

# UTILIZING SOCIAL MEDIA FOR YOUR EVENTS

*CADA State Convention: Reno 2020*

# ABOUT US



BECKY STEWART

Graduate from Sacramento State.  
Band and Choir Director at Yuba  
Gardens Intermediate



DONNIE TRIPHAN

Graduate from Chico State.  
ASB & PE Teacher at Yuba Gardens  
Intermediate

# WHY USE SOCIAL MEDIA?

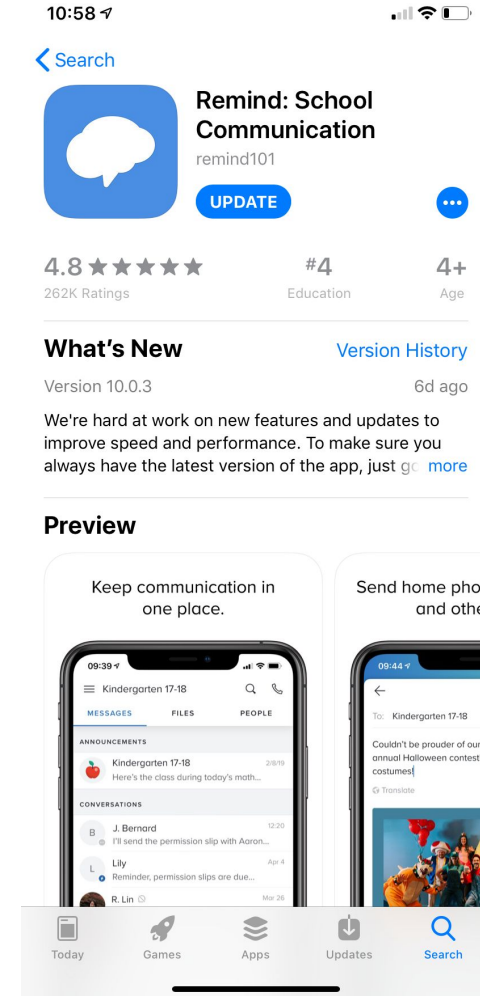
1. It helps you interact with the students & staff at your school in a large way & it lets you market your school and activities how you want.
2. It lets you get information out quickly.
3. Relevant way of communication.
4. It's easy, free and fun!

# SOCIAL MEDIA ETIQUETTE

1. Permission from admin and district (?).
  - a. Access to passwords
  - b. Create it's own email (ygleadership@gmail.com)
2. Photo releases from students.
3. Be professional and precise with wording.
4. Go easy on the hashtags.
5. Be kind, no matter what.

# REMIND

1. Free to use.
2. Sends text updates or updates through the app.
3. Private, need a special code to join.
4. You can schedule announcements.



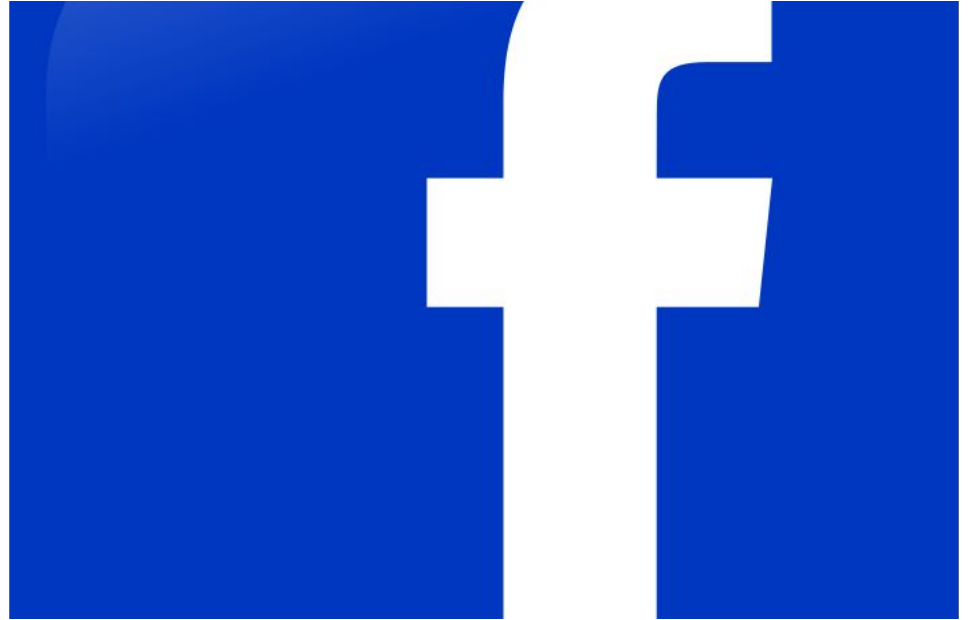
# SNAPCHAT

1. Free to use.
2. Fast and easy
3. Free advertising for your event (creating FOMO)
4. Create your own lenses, geofilters and stories.



# FACEBOOK

1. Free to use.
2. Students and parents use it.
3. Able to share events and updates easily.
4. Create events that people can RSVP to and “check-in” to.
5. Event story.



# INSTAGRAM

1. Free to use.
2. Students and parents use it.
3. Post daily for maximum interaction.





# CANVA

1. Free to use (!!!!)
2. 60,000 easily editable templates to create anything you need for your event.
3. Looks like you hired a professional graphic designer!
4. Can edit and share from computer or phone.



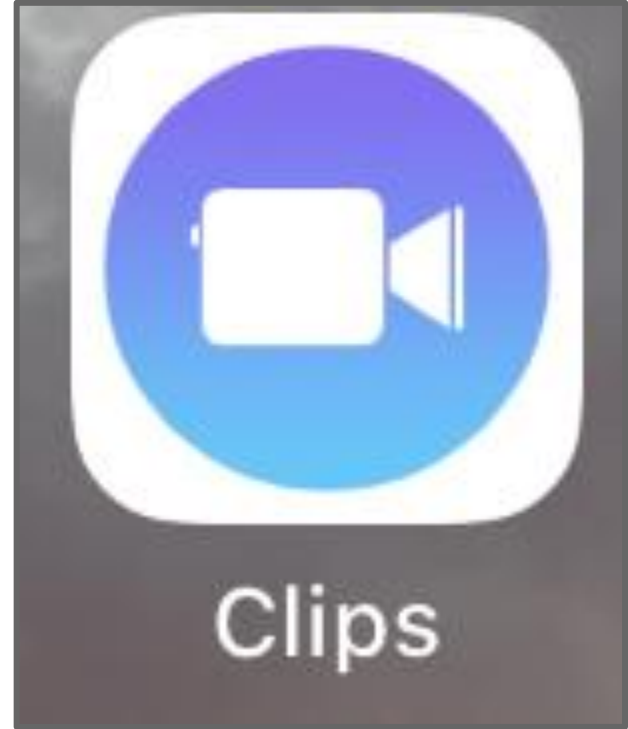
# PICSART

1. Free to use.
2. Students use it weekly in my class.
3. Templates/Color Backgrounds/Fonts
4. Easy to share across social media platforms.



# CLIPS

1. Free to use
2. Only available on Apple
3. Able to film a video for the size of instagram and it records subtitles for you (yay!)



# EXAMPLES!



## SPRING CONCERT

FEATURING: BANDS, CHOIRS, AND DRUMLINE

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1964 11TH AVE. BOB KISER  
GYMNASIUM

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DATE May 24, 2018

TIME 6 p.m.

P: (530)-741-6194

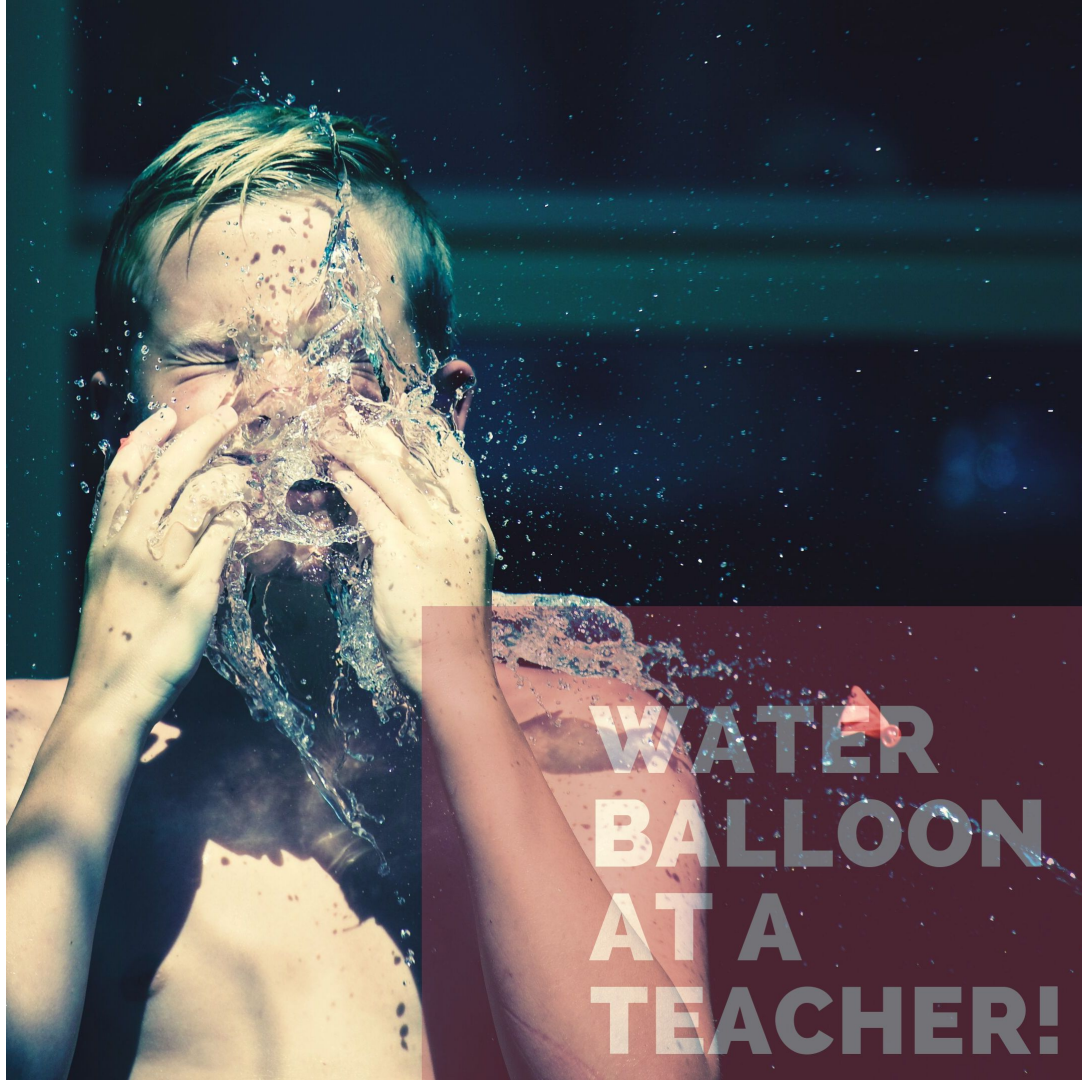
W: [WWW.FACEBOOK.COM/YUBAGARDENSMUSIC](https://www.facebook.com/yubagardensmusic)



TALENT SHOW

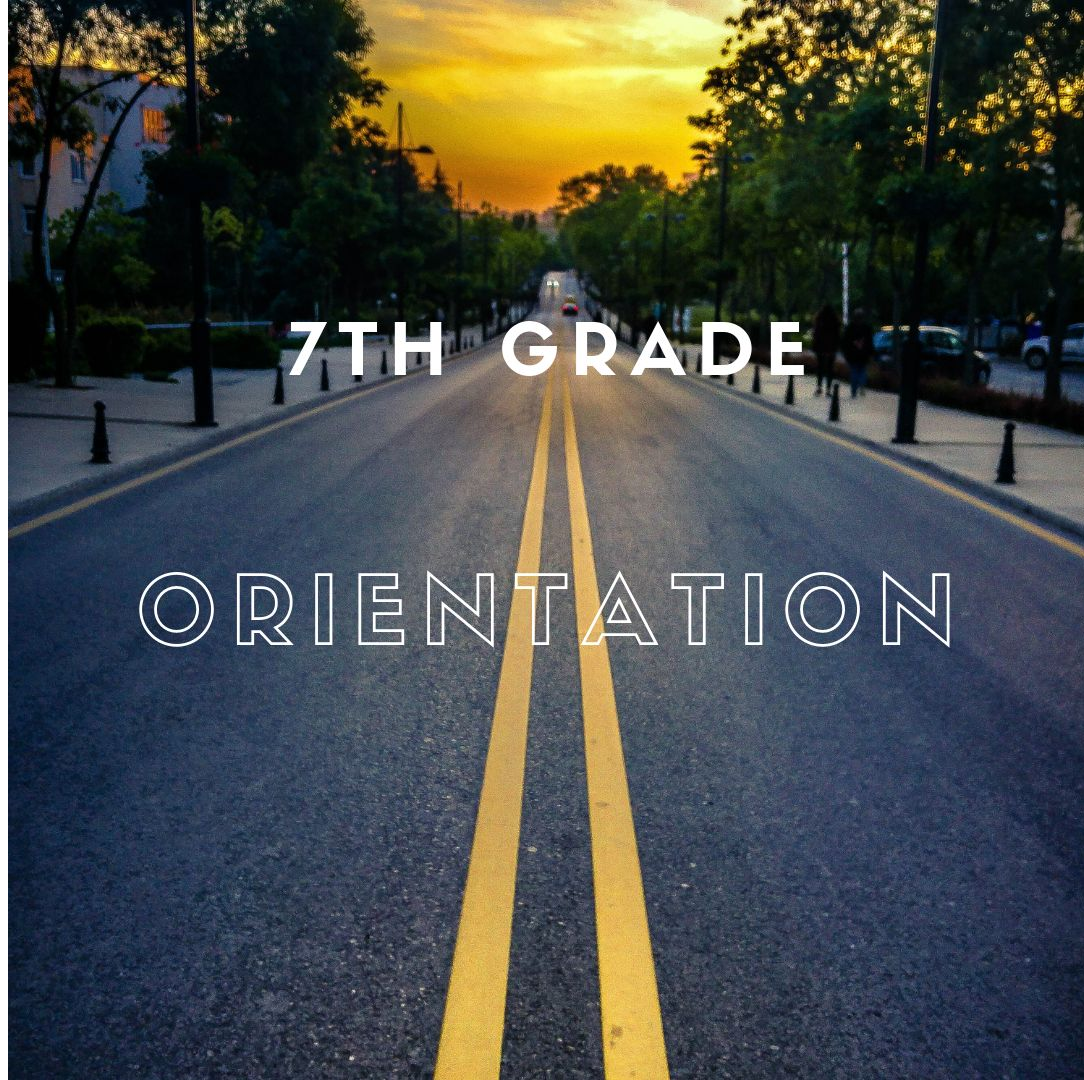
# ***YUBA GARDENS TALENT SHOW***

Auditions during Tutorial on Monday.



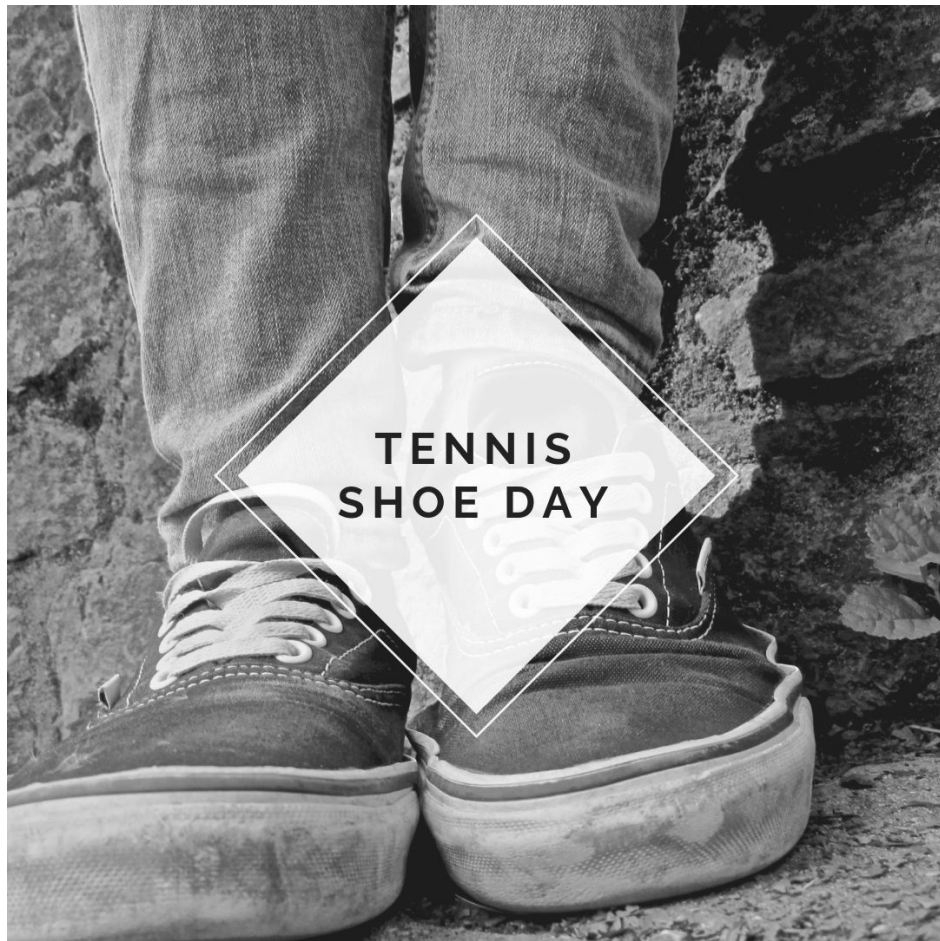
**WATER  
BALLOON  
AT A  
TEACHER!**





7TH GRADE

ORIENTATION



SWEETHEART  
BALL

*In the cafeteria*

*February 13th*

**3:30 - 5:30**

**\$3 - lunch**

**\$5 - door**





When you find out that the  
dance is tomorrow!



# Spirit Week

**Monday**   
**Color Day**




**Tuesday**   
**Crazy Sock Day**



**Wednesday**   
**Fake Injury Day**

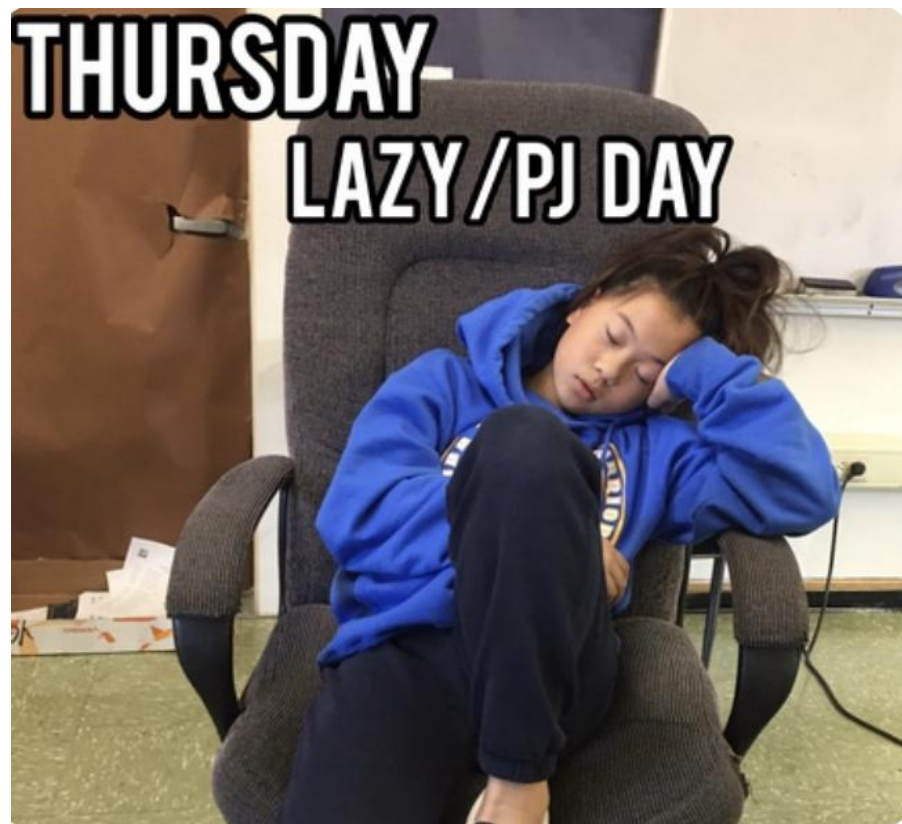


**Thursday**   
**Lazy/PJ Day**



**Friday**   
**YG Spirit Day**







# *Yuba Gardens Music*

MUSIC VIDEO 2019

# WEDNESDAY

## FAKE INJURY DAY

Volleyball

#11 Hallie  
#16 Ziannie  
#17 Madison  
#18 Olivia  
#28 Alexa  
#30 Krystal



# OUR SOCIAL MEDIA

Facebook:

Yuba Gardens Music

Instagram:

@yg.leadership

@yubagardensmusic