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## Introduction

Since 2016, *Prepared To Teach* has worked with hundreds of partners—universities, schools, state education departments, districts, researchers, advocacy organizations, and more—to envision and create a better ecosystem for teacher preparation. We want everyone who wants to teach to be able to afford excellent preparation that integrates deeply mentored clinical practice with high-quality coursework.

When we started our work with educators, the national conversation about paying student teachers was non-existent. Now, a national shift towards embracing paid teacher residencies as the standard (and hopefully someday, the norm) for teacher preparation is on the horizon. We celebrated alongside other advocacy organizations when the U.S. Department of Education announced a new emphasis on teacher residencies, and were honored to host Secretary Cardona for a conversation about possibilities for a strengthened preparation system. Again and again, we have seen how powerful the residency model can be when it comes to empowering educators, transforming systems, and improving educational outcomes.

These kinds of changes happen gradually, and not without constant conversation and thought partnership from practitioners who are leading the way. Our on-the-ground partners give input and suggestions for resources and tools that will support their work and better their messaging—that’s where this guide comes in.

Many partners have expressed to us that they need help with outreach—whether for recruitment, funding, collaboration, or public visibility. Because of our hands-on experience advocating for sustainable resources for aspiring teachers, we understand the necessity of clear, consistent messaging about your vision and goals. This communications resource is intended to help residency partnerships improve their understanding of branding, social media, messaging, and the tools that exist to help manage all of the above. In this resource, you’ll find guidelines for visual branding, overviews of major social media, links to external resources, examples of possible content, and more.

Throughout these pages, we draw on firsthand experience, design websites, partner feedback, and, most notably, the expertise of our friends at the [Partnership for the Future of Learning](#) and [FrameWorks Institute](#). Without these two invaluable organizations and the insights they have shared with the *Prepared To Teach* network, this resource would not exist. We encourage you to peruse the [resources from the Partnership](#) and [those from Frameworks](#) to learn more about the foundational elements behind messaging. Our sincere thanks go to our colleagues at both organizations for their constant leadership in this field.

We intend for this guide to be a dynamic resource that is updated regularly to fill gaps, share new lessons, and, most importantly, meet the needs of the field as our partners identify next steps in this important work of strengthening the teacher preparation ecosystem. We look forward to your feedback and suggestions on what we can improve, add, and adjust for future versions. If you’d like to get the most updated version of the guide, please [subscribe to our monthly update email](#). We will always share new publications via email and on our [website](#), which also houses a variety of resources, ranging from reports to live calculators. If you would like to get in touch with our team, you can email us at [preparedtoteach@bankstreet.edu](mailto:preparedtoteach@bankstreet.edu).

## Creating a Brand Identity

Your brand identity is the core element from which all other aspects of your messaging flow; it encompasses the essentials of your work and the goals and opportunities of your residency. A brand identity is about the big picture, not the details—here’s where you can make statements about things like how your partnership and teacher residency impact the broader educational and civic world, support democratic principles, and improve equity.<sup>1</sup> Keep in mind that branding isn’t just for corporate companies or selling products—it’s a key part of attracting and maintaining interest in mission-driven work.

Your brand identity should answer “who,” “what,” “how,” and “why” for your partnership. If you can successfully answer those questions, your brand identity will become an essential tool for finding words to share your vision and approach. A good brand identity will make its way into everyday language, keeping you and your team on-message and helping your audience recognize your big picture mission.

Your brand identity is likely the most constant part of your branding—it should be present in all of your materials and publications—but that doesn’t mean that it’s totally static. You may find that a brand identity needs adjustment as you face new realities, expand, or see changes happening in your partnership. Revisiting the brand identity may be a helpful activity for annual retreats.

### **Activity:**

*Try bringing together a group of key stakeholders to nail down key values, beliefs, and goals to include in your brand identity. Make sure to include a diverse group in this activity—teachers, administrators, students, residents, community members, and faculty.*

- *Explain what your goal is for developing a brand identity.*
- *Give everyone 5-10 minutes to write down adjectives that describe the program and partnership, based on their own experiences.*
- *Share the lists with the group and find any overlapping descriptions, outliers, or other points of interest.*
- *As a group, try to answer the following questions, using the words from your lists as a guide:*
  - *Who are we, as a partnership?*
  - *What do we stand for?*
  - *How do we accomplish our goals?*
  - *Why is our work important?*
- *Once you feel good about your answers, try to distill the ideas you’ve identified into a set of core values or beliefs represented in a short set of bullets or a few sentences.*

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<sup>1</sup> You can read more about brand identity and some core components [here](#).

## Messaging Your Identity

Once you’ve settled on the core values and work that make up your brand identity, the next step is sharing with the public. You need both words and visuals to communicate a powerful narrative that connects with your audience.

### Narrative

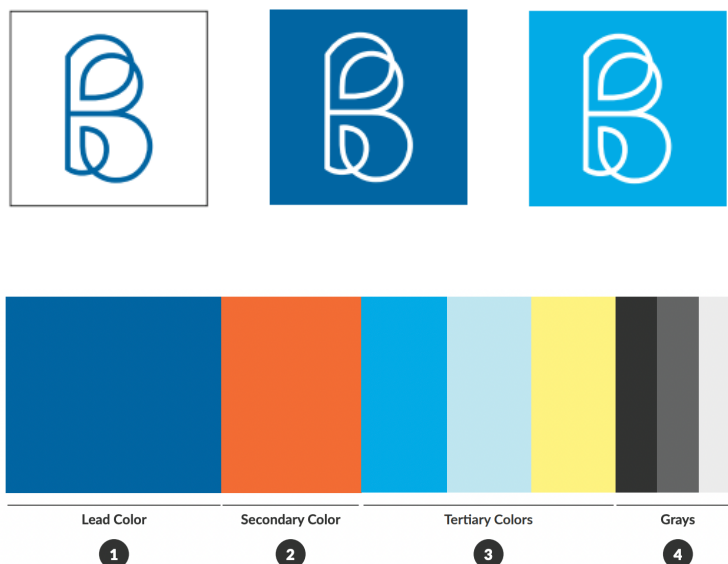
You want all communications about your program, your work, your team, and your goals to be rooted in the brand identity. That doesn’t necessarily mean that every tweet, email, or message has to explicitly discuss those values and beliefs, but it does mean that the ways in which you engage your audience should be consistent with your identity and further your partnership’s goals. Creating a concise outward-facing statement that describes the “who,” “what,” “how,” and “why” of your residency is helpful—not only for external constituents to learn about you, but also to ground partners in core commitments and goals as they communicate externally.

When writing or speaking about your partnership, the brand identity should be clear. Keep your language specific and concise by using key words that tie back to your identity. You may also want to consider adapting your brand identity to create a tight thirty second elevator pitch to explain your work at conferences, professional gatherings, and recruitment events. With both visual and narrative messaging, consistency is key.

### Visuals

Consistent visual messaging is as important as words when it comes to communicating about your work. Graphic elements like logos, color, font, and size are often the first things that people see when presented with a resource, email, or webpage. A graphic identity that makes sense in the context of your work and resonates with your audience is key to presenting a consistent, strong brand.

You don’t need a complex logo design or chapters-long visual brand standard guide to have an effective visual identity. By making a few basic decisions about how to present your work to the outside world, your organization can create guidelines to ensure consistency and professionalism. If your institution already has a font and/or color scheme, you should use the existing brand standards. Always work alongside your institutional teams to make sure your brand visuals are consistent with their standards and complement existing materials.



## Branding a Partnership

When you're working with partners, establish guidelines for shared materials. If the partnership is establishing a new program that will function somewhat independently, you may want to consider using the approach below to create a wordmark logo and choose colors/fonts. In cases where a project is a collaboration between partners or run jointly by multiple organizations but does not have its own title/brand, co-branding any shared materials will help establish the project's place within each partner institution.

To co-brand, use each partner's logo on all materials, sized and placed similarly, and choose an accessible font to use for documents—Times New Roman, Helvetica, or Garamond are all good options. For newer programs and projects, co-branding can boost your reach—people may have heard of one organization and will trust their partners by association; others may be impressed with the level of collaboration between institutions. Check out these [examples](#) to see how co-branding is used effectively in the real world.

### **Basic Approach for Visual Branding**

*Compare the branding guides of the organizations involved in the partnership if there are any to explore how to co-brand. If there is only one brand guide, stick with those fonts and colors! Use your organizations' resources to make sure your materials are consistent with existing guidelines. Online design platforms like [Canva](#) can help with your design and branding needs.*

- Choose a font, preferably one that is available on most computers and is web-friendly.
- Choose four colors that look good together, two lead colors and two accents. You can use a [palette creator](#) online to help with this.
- Type the name of your organization in the font you've chosen, then choose one of the two lead colors for the name.
  - If the name is longer than two words, you may want to put it on multiple lines. Create a "word block" by sizing those lines evenly and spacing them appropriately.
  - You can add basic embellishments—a line, a box, or a subheading—but don't make it too complicated.
- Screenshot and crop your new logo and put all of your "branding guidelines" in a document.
- Share with everyone who is going to write or make content for your organization. Use it on everything (letterhead, email signatures, etc.).

## Branding External-Facing Resources

Once you have a visual brand identity (even if it's just a wordmark logo), you should add it to anything that your stakeholders might see. It can be confusing to encounter different logos/names/color schemes while trying to understand a program, so keeping your brand simple can make it easier for 1) you to keep consistent and 2) viewers to identify you—and identify with you.

### Websites

Before considering anything else, make sure that your website is easy to find for your audience. That includes checking the search engine optimization (SEO) terms, creating first-look webpage summaries for search results that include key words from your brand identity, and providing signals (colors, logos, fonts, key words, pictures) to viewers that they are in the right place. Don't underestimate the power of your web presence. The average person spends less than a minute on a webpage—and if there aren't clear signals that the page is the one that they're looking for, with the correct information and answers to their questions, they're likely to click away after only a few seconds. Make sure your brand is evident as soon as viewers arrive by giving clear visual signals!

#### About Search Engine Optimization (SEO)

Search engines return results based on a few different factors, including the site content, external references, and backend information. In order to show up near the top of the search results, you'll need to confirm that your content is concise and accurate, the technical information (page title, URL, summary, image descriptions) is correct, and that key words related to your work are used throughout the site. You can learn more about SEO, how it works, and how to improve yours [here](#).

***A note on photography:** Photos are an important means of engaging your audience, but it's hard to get good pictures for an education-oriented website because of the limitations on photography in classrooms. Consider paying for a membership to a good stock photo collection or searching free sites like [Unsplash](#). All4Ed also maintains a free education [photo library](#).*

*If you have the resources to bring in a photographer and can get clearance to take pictures of your own students and partners, it can make a huge difference for your materials. You may want to consider asking all students to sign a photo or video release at the beginning of the program and keeping a few copies of a current release printed in case an opportunity for photography or video arises. Always remind your students/event participants/lecturers/guests when photos are being taken, and try to work with photographers to exclude those who would prefer not to be photographed. When it comes to photos of children, **releases should be signed by a parent/guardian**. Follow school and district policy for photography and video. Always keep signed releases on file, and share your contact information in case someone needs to reach out about an issue.*

*If you aren't able to bring in a photographer for your specific needs, you may be able to take some pictures with the help of your institutional communications office or even just your cell phone. When taking pictures, make sure to get headshots and group photos of your team! It can be helpful for*

*potential residents and partners to connect a face with a name, in particular if they've encountered you in person at recruiting events, conferences, or during office hours.*

*Consider making a quick guide on photo usage to support your staff and faculty in taking pictures. See the guidelines at right from Bank Street's communications team. A few bullets and examples can go a long way in encouraging smart, consistent photo usage.*



✓ Children and adults, collaborative, casual, dedicated, intimate, warm.



✓ Colorful, collaborative, fun, active.



✗ A frustrated or bored child, working alone—the exact opposite of what Bank Street stands for.



✗ Photos of people's backs or photos where faces are cut off.

### **Documents**

Standardize the look of your brochures, flyers, presentation templates, and information sheets by creating a template with your logo/wordmark, pre-loaded header spacing/sizing, margins, spacing, and font. Make sure these are accessible for your team so that using them is low-effort, whether that's through shared drives, Google Drive, Dropbox, or another existing system.

### **Other Media**

If your team uses videos, infographics, forms, banners, or swag items, consider how your branding comes through in each. Your brand should be recognizable from just a few clues—think of the Apple iPod commercials using dancing silhouettes, or the *New Yorker's* typeface. Big companies do a lot of work to make their brands stand out, but you can capture your audience's attention using consistency and a few specific design choices.

Videos should have your logo/wordmark at the beginning and end (or even throughout, if possible) and use the same fonts and color scheme. Banners and infographics should use the same visual standards as your website. Forms should always include your logo/wordmark. And for swag items like pens, pencils, or clothing, make sure the design simply and clearly conveys your brand.

## Sharing Your Message

Once you've solidified your brand, it's time to get your message out into the world! There are lots of options to share your ideas, content, projects, and goals, but for the purposes of this guide we're going to focus on electronic communications. Social media and virtual messaging are becoming essential parts of building a brand narrative, including for institutions of higher education and teacher preparation programs. We hope this introductory guide can help you grow your messaging voice and bring more teacher preparation experts into the social media space.

With that said, don't discount other ways to share your message! Below is a short list of materials and opportunities to reach your target audiences. Remember, your beliefs and brand narrative should come through in all of your public-facing materials—it will help audiences connect with your materials and identify whether what matters to you also matters to them.

- Conferences
- Job fairs and job boards
- Brochures, pamphlets, posters, and flyers
- One-on-one conversations
- Classes, syllabi, and presentations

### *Choosing a Social Media Platform*

When beginning or growing a social media presence, the number of places to post content can be overwhelming. Deciding on which of these to use is an important first step in achieving your short and long-term goals. And don't worry—in the Social Media Management section of this guide we give recommendations for automating your social presence so that you can limit your time on social platforms while still putting out content regularly.

### *A Word about Social Media Numbers*

Although numbers drive a lot of important data analytics in social media, they are not necessarily the most important thing when it comes to judging your success. What matters is the quality and impact each number might represent—for example, the proximity each follower has to your ideal audience matters. A person who has no interest engaging with a teacher preparation program but who just likes to know what is going on at the university may still be occasionally useful, but if all of your followers share a similar profile, then large numbers can be hollow. Finding ways to increase direct engagement with the ideal constituents is the goal of any analytics.

Aside from the numbers, one of the best ways to determine what and when to post is to ask your followers! Getting their feedback (surveys, embedded polls in your posts) about how they experience your content will go a long way in making them feel comfortable when viewing your content.

### **Platform-Based Analytics**

- Email campaign services like [Mailchimp](#) will share reports on individual mailings, tracking opens, clicks, forwards, and unsubscribes. These data can typically be found on the mailing/campaign page.



- Many social media platforms, including LinkedIn, Facebook, Twitter, and Instagram, will show top level analytics right on your post, such as “likes,” “shares,” and “replies.” To take a deeper look, you can usually click on a post (look for the hamburger/ellipses symbol) for details on engagement or head to your own profile and look for “analytics” to see a little more about your audience and how they are engaging with your content.
- Your IT and web team can tell you the best way to track analytics on your website. These numbers are key for understanding how many people are getting to the ultimate destination of all the information you put out into the world. Check page by page to see how your visitors are moving through information—are they going to financial information more frequently than student stories? What is their first click? What’s their last click? Interpreting this data can be daunting, but even top level analytics about how many people are making it to each page on your site can help you make decisions about organization, links, and content.

### *Key Platforms*

#### 1) Email platforms (e.g., [Mailchimp](#))

Email platforms are an easy way to send massive amounts of curated content to people whose emails you have gathered previously (event registration, sign-up sheets, online information, listservs, etc.). A program like Mailchimp allows you to create custom emails with images, creative texts, and editable pieces all within intuitive templates. Always try and have some sort of actionable item on the email – a button that leads to more information or to the website, a link to subscribe to all of your other social media channels, a link to an article, etc. This way you can track constituents’ engagement and start to determine how people best respond and interact with your emails to better utilize them in the future.

#### 2) [LinkedIn/Facebook](#)

Unlike other platforms where your posts function as the primary content of your profile, Facebook and LinkedIn ask you to establish a profile with basic information—name, location, website, summary description, etc. Both will then allow you to create timely posts through which you can engage potential program candidates. Facebook is much more versatile and more widely used in general, but people looking to further their careers will most likely also be on LinkedIn.

On these platforms, you can repost or link to almost any other post you create for one of the other applications. Many have repost or share buttons built in to their posting systems.

Individuals can also choose to follow you on LinkedIn or Facebook (a common element of most social media applications), and growing follower numbers will be critical to getting the most content in front of the most people regularly. A larger follower base can be useful for reaching those who do not currently follow you, but who are associated with someone who does. It is likely that content you create gets seen by friends of the people who follow you, which may represent a target audience you aren’t covering with your typical social media presence. This principle applies to all social media applications that involve followers.

### 3) [Twitter/Instagram/Snapchat](#)

These platforms share small amounts of content geared toward immediate response and consumption, while Facebook and LinkedIn posts stay active for longer and can be accessed the day they're posted or years in the future. Although constituents can interact with Twitter, Instagram, and Snapchat similarly, these programs' primary mode of communication is short bursts of ephemeral information.

With this in mind, content you create on these platforms should be quickly accessible and digestible. Twitter analytics live on a tab accessible from your profile page and can give you a quick, helpful overview of your audience, engagement rates, and views. See what performs best with your audience and try to reproduce that content in an expanded way to push your engagement even further.

These platforms place a heavy emphasis on "following" other users. If you start following others, they will often follow you back. Below are some examples of accounts to follow to maximize your reach.

- Student groups
- University accounts
- Nearby schools/districts
- Local teachers/principals with active accounts
- Local government
- Local libraries
- School board members
- Education "influencers" with large followings
- Education thought leaders
- Researchers
- Education blogs and news outlets
- Local reporters
- Community centers
- Education advocacy organizations
- Union organizations and leaders

### 4) Program Website

A major goal of most of your social media content is to get potential candidates to your website. Having an up-to-date website with easy to access information and branding that matches the type of person you are trying to attract is much more important than any individual social media profile or post. This is where future teachers will ultimately decide if your program fits their needs and where they will directly engage in the application process. Be sure that the website is up to date and feels in alignment with your social media efforts. Maintaining and updating a program website often involves navigating cumbersome organizational processes. Since the website is the final destination, and most social media strategies presuppose an accessible and inspiring website, that work is worth the effort.

A website blog can be a great way to feature slightly longer stories from program participants or op-ed style articles expressing operating philosophies of the program which can be truncated to fit into an Instagram or Facebook post (or both!). Sharing content across multiple platforms can become a powerful way to connect people back to your website from various locations.

### 5) Others

Other applications are helpful in specific ways for specific needs. YouTube, for example, can host videos that can then be embedded on Facebook or your website. Pinterest could showcase photos or digital copies of exemplary teacher preparation materials.

You are more likely to attract a diverse applicant pool with a variety of content and platform use because of cultural reasons (such as certain demographics tending to use certain applications over others), reasons of ability (people with disabilities being able to better access information in a particular medium), or interpersonal reasons (people who feel more comfortable interacting on one platform or another). Just as teachers think about differentiation in the classroom, it may be helpful to do the same when it comes to creating social media content.

### ***Considering the Technology Needs of Your Audience***

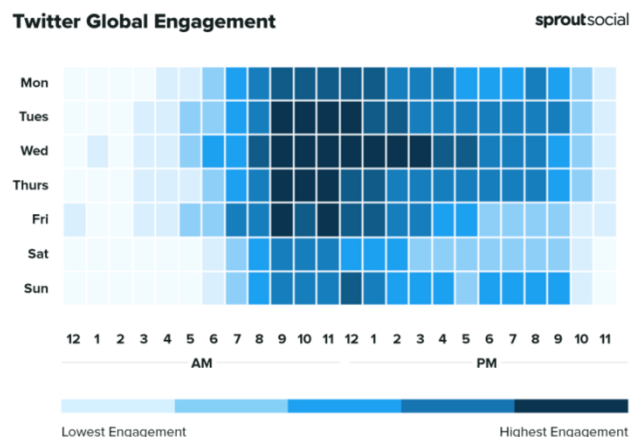
Because different demographic groups use technology differently, consider who you want your message to reach before making a decision about where and how to share. Is it primarily for potential students? Mentor teachers? Possible new partnerships? Policymakers or external stakeholders? Each of these groups will have a different preference for how they receive information, and opening up as many avenues of access for them is essential. Consider what is popular in each group—are younger potential students spending more time on Twitter, while current teachers browse LinkedIn and policymakers are reviewing their email? As difficult as it may be, try to keep your personal preference out of your posting choices to keep your viewer base as large as possible.

Think creatively about how you can use a variety of resources to keep in touch with your audience. If younger users are less likely to use email, try establishing a direct message line through Twitter or WhatsApp where they can reach out. You may have a multilingual population that would benefit from your information—can you establish accounts in another language, make translation available, or schedule a day for information to be delivered in that language? And some users with differing abilities prefer to read a video transcript over listening to audio—make sure that when you link to a video, you’re including captions!

## Managing the Logistics of Social Media

This section is dedicated to giving you technical advice on how to organize and utilize the social media applications for which your program decides to create content. Before thinking about what to post, it may prove useful to first consider how and when to post in order to outline the best work flow plan for you or your team.

There is a lot of research out there about how often to post on each type of social media platform, but the numbers constantly change with the shifting social media landscape and the time of year; as a

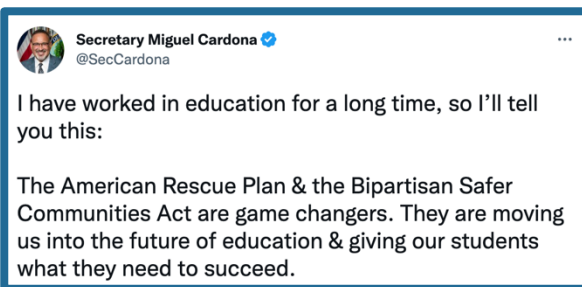
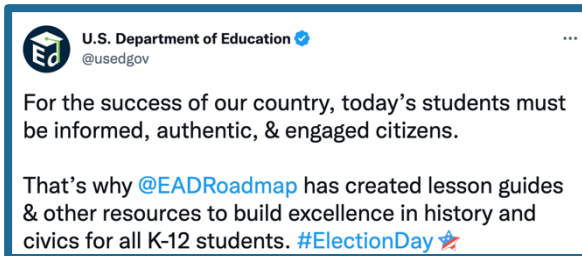


Twitter engagement chart from sproutsocial as it appears in the referenced American Marketing Association blog.

result, a good place to start in your planning is to explore how much your team can realistically manage and how that aligns with “optimal” or “recommended” posting numbers. The American Marketing Association shares analytics in blog posts using [a helpful chart graphic](#). Try using these guidelines when deciding when to post on individual platforms (or when to schedule your posts to go live using a social media management platform).

### A note on organizational accounts vs. individual accounts

- Organizations typically use social media to promote content, share key messages, and address questions from stakeholders
- Individuals have more freedom to share what appeals to them, engage in authentic conversations with other users, and curate a “persona”
- Ultimately, you should have a mix of both! Key individuals in your organization should run accounts where they can share their work, views, and experiences, in addition to amplifying big-picture messages from the organizational accounts.
- Personal accounts on social media platforms make a bigger internet “footprint” attached to your name and drive more people to engage with the issues you’re interested in
- It’s important for users to curate a feed that doesn’t seem “manufactured” or exclusively related to a single issue—content & copy should feel authentically diverse, with a range of interests and consistent tone



## *Considerations by Application*

### 1) Mailchimp

When it comes to email blasts or email marketing campaigns, you need to walk the line between staying top of mind for your audience and causing people to click the “unsubscribe” button to declutter their inbox. Typically, **1-4 emails a month** will yield decent click through rates, although some organizations send many more.

Always consider what value your email is bringing to your audience. Are you sharing new information? An opportunity? An event? Try not to send emails without something you yourself would click on—and make sure the key items of interest are at the top! Always include photos, videos, social links, or recent news in order to keep your updates feeling fresh and engaging, even if the content isn’t specifically relevant to all of your audience members.

#### *A/B Testing*

*One way to acquire user preference data is through A/B testing, which is a method of refining marketing techniques by randomly delivering two user experiences (say two versions of the same email) and seeing which versions promotes the most interaction. The differences could be as small as changing the color scheme or button placement or as big as the wording of a paragraph, but doing anything too big can invalidate the results.*

*Implementing A/B testing can be helpful when it comes to seeing what gets audiences to click. Is having the link to the website accompanied with a picture or no picture, with the button at the top of the email or the bottom, with a picture of the school or of students more helpful? A/B testing can be a fun way to make small changes to user experience over time.*

### 2) Facebook/LinkedIn

Since these two profile-driven platforms are typically reserved for slower intake of information and usually showcase longer or more substantial content, posting frequency is much lower for these than for Twitter or Instagram.

Current posting averages hover around **once per week**, and as content is typically some sort of blog style post or article, weekly posts also make sense from a work flow standpoint. It is difficult to consistently write new content faster than that for most organizations.

### 3) Twitter/Instagram/Snapchat/etc.

Some Twitter users post more than 100 times a day, but the typical averages are between **3 and 30 times a day**. Twitter, more than any other social media platform mentioned, requires a lot of planning and organization in order to grow a following. One of the reasons for the high volume associated with

Twitter accounts is the ability to live tweet and react to others' posts so seamlessly. A great way to up your post count is by simply retweeting other people's posts, but creating your own content is typically better when it comes to growing a brand.

Instagram is used in a less intensive way than Twitter; successful use of its visual-centered posting platform generally includes **1-2 posts per day**. Although Instagram limits posts to photos or short video clips, there are some other features that make Instagram an extremely useful marketing tool. The main way this application can be used is for storytelling as the photo or series of photos can be accompanied by text (a few sentences per slide or post) that bring the photos to life. Reels are also a great way to showcase your program on Instagram, these short videos accompanied by voiceovers or music often reach a larger audience that goes beyond your followers (especially when you include relevant hashtags in the Reel description). Also, you can vicariously communicate the essence of a conference or event to those who weren't in attendance quickly by adding clips to the "story" portion of Instagram (a slideshow of pictures and text that is removed after 24 hours, so is primarily used to give live updates) which serves as a curated vignette of your experience and takeaways. Snapchat can be used for a similar end.

### *Social Media Management*

If all of this sounds unmanageable or you'd like to streamline this workflow, then using a social media management program is your best option. Some current examples of these programs are [Hootsuite](#), [Buffer](#), [Sprout Social](#), [Agorapulse](#), and [Sendible](#). Although most of these cost money, it may be worth beginning with a trial version to see if you like the user interface.

What these programs essentially do is consolidate all your social media accounts into one place and allow you to create, share, schedule, and analyze posts. Many of these programs will also offer their own optimization strategies and tips for when and where to post. Although the analytics are helpful and the sharing feature saves a bit of time, the real benefit from using one of these programs is the scheduling feature which allows you to create posts ahead of time and schedule when they will go live weeks in advance. Remembering to post something at exactly 10am on Tuesday can be difficult when random things arise at work, but with a social media management system, you can create the post when you want and set the timer. This can be quite helpful when a big event is happening and you want to consistently promote the event beforehand.

## Social Media Examples

The creative potential of social media is endless when considering all the various platforms and their respective tools. Plus, these platforms are continuously evolving, and new features are added every day. Having a disposition of flexibility, or willingness to co-evolve with these changes, will bolster your ability to use social media. This section offers a range of ideas for how to create social media posts that will be engaging, varied, and authentic.

### Inside looks

- Pictures of mission statements or goals that reflect the character of the program

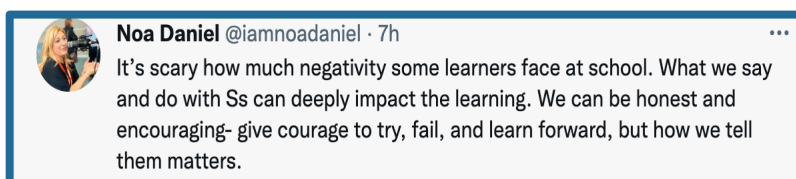
### Relevant news

- Accompany these with a brief description of the connection to your work
- Updating people on the evolving context of your industry, whether that is about local or federal laws, new funding avenues, curriculum development, committee formations or actions, statistics or data on current relevant information, etc.



### Encouragement/Humor

- Funny, light-hearted memes, videos, articles, or other content that can help users de-stress (not every post has to be about the program)
- Inspirational stories that promote hope and action
- General things that make people feel good in a way that aligns with your vision



### Personal stories

- Stories that are vulnerable and reveal the lived experience of someone associated with the program and how that person and the program have collaborated to transcend the obstacles. For example--
  - A student whose relationship with the resident leads to a better sense of security or success or self-efficacy within the student
  - A resident whose programmatic financial support addresses financial difficulties, letting the resident develop on pace and within a more optimal mental, emotional, and material environment
  - A teacher who has been reinvigorated by their role as a mentor to a resident and as a collaborator with the program in developing a growth plan for their resident

- A university staff member or professor who has been refreshed by their proximity to local schools and seeing more clearly how their work translates to the classroom through their residents
- A community partner, member, or parents whose satisfaction with the school system or their child’s education has gone up dramatically because the resident’s support helps students thrive
- Stories from teachers at a local partner school that didn’t get the same level of preparation that your program offers and see how it would have greatly benefitted them had they had the opportunity

**Student voices**

- Student takeover, where students in the program take over the social media accounts for a day and post their own creative messages
- Quotes from residents about their experience in the program or in the classroom
- Quotes from students in the local schools about their residents
- Residents’ visions for the world of education or politics or culture
- The motivations behind why residents decided to enter the classroom
- Inspiring events in residents’ experiences in the classroom, such as a meaningful interaction with a student, teacher, or other staff member
- Successes and recognitions of residents’ accomplishments at their respective schools



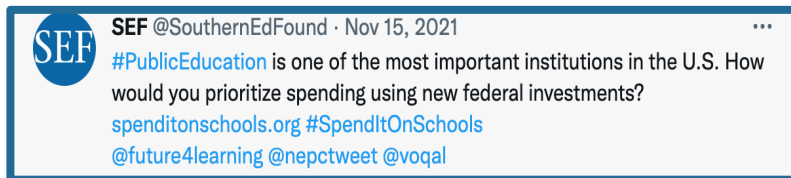
**Reflective posts**

- The directions toward which you envision your program heading
- Future improvements that you are currently working on implementing in your program that address specific societal or systemic needs in education.
  - Intersectional issues: lack of teacher diversity, whether that is racial representation of teacher versus students, gender gaps in certain subject areas, ratio of veteran to novice teachers in certain schools, socioeconomic hurdles certain demographics face in becoming teachers, etc.
  - Education system issues: teacher retention, working conditions and benefits, school funding and resources, updating school curriculums, school safety concerns, increasing mental health services and supports, restructuring support systems for English language learners or students with disabilities, reimagining the classroom or the school day, etc.
- How your program accomplished its previously set goals and what your new goals are



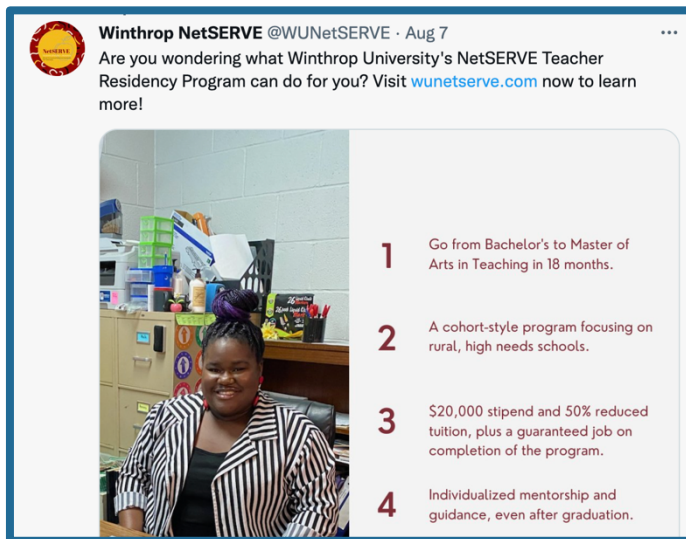
### Questions to elicit user engagement

- Opinion questions
- Surveys/polls
- Feedback requests on a programmatic idea or an event



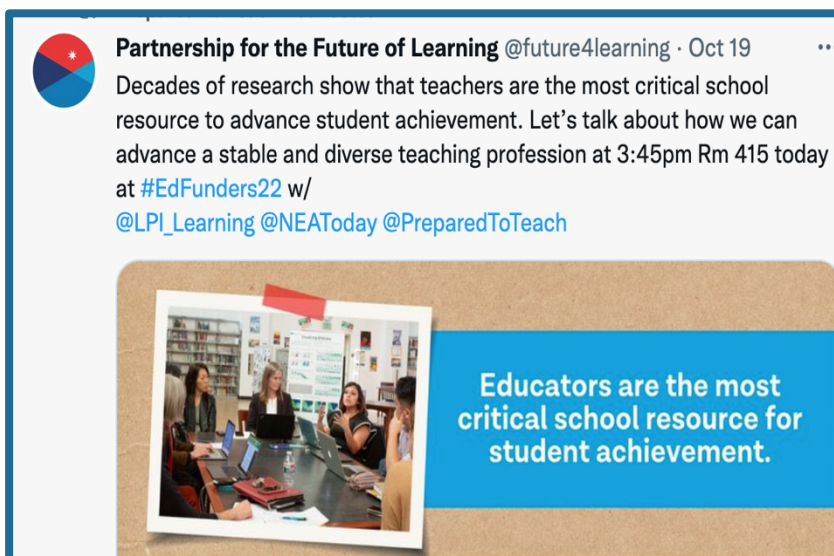
### Highlighting aspects of the program

- If your program has any unique features, such as stipends or childcare offerings, tell or show people about them, or get the receivers of those benefits to talk about what those benefits mean to them
- Messages welcoming students to the first day or school, back from breaks, or congratulating them on finishing a semester or graduating



### Events

- Pictures, videos, or summaries of events or conferences that your program is involved in
- Timelapse of the whole event with major takeaways
- Blog post discussing how the event translates to action in your program's future
- Shoutouts to community partners or other participants in the conference or event
- Highlighting one or more of the speakers or hosts of the event and why their work is important to your program and overall mission



### Ongoing learning

- Let people know what you and your team are learning about
  - Good books you are reading related to the mission of your program
  - Movies, documentaries, or podcasts that capture a particular lived experience or institutional issue you are dealing with within the program
- Resources for people who want to learn more information about a related topic in education
- Quotes from scientists, social critiques, thinkers, ideologues, etc. that relate to your program

### Information

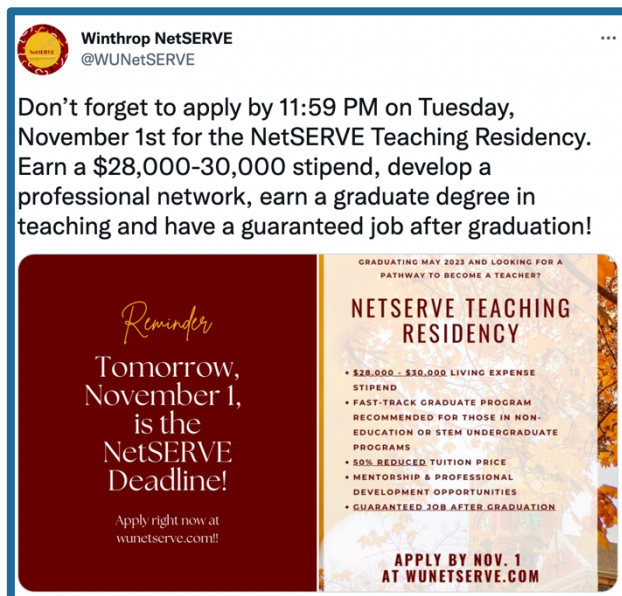
- Links to the various portions of your website that highlight any important information about your program
- Updates on how your program is handling certain situations – pandemics, global crises, safety concerns on or around campus, etc.
- Deadlines and other important dates for events or applications materials

### Advertising

- Explicit advertising for your program (i.e. join us statements, graphics, etc.)
- Repeatedly getting your brand or logo on social media

### Social Critique/Call to action

- Speaking to certain moments of social unrest that you feel aligns with your mission and your target audience
- Applauding or disagreeing with a particular action or person that has made a decision or acted in a way that impacts your program directly or indirectly
- Calling your followers to some sort of action
  - Signing a petition
  - Signing up for an event
  - Clicking on a link



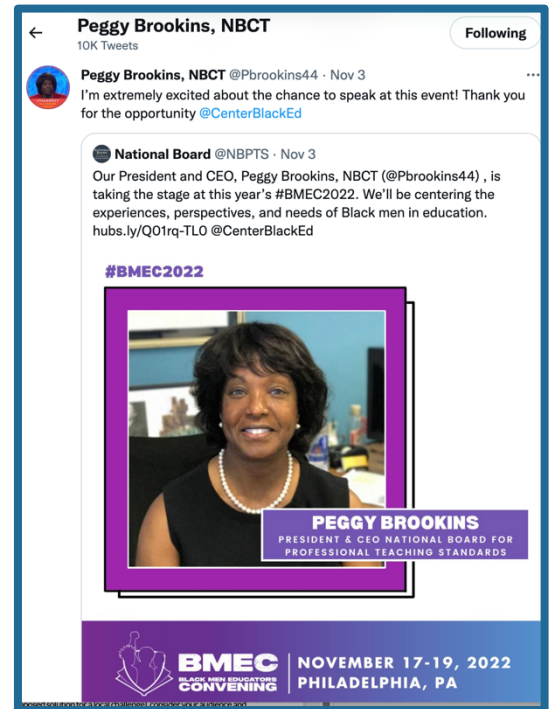
- Supporting a cause
- Donating to a fund
- Voting
- Sending in responses to a question
- Submitting proposals for a project
- Garnering support for a trending topic or hashtag

**Contests**

- Create a contest where users submit either photos, videos, stories, etc. and winners get a prize or are featured in some way by your program.

**Conversing with an Industry Leader**

- Directly and publicly message an industry leader about a topic of importance



## Publications

You may be able to reach a wider audience by placing pieces in local, national, or education-focused publications. After developing an idea for a story (a unique partnership, inspiring individual or cohort, special support for students, or proposed solution for a local challenge), consider your audience and content to find the right fit. Often, local news outlets look for stories about the local districts or exciting new initiatives that will make a difference for their primary audiences—local community members, especially families. Education-focused outlets are looking for big ideas in the field that might be interesting to faculty, teachers, or policymakers. Big national outlets are interested in stories that might have implications for a wide audience, and especially implications for policy.

Getting your story out into the world can take work. Your institution likely has a communications department that can help with this—reach out to them!