

TELLING
our
STORY

Utah Digital Government
Summit 2013

Changes in Strategy

Board Goals:

1. Increase Academic Achievement
2. Improve Community Engagement



- 90% of parents will report that family involvement is valued and supported at their neighborhood school.
- Parents will agree that their schools and the district is inviting, responsive and providing an excellent education.

Changes in Strategy



Connecting Through Social Media

- Over 100 Million active users, half of which login everyday.
- 40% don't actually tweet, but simply follow
- 55% of twitter users access twitter via a mobile device
- Children in the U.S. are more likely to own a mobile phone than a BOOK!



Connecting Through Social Media

- Facebook has 845 million active users
- An average Facebook user has 130 friends and likes 80 pages
- 56% of consumer say that they are more likely recommend a brand after becoming a fan on facebook
- Each week on Facebook more than 3.5 billion pieces of content are shared
- 4 out of 5 internet users visit social networks and blogs

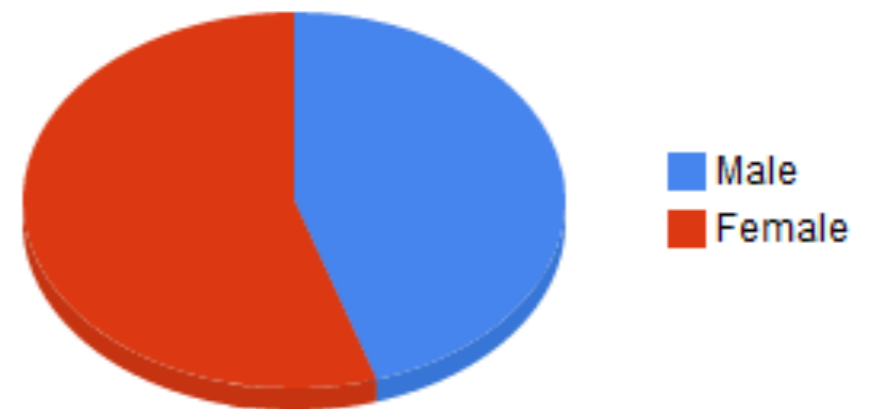
United States

Country Audience: 155,701,780

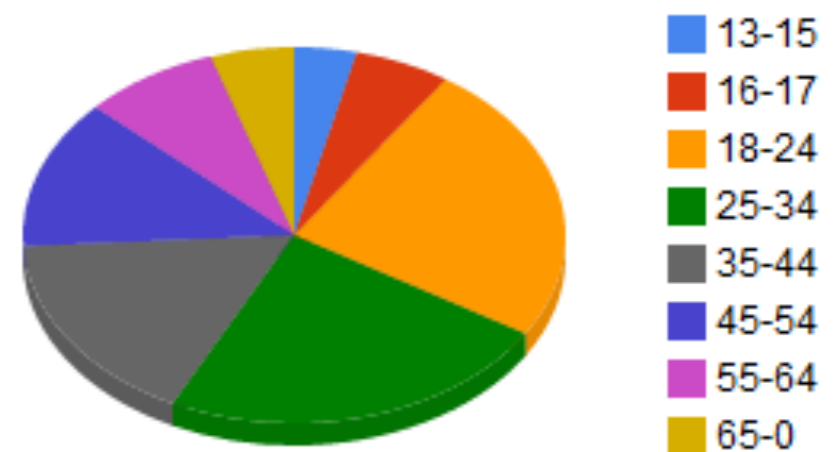
Percent of Global Audience: 65.08%

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United States Male / Female



United States Age distribution



Connecting Through Social Media

- On a busy day, twitter sees about 175 million tweets
- One hour of video is uploaded to YouTube every SECOND
- YouTube sees 4 billion video views everyday
- There are more smartphones sold per day (402k) than global births (300k)
- mobile internet use has almost doubled every year since 2009



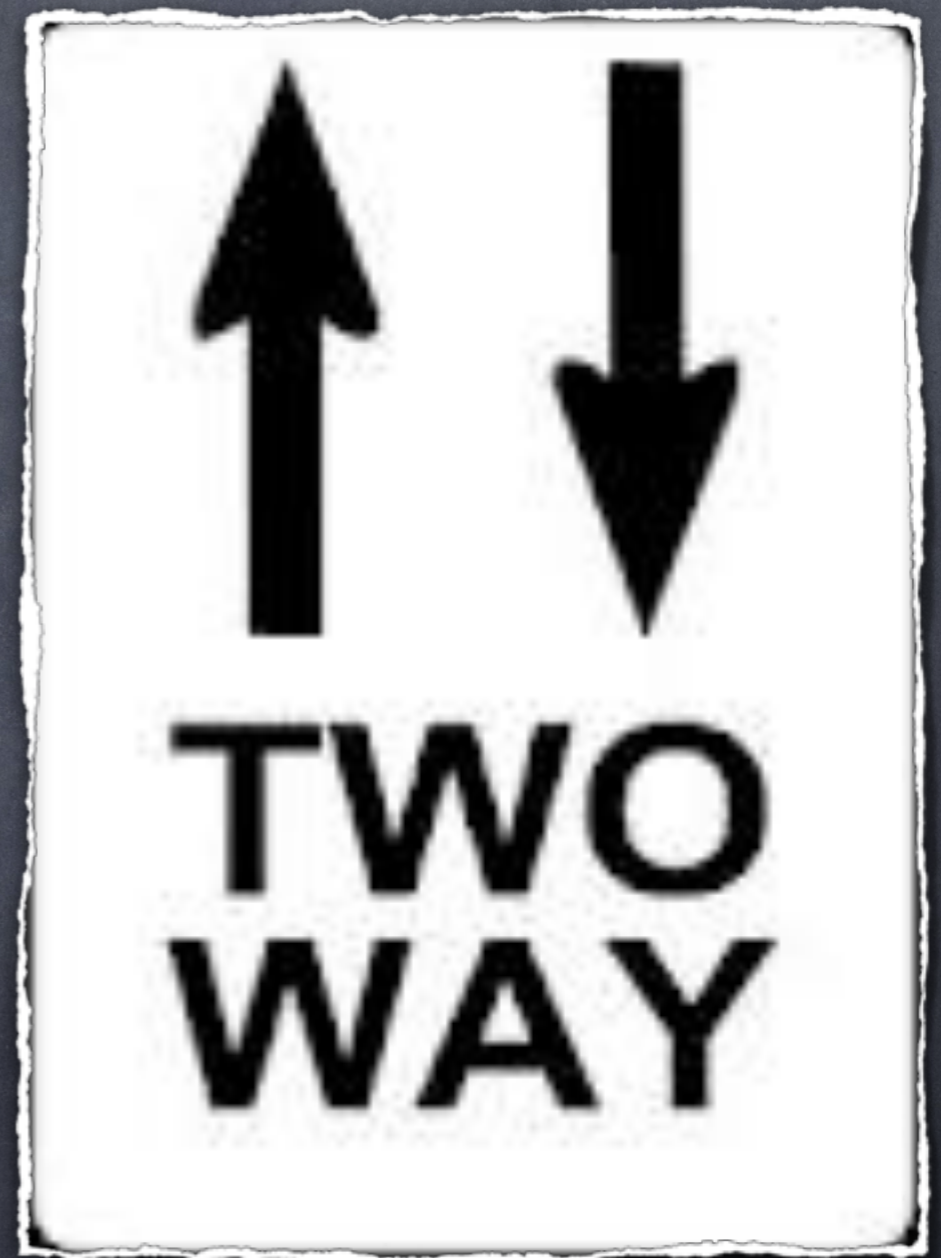
Connecting Through Social Media

- ◉ District is restructuring textbook money's
- ◉ Looking at technology engagement philosophies
- ◉ at some point, every student will bring their own device and we need to tap into that
- ◉ time to jump on the bandwagon...



Participation will...

- NOT replace standard communication tools, but will ENHANCE them.
- Give us direct access to our patrons and students
- Provide meaningful opportunity to engage our community

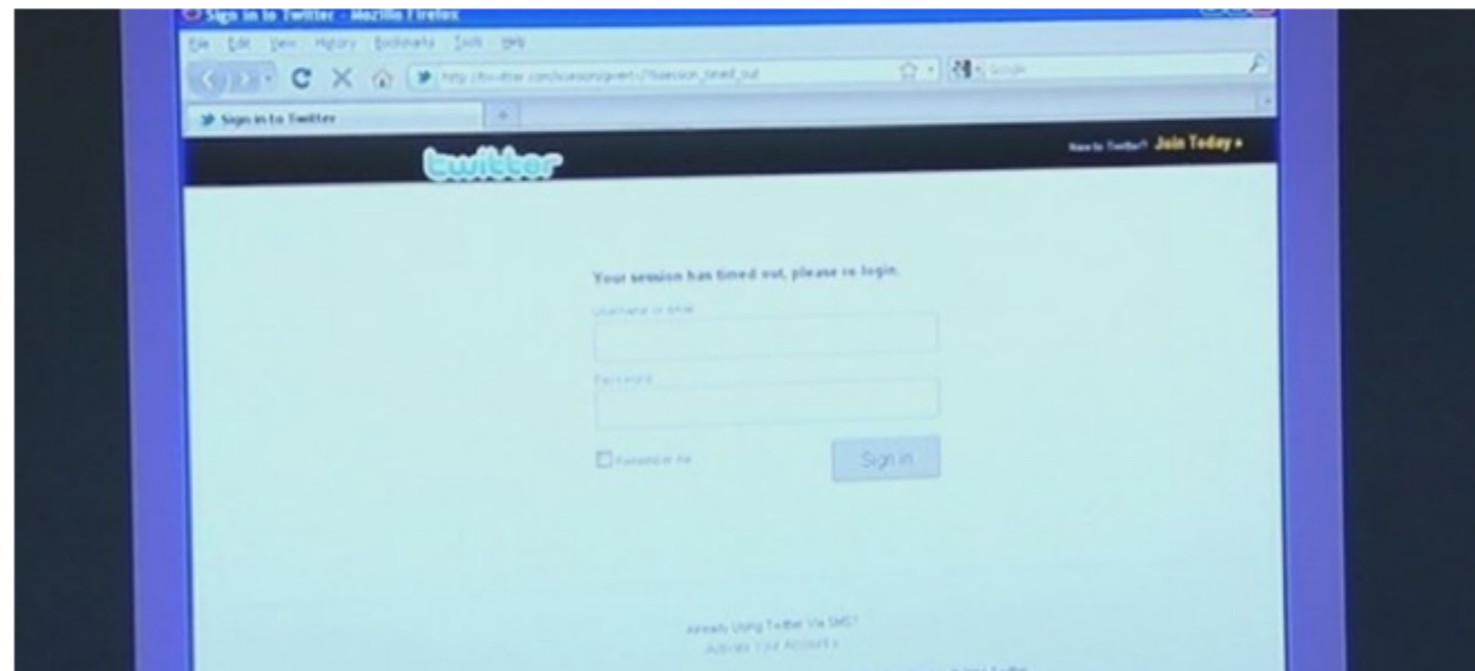


Sometimes... kids don't play well together

2 Twitter accounts target gay, minority students at Lone Peak High

By Sam Penrod

May 15th, 2013 @ 8:07pm



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[Peter Samore, reporting](#)

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[Some schools face cyberbullying of teachers](#)

HIGHLAND — Two anonymous Twitter accounts appear to target gay and minority students at Lone Peak High School, and the mother of one of the targeted students is speaking out against cyber bullying.

Students at Lone Peak High School seem to be aware of the incident, but many of the students have not seen the tweets or the Twitter account.

"They would take pictures of the minorities here and say things about them on Twitter — like, some pretty racist remarks about them," said student Matthew Johnson.

The conversation is happening
with or without you...

- Kids are talking
- Parents are talking
- Are you talking?



What is Engagement?



© The Golden Rule

Engaging Stakeholders

Who are your Stakeholders?

- Employees
- Elected Officials
- Patrons (Parents & Students)
- Media
- Other



Determining OUR Audience

- Elementary School - Patrons
- Secondary School - Patrons and Students
- Classroom Teacher - Patrons (and maybe students)
- Program - Students and Community

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	
3/15/13	2 GSD students received perfect scor...	36,557	1,207	231	0.63%	
3/27/13	Here in Granite School District there ...	35,628	1,206	206	0.58%	●
6/6/13	Superintendent Snapshot – Give me y...	28,400	415	58	0.2%	
11/30/12	District update The Unified Police De...	19,988	7,402	1,418	7.09%	●
1/16/13	The Granite School District is getting ...	17,875	582	353	1.97%	●
12/20/12	Rainy's Christmas surprise: The best ...	15,922	2,430	839	5.27%	●
10/16/12	Here is the latest superintendent sna...	14,572	274	167	1.15%	●
12/19/12	For the first time in her administratio...	13,134	1,006	316	2.41%	●
11/9/12	Graduation rates in #Granite? The Su...	12,994	426	28	0.22%	●
1/10/13	What do you think about @GraniteSc...	12,870	214	123	0.96%	●
4/17/13	Steven Blodgett, a fifth grade student...	12,147	668	224	1.84%	
5/6/13	PATRON UPDATE: We are now permit...	12,072	1,538	61	0.51%	
11/19/12	#SuperintendentSnapshot recognizes...	11,400	131	35	0.31%	●
1/8/13	Calling all former @OlympusHS bask...	11,080	168	104	0.94%	●
12/12/12	Governor Herbert at the Granite Tech...	10,550	384	55	0.52%	●
5/15/13	Over 200 Skyline students cram into ...	10,184	1,085	80	0.79%	●

Determining YOUR Audience

Who are your stakeholders?

What do they need communication
on?

How will you communicate it?

How will you determine successful
and meaningful engagement?



- Problems can be opportunities - increase your social media following by providing timely information. Speed of message builds trust.
- repurpose your messages for social media
- Have fun, yet professional
- Ask questions... engagement is a two way street
- It's just as important to listen as to speak

Questions???

Granite
SCHOOL DISTRICT