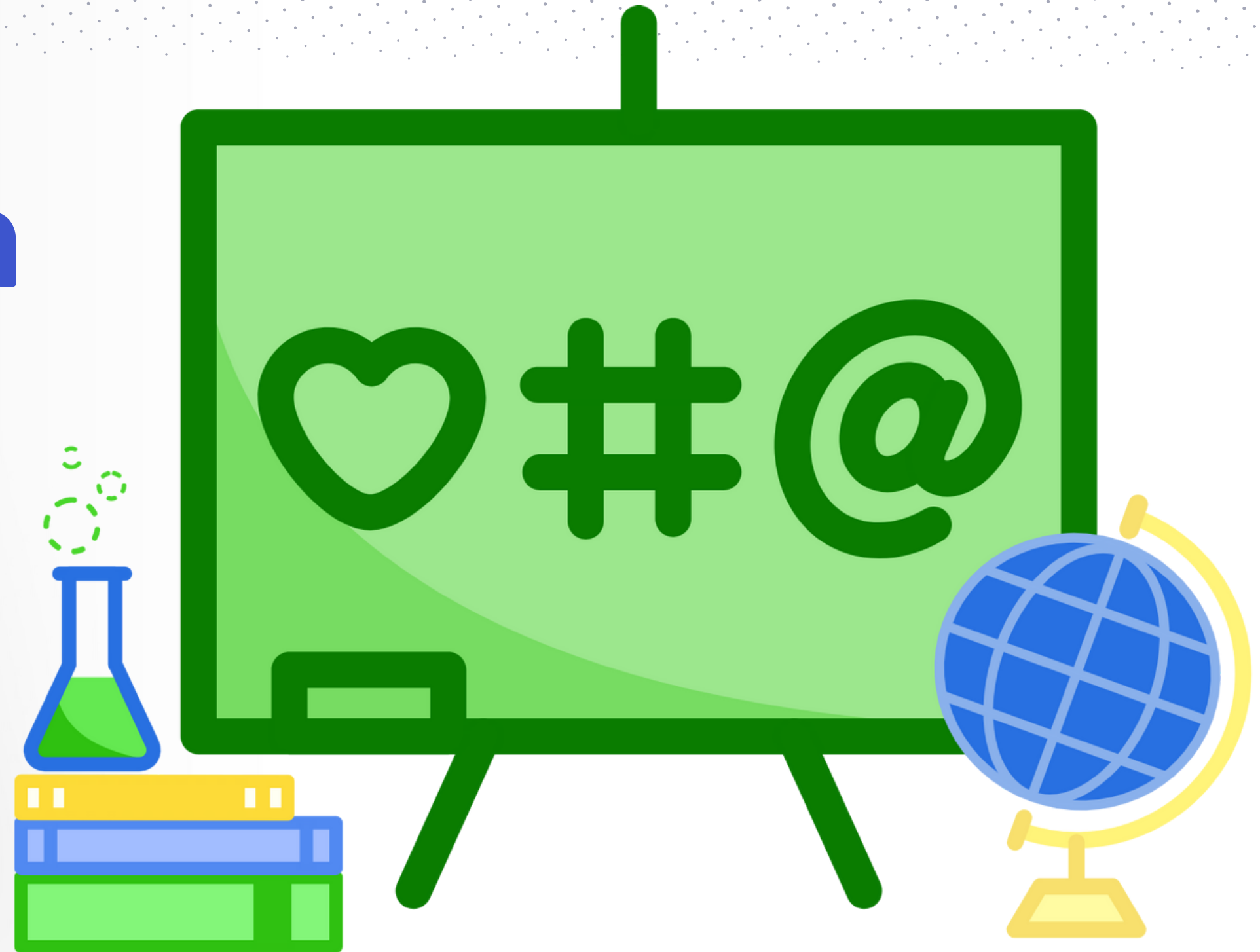




Class Intercom

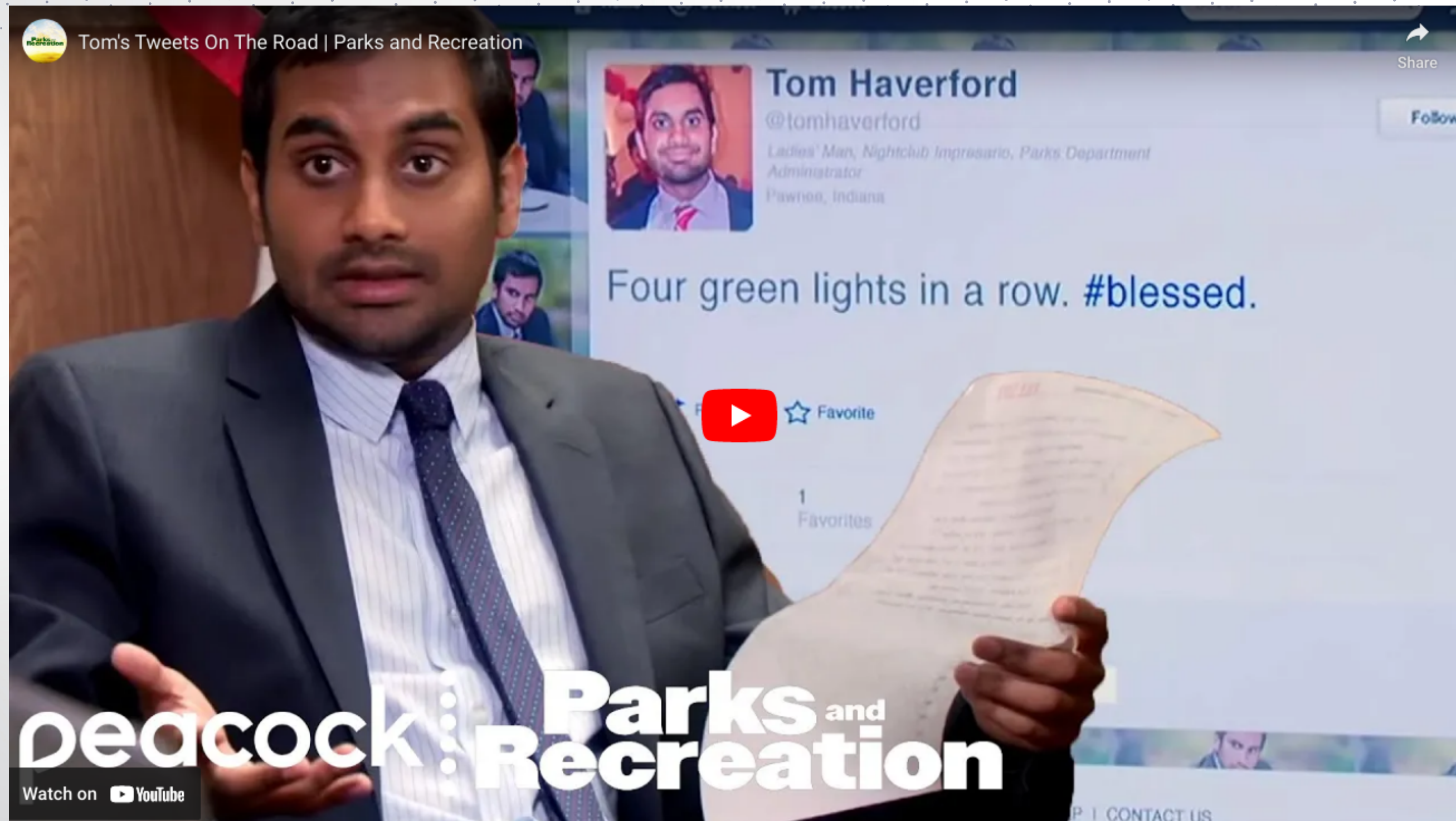
Building a Team of Content Creators



About Me



Our Reality...



Our Solution



Class
Intercom®

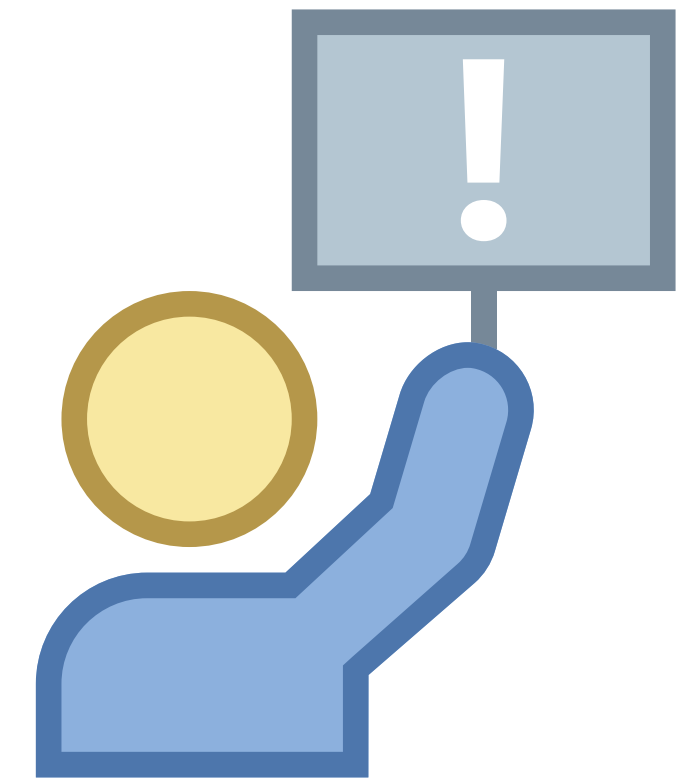
The "Why"



**Centralized
Social Media
Tool**

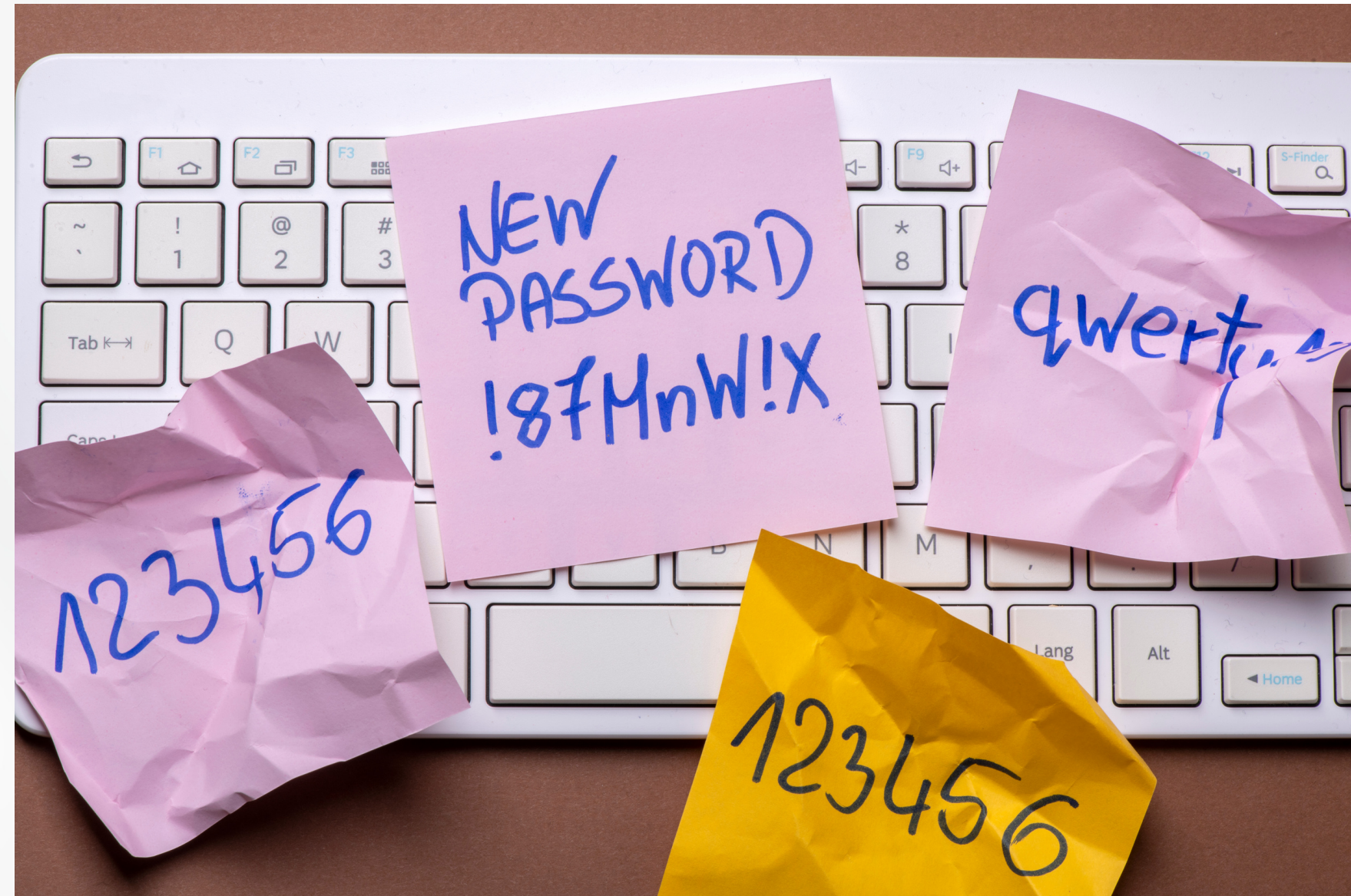


**Increase
Trust and
Engagement**

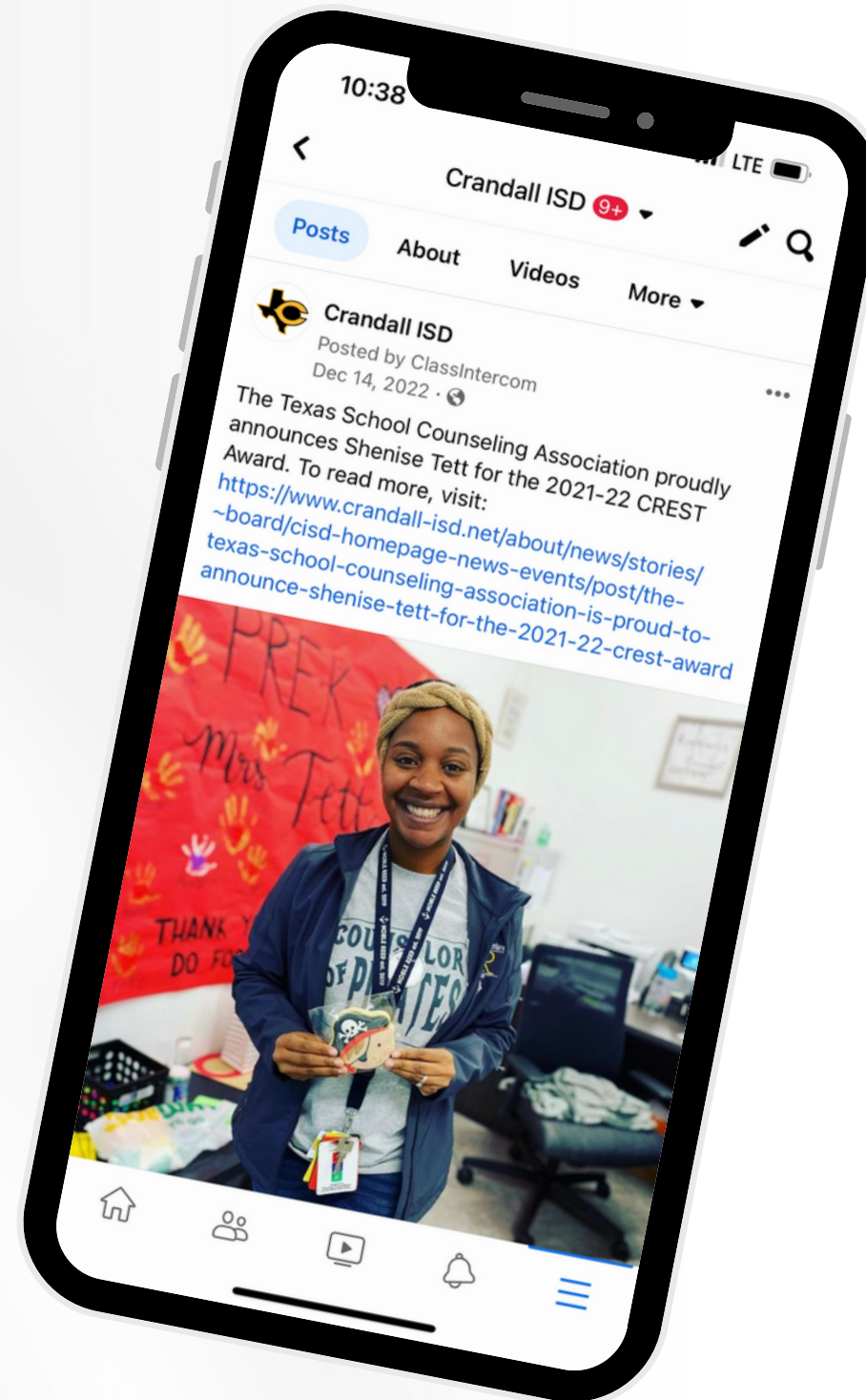


**Meet Needs
of Diverse
Generation**

Centralized Social Media Tool



Growing Trust and Engagement



Meet Needs of Diverse Generation



Social Media and Generational Differences

Let's test your knowledge to see if you have a good understanding of what social media platform each generation is using.

 Pollme

Social Media Demographics



***Most effective platform
to connect with students,
younger parents and
alumni ages 18-25***

*parents &
students*



***The social media platform
most likely to connect with
parents. Biggest user base is
moms ages 25-34***

*parents &
grandparents*

Social Media Demographics



***Best social media platform
to connect with other
campuses and departments***

educators

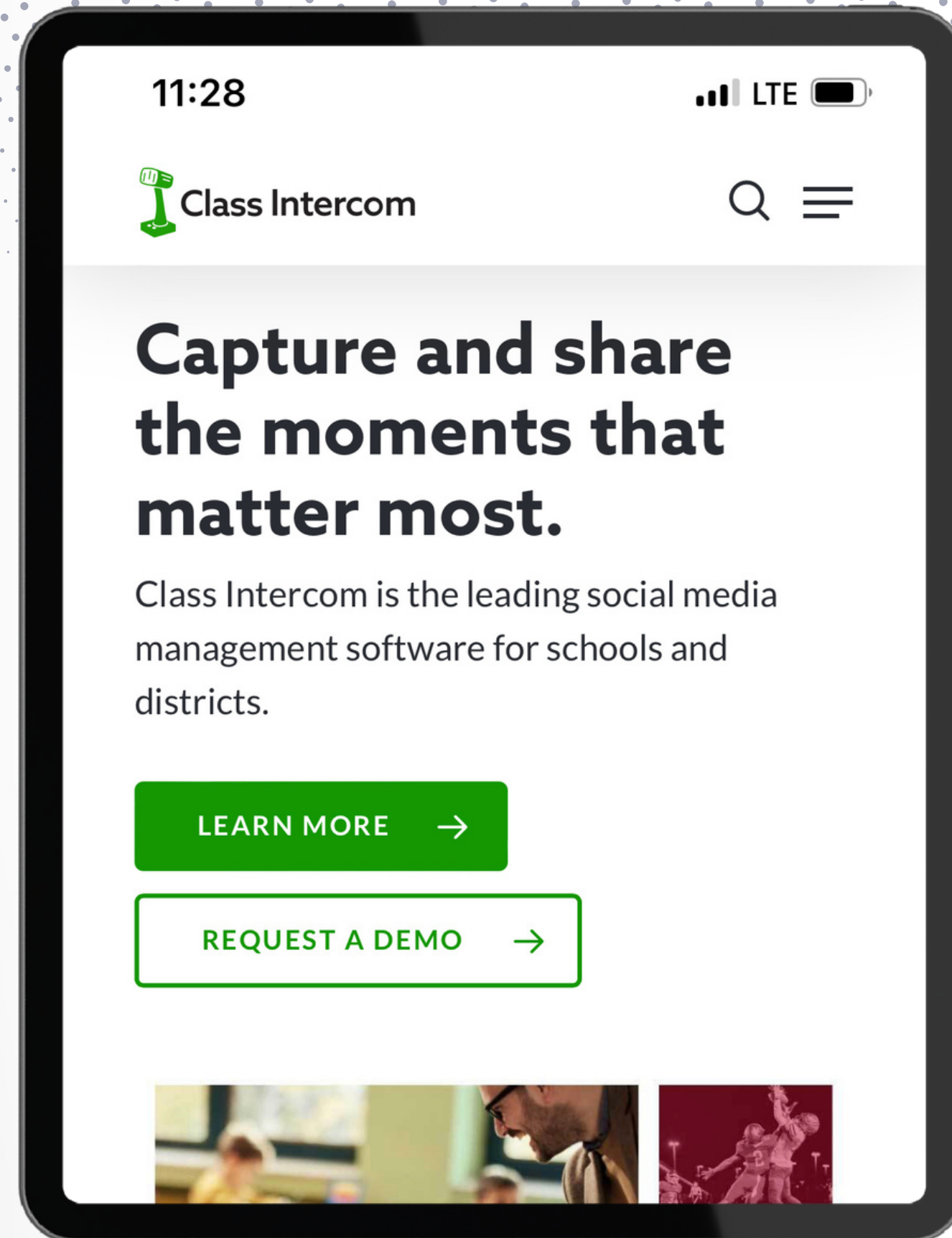


***Most effective
platform to connect
with teen students***


students

The "How"

- Recruit
- Train
- Retain
- Sustain



Recruit



A

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S

ADMINISTRATOR

MODERATORS

TEACHERS

STUDENTS

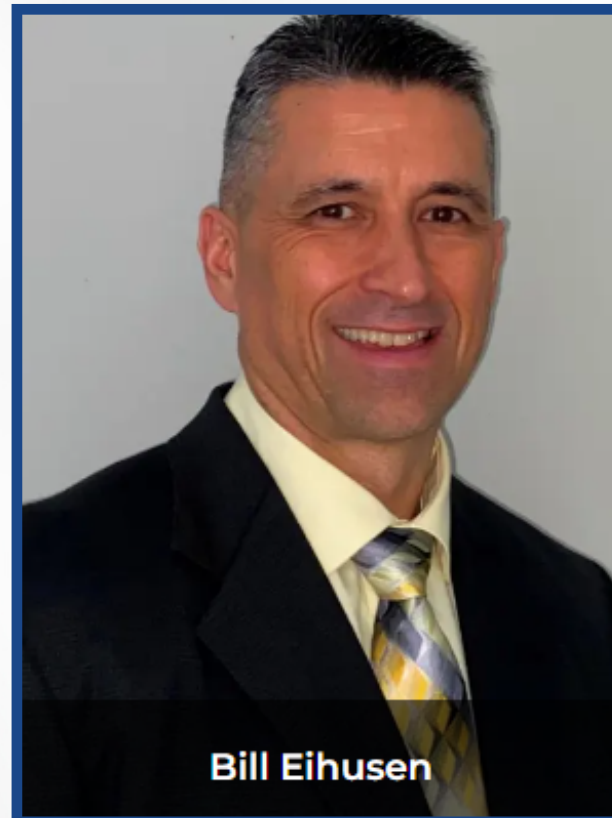
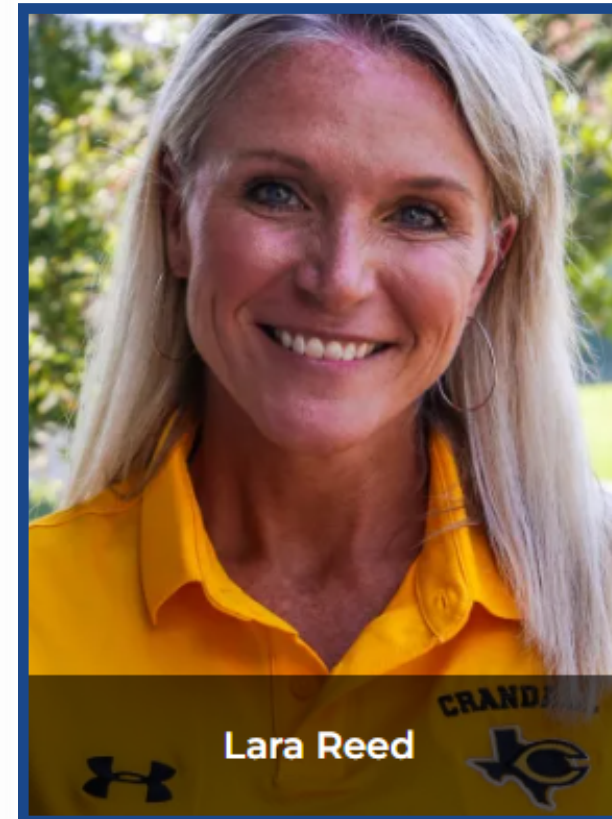
☐

☐

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Recruit



Train

Communications

Staff

Bad Weather Procedures

Brand Central

Crusader Magazine

Social Media Guidelines & Policy

[District Home](#) > [Departments](#) > [Communications](#) > Social Media Guidelines & Policy

HOW TO USE *Social Media* ON YOUR CAMPUS



CISD CAMPUS CONTENT PLAN

MONTH: *September*

			September 1 Post Pics of Students in Library for Library Card Signup Month	September 2 Post Weekly Newsletter
September 5 Labor Day/Holiday Reminder Post	September 6 Substitute Appreciation Post	September 7 Post Pictures of Students Learning	September 8	September 9 Post Weekly Newsletter
September 12 Repost CISD Patriot Day Post	September 13	September 14 Post Pictures of Students in Gym	September 15	September 16 Post Weekly Newsletter
September 19 International Talk Like a Pirate Day - post students!	September 20 Post Picture of your campus Tech Support for IT Professional Day	September 21 Post Pictures of Students participating in Fine Arts	September 22	September 23 Post Weekly Newsletter
September 26	September 27	September 28 Post Student of the 1st Six Weeks	September 29	September 30 Post Weekly Newsletter Reminder Holiday Post



Class Intercom Certification *Certificate of Completion*

This certifies that

YOUR NAME HERE

has successfully met the requirements to become
Class Intercom Content Creator Certified

Welcome to
The Content Generation®.

Dr. Jill Johnson
President



Retain



Celebrate Success



THANK YOU!

FOR BEING SOCIAL MEDIA AMBASSADORS!

Please reach out if you have questions or need any help!
-Courtne Nix
x60043
Cell: 214-236-3808
Email: cnix@crandall-isd.net



Class Intercom Certification

Please make sure to create your Class Intercom account. You can link it to your Google login!

September Challenge Calendar



*You must sign into your Google Drive account to access calendar!

THIS MAY SOUND

CORNY

BUT I JUST WANT TO

Thank You

FOR EVERYTHING YOU DO!



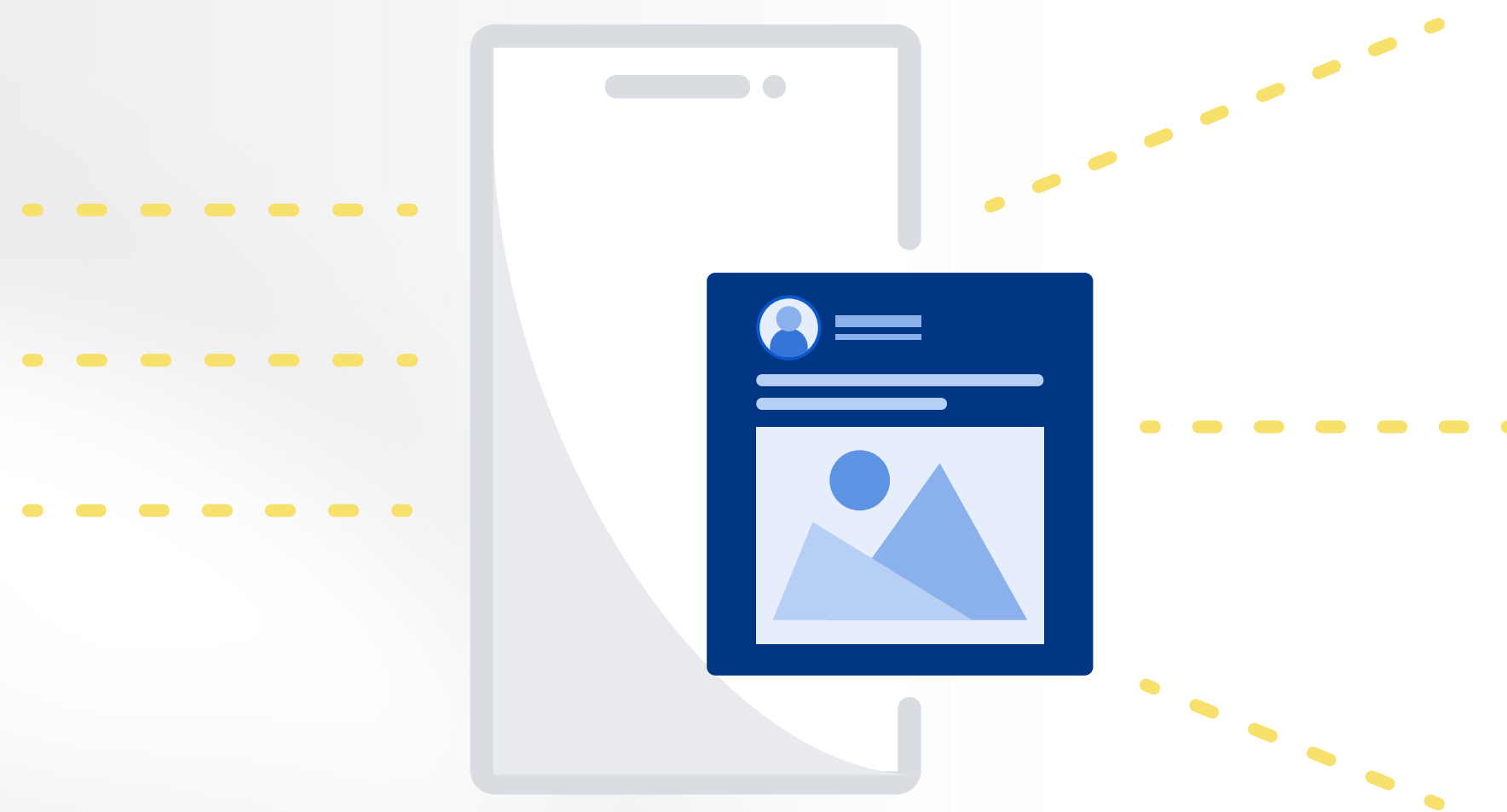
Please reach out if you have questions or need any help!
-Courtne Nix
x60043
Cell: 214-236-3808
Email: cnix@crandall-isd.net

October Calendar



*You must sign into your Google Drive account to access calendar!

Sustain



Track Data



7,315
followers

 **Crandall ISD**
Posted by ClassIntercom
Nov 11, 2022 · 🌐

Congratulations to three Crandall High School seniors who signed a Letter of Intent for a collegiate ... See more





[See insights and ads](#) [Boost post](#)

👍❤️ 299 27 comments




2,483
followers

 **officialcisd**



[View insights](#) [Boost post](#)

❤️💬📌

 Liked by [bbdebaker](#) and 172 others

officialcisd Crandall High School hosted a district Cross Country Meet yesterday at the Rusted Rail Golf Course. We are so proud of how hard these Pirates work!



4,180
followers



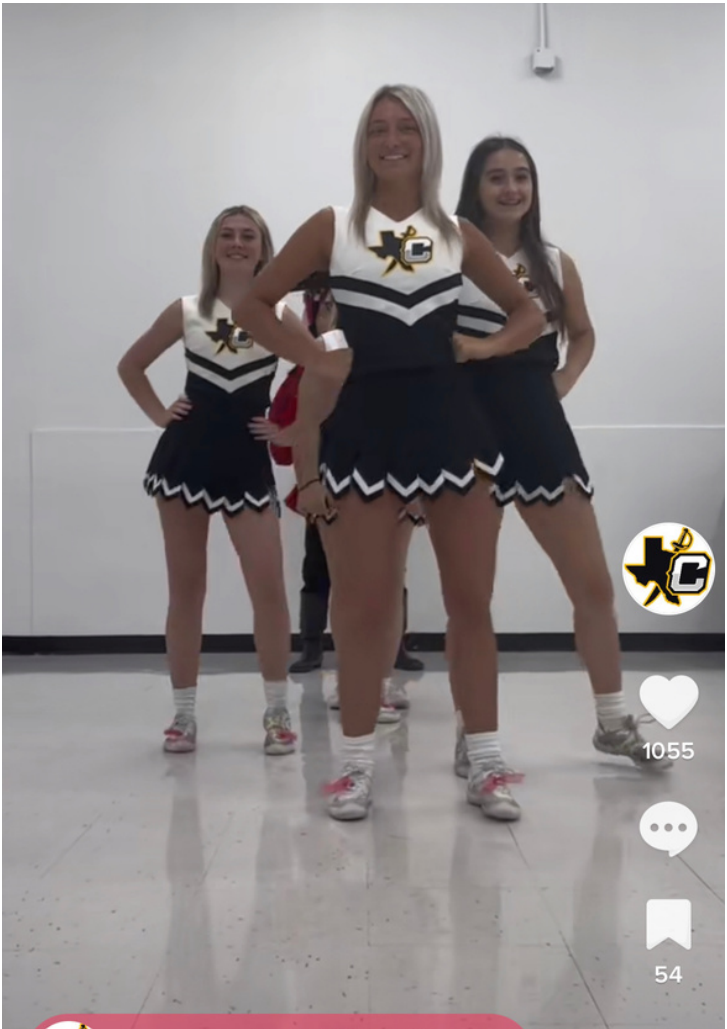
Crandall ISD @OfficialCISD · Nov 2, 2022
Officer Chase Dunlap protects and serves our community both on and off duty. To read more, click here:
crandall-isd.net/about/news/sto...




💬 5 ❤️ 20 📊 ⬆️



1,053
followers



 **crandallisofficial** · 2022-9-14
National Cheer Champs 🖤💛
#seashantychallenge #seashan...

▶ 25.5K views [More data](#)

Review Analytics

 **Crandall ISD**
Published by ClassIntercom · December 16, 2022

Crandall High School E-Sports Team ranked number one in the State of Texas. CISD wishes you luck in the finals this coming weekend! To learn more about E-Sports, visit:







TRST.IN
Crandall High School E-Sports Team came out number one in the State of Texas.
Stories - Crandall Independent School District

[See insights and ads](#) [Boost post](#)











  94 6 comments 7 shares

Post Insights

 **Crandall High School E-Sports Team ranked number one in the State of Texas. CISD wishes you luck in the finals...**
Published by ClassIntercom · December 16, 2022

Post Impressions 	Post reach 	Post Engagement 
4,298	4,082	776

Interactions

					
121	42	0	0	0	0
 Reactions 162					
 Comments 17					
 Link Clicks 407					
 Shares 7					

Set New Goals



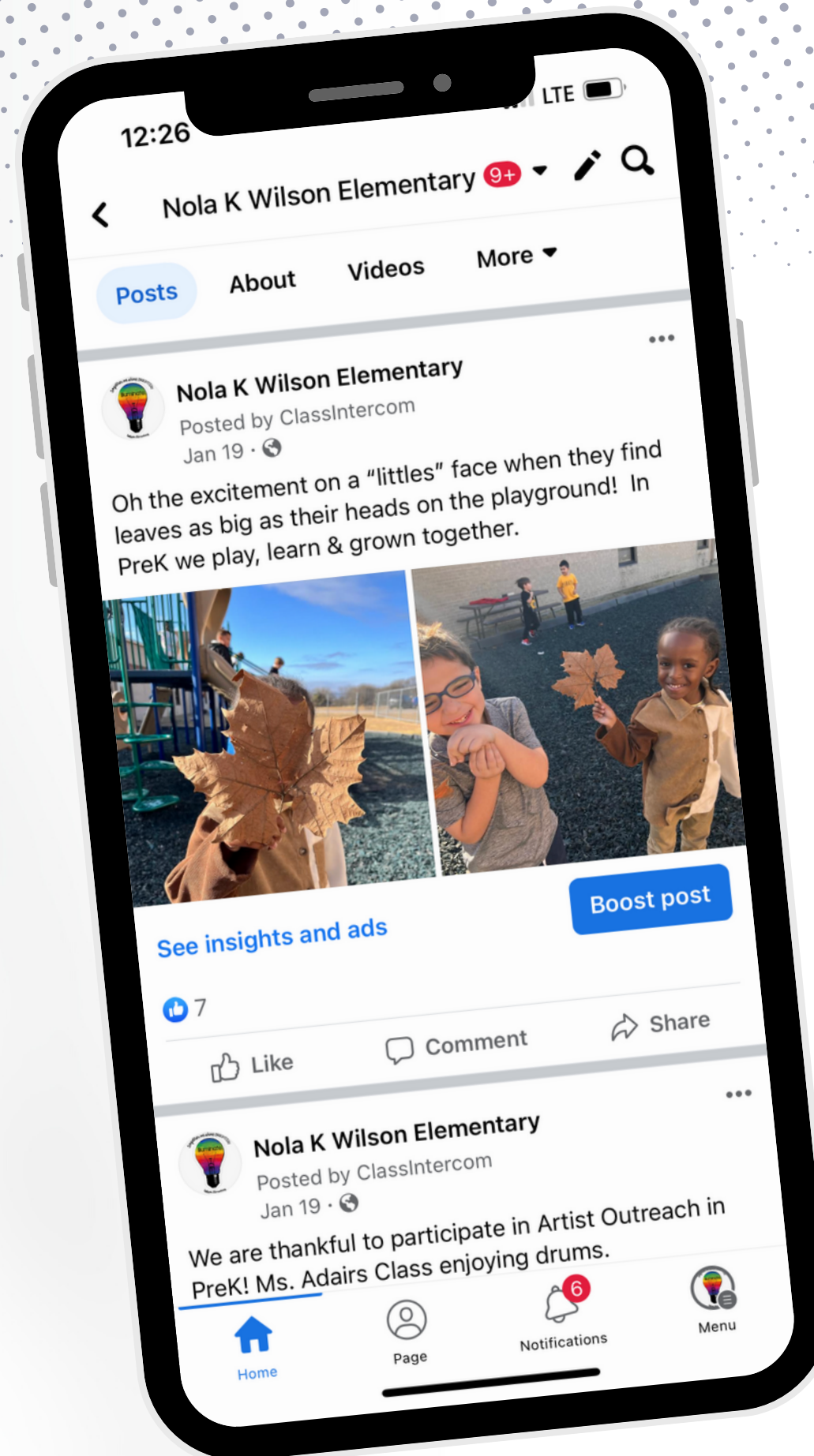
The "WIN"



Mrs. Holly Kirby
Wilson Elementary
Principal



Mrs. Erica Jander
Wilson Elementary
Pre-K Teacher



Thank You

Do You Have Any Question?

