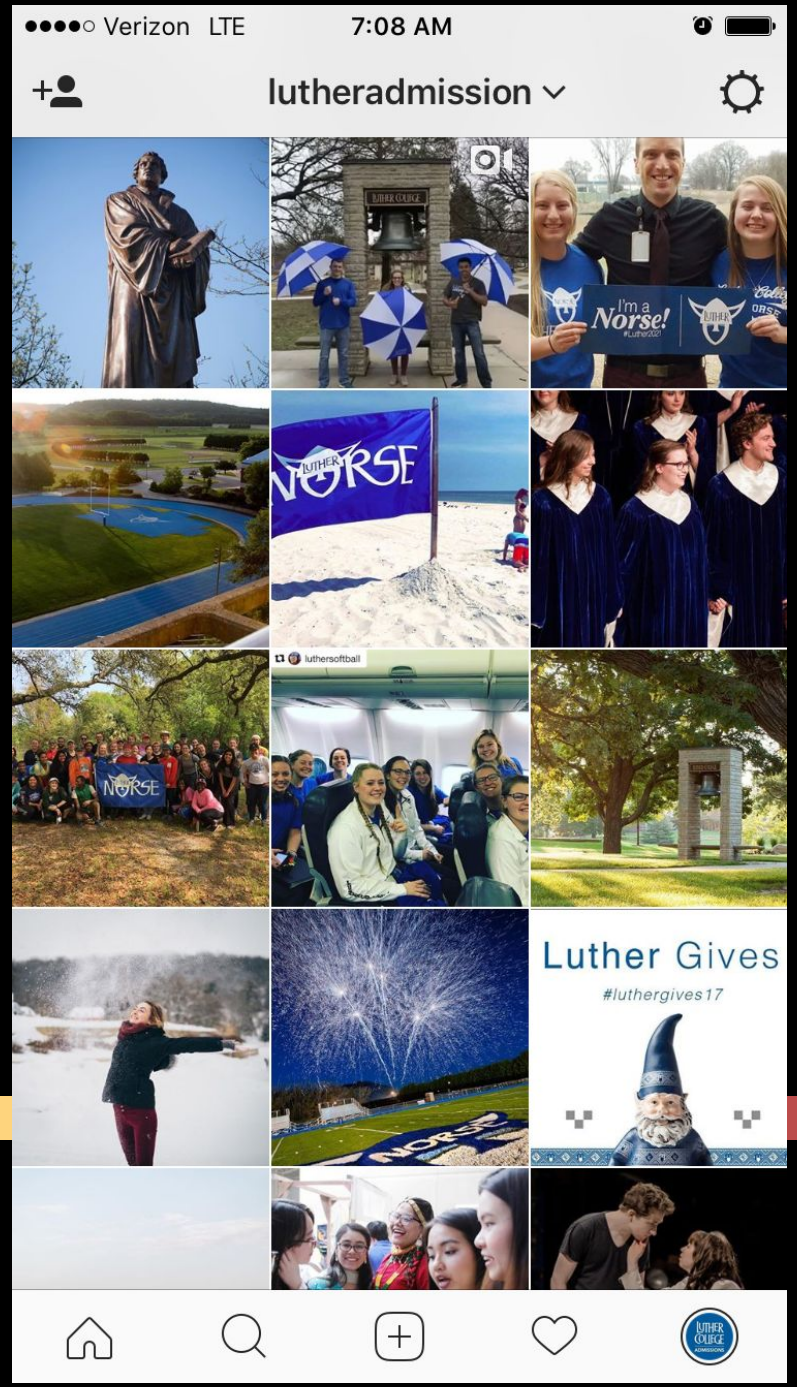
Senior Year

- CONNECT - with other prospective students, current students... communities of the institutions they are considering the most

Luther College @LutherAdmission LutherAdmission @LutherAdmission

Instagram

- All about the visual
  - Pictures
  - Short videos
- Ability to “repost”



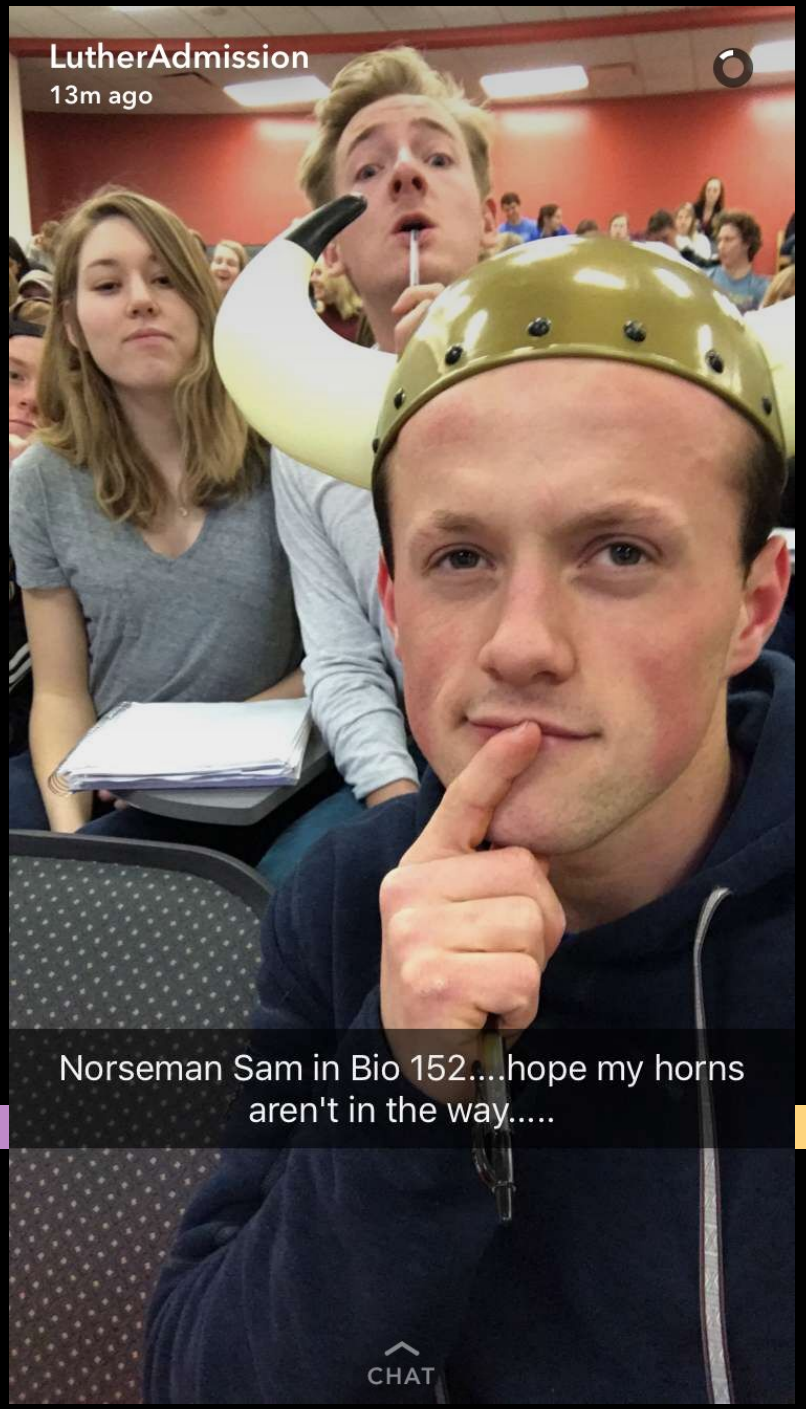
Twitter

- Common to post multiple times per day
- Ability to “retweet”
- Posts are limited to a character count

Snapchat

- Quick, raw content
- 1 - 10 seconds long
- Deletes after 24 hours
- Post to
  - Other users
  - “Your story”

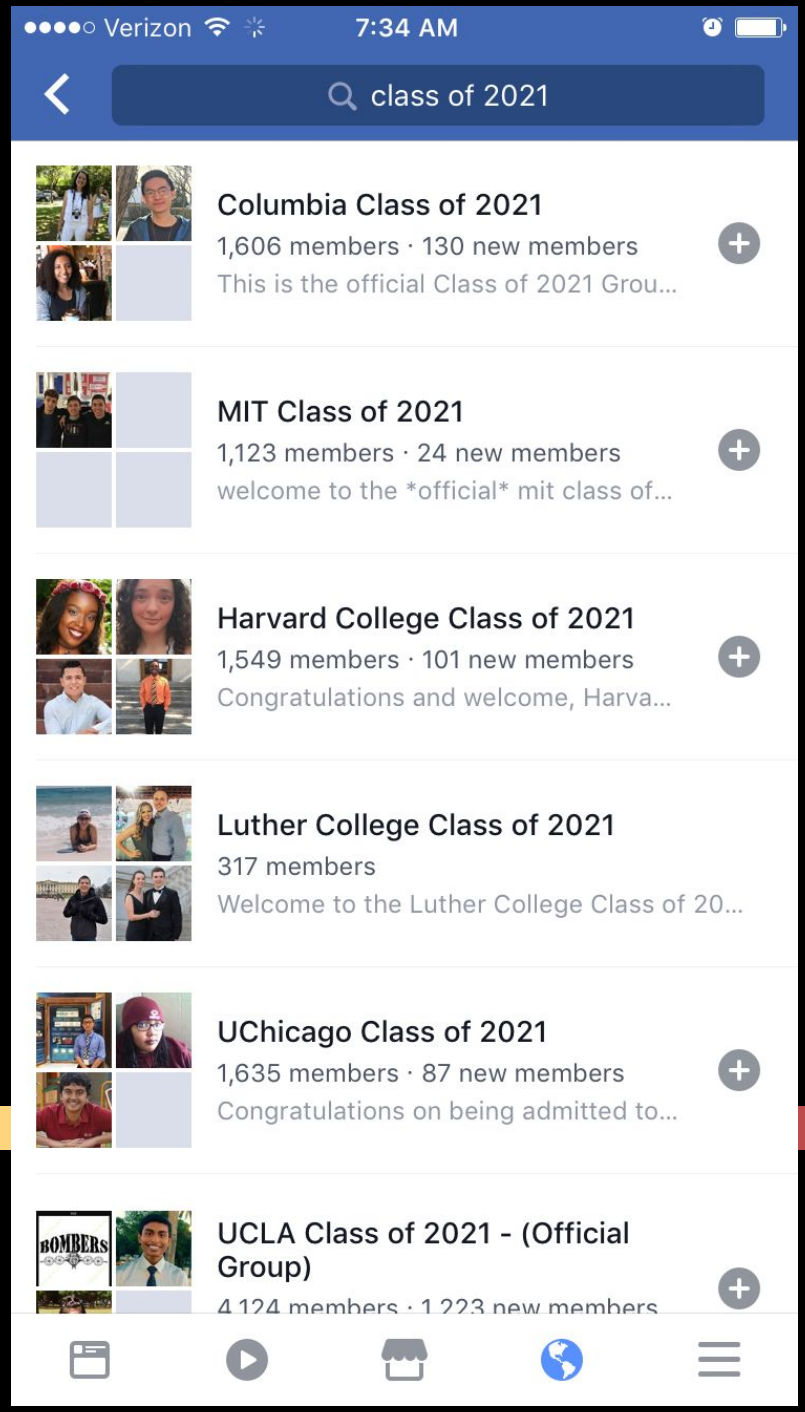
Student ambassadors are ready to go! Tour time 👆


LutherAdmission
13m ago
Norseman Sam in Bio 152....hope my horns aren't in the way.....
CHAT

Now offering: Decorah trolley tour!
LUTHER
NORSE

Facebook Class Group

- Generally _____ Class of *2021*
- Common for most institutions
- Assist with transition into college community
- Some are “open” groups (anyone can join), others are closed (invite only)



I'm a
Norse!
#Luther2021
LUTHER

I'm a
Norse!
#Luther2021

I'm a
Norse!
#Luther2021

I'm a
Norse!
#Luther2021

LUTHER
FOOTBALL
I'm a
Norse!
#Luther2021

I'm a
Norse!
#Luther2021

NORSE
32
PIC•COLLAGE