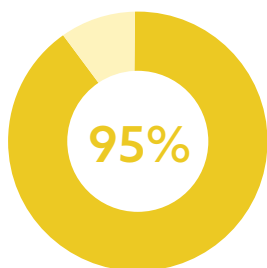


# Schools Communicating COVID-19 on Social

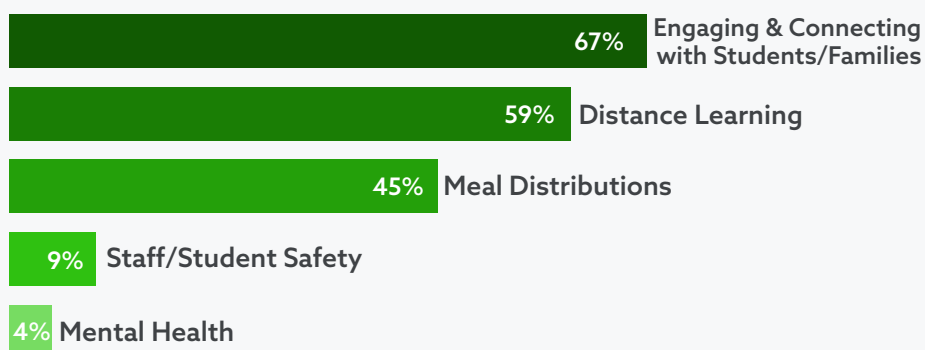


With **95% of schools leaning on social media to connect with students, families, staff and the community**, it has proven to be a valuable resource to connect. As schools have taken on the first weeks of this rapidly evolving global crisis, here are some of the top initial priorities and concerns in communicating on social.



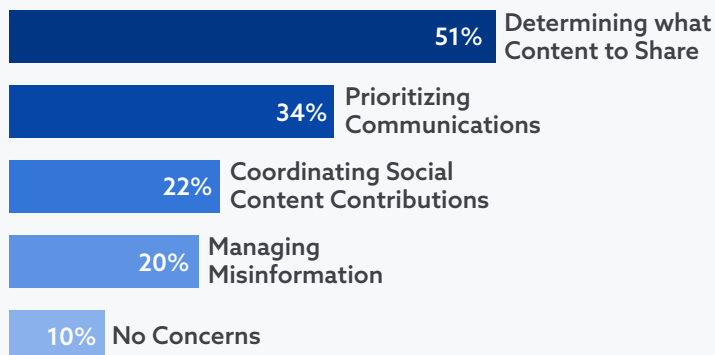
## Top Priorities

Where schools are focusing their COVID-19 social media communication efforts.



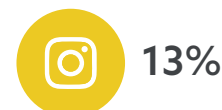
## Top Concerns

The hurdles being faced in managing and coordinating COVID-19 communications.



## Going Live

45% of schools have already or plan to take on live social streaming to communicate and connect with students. This provides the ability to engage in live discussions and Q&A.



# Schools Communicating COVID-19 on Social

## Managing Information

Debbie Kunz, Elkins School District

"We decided our district page is only for direct communication about meals, digital learning and other updates regarding COVID-19. Each building has other content and directs people to the district page and website."

Nicki Hensley, Brevard Public Schools

"When we are responsive to posts (questions, concerns, opinions) we find that we're able to tamp down the negativity, rumor mills and angst. People just want to know we are seeing them, hearing their concerns and have a plan and/or are taking action. Engaging with our audience (24/7) has truly been a game-changer for us."

## Generating Content

Doug Mahoney, Malcolm Public Schools

"I'm meeting with my social media 'leaders' via zoom to plan a strategy to help us maintain a presence. With shared google docs we will be able to continue to post a variety of things on social media."

Shawna Guthrie-Johnsen, Medicine Valley High School

"Besides providing information, our Student Ambassador team which is comprised of 7-12 Graders have videoed themselves reading a children's book. We upload a new one every day."

Will Dible, Spencer Community School District

"Using Class Intercom, we allow all staff to create posts. Then, our PR person filters what staff have created before posting it to social media sites."

## Engaging Students and Families

Mike Finkle, Advanced Math & Science Academy Charter School

"Sharing things teachers are doing, both learning activities and fun things they are doing. Also, posts showing students doing volunteer work during school closure have had high engagement."

Carol Smith, Community Unit School District 303

"We have been asking parents to send us photos of their children e-Learning so we can share on social media. It makes parents feel like they're not alone."