
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

Up/Downs

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 :-)**

Worst Outcome...

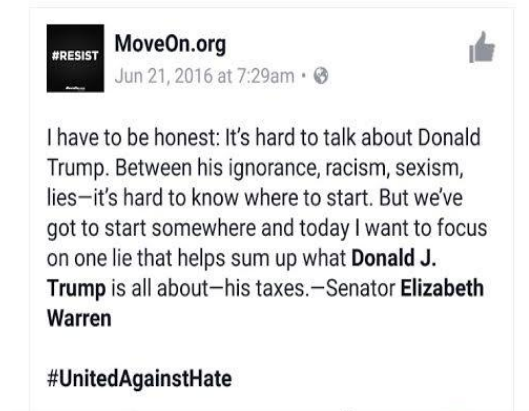
Given your constituents...

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?



Best Possible Outcome...

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?

Rob Watson, Superintendent

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