Digital Communication Strategies

SAM Leadership Summit
Summer 2017

By Rob Watson, Superintendent, Bozeman Public Schools
Who is in the Room?

Rob Watson, Superintendent, Bozeman Schools

Agenda and Goals

Goals:
1. The use of tech for effective digital communication with constituents
2. Efficiency with variety of platforms for communication.

Agenda:
A. What is your digital communication strategy?
B. Best/Worst outcomes - digital communication
C. Examples of how we leveraged digital communication to pass $125M Bond
Communication and Curation - Both Important

Educational public relations / communications is a planned, systematic management function, designed to help improve the programs and services of an educational organization. It relies on a comprehensive, two-way communication process involving both internal and external publics with the goal of stimulating better understanding of the role, objectives, accomplishments, and needs of the organization.

Digital curation is the selection, preservation, maintenance, collection and archiving of digital assets. Digital curation establishes, maintains and adds value to repositories of digital data for present and future use. This is often accomplished by archivists, librarians, scientists, historians, and scholars. (And Educators :-)

(And Educators :-)
Worst Outcome...

Given your constituents...

What is the WORST possible outcome of ineffective digital communication?

- Take 2 minutes to record your thoughts
- Pair/Share with your neighbor
Facebook post... what do you think?

- Does your district / school / organization have a communication plan?
- Does your district / school / organization have a social media policy for employees?
Given your constituents...

What is the BEST possible outcome of effective digital communication?

- Take 2 minutes to record your thoughts
- Pair/Share with your neighbor
A Communication Plan for the Digital Age

1. Know your mission (purpose) and your audience
2. Use the right channels to reach them...
   a. District and school websites
   b. Mobile app
   c. Notifications and alerts
   d. Email
   e. Social media
   f. Blog
   g. Video
3. Use teamwork and technology to gather right content

From Jay Cooper, Steps to creating a school communications plan, 2016
Things to consider...

Plan should address both INTERNAL and EXTERNAL audiences...

District Policy should address employee use of SOCIAL MEDIA

Don’t forget about federal requirements (FERPA) for student confidentiality with social media.

What does State Law say about public employees and political activity?

Update often as audience, access and digital tools change frequently

Be responsive to all audiences... (mobile devices?)
$125M? Will the community support that?

1. Mission and Purpose
2. Audience and Timeline
3. Using the right digital channels to meet purpose and Audience
   a. District and school websites
   b. Mobile applications
   c. Email
   d. Social media
   e. Blog (newsletters, newspaper)
   f. Video
4. Use teamwork and Technology to gather and deliver right content.
Examples... for BSD7 Campaign

Google Sites

Social Media (Facebook, Twitter)

Traditional Methods (public meetings, newspaper, mailers)

Non-traditional Methods (yard signs, TV ads, phonebank)

Others?
Questions?

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Where to find Info from Presentation: https://goo.gl/gEULt9