



INSPRA: Focus on Social Media

Mark of Distinction Application

Submission by Illinois Chapter (INSPRA)

Section II - Special Focus Area

1. Professional Development/PR Skill Building

Category B: Chapters with 50% or more NSPRA membership

INSPRA: Focus on Social Media May 2013

Prepared by:

**Mary Todoric, President
Carla Erdey, Past-President**

Enclosures

- Related Membership Survey Results
- Flyers promoting Social Media Related Workshops
 - Creating Your Own Newsroom through Social Media
 - I Know How to Tweet, But Not What to Say: Social Media Content
 - Technology Petting Zoo: Apps, Videos...Oh My
 - How Social Media Can Make Your Job Easier, Yes, Easier
- Social Media Manager Documents
 - Social Media Proposal
 - Social Media Contract
 - Screenshots (Twitter, Facebook and LinkedIn)
- Social Media Workshop Attendance Sheets
- Social Media Workshop Evaluation Results
- Social Media Reporting Forms for Twitter, Facebook and LinkedIn
 - December 3, 2012
 - February 14, 2013
 - April 15, 2013

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Explanation/Overview of Year-Long Effort

A survey of INSPRA Members indicated that Social Media and Web 2.0 ranked among the top four central issues members would face in the coming year. This was tied with website creation, internal communication and community engagement, and only surpassed by communicating Common Core Standards, managing increasing demands on time and media relations.

The Board of Directors determined that a focus on social media throughout our professional development offerings would meet the needs not only of those seeking social media assistance specifically, but also impact the other identified needs by providing a communication forum for our members to address the other topics.

Throughout the 2012-13 school year, INSPRA focused on providing professional development for members as well as modeling how social media can be used as a powerful communication tool. This was done through a series of workshops as well as the creation of a Social Media manager position for the chapter.

Workshop Series

- **Creating Your Own Newsroom through Social Media**
September 21, 2012
Matia Powell and Noelle Mashburn, Metro Nashville Public Schools
- **I Know How to Tweet, But Not What to Say: Social Media Content**
September 28, 2012
Terri McHugh, Schaumburg School District 54
- **Technology Petting Zoo: Apps, Videos...Oh My**
March 15, 2013
Mary Todoric and Mick Torres, Community High School District 128
Earl Dotson and Vincenzo Vitale, Rockford Public Schools
- **How Social Media Can Make Your Job Easier, Yes, Easier**
April 5, 2013
Mary Todoric, Community High School District 128
Faith Behr, Behr Communications

Social Media Manager

In addition to direct professional development through workshops, the INSPRA Board felt it was important to model for our members how social media can be used effectively. The creation of a Social Media Manager position was implemented whereby INSPRA member Faith Behr would manage the chapter's social media presence. In addition to having one person serve as the central point for overseeing the chapter's social media presence, it also allowed for a consistent voice in the chapter's messages.

Top Issues Facing Members

- 1 Communicating Common Core
Managing Increasing Demands
- 2 Media Relations
- 3 Balancing Responsibilities
- 4 Social Media/Web 2.0
Websites
Community Engagement
Internal Communication

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Statement of Chapter Goals and Objectives

INSPRA's Strategic Plan includes five key goals. The Focus on Social Media primarily addressed the first goal to provide professional development opportunities in school public relations/ communication strategies. The Board chose this focus based on data collected through our annual membership survey.

By modeling social media through the development of the Social Media Manager position, the Board also addressed goals two, three and four: (2) Sustain INSPRA's current membership and develop opportunities to expand the membership base, (3) Expand coalitions/partnerships with other educational organizations to support INSPRA's mission and goals, and (4) Ensure the long-term financial stability of INSPRA.

Documentation

Included in this application are flyers promoting the workshop series.

Documentation supporting the modeling of social media is summarized with the Social Media proposal and resulting contract with the Social Media Manager. Also included are screenshots of our social media presence including Twitter (@INSPRABOARD), Facebook (Illinois Chapter of National School PR Assoc. (INSPRA)) and LinkedIn.

Target Audience/Participants

The target audience for the workshop series is the complete INSPRA membership, which included approximately 150 individuals. In addition, we encouraged participation by non-members as a recruitment tool. Included in this application are attendance listings for the workshop series.

Measurable Outcomes

In an effort to determine the success of each workshop, INSPRA provides a hard copy (paper) evaluation to all attendees and reminds attendees to complete it at the conclusion of the session. In addition, our annual membership survey will be released later this month and will ask specific questions related to social media. Included in this application are evaluation forms from the workshop series.

To measure the impact of the Social Media Manager modeling, bi-monthly reports were provided by the manager. These allowed the chapter to track Followers and Friends, quantity and reach of postings. The annual membership survey will ask members to evaluate the effectiveness of INSPRA's social media presence as a model for how they can use social media in their work.

Relationship to NSPRA Goals


















One of NSPRA's goals is to be the professional organization that is indispensable to school public relations professionals and other education leaders. As one of NSPRA's strongest chapters, the Illinois chapter continues to be a model of professionalism, creativity, excellence and resourcefulness. Illinois members use the word "indispensable" when describing our organization regularly, as there is no other group like INSPRA in the region. The chapter's strength only serves to in turn strengthen the National organization. Members know the value of INSPRA and fully understand our relationship and partnership with the national office and other chapters throughout the country.

Other Relevant Information

The Illinois chapter was pleased to invite colleagues from Nashville to share their presentation at the September 21 workshop. This connection was made possible through the National Conference held in Chicago last summer.

In addition, part of INSPRA's social media strategy is to friend and follow colleagues and NSPRA chapters from throughout the country. This expands the reach of the chapter to network with fellow NSPRA members.





**What are the central issues you expect to face in your district over the next 12 months?
(Select all that apply.)**

		Response Percent	Response Count	
Balancing PR/Communications with other responsibilities		57.9%	22	3
Business partnerships		31.6%	12	
Board of Education challenges		31.6%	12	
Communicating boundary changes		7.9%	3	
Communicating budget/finance issues		50.0%	19	
Communicating Common Core State Standards		68.4%	26	1
Communicating negotiations		39.5%	15	
Communicating staff/program reductions		21.1%	8	
Community engagement		55.3%	21	4
Crisis communications		36.8%	14	
FOIA responses		18.4%	7	
Internal communications		55.3%	21	4
Justifying/Validating the PR position		18.4%	7	
Managing increasing demands for communication with not enough staff or time		68.4%	26	1
Media relations		63.2%	24	2
Parent involvement		34.2%	13	
Referendum/tax rate increase		7.9%	3	

Superintendent issues (New Supt. / Supt. PR)		15.8%	6
Web 2.0 / Social Media		55.3%	21 4
Website (creation, design, improvement)		55.3%	21 4
Other (please specify)		5.3%	2
answered question			38
skipped question			0

What Tips & Tactics topics would you like to see next year? (Select all that apply.)

		Response Percent	Response Count
Accreditation in Public Relations (APR)		18.4%	7
Auditing communications		55.3%	21 ³
Balancing work and home life		18.4%	7
Budgets/Finance (explaining, gaining support)		34.2%	13
Business partnerships		28.9%	11
Crisis communications (plan and strategies)		60.5%	23
Design (publications)		36.8%	14
FOIA		15.8%	6
Grant writing		21.1%	8
Internal communications		57.9%	22 ²
Leadership/Management		31.6%	12
Legal (new legislation, best "safe" practices)		44.7%	17
No Child Left Behind		5.3%	2
One-person PR shop		31.6%	12
Public engagement (not referendums)		52.6%	20 ⁴
Photography		15.8%	6
Referendum		13.2%	5
Research techniques		26.3%	10

Springfield / State News		28.9%	11
Strategic planning		36.8%	14
Web 2.0/Social Media/E-communications		52.6%	20 4
Websites		52.6%	20 4
Other (please specify)			6
answered question			38
skipped question			0



You are cordially invited to attend a special event!
**The 2012 INSPRA Communications
Workshop & Awards Luncheon**

Friday, September 21, 2012
Maggiano's Little Italy
Oakbrook Center - Oakbrook, IL

9:30 a.m. Morning Workshop - "Create Your Own Newsroom through Social Media"
Featuring speakers Matia Powell and Noelle Mashburn, Metro Nashville Public Schools
Learn more about these presenters and the workshop on the INSPRA website!
11:30 a.m. Winning Entries Displayed / 12:00 p.m. Awards Presentation & Luncheon

Please detach and return this form. Reservations are due no later than September 14. One form must be submitted per attendee, but one check may be submitted for all guests from the same group. Checks should be made payable to INSPRA. We look forward to welcoming you!

I plan to attend (select either or both options below):

Morning Workshop (\$30) Awards Luncheon (\$35)

Total Enclosed: \$ _____

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Forms with accompanying checks should be mailed to:
Chris Glatz, INSPRA Administrator, P.O. Box 47, Frankfort, IL 60423
Phone: (815)464-3275 / Fax: (815)469-1901 / cglatz@managementservices.org

[Illinois Chapter of the National School Public Relations Association](http://www.inspra.org)

Visit us online at www.inspra.org / Follow us on Twitter @INSPRABoard / Friend us on Facebook



Tips & Tactics

Illinois Chapter National School Public Relations Association

INSPPRA Offers New Webcast Option

What is a Webcast?

For INSPRA purposes, we define a Webcast as the ability for a user to access both a live video and presentation (i.e. PowerPoint slides) of a professional development session, complete with audio. The user also has the ability to ask a question through the Webcast portal, which can be answered or shared by the moderator. The Webcast is accessible only by those who have been given a link; Webcasts will be archived on the Chapter site after each session.

What is the purpose of Webcasting?

The purpose of offering Webcasting is two-fold: to host Web-only sessions and to also allow INSPRA members who are unable to drive to the live Tips & Tactics programs the chance to see and hear those presentations. The goal of offering Webcasting is not to replace the live T&T programs, but rather to supplement the live experience for those who cannot be a part of it and to expand on it.

Friday, Sept. 28, 2012

9:30 a.m.

"I Know How to Tweet, But Not What to Say: Social Media Content"

Presenter: Terri McHugh, APR

Community Relations Director, Schaumburg
School District 54, Schaumburg, IL

FREE



You already launched a Facebook page and a Twitter account, but you rarely post anything. Not sure what to say? Don't feel like you have the time? Worried about public comments? This session will explore how to fully integrate these tools into your communication strategies. Learn tips for determining content, writing for social media, shortening links, how often and when to post, setting policies and more. Leave the INSPRA Tips & Tactics Webcast session with the confidence that you really do have the time and ability to master social media!

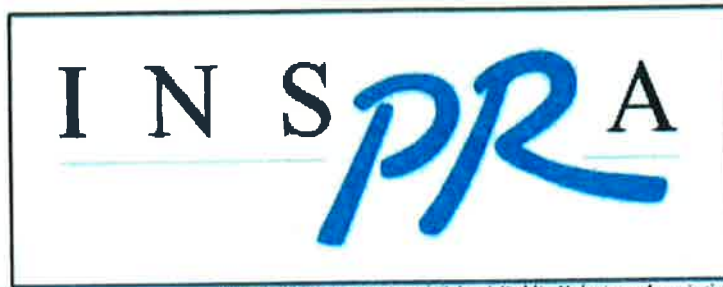
This free Web-only Tips & Tactics session to introduce members and potential members to this new Chapter service. The Webcast is open to the first 100 people who RSVP by Sept. 21 to karen@managementservices.org and confirm their name and e-mail address. You will then receive a link on Sept. 26 with the information needed to access the session. You will not need any special equipment beyond a computer with Internet access and speakers to hear the audio.

Other Webcasts are scheduled at 9:30 a.m. on the following dates:

- Friday, Oct. 19, 2012: ***Legislative Changes: What's new on the Legal/Political Front***
- Friday, Jan. 18, 2013: ***The Media & Me: How Two School Districts Survived the Media Spotlight***
- Friday, March 15, 2013: ***Technology Petting Zoo: Apps, QR Codes, Videos, Oh My!"***

The price for each Webcast is is \$30, but if you sign up for all three, the cost is only \$75.

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to:
INSPPRA, PO Box 47, Frankfort, IL 60423.



Illinois Chapter National School Public Relations Association

Tips & Tactics | March 15, 2013

Presenters: **Mary Todoric**, Director of Communications, and **Mick Torres**, Educational Technology Director, Community High School District 128; and **Earl Dotson Jr.**, Chief of Communications and Parent & Community Empowerment, and **Vincenzo Vitale**, Audio Video Manager, Rockford Public Schools

**Technology
Petting Zoo:
Apps, Videos...
Oh My!**

INSRA is pleased to present a workshop on two technology tools that can help us improve communication in our districts.

We know that both parents and students grab their smart phones or tablets to communicate with others, their jobs and their schools. To meet the needs of their stakeholders, schools need to provide communication that is dynamic, digital and mobile. Community High School District 128 this year unveiled its own mobile application that provides 24-7 access to up-to-the-minute news, event listings, staff directory, streaming video and more. Mary Todoric and Mick Torres will take us from the initial planning for the app to going live, and share with us the importance of building a strong relationship with your IT department.

Earl Dotson Jr. knows the importance of a good video to promote communications efforts in the Rockford Public Schools. He works closely with his audio video manager Vincenzo Vitale to create videos of local athletic contests, news features, and important school policies. Earl and Vincenzo will help us to understand what types of events or programs are best for videos, and the type of software and hardware needed, as well as show us some basic filming and editing tips.

This presentation also is being offered as a Webcast. The live Webcast costs \$30, or is included in the series of three for \$75. Webcasts are also included if you sign up for all Tips & Tactics workshops.

All Tips & Tactics sessions are held at: **ARAMARK, 2300 Warrenville Road, Downers Grove, IL.**

9 a.m. • Networking and continental breakfast

9:30 to 11:30 a.m. • Tips & Tactics workshop

In addition to learning from school communication professionals, each session includes networking opportunities and a chance to have your toughest challenges brainstormed by INSRA members.

Participants will receive any/all materials prepared by presenters; either pick them up when you check in or receive them via e-mail if you cannot attend. Register for the full series and receive a discounted price of \$150 (that's one session free!), or individual sessions for \$30 each for current INSRA members (\$50 for prospective members).

Two easy ways to register: Visit www.inspra.org to register and pay with a credit card, or mail a check to: INSRA, PO Box 47, Frankfort, IL 60423.

Reminder: School administrators may earn CPDUs for attending Tips & Tactics sessions.

Free Event
for Those Who Have a Communication Responsibility



on the Road in Normal, Illinois

Illinois Chapter National School Public Relations Association

Friday, April 5, 2013

McLean County Schools Unit Office

1809 W. Hovey, Normal, IL



10:30 a.m. Registration

11:00 a.m. NSPRA PR Power Hour: National Phone Conference
“What Do You Say ... So People Will Listen”

Featured Presenter: Ken DeSieghardt, CEO Patron Insight, Inc.

How effective are your communication messages to parents and non-parents? Ken DeSieghardt, author of the new book, *Think Like A Patron (Without Losing Your Mind)*, will make you start thinking about the content of your messages and how you can reach your audiences based on his 20 years of communication research with school districts. You will also learn about his Patron Information Pyramid which pinpoints the essential, important and “as needed” messages in today’s school communication programs. As DeSieghardt notes, communicators have two choices: keep telling your audiences what you think is important or concentrate your efforts on subjects that matter to them. This session offers new insight on which messages have a better chance of sticking with your many audiences.

Noon Lunch and conversation with Illinois colleagues

1:00 p.m. ***“How Social Media Can Make Your Job Easier Yes, easier.”***

Featured Presenters: Mary Todoric, Director Communications, Community High School District 128 and Faith Behr, Owner, Behr Communications

Pinterest, Twitter, YouTube, Facebook, Instagram – the social media vehicles keep growing and changing, but the purpose does not. Where is your audience? How do you communicate in a crisis and in a day of 24-7 information? INSPIRA colleagues will talk about why you should be on social media, which ones are best for your School District and how they can quickly, easily be part of your day. They will also discuss how to establish a social media policy for your district that will provide professional, transparent user guidelines for staff.

2:30 p.m. Conclude

RSVP Register at www.inspra.org or call 815-464-3275 by Monday, March 25, 2013
This event is free, however reservations are required.

Feel free to join us for all or part of the day’s events!

Follow us



www.inspra.org
815-464-3275

P.O. Box 47
Frankfort, IL 60423

Social media proposal for INSPRA

By Faith Behr

Social media is defined as Twitter and Facebook

Goals/Objectives

Goals and objectives involve reputation management, relationship management and task management goals. Specifically, they are:

- 1) To increase membership in INSPRA
- 2) To promote discussion and collaboration about school public relations
- 3) To promote awareness and services of INSPRA
- 4) To improve stakeholder opinions of organization
- 5) To improve communication with shareholders
- 6) To increase attendance at INSPRA events

Phase I activities:

- 1) "Friend" and "Follow" Illinois INSPRA members (individuals and organizations) who have social media profiles
- 2) "Friend" and "Follow" other educators and administrators who are on social media.
- 3) Announce and promote INSPRA and NSPRA Chicago events
- 4) Link to content on INSPRA web pages, including news and "INSPRA member needs help"
- 5) Celebrate/recognize INSPRA award winners
- 6) Acknowledge those who mention or comment about INSPRA

Phase II activities:

- 1) Encourage collaboration and discussion with and among Twitter followers and Facebook friends by commenting on their posts, tweets
- 2) Live tweet INSPRA events
- 3) Celebrate accomplishments of INSPRA member districts/organizations

Assessment (using hootsuite and other tools)

- 1) Measure change in numbers of followers, friends on social media
- 2) Measure number of outside mentions of INSPRA
- 3) Measure any change in number of attendees at events
- 4) Include social media assessment in annual INSPRA survey
- 5) Measure any change in number of INSPRA members

INSPRA Social Media Contract

Effective Sept. 1, 2012 – Aug. 31, 2013

Introduction:

In an effort to achieve the following goals, the Illinois Chapter of the National School Public Relations Association (herein referred to as INSPRA) will outsource its social media efforts to INSPRA member and volunteer Faith Behr, Behr Communications (herein referred to as Faith):

- 1) To increase membership in INSPRA
- 2) To promote discussion and collaboration about school public relations
- 3) To promote awareness and services of INSPRA
- 4) To improve stakeholder opinions of organization
- 5) To improve communication with shareholders
- 6) To increase attendance at INSPRA events

Agreements

INSPRA will:

- Provide existing usernames and passwords for INSPRA social media accounts, including Twitter, Facebook and LinkedIn.
- Provide content for social media posts as agreed upon in the posting calendar and in conversation with Faith.
- Present social media evaluation reports from Faith to the INSPRA Board at Board meetings through the co-Vice President of Communication.

Faith will:

- Review INSPRA social media guidelines and provide suggestions for improvement
- Offer suggestions to INSPRA president, co-vice president of communications and other board members as appropriate, on ways to promote INSPRA social media platforms.
- “Friend” and “Follow” Illinois INSPRA members (individuals and organizations) who have social media profiles
- “Friend” and “Follow” other educators and administrators who are on social media
- Announce and promote INSPRA and NSPRA events, deadlines, and news
- Link to content on INSPRA and NSPRA and other appropriate PR and education-related webpages
- Acknowledge those who mention or comment about INSPRA through social media
- Encourage collaboration and discussion with and among Twitter followers, Facebook friends, LinkedIn members by commenting on their posts and tweets
- Celebrate/recognize INSPRA award winners
- Celebrate accomplishments of INSPRA member districts/organizations/individuals
- Live tweet INSPRA events
- Provide evaluative data on all social media outlets bi-monthly via an emailed report to the co-Vice President of Communication, to include:
 - Number of followers, friends and change from previous report
 - Number of outside mentions of INSPRA
 - Highlights of discussions, questions, comments and posts

Clarifications

- In the event of a question, Faith will request a response from the co-Vice President of Communication and President and post their answer, unless the response can be found on the INSPRA website or in other Chapter communication.
- In the event of a discussion or debate, Faith will notify the co-Vice President of Communication and President and, if appropriate, seek direction and guidance on responses.
- In the event of a violation of the Chapter’s social media guidelines, Faith will follow the spirit of the guidelines and notify the co-Vice President of Communication and President. Faith will seek direction and guidance on actions that fall outside of said guidelines.

Costs / Fees

- In order for Faith to perform in this role, INSPRA will waive the cost of INSPRA's 2012-13 membership, the cost of the complete Tips & Tactics series package, the INSPRA communications contest luncheon, the INSPRA DSA event, the INSPRA school foundations event; and reimburse Faith for 2012-13 membership of NSPRA. (a \$250 value).

Voiding contract

This contract shall be for an initial period of 12 months from the commencement date. Either party will have the right to terminate the contract by giving at least 30 days' notice by email to the other party.

Chapter President Date

Faith Behr Date

Tweets

- Following
- Followers
- Favorites
- Lists

Tweet to INSPRA

@INSPRABoard



View all photos and videos

Who to follow - Refresh - View all



NAB @nabtweets Promoted Follow



WBBM Newsradio @WBBMNewsradio Followed by Orland District 135 Follow



Chicago Bulls @chicagobulls Followed by Andrew Basketball Follow

Browse categories Find friends

Trends - Change

- Angelina Jolie
- IRS
- Windows 8.1
- #MyAllerGenius
- #GoMicrosoft
- #Wicains



INSPRA

@INSPRABoard FOLLOWING YOU

The Illinois Chapter/National School Public Relations Association
Downers Grove, Ill. · INSPRA.org

803 TWEETS

758 FOLLOWING

343 FOLLOWERS



Following

Tweets



INSPRA @INSPRABoard 21h
RT @nspra: Find your sea legs in San Diego in the New Professionals pre-sem bit.ly/YtXSRA #NSPRASeminar13 #justgoNSPRA
Expand



INSPRA @INSPRABoard 12 May
@CHSD230 @d230relay Wonderful!
View conversation



INSPRA @INSPRABoard 12 May
@cathberning @GlenbardDist87 Thanks for the RT! Ready for Monday?
Expand



HuffPostEducation @HuffPostEdu 12 May
Did social media get this student into his dream school? huff.to/199ssBg
Retweeted by INSPRA
View summary



INSPRA @INSPRABoard 12 May
On this day we celebrate our first teachers #HappyMothersDay
Expand



INSPRA @INSPRABoard 10 May
Here's our favorite photo from the Distinguished Service Awards Love those eager, smiling faces! ow.ly/kVa6J
Expand



Illinois Chapter of the National School PR Assoc. Timeline Now



Illinois Chapter of the National School PR Assoc. (INSpra)

48 likes · 16 talking about this

✓ Liked

Message

Education

The mission of INSpra is to strengthen support for Illinois public schools and improve education for students through responsible public relations.

About - Suggest an Edit



Photos

48 Likes

Likes



Events

Highlights



Illinois Chapter of the National School PR Assoc. (INSpra) added 14 photos to the album Distinguished Service Awards May 3, 2013. May 10



Like · Comment · Share

5 people like this.

1 Friend

Likes Illinois Chapter of the National School PR Assoc. (INSpra)



Illinois Chapter of the National School PR Assoc. (INSpra)

shared a link.

May 10

Gather up your best communications materials and submit them. Early-bird deadline is May 17. <http://ow.ly/kUvwvwp>

LEARN ABOUT MEMBERSHIP BENEFITS

[get info](#)

Communications Contest Early Bird Entry Deadline | INSpra

[ow.ly](#)

The mission of INSpra is to strengthen support for Illinois public schools and improve education for students through

Like · Comment · Share



Illinois Chapter of the National School PR Assoc. (INSpra)

shared a link.

May 10

Are You a Female Director - Apply Now to the National Association of Professional Women. Register Free.



INSPIRA (The Illinois chapter of the National School Public...

Discussions Members Promotions Jobs Search More...

Share group



Your Activity

Start:



Discussion



Poll

Start a discussion or share a poll with the group

Choose Your View



INSPIRA's Communications Contest Call for Entries • 22 hours ago

Communication is the anchor of successful organizations. Consider .

inspra.org



Like



Comment



Flag

More

Most Popular Discussions



Follow Kerry

Enjoy reading and digesting these astounding mobile statistics.

Mobile internet is growing faster than desktop internet ever did.

Twice as many web ready mobile devices today as PCs.

It took 20 years ...

posted 28 days ago

Susan E Rice 19 days ago • Susan E likes this.



See more



Faith Unfollow

Does print still hold some power in a digital world? http://ow.ly/jYXoO

posted 1 month ago

Bill Clow 1 month ago • Absolutely! News is still often considered more legitimate when it comes from a print source, especially a mainstream publication. Bloggers ... »



See more



Faith Unfollow

Why you should attend NSPRA 2013 in San Diego. http://ow.ly/jVZXT

posted 1 month ago

Bill Clow 1 month ago • Bill likes this.



See more

Manager's Choice



INSPIRA (The Illinois chapter of the National School Public Relations Association) is now an open group

Mary Todoric

See all »

Latest Updates



Rich Pattison has joined the group.

Send message • 1 hour ago



Lisa Mercer has joined the group.

Send message • 1 hour ago



Faith Behr started a discussion: INSPIRA's Communications Contest Call for Entries

Like • Add comment • 22 hours ago

See all updates »

Carla, Follow Xerox



Carla Erdey



Xerox

Keep up with interesting, relevant updates about Xerox.

Follow Company

Group Statistics

CHECK OUT INSIGHTFUL STATISTICS ON THIS GROUP

Director Manager Entry

MEMBERS

2 750

September 21 Attendees - Digital Newsroom Using Social Media		
LastName	FirstName	Organization
Andersen	Suzanne	Lyons Township High School
Arias	Kim	CSD99
Armstrong	John	Joliet Public Schools District 86
Awlasewicz	Iwona	CHSD 128
Balayti	Deb	Palos CCSD 118
Banker	Barbara	Woodstock CUSD 200
Barshinger	Dr. Jack	Batavia Public Schools
Beauchamp	Christopher	The Winnetka Public Schools
Behr	Faith	Behr Communications
Bialobok	Jennifer	Lyons Twp HSD 204
Blaney	Jim	St. Charles CUSD 303
Borge	Cathy	CCSD #62
Bova	Jennifer	Woodland CCSD 50
Brautigam	Charla	Lincoln-Way HS Dist 210
Bravo	Milagros	CCSD #62
Bregy	Michael	CUSD 300
Bridges	Dan	Naperville School Dist 203
Browning	Jill	Community High School Dist 99
Burda	Melissa	Crete-Monee School Dist 201-U
Burns	Kathy	Glenbard Twp High School Dist. 87
Cabrera-Landini	Monserrat	CCSD #62
Campbell	Catherine	Woodland CCSD 50
Carlsen	Julie	Naperville Education Foundation
Chapin	Michael	School District 129
Clark	Brett	Glenview School Dist #34
Coleman	Charles	Joliet Public Schools District 86
Cremascoli	Kari	Downers Grove Grade Shool Dist 58
Cummins	Chris	Peters & Associates/Woodland School Dist 50
Danley	Eric	CCSD #181
Dedrich	Madeline	CHSD 128
Dodson	Everlean	CUSD 300
Dubec	Joseph	Palos CCSD 118
Ehrhardt	Philip	Benjamin School District 25
Erdey	Carla	High School District 230
Farson	Jeff	Naperville School Dist 203
Feucht	Jeff	Glenbard Twp H S Dist. 87
Flaherty	Teresa	Palos CCSD 118
Fox	Scott	Palos SD 118
Fuller	Matthew	Winnetka Public Schools Dist 36
Fulner	Deanne	Naperville CUSD 203
Gaffney	Elaine	Crete-Monee High School Dist 201-U
Galvin	Audrey	CCSD 181
Garcia-Fernandez	Celia	CCSD #62
Gavin	Sandy	Joliet Public Schools District 86
Gay	James	High School Dist 230
Geddeis, APR	Karen	Glenbrook H S Dist 225
Giesey	Dan	Woodland School Dist 50
Gilliland	Diana	Woodland School Dist 50
Girard	Dr. Ron	Mundelein H S Dist 120
Grzybowski	Will	School District 54

Gudmundson	Mary Ann	CUSD 200			
Guseman	Karla	Joliet Township High School			
Hansen	Shannon	Belvidere CUSD #100			
Hardtke	Jenelle	District 88			
Havlik	Paul	Mundelein HS District 120			
Helton	Scott	DuPage High School District 88			
Hernandez	Tom	Plainfield CCSD 202			
Hockensmith	Jean	School District 45			
Holland	Stacy	Lincoln-Way HS Dist 210			
Hollstein	Debra	Elmhurst CUSD 205			
Jacobs	Megan	Yorkville District 115			
Junokas	Diane	Addison School Dist #4			
Kahover	Gail	Northbrook School District 27			
Kapotas	Alexander	Mundelein HS District 120			
Keyes	Linda	CUSD 300 Foundation			
Kleifes	Mary	Naperville School Dist 203			
Kuo	Kara	Maercker School District 60			
Lea	Prentiss	CHSD 128			
Lejman	Carol	School District 54			
Lemanski	Karen	Naperville School Dist 203			
Leschkies	Yvonne	Palos CCSD 118			
Levy	Donna	CHSD 128			
Lightbourne-Coley	Raquel	Naperville School Dist 203			
Lindhorn	Carol	Glenbard District #87			
Magsamen	Traci	CUSD 300			
Maier	Cathy	Palos SD 118			
Mannion	Peg	Glenbard Township HS Dist 87			
Marchisotto	Florentina	CCSD #62			
Margliano	Joel	High School District 230			
Martin	Dr. Sandra	Butler School District 53			
Martin	Sandy	Community High School District 128			
Mashburn	Noelle	Metro Nashville Public Schools			
McCarthy	Cheryl	Joliet Township High School			
McDonald	Mark	CHSD 99			
McGuiggan	Bridget	CCSD #181			
McHugh, APR	Terri	School District 54			
McPherrin	Ryan	CCSD 93			
Meister	Kent	Mundelein High School District 120			
Melinder	Amy	Woodridge School District #68			
Miller	Celeste	Bettendorf Community School Dist			
Mooney	Emily	University of Illinois Chicago			
Moore	Cheryl	Naperville School Dist 203			
Munch	Kelley	Geneva CUSD 304			
Olson	Karen	Benjamin School District 25			
Ortega	Sylvia	CCSD #62			
Ott	Jason	Batavia Public Schools			
Pate	Christina	Glenbard District 87			
Petzke	John	Noorth Shore School District 112			
Pevitz	Andi	Naperville School Dist 203			
Pflug	Tim	North Shore School District 112			
Phillips	Diane	CHSD 128			
Pierce	Kathie	Fenton Community H S Dist 100			
Powell	Matia	Metro Nashville Public Schools			
Rashid	Janice	CCSD #62			
Rice	Susan E.	Naperville School Dist 203			

Rico	Tanya	Joliet Twonship High School			
Riebock	Ann	Glen Ellyn SD 41			
Rita	Angelo	CSD 99			
Rodgers	John	Crete-Monee School Dist 201-U			
Rork	John	School District 54			
Rosales	Janice	School District 45			
Rosen	Andrea	North Shore School District 112			
Ryan	Terry	Bensenville School Dist 2			

Schlismann	Kristine	Joliet Township High School			
Schroeder	Kathy	Elmhurst CUSD 205			
Schumann	Sandy	Glenbard District 87			
Schwartz	Noelle	CCSD #62			
Schweigert	Danielle	DuPage High School Dist 88			
Serby	Kathryn	Mundelein High School District 120			
Shiple	Nancy	CHSD 128			
Smith	Carol	Woodstock District 200			
Smith, APR	Melea	Elmhurst CUSD 205			
Smuksta	Jordan	Joliet Township High School			
Snyder	Cindy	Bensenville Elem School Dist 2			
Spina	Kathy	Maercker School District 60			
Stanley	Christine	CUSD 200			
Sutter	Marcia	Winnetka Public School Dist36			
Thorsen	Dr. Jane	Glenbard District 87			
Tobin	Terri	Crete-Monee School District 201-U			
Todoric	Mary	Community H S Dist 128			
Trapp	Kristin	Mundelein HS District 120			
Treacy	Kerri	Palos School District 118			
Treudt	Steve	Benjamin Elementary School District 25			
Trujillo	Christine	CCSD #62			
Van Duch	Margaret	Fremont School District 79			
Voehringer	Brad	CCSD 62			
Waldorf	Jennifer Korb	Downers Grove Grade SD 58			
Walsdorf	Debra	Woodstock CUSD 200			
Ward	Mindy	CCSD #62			
Ware	Dr. Jody	Mundelein CHS 120			
Westerhold	Dr. Jane L.	CCSD #62			
Wheaton	Julia	Sandburg High School			
Wilms	John	School District 54			
Wilson	Jean	CCSD #62			
Wojcik	Jay	Lombard School Dist 44			
Wood	Teri	Fenton Community H S Dist 100			
Worthen	Julie	Glen Ellyn School Dist 41			
Yahl	Karin	High School District 230			
Youngwith	Janice A.	Benjamin School District 25			
Zalewski	Sandra	Joliet Public Schools Dist 86			
Zimmer	Lynette	Prairie Grove Consolidated SD 46			
Zimmerman	Jenn	Glenbrook H S Dist 225			

September 28 Webcast Attendees - I Know How To Tweet

LastName	FirstName	Organizati
Behr	Faith	Behr Communications
Junokas	Diane	Addison School Dist #4
Todoric	Mary	Community H S Dist 128
Erdey	Carla	High School District 230
Worthen	Julie	Glen Ellyn School Dist 41
Wood	Teri	Fenton Community H S Dist 100
Hockensmith	Jean	School District 45
Buglio	Janet	Indian Prairie SD 204
Bialobok	Jennifer	Lyons Twp HSD 204
Ryan	Terry	Bensenville School Dist 2
Boswell	Betsy	CCSD 59
McHugh, APR	Terri	School District 54
Chapin	Michael	School District 129
Zalewski	Sandra	Joliet Public Schools Dist 86
Hernandez	Tom	Plainfield CCSD 202
Ward	Mindy	CCSD #62
Bova	Jennifer Tempest	Woodland CCSD 50
Kollman	Robin Smith	Libertyville Elementary Dist 70
Jacobsen	Annette	Lake Zurich CUSD 95
McCurdy	Joseph	Oak Lawn Community HS
Clow	Bill	Harvard CUSD #50
Tramm	Bernadette	Park Ridge-Niles SD 64
Walter	Vickie	Aptakisic-Tripp School Dist 102
Brehm	Kimberly A.	Lockport Township HSD 205
Puma	Jeffrey	Community High School District #155
Brautigam	Charla	Lincoln-Way HS Dist 210
Miller	Celeste	Bettendorf Community School Dist
Burda	Melissa	Crete-Monee School Dist 201-U
Waldorf	Jennifer Korb	Downers Grove Grade SD 58
Gaffney	Elaine	Crete-Monee High School Dist 201-U
McPherrin	Ryan	CCSD 93
Kedjidjian	Catherine	Deerfield Public Schools District 109
Lightbourne-Coley	Raquel	
Browning	Jill	Community High School Dist 99
Markham	Patricia	Evanston/Skokie School District 65
Rosen	Andrea	North Shore School District 112
Hartauer	Katie	LaSalle-Peru High School
Schweigert	Danielle	DuPage High School Dist 88
Dotson, Jr.	Earl	Rockford Public Schools District 205
Mason	Iyanna	Thornton Fractional Twp. H. S. #215
Pearson	John	East Alton-Wood River Community High School
Marc	Tracy	Orland School District 135
Smith	Carol	Woodstock District 200
Nimke	Jenn	Glenbrook H. S. Dist 225
Mogge	Patrick	School District U-46
Zec	Linda	CCSD146
Cox	Dan	Jasper County CUSD #1
Leahy	Christina	Central Stickney School District 110
Zimba	Carolyn	New Lenox School District 122

T&T 9-28-12 Webcast Emails

Baumgartner	Kristie	Alton CUSD #11
Van Duch	Margaret	Fremont School District 79
Clark	Brett	Glenview School Dist #34
Mannion	Peg	Glenbard Township HS Dist 87
Loeb	Sara	Northbrook School Dist 28
McGuiggan	Bridget	CCSD #181
Kahover	Gail	Northbrook School District 27
Brown	Dayna	McLean Co. Unit District #5
Fordice	Stephanie	Cook County School District 130
Loiacono	Erica	CUSD 200
Liptrot	Kristine	Oswego 308

Registration List March 15th T&T

March 15 Attendees - Technology Petting Zoo		
Last Name	First Name	Organization
Andersen	Suzanne	Lyons Township High School
Baumgartner	Kristie	Alton CUSD #11
Behr	Faith	Behr Communications
Bialobok	Jennifer	Lyons Twp HSD 204
Blaney	Jim	St. Charles CUSD 303
Boswell	Betsy	CCSD 59
Brehm	Kimberly A.	Lockport Township HSD 205
Browning	Jill	Community High School Dist 99
Buglio	Janet	Indian Prairie SD 204
Chapin	Michael	Aurora West School District 129
Clow	Bill	Harvard CUSD #50
DeFalco	Donna	Naper Settlement
Dotson, Jr.	Earl	Rockford Public Schools District 205
Erdey	Carla	High School District 230
Fergus	Mary Ann	Illinois State Board of Education
Gaffney	Elaine	Crete-Monee H S Dist 201-U
Geddeis, APR	Karen	Glenbrook H S Dist 225
Geigner	JoAnne	Urbana School District #116
Hansen	Shannon	Belvidere CUSD #100
Hernandez	Tom	Plainfield CCSD 202
Hockensmith	Jean	School District 45
Jungel	Jennifer	Lake Park High School District 108
Junokas	Diane	Addison School Dist #4
Kahover	Gail	Northbrook School District 27
Kedjidjian	Catherine	Deerfield Public Schools District 109
Kindle	Denise	Grayslake HS District 127
Kollman	Robin Smith	Libertyville Elementary Dist 70
Kruppe	Amy	Niles Elementary School Dist 71
Liptrot	Kristine	Oswego CUSD 308
Loiacono	Erica	CUSD 200
Malek	Jean	Lake Zurich CUSD 95
Mannion	Peg	Glenbard Township HS Dist 87
Marc	Tracy	Orland School District 135
Martin	Catherine	Harlem Consolidated School District 122
Mason	Iyanna	Thornton Fractional Twp. H. S. #215
McCurdy	Joseph	Oak Lawn Community HS
McGuiggan	Bridget	CCSD #181
McHugh, APR	Terri	School District 54
McPherrin	Ryan	CCSD 93
Melinder	Amy	Woodridge School Dist #68
Miller	Celeste	Bettendorf Comm School Dist
Mogge	Patrick	School District U-46
Mooney	Todd	Elmhurst 205
Mooney	Emily	University of Illinois Chicago
Muhammad	Clayton	East Aurora School Dist 131
Nimke	Jenn	Glenbrook H. S. Dist 225
Rice	Susan E.	Naperville School Dist 203
Rosen	Andrea	North Shore School District 112
Rosenwinkel	Kathy	Technology Center of DuPage/DAOES
Rousseau	Rod	Community High School District 99
Ryan	Terry	Bensenville School Dist 2
Schroeder	Kathy	Elmhurst CUSD 205
Schweigert	Danielle	DuPage High School Dist 88
Smith	Carol L.	Woodstock Community Unit School District 200
Smith, APR	Melea	Elmhurst CUSD 205

Registration List March 15th T&T

Sorensen	Ken	North High School
Steinbrecher	Gina	West Chicago Elementary School Dist. 33
Todoric	Mary	Community H S Dist 128
Torres	Mick	Community H S District 128
Valentino Barry	Carol	Ridgewood HS 234
Van Duch	Margaret	Fremont School District 79
Vitale	Vince	Rockford School District 205
Waldorf	Jennifer Korb	Downers Grove Grade SD 58
Walter	Vickie	Aptakisic-Tripp School Dist 102
Wood	Teri	Fenton Comm H S Dist 100
Zalewski	Sandra	Joliet Public Schools Dist 86
Zimmerman	Jenny	New Lenox School Dist 122

April 4 Attendees - Social Media Can Make Your Job Easier

LastName	FirstName	Organization
Behr	Faith	Behr Communications
Briscoe	Kendall	Decatur Public Schools
Brown	Dayna	McLean Co. Unit District #5
Clow	Bill	Harvard CUSD #50
Erdey	Carla	High School District 230
Excell	Amy	Illinois Federal Teachers
Geigner	JoAnne	Urbana School District #116
Hartauer	Katie	LaSalle-Peru High School
Jankowski	Carol	Morton District 709
McGuiggan	Bridget	CCSD #181
Mooney	Emily	University of Illinois Chicago
Mooney	Todd	Elmhurst 205
Russell	James	Illinois Assoc of School Boards
Scharf	Alex	Loyola University Chicago
Stuart	Stephanie	Champaign Unit 4 School Dist
Todoric	Mary	Community H S Dist 128
Wood	Teri	Fenton Comm H S Dist 100
Kilgore	Jon	Pontiac Township High School

I N S P I R A

“Create Your Own Newsroom through Social Media” September 21, 2012 ~ (19 Surveys Completed)

1. TOPIC (Please circle)	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
18 responses	83%	11%	5%	
2. PRESENTERS:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
19 responses				
Speaker #1 – Matia Powell	52.6%	47.4%		
Speaker #2 – Noelle Mashburn	52.6%	47.4%		
<ul style="list-style-type: none"> • Both were very balanced and helpful • Started slow but was useful. Hard to relate on some matters b/c size of their district vs mine. 				
3. HANDOUTS:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
12 Responses				
Speaker #1 – Matia Powell	8.3%	75%	16.6%	
Speaker #2 – Noelle Mashburn	8.3%	75%	16.6%	
<ul style="list-style-type: none"> • Just an outline • Create your own newsroom outline • More • Appreciate the website • Would be nice to have a paper with website address info 				
4. NETWORKING OPPORTUNITIES:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
16 responses	62.5%	37.5%		
<ul style="list-style-type: none"> • Enjoyed the activity/discussion time 				
5. FACILITY:	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
17 responses	100%			
6. WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?				
18 responses	Yes 89%	No 11%		
<ul style="list-style-type: none"> • The speakers were good • Most was nothing new • The tech aspect of it • Very relevant • Hootsuite • Real life situations • The speakers and information was very good • Very relevant topic and useful information • Questions and comments at the end 				

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Negotiations
- Balancing all the projects and organizations to get involved with
- Managing all the social media, keeping up to date
- Combating rising information as it happens and direct communications with parents
- Implementing social media
- New website, cms rfp trust
- Connecting with parents
- Time
- Finishing the redesign of our website

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Like to learn about relationship building-community and staff
- More clear info on the speakers a the event
- I think Inspra is doing great
- Additional social media sessions

9. ARE YOU A MEMBER OF INSPRA? Yes-88.2% No-11.7%
17 Responses

10. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

- Janelle Hardtke (jhardtke@dupage88.net)

11. Do you follow inspra on twitter __ 36% _____ **facebook** __ 27% _____
linkedin __ 45% _____?
(11 responses)

I N S P I R A

“Technology Petting Zoo: Apps, Videos...Oh My!” March 15, 2013 ~ (18 Surveys Completed)

1. **TOPIC** (Please circle) *Excellent* *Good* *Fair* *Poor*
10 responses 88% 12%

2. **PRESENTERS: Todoric/Torres** *Excellent* *Good* *Fair* *Poor*
18 responses 83% 17%

•

PRESENTER: Dotson/Vitale *Excellent* *Good* *Fair* *Poor*
18 responses 61% 39% 9%

• Lacking detail and specific advice.

•

3. **HANDOUTS: Todoric/Torres** *Excellent* *Good* *Fair* *Poor*
N/A-gave link 33% 67%

• Really liked the idea of the link to the slides.

HANDOUTS: Dotson/Vitale *Excellent* *Good* *Fair* *Poor*
13 Responses 23% 69% 8%

•

4. **NETWORKING OPPORTUNITIES:** *Excellent* *Good* *Fair* *Poor*
18 responses 61% 39%

5. **FACILITY:** *Excellent* *Good* *Fair* *Poor*
17 responses 65% 29% 6%

• Warmer – Yay!

• Cold

6. **WILL THE INFORMATION PRESENTED BE USEFUL TO YOU?**

17 responses Yes 100% Somewhat No

WHAT DID YOU LIKE ABOUT THE PROGRAM?

- Global focus
- Learning about the possibilities of Apps and the use of videos to engage stakeholders.
- These are both tech apps I have been considering.
- Very timely and good idea starters
- The video presentation was really informative – I’d love to have them (and other video production experts) back to do a 2-hour bootcamp.
- Gave me great ideas for projects.

7. WHAT IS YOUR CURRENT TOP PR PROBLEM?

- Bringing in social media to district.
- 5 Essentials Survey and how to effectively use it – if at all.
- Time
- Possibly closing or reconfiguring buildings
- Public perception of students, staff, district overall
- Tech
- Incorporating more video into communications/managing an ongoing conversation about safety/security/whether to do Facebook.

8. HOW COULD INSPRA IMPROVE ITS SERVICE/SESSIONS?

- Bring back Member Needs Help
- I think you are doing a great job with these sessions – I attended 2 so far.
- Perhaps off the T&T sessions in various areas throughout the state or even in different school districts.

9. ARE YOU A MEMBER OF INSPRA? Yes-94% No-6%
17 Responses

10. DO YOU FOLLOW INSPRA ON TWITTER? Yes- 4 (100%) No- 0
4 Responses

FACEBOOK? Yes – 2 (50%) No – 2 (50%)
LINKEDIN? Yes – 4 (100%) No – 0

11. NAMES OF OTHERS WHO SHOULD RECEIVE INSPRA INFORMATION:

- Jim Hook D117
 - Nancy Wasielewski West Northfield SD 31
-

12. HOW DID YOU LEARN ABOUT TODAY’S EVENT?

- Email – 2
- Member – 1
- Purchased T&T Series –

INSPRA Social Media – Reporting Form
Drafted Dec. 3, 2012

Social Media Outlet: **Twitter**

Reported by: **Faith Behr**

As of (Date): **Dec. 3, 2012**

Current Number of Fans / Followers: **137**

Increase / Decrease from Previous Report: **Increased by 96 since Sept. 1, 2012**

Posts made by Administrator:

- ❖ **175 tweets**
 - Teases preview of events
 - Congratulations re: INSPRA, NSPRA awards
 - Retweets of good news, events of interest to region
 - Replies to affirm good news, comments about Triple I, schoolPR
 - Live tweets of INSPRA September workshop
 - Live tweets of October Tips + Tactics
 - Quotes re: American Education Week
 - Links to NSPRA blog

Comments / Questions Shared by Visitors:

- ❖ **20 retweets**
- ❖ **2 favorited tweets**
- ❖ **23 mentions**

Discussion/Mentions Had by Visitors

- ❖ **Only those related to INSPRA, Triple I events or INSPRAboard posts**

Deleted Posts

- **none**

Reach:

- **Reach is up 12.7%; at highest was 175**
- **Friends of Fans: 12,587**
- **People Talking About This: up 100%**

Other Notes

- ❖ **Twitter is area of largest growth**

INSPRA Social Media – Reporting Form
Drafted Dec. 3, 2012

Social Media Outlet: **Facebook**

Reported by: **Faith Behr**

As of (Date): **Dec. 3, 2012**

Current Number of Fans / Followers: **38**

Increase / Decrease from Previous Report: **Increased by 6 since Aug. 1, 2012**

Posts made by Administrator:

- ❖ Free Webcast – Sept. 2012
- ❖ Walk-ins welcome to Sept. 21 workshop, awards banquet, Sept. 2012
- ❖ Free webcast – Sept. 2012
- ❖ Storify recap of Sept. 21 workshop
- ❖ Content of webcast, T+T
- ❖ Congratulations Communications Contest Winners and photos – Sept. 2012
- ❖ Link to contest winners – Sept. 2012
- ❖ Thanks to Terri McHugh – Oct. 2012
- ❖ Reminder to renew membership – Oct. 2012
- ❖ Tips + Tactics reminder – Oct. 2012
- ❖ Content of Tips + Tactics – Oct. 2012
- ❖ NSPRA Power Hour – Oct. 2012
- ❖ T+T reminder – Oct. 2012
- ❖ Webcast reminder – Oct. 2012
- ❖ Last call for T+T – Oct. 2012
- ❖ Walk-ins welcome – Oct. 2012
- ❖ Photos of Tips + Tactics – Oct. 2012
- ❖ Tips + Tactics – Oct. 2012
- ❖ Triple I link – Oct. 2012
- ❖ Teaser about Dec. T+T – Oct. 2012
- ❖ Member needs help, screen shot – Oct. 2012
- ❖ Dec. T+T link – Oct. 2012
- ❖ Reminder about Triple I – Nov. 1
- ❖ Good luck on school referenda – Nov. 2012
- ❖ NSPRA accepting presentation submissions – Nov. 2012
- ❖ NSPRA blog link – Nov. 2012
- ❖ Triple I link – Nov. 2012
- ❖ American Education Week – Nov. 2012
- ❖ Detailing Triple I presentations – Nov. 2012
- ❖ Membership renewal reminder – Nov. 2012
- ❖ Cyber Monday, December free lunch – Nov. 2012
- ❖ Giving Tuesday, T+T teaser – Nov. 2012
- ❖ Congrats to 35 under 35 – Nov. 2012
- ❖ T+T reminder – Nov. 2012

Comments / Questions Shared by Visitors:

- ❖ Affirming comments from current INSPRA members

Discussion Had by Visitors

- ❖ Only those related to the posts

Deleted Posts

- none

Reach:

- Reach is up 12.7%; at highest was 175
- Friends of Fans: 12,587
- People Talking About This: up 100%

Other Notes

New cover photo
Allowed subscribers
Need more original content in which to link
Photos have greatest reach

INSPRA Social Media – Reporting Form

Drafted Dec. 3, 2012

Social Media Outlet: **Linked In**

Reported by: **Faith Behr**

As of (Date): **Nov. 31, 2012**

Current Number of Fans / Followers: **58**

Increase / Decrease from Previous Report: **Increased by 11 since Sept. 1, 2012**

Posts made by Administrator:

- ❖ **Congratulations Communications Contest Winners – Sept, 2012**
- ❖ **Join us for webcast – Sept. 2012**
- ❖ **Thanks to Terri McHugh and handouts – Sept., 2012**
- ❖ **Tips + Tactics reminder – Sept.**
- ❖ **Triple I – Oct. 2012**
- ❖ **Tips + Tactics – Oct.**
- ❖ **Tips + Tactics – Nov.**

Comments / Questions Shared by Visitors:

- ❖ **Four "likes"**
- ❖ **Two comments**

Discussion Had by Visitors

- ❖ **Congratulations to NSPRAs 35 under 35.**

Deleted Posts

- **none**

Other Notes

Plans/Recommendations for INSPRA social media

- Need more original content in which to link to
- Need to increase members and readership before fully embracing discussions
- Please encourage school administrators to join us on LinkedIn, FB, Twitter
- Encourage INSPRA Board members to use social media (FB, Twitter, Instagram) about INSPRA events so can create Storify account of events, and expand reach.
- Consider joining existing chat, initiating chat

INSPRA Social Media – Reporting Form

Social Media Outlet: **Twitter**

Reported by: **Faith Behr**

As of (Date): **Feb. 14, 2013**

Current Number of Fans / Followers: **238**

Increase / Decrease from Previous Report: **Increased by 101 since Dec. 3, 2012 and 197 since Sept. 1, 2012**

Posts made by Administrator:

- ❖ **339 tweets**
 - **Teases preview of events**
 - **Retweets of good news from member districts**
 - **Replies to affirm good news**
 - **Live tweets of December's Sharing, Tips & Tactics**
 - **Live tweets of January's Tips & Tactics**
 - **Live tweets of February Tips & Tactics**
 - **Live tweets of Foundations Conference**
 - **Sandy Hook comments, links, crisis materials**
 - **Links to NSPRA blog**

Comments / Questions Shared by Visitors:

- ❖ **16 retweets**
- ❖ **5 favorited tweets**
- ❖ **26 mentions (many by INSPRA members active on twitter)**

Discussion/Mentions Had by Visitors

- ❖ **Only those related to INSPRA**

Deleted Posts

- **none**

Notes:

- ❖ **Twitter continues to be area of largest growth**
- ❖ **Posted Storify summary on two of INSPRA sessions**

INSPRA Social Media – Reporting Form

Social Media Outlet: **Facebook**

Reported by: **Faith Behr**

As of (Date): **Feb. 14, 2013**

Current Number of Fans / Followers: **43**

Increase / Decrease from Previous Report: **Increased by 5 since Dec. 3, 2012**

Posts made by Administrator:

- ❖ Walk-ins welcome at T+T – Dec. 6, 2012
- ❖ Thanks for sharing, Dec. 12, 2012
- ❖ Thoughts and prayers re: Sandy Hook – Dec. 12, 2012
- ❖ NSPRA resources re: Sandy Hook, Dec. 17, 2012
- ❖ Share about crisis communications – Dec. 20, 2012
- ❖ Save the date School Foundations conference Dec. 21, 2012
- ❖ T+T reminder, Jan. 4, 2013
- ❖ T+T reminder, Jan. 7, 2013
- ❖ T+T tease, Jan. 8, 2013
- ❖ February dates reminders, Jan. 9, 2013
- ❖ Link to NSPRA blog post – Jan. 11, 2013
- ❖ T+T reminder, Jan. 15, 2013
- ❖ Last call for T+T, Jan. 16, 2013
- ❖ T+T walk-ins welcome, Jan. 17, 2013
- ❖ Live tweeting of T+T, Jan. 18, 2013
- ❖ School Foundations overview, Jan. 20, 2013
- ❖ Storify, recap of T+T, Jan. 23, 2013
- ❖ School Foundations tease, Jan. 24, 2013
- ❖ Upcoming dates, Jan. 29, 2013
- ❖ Last call, Foundations conference, Jan. 30, 2013
- ❖ Common Core T+T, Jan. 31, 2013
- ❖ DSA overview, Feb. 5, 2013
- ❖ NSPRA nominations, Feb. 6, 2013
- ❖ DSA tease, Dec. 7, 2013
- ❖ DSA Throwback photos, Dec. 7, 2013
- ❖ DSA YouTube, Dec. 8, 2013 THANKS DANI and MARY!!
- ❖ Tips + Tactics reminder – Feb. 11, 2013
- ❖ NSBA twitter chat for State of the Union, Feb. 12, 2013
- ❖ Last chance for T+T, Feb. 12, 2013
- ❖ Last call for DSA nominations, Feb. 13, 2013
- ❖ DSA + V-Day, Feb. 14, 2013

Comments / Questions Shared by Visitors:

- ❖ Affirming comments from current INSPRA members

Discussion Had by Visitors

- ❖ Only those related to the posts

Deleted Posts

- none

Reach:

- Reach is up 60%
- Friends of Fans: 14,957
- People Talking About This: increase of 16%

Other Notes

Photos continue to have greatest reach.

Most followers are INSPRA members.

While we don't have a lot of followers, others are seeing our posts.

One post had 12% virality – Common Core, new cut scores, PARCC assessments << The biggest change in education in generations. How are you communicating this to your parents and community? Join us for an informative workshop Feb. 15.

INSPRA Social Media – Reporting Form

Social Media Outlet: **Linked In**

Reported by: **Faith Behr**

As of (Date): **Feb. 14, 2013**

Current Number of Fans / Followers: **68**

Increase / Decrease from Previous Report: **Increased by 10 since Dec. 3, 2012**

Posts made by Administrator:

- ❖ Tips + Tactics reminder – Dec., 2012
- ❖ Seven reasons to attend Dec. T+T – Dec. 2012
- ❖ Tips + Tactics reminder – Dec. 2012
- ❖ NSPRA and INSPRA resources for Newtown tragedy - Dec. 2012
- ❖ Article share on crisis response - Dec. 2012
- ❖ Tips + Tactics announcements - Jan. 2013
- ❖ Tips + Tactics – Jan. 2013
- ❖ Tips + Tactics reminder – Jan. 2013
- ❖ Storify, recap of Jan. T+T - Jan. 2013
- ❖ Foundations conference – Jan. 2013
- ❖ Top 10 reasons to attend Foundations conference – Feb. 2013
- ❖ DSA – Feb. 2013

Comments / Questions / Postings Shared by Visitors:

Discussion Had by Visitors

- ❖ UNITE program
- ❖ Free download on school PR strategies from schoolwires.com
- ❖ Free webinar on website design from schoolwires.com
- ❖ Tips for e-rate process –schoolview.com
- ❖ Free webinar on how to engage your K-12 community form schoolwires.com

Deleted Posts

- none

Other Notes

- Almost all members of this group are INSPRA members, but group is open so people can view discussions.

Plans/Recommendations/Questions regarding INSPRA social media

- We are in second phase of social media. On twitter, we have followed school administrators throughout IL and surrounding states and have a moderate following on all channels. On twitter, we are starting to interact with them more. As we get to know them, we will comment on their tweets and where appropriate suggest attending T+T sessions and to consider looking at INSPRA as a resource.
- We are going to start posting information related to public relations job functions and educational issues rather than just INSPRA "advertisements."
- Photos continue to have a larger following in all areas.
- INSPRA Board members are encouraged to use social media (FB, Twitter, Instagram) and post about INSPRA events.
- Anything we're not posting that you would like us to post? How can we do our job better?
- What is the Board's thoughts about for-profit postings on LinkedIn? All are related to our job function and industry but clearly are a promotion of the company.
- Are we seeing any uptick in memberships, attendance at T+T or Foundations conference?

INSPRA Social Media – Reporting Form

Social Media Outlet: **Twitter**

Reported by: **Faith Behr**

As of (Date): **April 15, 2013**

Current Number of Fans / Followers: **238**

Increase / Decrease from Previous Report: **Increased 82 since Feb. 15, 2013**

Posts made by Administrator:

- ❖ **232 tweets**
 - Teases preview of events
 - Retweets of good news from member districts
 - Replies to affirm good news
 - Live tweets of February, Tips & Tactics
 - Live tweets of March Tips & Tactics
 - Links to NSPRA blog
 - Sharing of pertinent articles

Comments / Questions Shared by Visitors:

- ❖ **14 retweets**
- ❖ **2 favorited tweets**
- ❖ **35 mentions (more non members are mentioning and retweeting)**

Discussion/Mentions Had by Visitors

- ❖ **Only those related to INSPRA and school PR topics**

Deleted Posts

- **none**

Notes:

- ❖ **Twitter continues to be area of largest growth**
- ❖ **The number of tweets are down compared to last report as there were two fewer live tweeting events: Tips & Tactics and foundations conference.**
- ❖ **Posted Storify summary on two of INSPRA sessions**
- ❖ **With only 82 increases in followers, perhaps we are leveling off.**

INSPRA Social Media – Reporting Form

Social Media Outlet: Facebook

Reported by: Faith Behr

As of (Date): April 15, 2013

Current Number of Fans / Followers: 47

Increase / Decrease from Previous Report: Increased by 4 since Feb, 2013

Posts made by Administrator:

- ❖ DSA deadline, Feb. 19
- ❖ Comm audits, Feb. 26
- ❖ T+T calendar event, Feb. 21
- ❖ T + T reminder, Feb. 26
- ❖ T + T reminder, Feb. 27
- ❖ On the Road to Normal, Feb. 27
- ❖ March calendar dates, March 1
- ❖ Example of school referendum video, March 4
- ❖ T+T reminder, March 5
- ❖ Question about school referenda, March 6
- ❖ NSPRA Power Hour, March 8
- ❖ T+T reminder, March 11
- ❖ Share: infographic, March 12
- ❖ T+T reminder, March 14
- ❖ Notice on live tweeting of T+T, March 15
- ❖ Thanks to presenters, March 15
- ❖ Road to Normal, March 18
- ❖ Soliciting Board members, March 18
- ❖ NSPRA blog post, March 18
- ❖ Road to Normal, March 20
- ❖ T+T reminder, March 25
- ❖ APR scholarships, March 28
- ❖ T+T calendar event, March 28
- ❖ APR scholarships, April 16, 2013
- ❖ Share: Edutalk radio, April 2
- ❖ APR, April 3
- ❖ Soliciting Board members, April 8
- ❖ DSA deadline, April 8
- ❖ Referenda outcomes, April 10
- ❖ NSPRA conference reminder, April 10
- ❖ DSA calendar item, April 11
- ❖ National School Foundations, April 11
- ❖ Who is attending NSPRA, April 12
- ❖ T+T reminder, April 15
- ❖ DSA reminder, April 15
- ❖ Road to Normal photo, April 16,
- ❖ How to talk to children about bombings, April 16
- ❖ DSA Calendar item, April 16,

Comments / Questions Shared by Visitors:

- ❖ Affirming comments from current INSPRA members

Discussion Had by Visitors

- ❖ Only those related to the posts

Deleted Posts

- none

Reach:

- Reach is stagnant.
- Friends of Fans: 15,511
- People Talking About This: increase of 200%

Other Notes

Photos continue to have greatest reach.
Lists, like top 10 lists ofhave good reach.
Please continue to like and comment!

INSPRA Social Media – Reporting Form

Social Media Outlet: **Linked In**

Reported by: **Faith Behr**

As of (Date): **April 15, 2013**

Current Number of Fans / Followers: **78**

Increase / Decrease from Previous Report: **Increased by 10 since Feb, 2013**

Posts made by Administrator:

- ❖ Storify, Tips + Tactics recap, Feb. 2013
- ❖ INSPRA Foundations conference. Feb. 2013
- ❖ Top 10 reasons, Foundations conference. Feb. 2013
- ❖ Recognizing staff, DSA , Feb. 2013
- ❖ APR scholarships, March 2013
- ❖ Tips + Tactics reminder – March 2013
- ❖ March dates - March 2013
- ❖ Tips + Tactics announcements - March 2013
- ❖ Tips + Tactics – March 2013
- ❖ Tips + Tactics reminder – March 2013
- ❖ Tips + Tactics audits – March 2013
- ❖ APR scholarship, March 2013
- ❖ Dos and Don'ts of comm. audits. 2013
- ❖ Repost of NSPRA column April 2013
- ❖ Article on power of print in digital world, April 2013
- ❖ NSPRA conference reminder, April 2013
- ❖ Tips + Tactics reminder – April 2013

Comments / Questions / Postings Shared by Visitors:

2 e-school articles/discussions.
6 articles from school wires.
Question about apps from app developer

Deleted Posts

- none

Other Notes

- Almost all members of this group are INSPRA members, but group is open so people can view discussions.

Plans/Recommendations/Questions regarding INSPRA social media

- We continue to be in second phase of social media. On twitter, we are starting to interact with others more, commenting on their tweets and tweeting at potential new members.
- In that vein, it would be advantageous to obtain twitter handles (personal and school districts) of INSPRA members on the INSPRA application form. That way, those who don't renew their membership can be nurtured via twitter.
- We have used twitter effectively to ask questions from "member needs help service" and have relayed info to questioner. We may want to consider using Twitter in place of "member needs help" as there are many more resources in "twitterverse" than on e-mail list.
- Photos continue to have a larger following in all areas.
- INSPRA Board members are encouraged to use social media (FB, Twitter, LinkedIn) and post about INSPRA events.
- Any additional suggestions on what to post?
- Please see attached proposal policy for LinkedIn.