



#SocialSchool4EDU

SOCIAL MEDIA  
TRAINING  
FOR K12 SCHOOLS

# SOCIAL MEDIA MEMBERSHIP PROGRAM

BUILDING #SCHOOLPR EXCELLENCE, ONE POST AT A TIME!

Dawn transformed her school's social media presence with the help of the #SocialSchool4EDU membership program!

## BEFORE

Minimal social media presence

Disengaged audience

Stressed with no place to start

## AFTER

Flourishing, engaged social media channels with large reach

Receives ongoing tips, tricks, and best practices

Supportive community to bounce ideas and ask questions



**Dawn Brauner**  
Communications Specialist  
Portage Community School District

The **Social Media Crew for Schools** is one contributing factor to Dawn's school district's **social media presence and success.**



If you're looking to create systems for consistently telling your school's stories on platforms like Facebook, Twitter, and Instagram, than this program might be just what you need. We created this community to support, train, and inspire school PR professionals on social media.

If you can dedicate 30-45 minutes every week to soaking up the latest social media tips, tricks, and shortcuts, you've come to the right place. If you enjoy self-paced learning, we've got your back. And if you appreciate having a sounding board when making decisions, this community is 100% the right place for you.

**The Social Media Crew for Schools costs just \$795 per year** (12 months) for your school or district. Designate the one person MOST involved with your day-to-day social media efforts. You can also choose to have two more people from your school join for no additional cost. After that, additional members from your school are \$200/year.

»»» Join now: <https://www.socialschool4edu.com/services/membership-program/> «««



### TESTIMONIALS FROM CREW MEMBERS



**DEEDRA LAPRAY, DIRECTOR OF COMMUNITY RELATIONS / VIDOR ISD**

I recently completed my first full year as Director of Community Relations, and I absolutely could not have done it without Andrea and the membership program. Having the program as a safety net has given me the confidence I need to excel in my position.

**SARA FULLER / SUPERIOR PUBLIC SCHOOLS**

"The networking is all worth it! A great place to bounce ideas off of each other and share our struggles and successes."



**EMILY WHITE, DIRECTOR OF COMMUNICATIONS AND MARKETING / SUNNYVALE ISD**

We all need support. Being a part of a one-person department is tough! Andrea's CREW has been a lifeline for me in so many ways! I love that I can post a question and there is a community of professionals who will answer immediately with something helpful that I can put into practice in my school district!

**JANEEN SORENSEN, DIGITAL MARKETING MANAGER / THE BEAR CREEK SCHOOL**

The #SocialSchool4EDU Facebook group has been invaluable to me as a social media manager. Being able to go to a group of individuals who are also working in education is amazing. We speak the same language and have many of the same struggles to work through together. The training and resources have been so valuable to cut down on creating things from scratch and help me stay current in the social media space.



**JILL PUFFER, HR ONBOARDING SPECIALIST & COMMUNICATIONS ASSOCIATE / CAMBRIDGE-ISANTI SCHOOLS**

With the use of the #SocialSchool4EDU marketing materials and membership group guidance, I was able to grow our District Facebook page to a following 3x its starting size in just one year. We have further reach, more interactions, and have made our mark on the community. It's a wonderful resource, and I highly recommend it to

anyone looking to grow their school's social media presence.