



## Agenda

### **Going Against the Grain to Maximize Social Media**

12:00 p.m. – Lambert introduction and topic overview

12:05 p.m. – Why social media use is critical for schools

- Reaching students and parents where they are
- School choice
  - Paid vs Organic
- Transparency and trust

12:10 p.m. – Facebook, Twitter and Tik Tok, oh my. Which networks should districts adopt?

- Pros, cons, best practices:
  - Facebook
  - Twitter
  - Instagram
  - Others

12:25 p.m. – Setting boundaries to protect the brand

- Content control
- Admins and access
- Social media guidelines
- When/how to engage

12:30 p.m. – Content development

- Topics
- Audiences
- Frequency





12:40 p.m. – Student journalism in the digital age

- The new student-run newspaper
- Students as social media storytellers
- Controlled access

12:45 p.m. – What’s next: where are networks headed in the years to come?

- The future of social media networks
- Up-and-coming digital platforms

12:50 p.m. – Questions and closing remarks

### **Presenters**

The Lambert & Co. education practice has served as the frontline for parent communications and media relations for more than 120 schools and educational institutions. In addition to providing integrated marketing services to schools in diverse communities such as **Flint, Niles,** and **Ottawa County,** Lambert’s team has vast experience working with public schools in Detroit, Cincinnati, Indianapolis, Raleigh, New York, and many others.

With more than 75 years combined experience in the education industry, Lambert’s team has generated thousands of positive media clips—both nationally and locally—and provided countless hours in crisis communications counsel on behalf of the schools we’ve supported.

Clare Liening, co-presenter, is an integral member of Lambert’s education practice, providing communications strategy to public schools across the state. She will be joined by Derek DeVries, digital strategist at Lambert whose expertise includes social media marketing, crisis communications, online reputation management, digital branding and counsel on all things Internet-related.