

Re: PDC - Social media as an equitable communications tool for school districts

On Thu, 26 Oct at 12:45 PM , Rachel Nakanishi <racheln@strategies360.com> wrote:

External Email

Dear members of the PDC,

Our team supports communications and capacity for school districts and education organizations around the state. We study digital and social media trends and offer guidance on the best way to get information out to audiences. Social media and paid social media advertising has proved to be an effective, affordable, and equitable tool to get information to the diverse communities served by the school districts in our state, especially the smaller, less urban districts.

Below are the considerations and strategies that guide our work when using social media in a school district that we ask you consider as new guidance is developed:

- People that don't have kids in public schools deserve to know what's going on in their community, especially with its youngest members.
 - They deserve to know how their tax dollars are being spent by school districts and by local, state and federal governments.
 - Residents who do not have a child in school don't have a connection to the district's outreach channels.

- From research we know people get their news from local media, but local media especially in smaller communities is disappearing. Even in a large county of millions of people there might be one education reporter. Local media often has subscriber fees or is not in a person's native language which may result in accessibility issues with our community members.

- Social media is how people today get their information.
 - Research tells us the number two source of information is social media.
 - Facebook is the most visited social media site in America.
 - People in the US have an average of 7.1 social media accounts.
 - The average person spends about 145 minutes on social media every day.
 - While social media is the main tool where many readers get information, the posts need to be frequent in order to show up in a readers' feed.
 - Research also shows that post-pandemic, audiences spend about two seconds or less reading a post or webpage.
 - When sharing complex information, school districts must think differently about how to reach their community with content that is applicable and readable by their diverse audiences
 - This often means breaking down information into just a few sentences or singular data points at a time, or per each post.

- Everyone in our community deserves to know how their tax dollars are spent.
 - Social media is one tool districts can use to be accountable to their community and show exactly how tax dollars are spent.
 - It reaches a wide audience and meets people where they are. It can also be used to outreach to communities in multiple languages.
 - Paid digital media is a cost effective way to ensure every community member has accurate information.
 - Due to the number of social media posts a person may see during a day, paid digital media helps us deliver the message equally across the community.
 - Only a small number of followers of any given Facebook page, including school districts, will see each post.
 - A Facebook ad or boosted post can reach 40-80 more people with just one dollar per day. This is in comparison to purchasing ad space in a local newspaper, billboard, or sending a mailed piece to the community.

- People can stay informed about their community without having to be burdened with extra costs that they can't afford like transportation, taking off work early and child care to attend a community meeting.

Best regards,

Rachel Nakanishi



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