Social Media Hacks

Who are we?

Hi, I'm Dan.

Dougherty Valley High Leadership

Hi, I'm Travis.

Acalanes High School Principal

Presentation assumptions...

Most of the presentation assumes that your school has an Instagram account.

If your school doesn't have an account, this will be a helpful resource for creating an account that is intentional, representative and equitable.
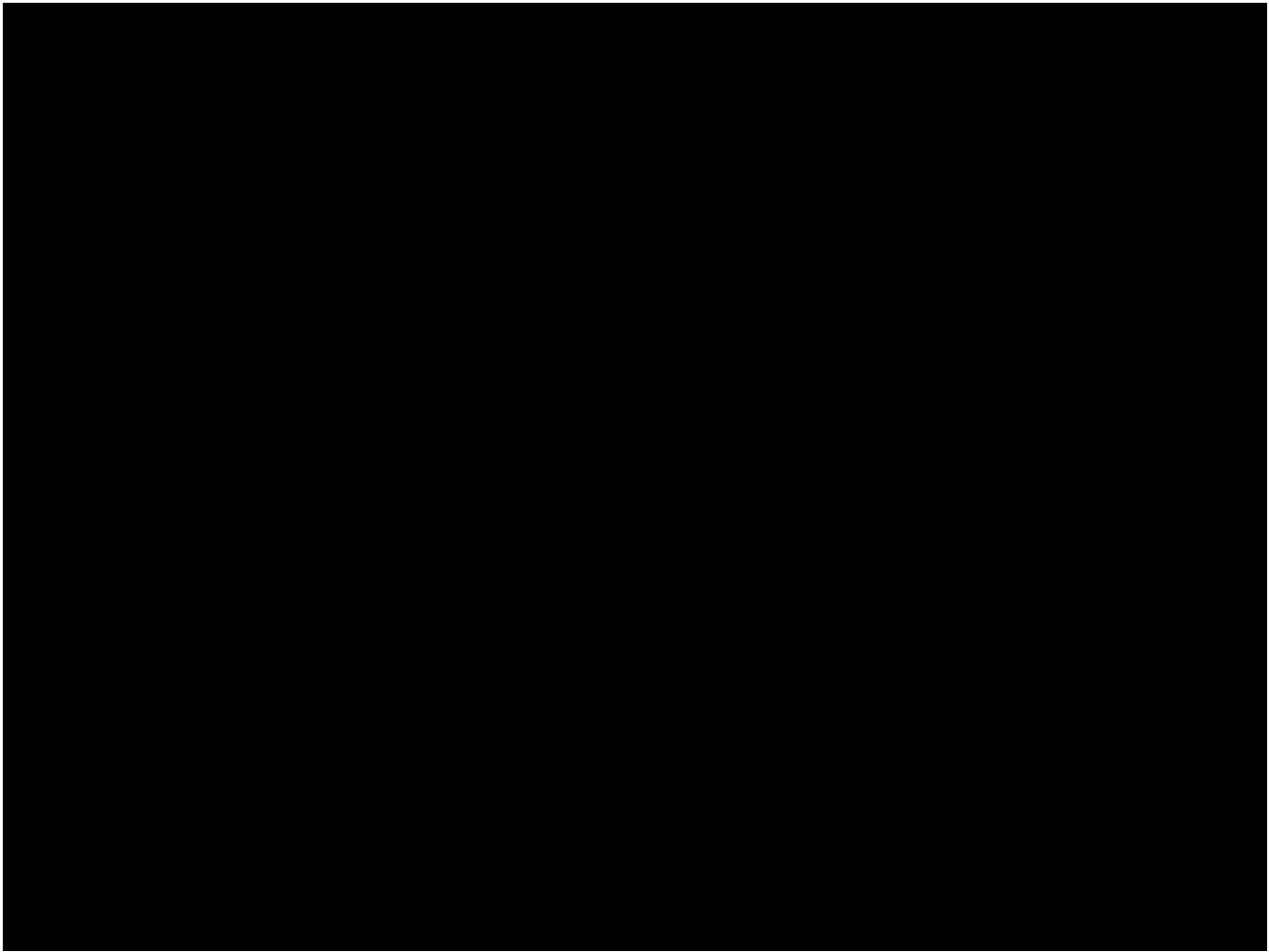
Why?

Social media is where students spend their time.

Effectively using social media for your school keeps your students, staff and community better connected and informed.

Effective use of social media on/off your campus can create a more inclusive culture.

Insta-facts (macro)

Twitter: 30% (or less) High School & 68% Male

TikTok: Seen as "Entertainment" & can be polarizing

Snapchat: "sacred space" for friends to individually connect

Instagram:

- 72% of Teens use Instagram
- 52% Male / 42% Female / 6% Other
- Average 28 minutes per day (across all users - teens more)

Instahacks

Hack 1 - How social is your school's social media?
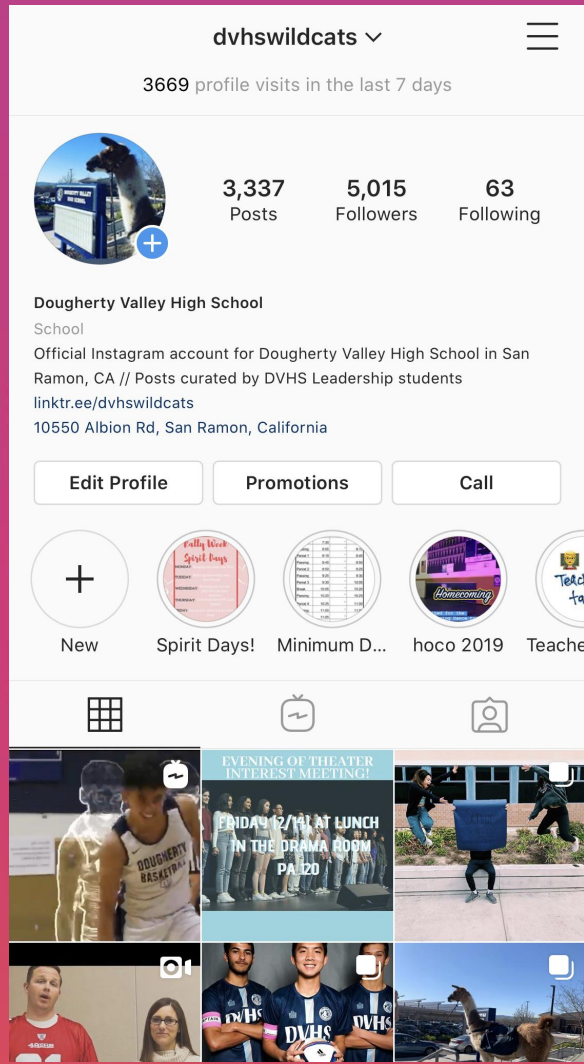
Examine your school's IG account critically.

- IG Leadership assignment
  - [Link](#)
  - Sample areas of focus (Race/Gender, Sports vs. Non Sports Posts)

Gather data and assess your school's social gaps and needs.
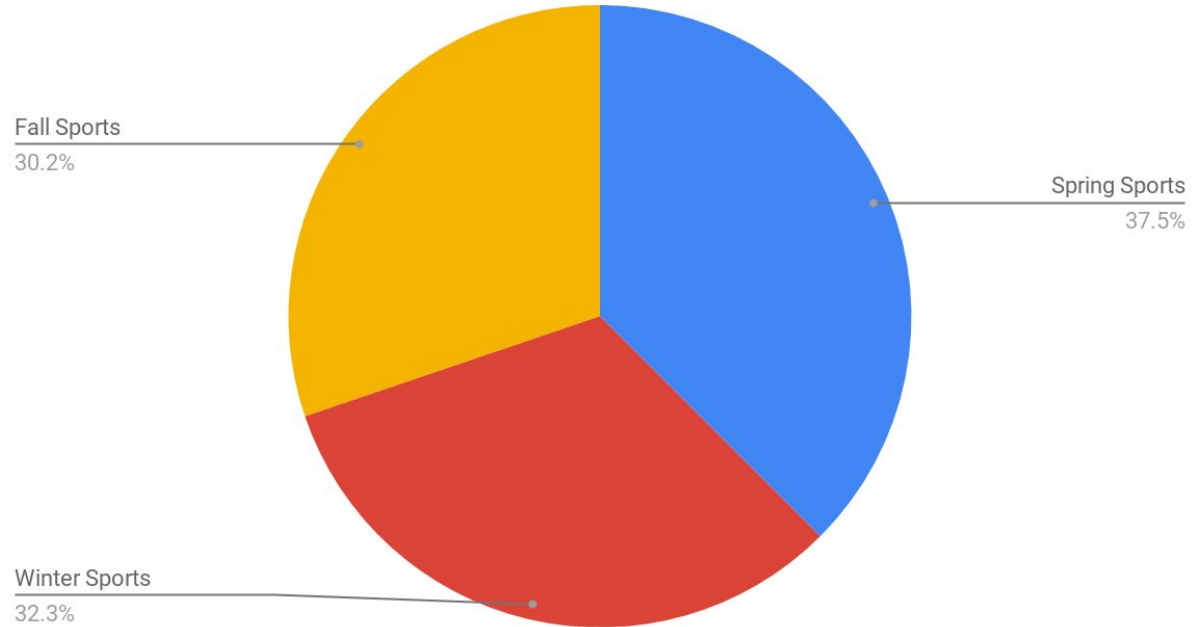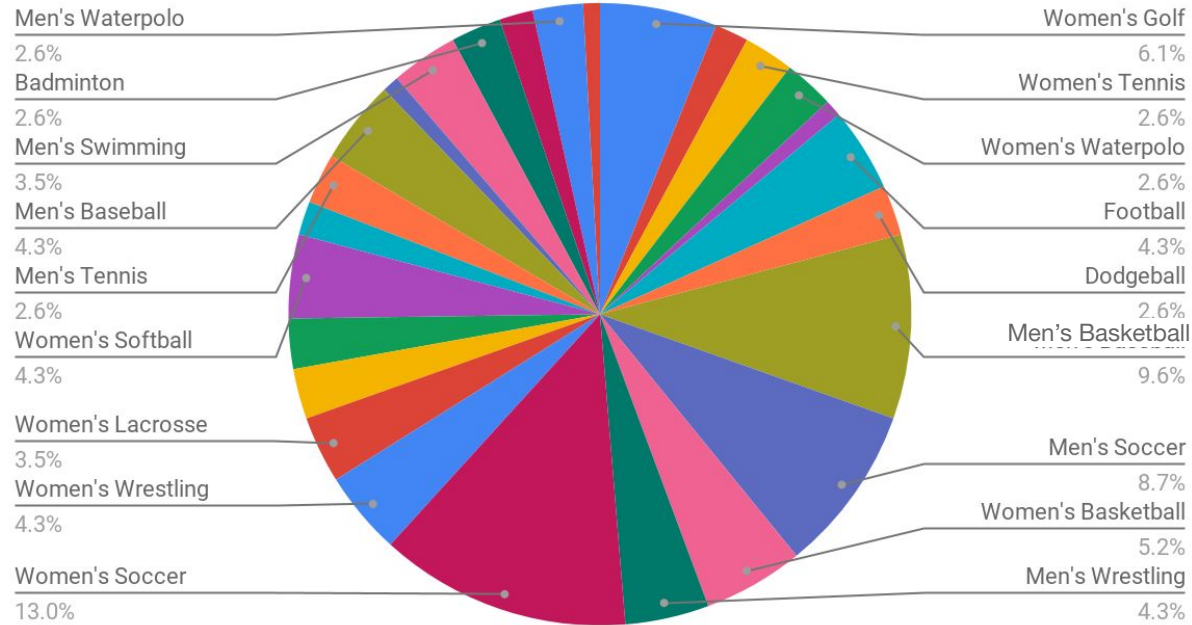
- Use Insights and Analytics

DVHS Insta-facts

POSTS BY SEASON

DVHSWildcats Athletics Sports by Season 2018-19

Fall Sports
30.2%

Spring Sports
37.5%

Winter Sports
32.3%

POSTS BY SPORTS

DVHSWildcats Posts Per Sport (2018-19)

Men's Waterpolo — 2.6%
Badminton — 2.6%
Men's Swimming — 3.5%
Men's Baseball — 4.3%
Men's Tennis — 2.6%
Women's Softball — 4.3%
Women's Lacrosse — 3.5%
Women's Wrestling — 4.3%
Women's Soccer — 13.0%

Women's Golf — 6.1%
Women's Tennis — 2.6%
Women's Waterpolo — 2.6%
Football — 4.3%
Dodgeball — 2.6%
Men's Basketball — 9.6%
Men's Soccer — 8.7%
Women's Basketball — 5.2%
Men's Wrestling — 4.3%

Types of Posts

Visual & Performing Arts
4.0%

Pride
11.5%

Leadership Posts
23.2%

Athletics
61.3%
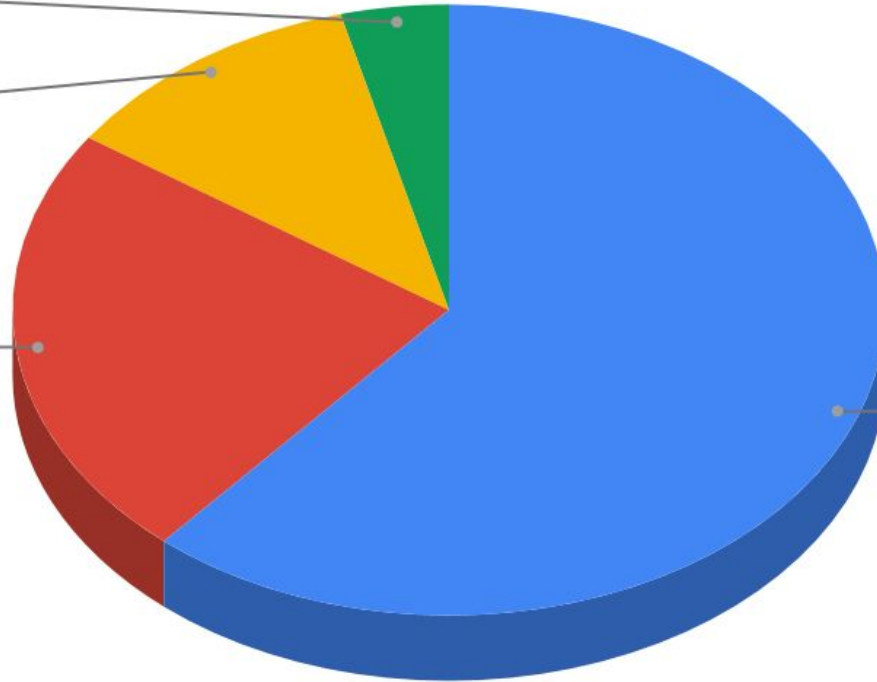
GRAPH 3
Individual Photos ~ Gender Difference

guys
44%

girls
56%
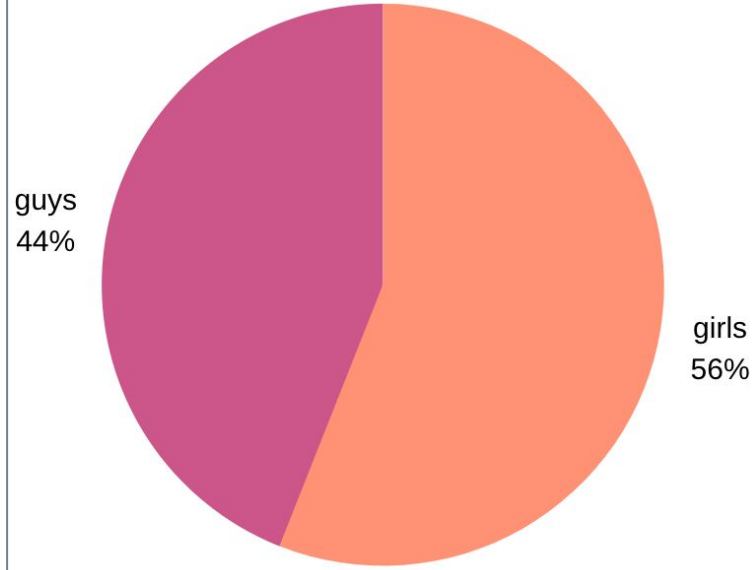
GRAPH 2
Individual Photos ~ Gender Difference

guys
27%

girls
73%

2018/2019
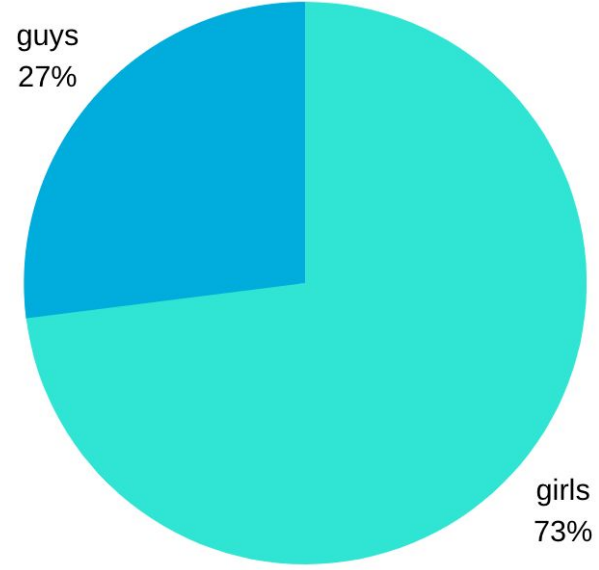
2019/2020

Racial Demographics

WITHIN GROUP/SINGLE PHOTOS

2019/2020 year

Hispanic 10.9%

Mixed/Other 17.4%

African American 17.4%

Caucasian 21.7%

Asian 32.6%
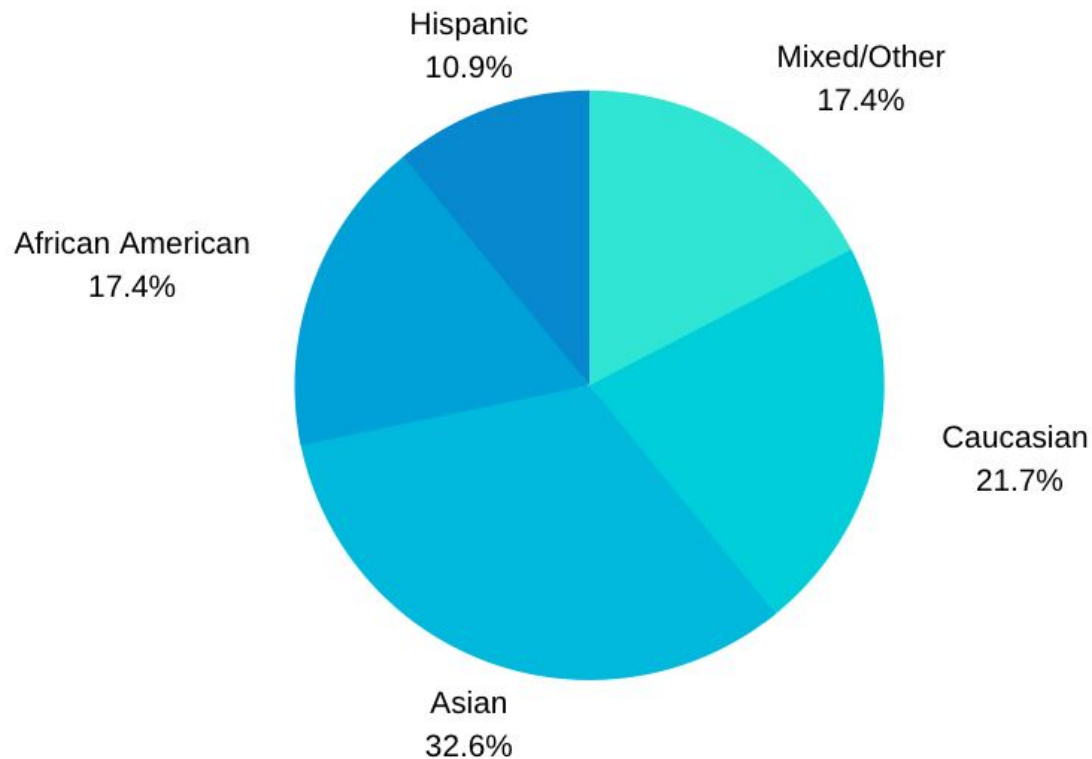
DVHS School Stats

Total students = ~3400

Asian = 76%

African American = 2%

Caucasian = 11%

Hispanic = 5%

Mixed/Other = 6%

Hack 1, continued: *Check out your analytics**

Insights & Analytics:

Post Insights

❤️ 1,094   💬 38   ✈️ 34   🔖 17

208
Profile Visits

3,684
Reach

Interactions ⓘ

208
Actions taken from this post

Profile Visits   208

Website Clicks   6

Discovery ⓘ

3,684
Accounts reached
16% weren't following you

Follows   1

Reach   3,684

Impressions   5,602

From Home   4,533
From Profile   6
From Explore   2

* If you haven't done so already, make sure your school's account is set up as a "professional account" so you can have access to resources such as Insights.

Hack 1, continued: *Analytics!*
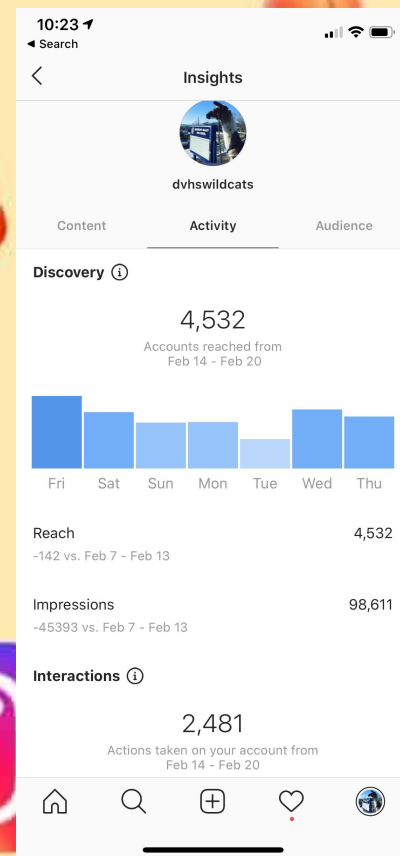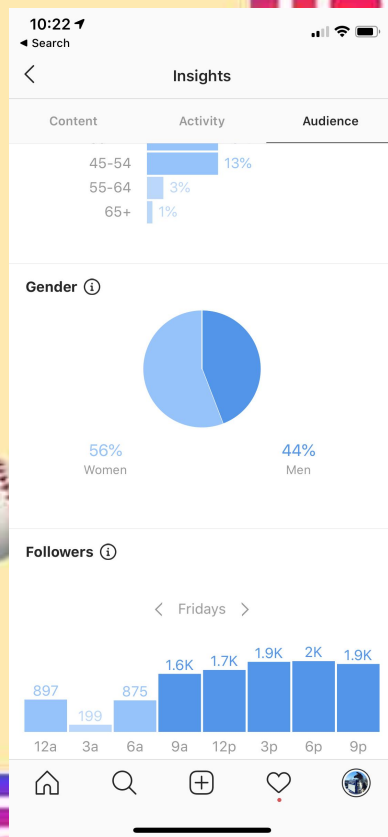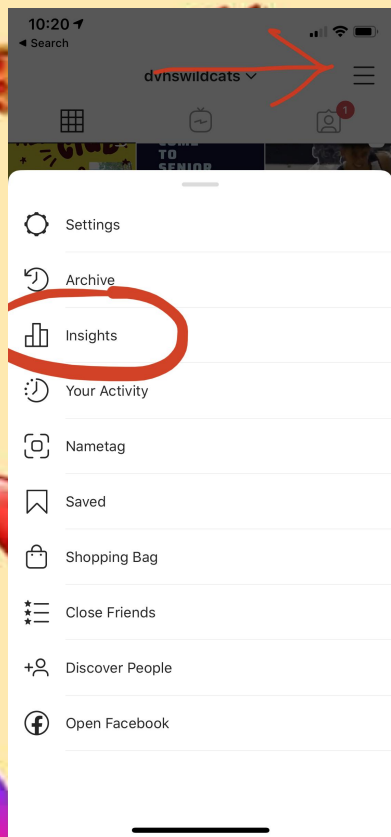
Hack 1, continued: *How to use Insights*

Insights can tell you when to post *(our best time is late Fridays).*

Insights tell what types of posts perform best for you.

Insights help you become more intentional with your posts.

If your posts get more engagement, the IG algorithm will

prioritize your account in your follower's feed, which will

make them more likely to see your future posts.

Hack 2 - Represent your school

For students. By Students. With Adults.

- Just because they are Leadership students doesn't mean that they are uniquely gifted to share announcements or represent other students.
  - Have non-Leadership students be the voice.

Establish a system for Takeovers

- Get admin approval and create a contract.

Ask your students to get creative! *Ex: TikTok Challenge*

Allow students to define their roles. Avoid tokenism.

Joy & Tokenism

Authentic Representation and Communication

1 - Takeovers

- Rules Forms

2 - Look beyond the calendar

- Tell stories

3 - Make your account "open source"

- Have students DM account w/ student updates, pics, etc.
- Don't follow students with your school account

Hack 3 - Increase engagement

- If you post videos, use captions.
- Use slideshows and maximize them
  - Use up to 10 in a "slideshow." This keeps people on your page/post longer, which makes the IG algorithm prioritize your posts for that user in the future.
- Post memes and inspirational quotes (not just school-related content):
  - Example - *The A's won!; Voting registration info for seniors; "Who will win the Super Bowl?" poll*
- Share something in your story daily. Be consistent with your feed as well.
- Encourage clubs to have IG accounts and promote their accounts on your story.
- Get creative with a new series
  - *"Overhead at DVHS," "Teacher Tales," "Teachers Eating Hot Food"*
- Go Live!

Hack 4 - Organize your social life

- ID your primary account
  - This account represents your school. Make it a professional account.
- Establish Other Accounts for Specific Needs
  - Class Accounts, Athletics, etc.
- Don't follow student's accounts
  - Follow local schools, businesses, inspirational speakers, etc.
- Limit Account Managers
  - Appoint a committee or team to manage your account. Be intentional with who you choose.
- How DVHS does it...

Hack 4 - Organize your social life
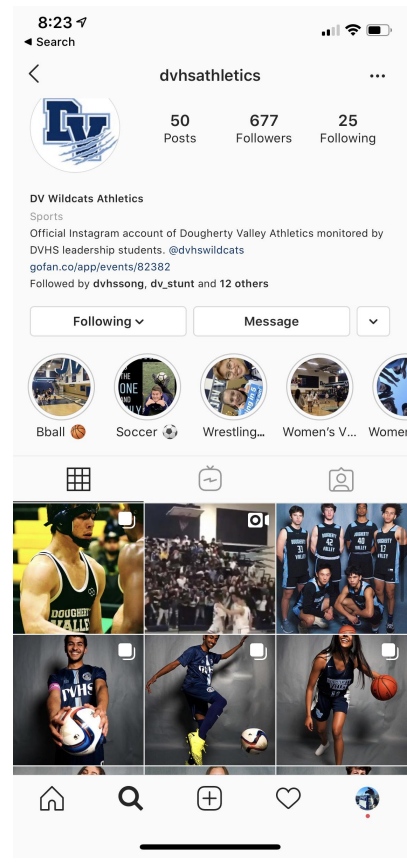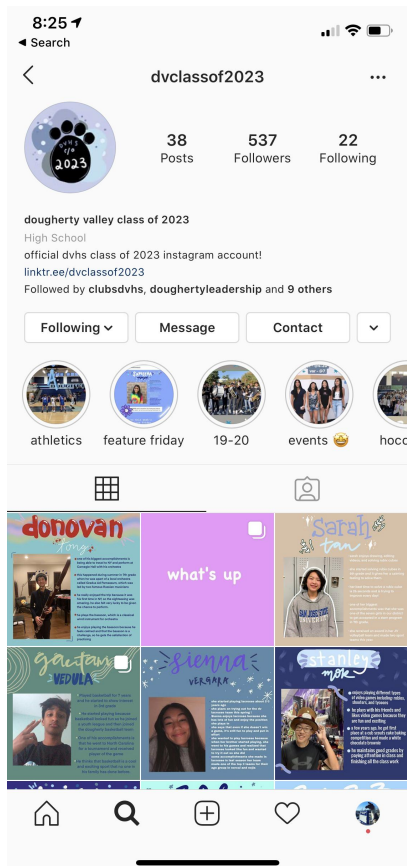
Hack 4 - Organize your social life

How DVHS does it:

- @dvhswildcats is for storytelling, celebrations, and messaging
  - Sports championships and individual achievements may be posted on our feed, otherwise…
- @dvhsathletics is for all of our sports posts
  - This IG page posts game times and victories (mainly on the story)
  - The primary focus is varsity sports
  - JV sports recognition is the responsibility of the…
- Individual class accounts (@dvhsclassof2020, etc.u)
- @doughertyleadership is for internal memos and celebrations
  - It's a private account for class communication

Things you can do tomorrow...

Airdrop and share.

Tik Tok challenge.

Freshman Feature Friday.

Teacher Tales.

IG polls.

Go LIVE at an event.

Story archive curation.

Leadership kids on posts as a last resort.

Use a link tree in your profile.

Take an IG break.

Contact us!

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Home of the Wildcats and Traditions in Excellence!

2020 Instagram Takeover Agreement

Students in good standing with Academics, Attendance and Behavior at Dougherty Valley High School are able to participate in the DVHS 2020 Instagram Takeover.

By signing this agreement on ____/____/____, I am agreeing to these rules:

DOs:
- Post 5 - 20 times on the story and share moments from your day
- Start off by introducing yourself on the takeover
- Feel free to promote yourself if there's an organization you belong to (like a club or business), but don't let that become the main focus
- Give shoutouts to teachers and friends (always with permission)
- Use school appropriate language, whether that be in the text you put on the screen or in the background of videos
    - Example: if a friend swears or is playing explicit music in the background of a video, start over and take it again
    - Students should wear appropriate clothing with no reference to drugs or alcohol
- Post positive content
- Share what's happening throughout your day
    - Example: a good meal you had, a project you're working on in class, a sports practice you have after school, etc.
- End the takeover by signing off with your name, and then logging out

DON'Ts:
- Spam the story by posting more than 20 times
- Post anything rated above PG
- Post anything derogatory or negative
    - Example: Don't say that you hate the teacher of the class you're in, maybe talk about how it's challenging you instead
- Create actual posts for the feed
    - Please only post on the story
- Change any settings, including the password
- Share the password with anybody else
- Post videos or pictures of people in class without their permission

Failure to adhere to these rules will result in the immediate removal from the class account, the deletion of my posts, and be subject to disciplinary action as decided upon school administration through Board Policy 6134.4 and the school handbook on appropriate use of technology.

Participant name (printed): _____

Participant signature: _____

Parent name (printed): _____

Parent signature: _____

Rules are subject to change at any time and students will be held accountable for anything they post while participating in the 2020 DVHS Instagram Takeover.

Discuss!

When you see a post on Instagram, what generally draws your attention first?

What makes you scroll past a post without stopping to look/read it?

Without looking at the DVHS feed, what would you say DV does well with its IG?
What should we improve?

Analyze & Solve

In your team, you will be assigned an aspect of DV's Instagram to analyze.

You will go through the posts on the DVHS IG and gather data. You will then present the data to the class through a minimum of 4 charts (USE DATA!) and answering the following questions:

What mistakes do we continue to make?

How can we improve?

Team Names & Area of Focus

Weedabeez - Trends & "Issues" (2016-2017)

Kool Aid Kidz - Trends & "Issues" (2018-Present)

2 Tyred - Race & Gender

Mannschaft Vier - Representation *(define that how you will)*

Omatha Ena - Non-sports!

H2O - Leadership & Non Leadership Posts

Mango-A-Go-Go - Effort and Intentionality

Шесть - Sports! (you may reference @dvhsathletics as well)

Dog People - Engagement (what *does* and *doesn't* "work?")

Challenge

Your task!

Using the IG information and strategies we discussed in class, create a post to promote tomorrow's spirit day and rally. The senior leaders will choose the winning team and that team's post will be posted on the main DVHS IG and we will also tag your team members to give you credit.