



Building a Student Social Media Team

Does your school have a student social media team?

Creating a social media team at your school might be a new concept, but students have been creating content for their schools in yearbook class or for the school newspaper. At Class Intercom, our mission is to model **digital citizenship by teaching students how to create content for someone other than themselves**. We are seeing more schools building social media team, using their best assets - students.

Why should you build a student social media team?

- Teach **digital citizenship** by empowering students to create social media content.
- Provides students who have a passion to create content a professional and meaningful opportunity while learning in a **team environment**.
- Helps students learn **leadership, communication** and **time-management** skills.
- Encourages student engagement at events and activities.
- Empower student leaders to **demonstrate by example** and help with peer-reporting.
- Allows students to build a portfolio or resume when applying for **future career opportunities**.

How to build your team:

- Find students who inspire other students. Identify **student leaders who are interested in social media** by asking other teachers, coaches or volunteers.
- **Add diversity** to your team by recruiting students who are involved in different activities and academics.
- Start with a **small group** and then expand once you feel comfortable.
- Identify individual roles and **create a title and description** for each role.
- Collaborate with students who might be involved in the school newspaper or yearbook programs.
- Dedicate a **certain amount of time each week** for your team to meet and communicate.
- **Create a guide or list of best practices** for your social media team.

Teaching students how to create content:

- Provide a space for them to work but **give them the freedom to create** through various platforms like video or podcasting.
- Establish your school's "voice" by planning what hashtags or types of images students can use when branding the school or promoting events.
- Encourage students to **look for stories beyond the event** they are covering.
- Encourage students to ask, "Would any other community group be interested in sharing the content I'm creating?"

Communicate and coordinate using Class Intercom:

- **Make, create and approve content** from an iPhone or Android device or desktop browser.
- **Schedule** posts and provide direct feedback to students.