



#SocialSchool4EDU

SOCIAL MEDIA  
TRAINING  
FOR K12 SCHOOLS

## SOCIAL MEDIA BOOTCAMP



WITH THIS TRAINING, YOU'LL GET GUIDANCE,  
ACCOUNTABILITY, AND *REAL RESULTS* FOR YOUR SCHOOL!

**Cut to the strategies that work best!** This five-week program offers a deep, personalized dive into social media best practices. You'll get **weekly group coaching calls**, access to a **private Facebook group** with your cohort, and **accountability to reach your goals**.

Whether you're brand-new to managing social media for a school or feel like your skills could use brushing up, this five-week Social Media Bootcamp is for you!

We'll train you to be a confident social media storyteller so you can stand out from other schools, celebrate your students and staff, and reach thousands in your community every day.

- ✓ Are you unsure about the nuts and bolts of social media?
- ✓ Have you wasted hours trying to apply business-related social media training to your school, only to discover it doesn't work?
- ✓ Are you missing opportunities to build trust and transparency with your community?

*This bootcamp will teach you the foundational tools that you need to be successful!*

**What's My Investment?** This program is a one-time investment of \$395.

**SIGN UP NOW!**

Visit [www.socialschool4edu.com/services/bootcamp](http://www.socialschool4edu.com/services/bootcamp)



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## WHAT ARE SOCIAL MEDIA BOOTCAMP GRADUATES SAYING?



"Whether you're new to school communications or a veteran, participating in the #SocialSchool4EDU Social Media Bootcamp is a must. Your school has awesome stories to tell, and this program teaches you how to maximize your time, talent and likely limited resources to reach the most people in your district.

I've managed my school's social media accounts for more than a decade, and the principles that I've picked up through this month-long Bootcamp have prompted me to streamline my process, motivated me to tackle projects I've put off for way too long and led me to create a social media plan to celebrate student success systematically.

The Social Media Bootcamp is designed to help you learn, ask, and apply. Because the group is intentionally kept small, you don't have to be nervous about saying, "I should probably know how to do this, but..." The group is inclusive, creative, and, most importantly, supportive. I strongly encourage you to sign up. "Future you" and residents of your school district will be glad that you did!"

**CARA ADNEY** | MARKETING & MEDIA RELATIONS COORDINATOR, MERIDIAN TECHNOLOGY CENTER

"Before joining Social Media Bootcamp, I felt unsure what the best practices were for emerging areas of social media. For example, using Facebook and Instagram Stories was something I wanted to add to our social media framework, but I wasn't sure of the best way to incorporate it. Stephanie, Heidi, and Andrea walked our group through each of the most commonly used social media platforms and shared best practices, tips, and tricks that we could implement immediately. Our social media game will be on point this upcoming school year thanks to the Social Media Bootcamp."

**TRACY JENTZ** | COMMUNICATIONS & COMMUNITY ENGAGEMENT COORDINATOR, GRAND FORKS PUBLIC SCHOOLS



"I was very hesitant to make the commitment for a 5-week bootcamp in the midst of the ongoing pandemic. But after two weeks of meetings, I am so very glad I did! I walk away from each meeting with a manageable list of ideas that can be implemented right away, take very little time to do, and will make a big impact in the end. This bootcamp has not only provided me with very valuable training about social media but has also provided some leadership training and a wonderful team from whom I have learned so much and feel I can reach out to for support. It has provided me with the confidence I lacked regarding a social media presence for our district. Thank you to Andrea Gribble and her team! "

**GINA STEINBRECHER** | COORDINATOR OF COMMUNICATIONS AND COMMUNITY RELATIONS, WEST CHICAGO ELEMENTARY SCHOOL DISTRICT 33