

SOCIAL MEDIA & COMMUNICATIONS

- Meghann Slaven, WVSSPA PR Specialist

FACEBOOK – “LIKE” US AT WEST VIRGINIA SCHOOL SERVICE PERSONNEL ASSOCIATION

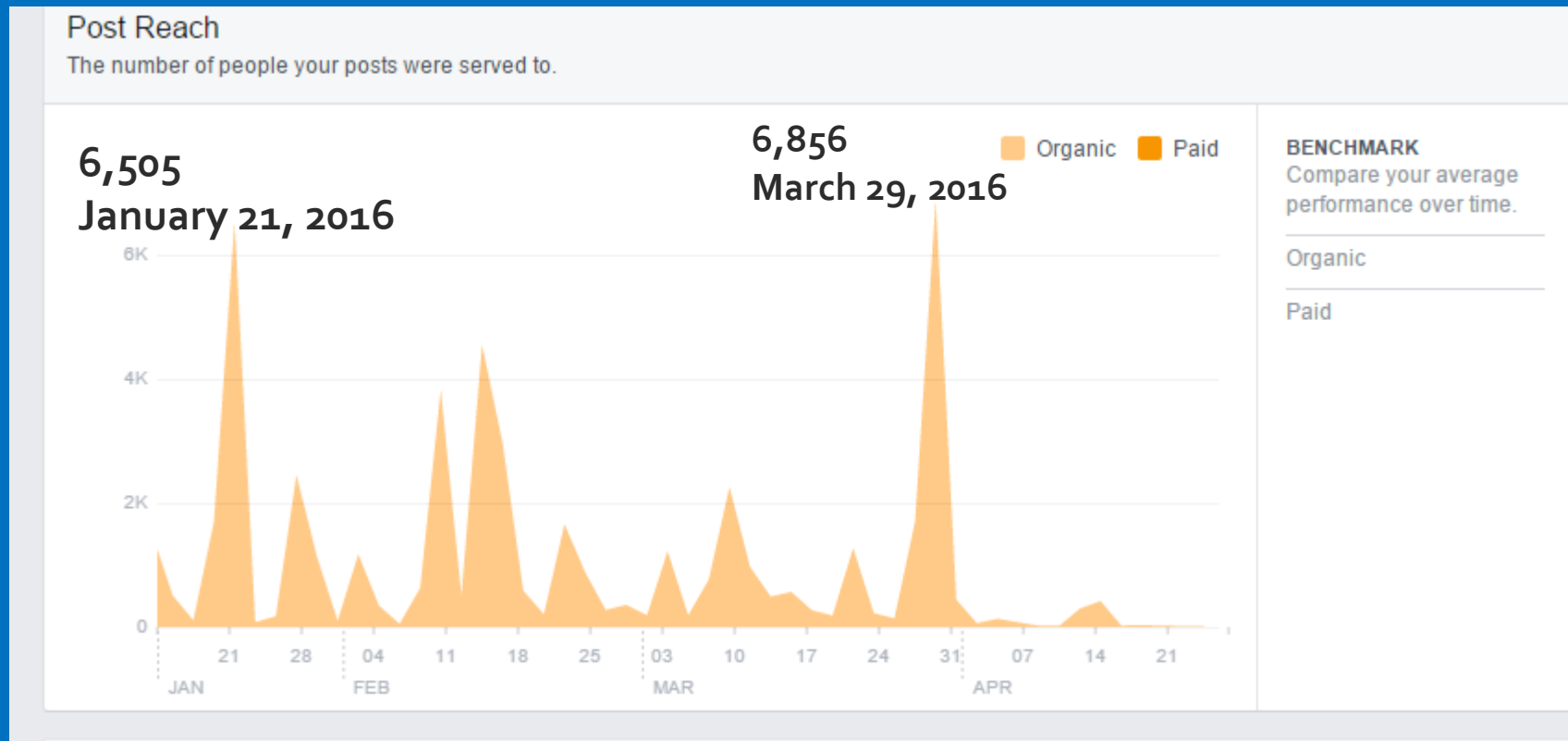
- One of the greatest communications and organizing tools in the 21st century
- Open platform that will allow you (and WVSSPA) to communicate with friends, members and other supporters
- Possible to reach a large number of people instantly
- Facebook has more monthly active users than WhatsApp, Twitter and Instagram combined (Source Zephoria Inc., www.zephoria.com)

FACEBOOK STATISTICS

- 1.59 billion monthly active Facebook users
- 1.04 billion people log onto Facebook daily
- Average time spent per Facebook visit is 20 minutes
- 16 million local business pages have been created as of May 2013
- Highest traffic occurs mid-week between 1-3 pm

(Source Zephoria Inc., www.zephoria.com)

WVSSPA FACEBOOK REACH



FACEBOOK TIPS FOR SHARING INFO

- Share WVSSPA posts on your personal and/or county association page
- Short and simple posts, include graphics or pictures when possible
- Links to news stories related to school service personnel
- Reminders about meetings
- Pictures from events or meetings
- Calls to action
- Videos from your union or other organizations
- Engaging questions

TWITTER - FOLLOW US @WVSSPA

- Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".
- 320 million active monthly users
- 80% of users are mobile site users
- Live Tweeting in "real time" popular for politicians and news media

(Source Twitter, Inc. www.Twitter.com)

TIPS ON TWEETING

- Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations.
- Here's a basic set of Twitter symbols and terms to get you started:
 - @ is used in front of a Twitter handle to directly reference an account; it also creates a hyperlink to their account
 - #, aka a hashtag, is a way of collecting tweets around a specific topic or theme; it also creates a hyperlink to a page of tweets that include the hashtag
 - RT = retweet (i.e., sharing someone else's tweet)
 - MT = modified tweet (i.e., resharing someone's tweet after modifying the text)
 - FF = Follow Friday, a way of recommending specific accounts to follow (note: this is a fading practice)

(Source The Denovati Group,
www.denovati.com)

TIPS ON TWEETING CONTINUED

- Create a unique handle
- Follow those that follow you
- Follow users, news sources, organizations that are of interest to you
- Add photos and links to articles to your Tweets
- If you wouldn't say something to someone's face, don't say it to them on Twitter.
- Don't try to start arguments with people on Twitter. A friendly debate is fine, but respect others' opinions.
- Don't be a troll on Twitter, no matter how angry you are. For most, Twitter isn't really anonymous, and your public anger could come back to haunt you later.
- If you tweet spoilers while live-tweeting TV shows or sporting events, use the right hashtag so people can filter it out. #SpoilerAlert

(Source Hubspot, www.hubspot.com)

LINKEDIN

- 400 million members
- Business-oriented social networking service
- Developed to connect the world's professionals to make them more productive and successful
- When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do

(Source LinkedIn Corporation, www.linkedin.com)

SOCIAL MEDIA/COMMUNICATIONS: CAUTIONS

The bad:

- Safety concerns for students; cyberbullying
- Security concerns in the classroom, school and on buses for education employees
- Privacy, security and professional concerns for education employees

SOCIAL MEDIA/COMMUNICATIONS: CAUTIONS

The downright ugly:

- Dozens of education employees across the U.S. and Canada have been reprimanded, suspended and even fired for legal, personal activities away from work.
- Most cases involve teachers' and service personnel Flickr, YouTube, Facebook, Twitter and MySpace accounts. Each school employee was confronted with content that parents, students or administrators felt was inappropriate, and in each case the school employee was reprimanded, suspended or fired.

FACEBOOK FIRED

- **Windner, Ga.**

A high school teacher in the Barrow County School District was fired when a student told school officials that the teacher's Facebook page included photos of the teacher drinking beer and wine while traveling in Europe on summer vacation.

RIPPED FROM THE HEADLINES

- **Phoenix, Ariz.**

A Phoenix area CBS News television station investigated new teachers' Facebook profile pages looking for potentially embarrassing content.

AND HERE IN WEST VIRGINIA...

- Education union reps have numerous cases involving education employees being disciplined over social networking site content.
- The State Board of Education has a technology usage policy for education employees.
- Many county Boards of Education have social media policies for education employees.

ARE EMPLOYEES AT RISK?

Despite free speech rights guaranteed by the First Amendment, online indecency would fall under general district or institutional guidelines banning inappropriate behavior both in and outside of school. Courts have ruled that schools can regulate off-campus speech if such speech can be demonstrated to have an adverse impact on the campus.

ARE EMPLOYEES AT RISK?

Teachers and service personnel are held liable for much of what they post online, but are offered minimal protection in return.

- Nearly every state imposes a “conduct unbecoming” standard on education employee behavior both inside and outside the work day.
- Governments are able to fire employees if their speech is deemed to harm the workplace’s mission and function. Most states let the local governing authority determine if harm was done.

LIMIT YOUR RISK

- Be aware
 - Federal law requires all schools to monitor and archive all email sent to/ from employee accounts
 - Employees are responsible for what they post online
 - “Anonymous” is rarely actually anonymous
 - Never post information or photos about students

LIMIT YOUR RISK

- DO NOT have students as “friends” on Facebook, Twitter, Instagram, Snapchat etc.
- Do not text students
- Do not email students from personal email accounts



LIMIT YOUR RISK

- Know what's out there
 - Google yourself!
 - Monitor all social networking sites
 - Search all sites for inappropriate images or posts. If a friend "tags" you, that photo is searchable and potentially viewable by anyone. You can remove tags on photo of yourself.
 - Use privacy settings on social networking sites
 - Be mindful that privacy settings can change with new updates to Facebook, Twitter, Instagram, etc.

- “Unfortunately, nothing we say online is private. Once it’s posted, almost anyone can see it. It’s hard to predict the long-term effects of our posts, but ... it’s a good idea to keep private information, angry comments, and negative opinions of other people off your social media.”

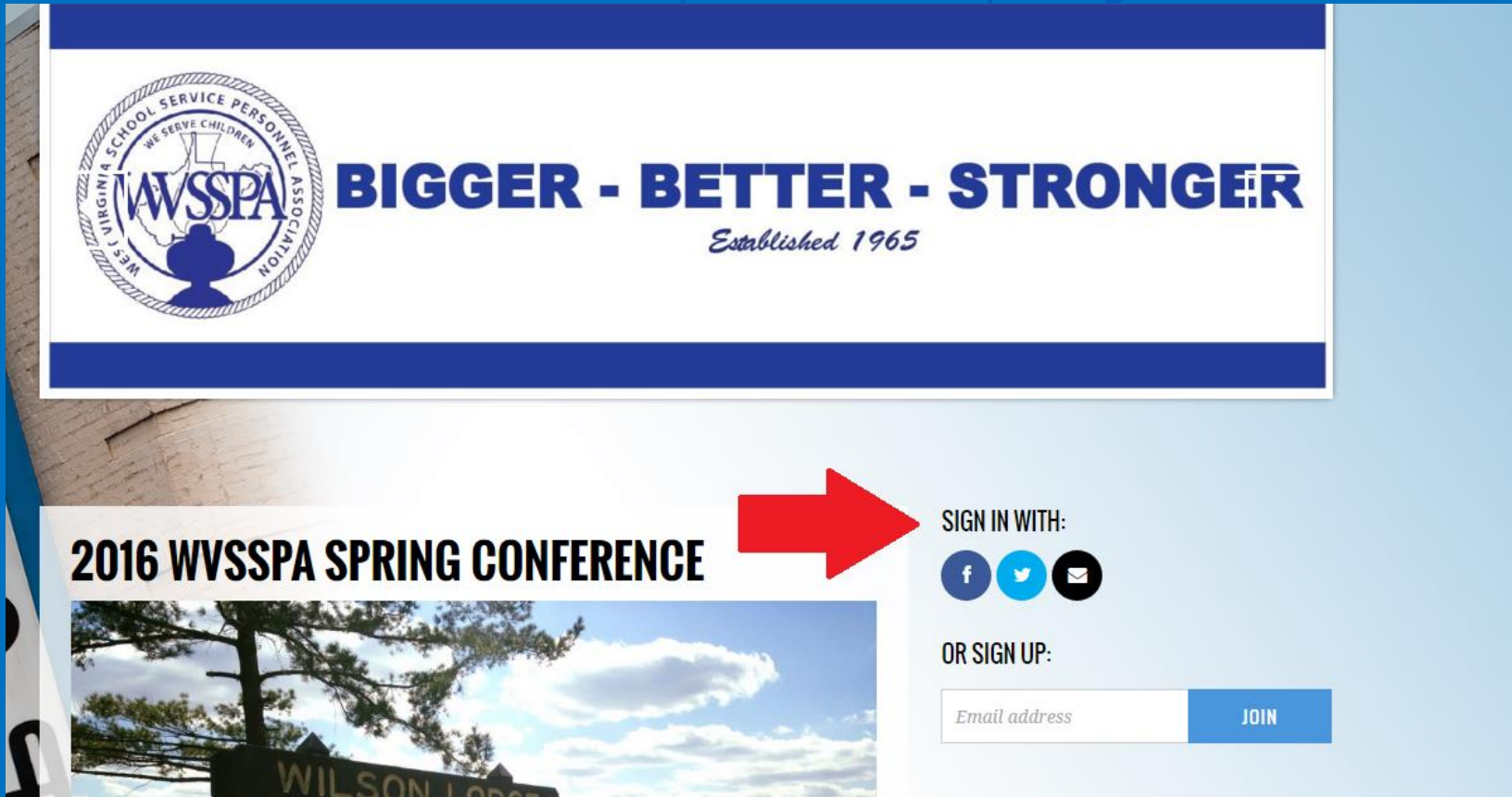
(Source True Crime online article “ 10 Astonishing Lawsuits That Happened Because Of Social Media ,” www.instantcheckmate.com)

CREATE A FACEBOOK PAGE FOR YOUR COUNTY ASSOCIATION

- Check out: [Berkeley County School Service Personnel Association](#), [Harrison County School Service Personnel wvsspa](#), [Monongalia County Wvsspa](#), [Raleigh County School Service Personnel Association](#)
- Step 1: Create page from your account
 - Click arrow in top-right corner
 - Choose Create Page
- Step 2: Choose a business category > Organization
- Set 3: Choose an industry-specific category > Business Service, Educational Service
- Step 4: Add description, profile picture, contact information
- Step 5: Choose Save and your Page is ready to go!

GET CONNECTED TO WVSSPA

- <http://www.wvsspa.org/>



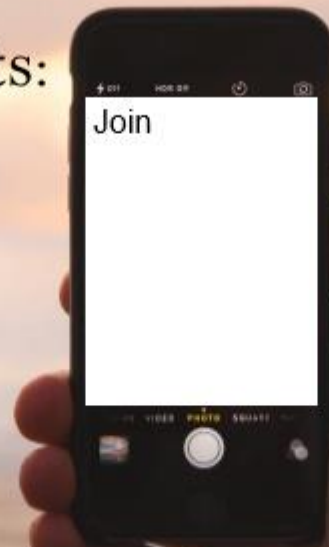
The screenshot shows the top portion of the WVSSPA website. At the top is a dark blue horizontal bar. Below it is a white banner with a blue border. On the left of the banner is the WVSSPA logo, a circular seal with the text "WEST VIRGINIA SCHOOL SERVICE PERSONNEL ASSOCIATION" and "WE SERVE CHILDREN" around the perimeter, and "WVSSPA" in the center. To the right of the logo, the text "BIGGER - BETTER - STRONGER" is written in large, bold, blue capital letters, with "Established 1965" in a smaller, italicized font below it. Below the banner is a light blue navigation area. On the left, there is a section titled "2016 WVSSPA SPRING CONFERENCE" in bold black text, with a red arrow pointing to the right. Below the title is a photograph of a tree and a sign that says "WILSON LODGE". To the right of the arrow are social media icons for Facebook, Twitter, and Email. Below these icons is the text "OR SIGN UP:" followed by a text input field with the placeholder "Email address" and a blue "JOIN" button.

SIGN UP FOR WVSSPA TEXT MESSAGE ALERTS

Sign up for text alerts:

Text "Join" to

304-224-2827



*Standard text messaging and data rates may apply

CALL TO ACTION DATA

Total Actions:

1,138

Oppose HB 4011-Public Charter Schools Bill

WVSSPA

Just one week into the legislative session and a public charter school bill was introduced by Delegate Paul Espinosa, House Education Chair. HB 4011- Providing for the authorization and oversight of public charter schools. There has been no public outcry for public charter schools. West Virginia needs to focus on improving our current public schools. West Virginia sh...

254 views
267 actions
102 days active

[VIEW](#)

Fix & Fund PEIA

WVSSPA

Without direct and immediate action by the legislature, the PEIA Finance Board will be forced to cut \$120 million of earned benefits from active and retired public employees. If PEIA is not adequately funded, public employees and retirees face massive increases in deductibles, out-of-pocket maximums and prescription medication costs.

172 views
142 actions
108 days active

[VIEW](#)

Oppose HB 4465

WVSSPA

HB 4465 would eliminate fairness and salary equity among school employees across the state of West Virginia.

695 views
522 actions
77 days active

[VIEW](#)

We need a FIX for PEIA-not a Band-Aid

WVSSPA

The WV House of Delegates recently made an attempt to fix the major funding problem with PEIA in the budget bill. Unfortunately, the allocations made in the budget bill are NOT a fix, they are merely a Band-Aid.

275 views
207 actions
53 days active

COUNTY MEETINGS & EVENTS

- Recurring monthly meetings can be posted to website
- Special events in county can be added to Association website:
 - Legislative Meet & Greets
 - County Officer Elections
 - End of Year banquets/picnics
- You must contact Meghann in order to add these events to the website.

Mitzi	Akers	Sherry	Hamilton	Kimberley	Porter
Dawn	Aley	Teresa	Harmon	Wilda	Powell
Holly	Arthur	Judith	Headlee	elaine	prickett
Gail	Artimez	Anne	Hercules	Diane	Raines
Lisa	Avis	Anne	Hercuxles	Jamie	Ranalli
Debbie	Barnosky	Justin	Herrick	Brigitte-Kenneth L.	Rhodes
Rachel	Beahm	Samuel	Hill	Lewis kevin	Roberts
barbara	Beckett	Sherry	Hill	Mary	Robertson
Jimmy	Berry	Patricia	Hoskins	brian	root
Nikki	Berryhill	Mark	Howard	Tina	ruckman
Florence Brown	Best	Sandra	Hurst	John	Ruh
Paul	Black	Robin	James	Christy	Santana
Doris	Blue	Nancy	Jamison	Corinne	Scurlock
Patricia	Burch	Sam	Jenkins Jr.	Chip	Sencindiver
Richard	Bussard Jr.	jodie	Johnson	Tina	Sharp
Carol	Carder	Patricia	Jonas	Cynthia	Shell
Gary	Carper	Valerie	Jordan	Jeanetta	Shrewsbury
Carol	Cecil	Mary	Kelley	Scott	Shuster
Michelle R	Clemmer	Cathrine	Kirby	Ken	Siburt
John	Coker	Robin	Lahita	paula	simpkins
Lola	Collier	Georgiana	Lang	Beverley	Sizemore
Kathy	Collins	Deborah	Lett	Lura	Smith
Denise Holcomb Clay	county	Ella	Long	Randal	Smith
Marsha	Crawford	Ella	Long	Sandra	Sonderman
Paula	Davisson	Terry	Luikart	Aaron	Spurlock
Betty	Dennis	Ricky	Mason	Linda	Stalnaker
Lisa	Ellars	Connie	Mason	Eugene	Stephenson
Terri	Farley	Gayetta	McBryde	Linda	Thompson
Virginia	Garlitz	Tabeatha	McCoy	Cathy	Tincher
Cathy	Glover	Kimberly	Meddings	Christopher	Toney
Danny	Gooch	Howard	Meddings	Linda	Utt
Chris	Goodson	Andrea	Mercer	Robin	Viands
Regina	Graham	Janet	Mitchell	Charloette	Vincent
Connie	Graley	Beverly Rene	Moore	Michael	Watkins
Kenneth	Graybeal	Dolores	Mullins	Janet	Woods
shelia and jimmy	green	Lisa	Nestor		
Amanda	Greenleaf	Nichole	Owens		
Debbie	Groggs	Larry	Padgett		
Bill	Groggs	Vernon	Parsons		
Lisa Gail	Haines	Tammy	Pennington		
Doug	Hale	Seth	Phillips		
Carol	Hall	Tondra	Phillips		

NEED HELP?



GET TRAINING!

- ▶ I can help!
- ▶ Newsletters, Facebook, Twitter, LinkedIn and more
- ▶ mmlaven@wvsspa.org
- ▶ 304-346-3544



- 1610 Washington Street, East
- Charleston, WV 25311
- 304-346-3544
- www.wvsspa.org

QUESTIONS?

Thank you for participating in
Social Media & Communications!