

<b>BIG IDEAS</b>	<b>POINTS TO CONSIDER</b>	<b>YOUR WORKING SHEET OF THOUGHTS AND PLANS</b>
<b>IDENTIFY YOUR CURRENT STATUS &amp; NEEDS</b>	Does your school/district have a branding strategy? If so, what are your needs? If not, see below:	
	What does your school/district do the best?	
	How do people currently learn about it?	
<b>MAKING THE MESSAGE STICKY</b>	How can target audience make an emotional connection with “the school.” The message. The staff. The story?	
	It’s more than a logo. It’s more than a sports score. It’s definitely more than a mission statement. It’s more than a collection of pictures.	
<b>GET STARTED:</b>	Study other “brands” that are successful. Not necessarily school.	
	Branding is a lifestyle, not a product.	
<b>DEVELOP YOUR SCHOOL’S EXPERIENCE SENTENCE</b>	Build it into a mantra. What do we stand for?	
	What is actually happening everyday, everywhere?	
<b>BUILD A LOGO.</b>	What’s a visual recognition for your brand?	
	Is it just your bulldog? Viking? Or is it special? Is a mascot a logo? (no)	

<p><b>BUILD A HASHTAG.</b></p>	<p>Share &amp; use — even if it's almost mandatory use at first.</p>	
	<p>Start with a core group “refrigerator friends” And make it imperative they grow it within the district.</p>	
<p><b>COLLECT &amp; SHARE THE STORIES</b></p>	<p>Make them personal. Not big sweeping giant stories.</p>	
	<p><b>Small.</b> triumph.</p>	
	<p>Tell better stories. Don't show worksheets.</p>	
	<p><b>Teach kids how to tell their stories ... and tell it better. AND GIVE THEM SOMETHING INTERESTING TO TALK ABOUT —</b> worksheets are not dinner-convo worthy.</p>	
	<p>get kids involved in not only telling the stories, but also <b>SHARING</b> the stories.</p>	
	<p>Perfect is the enemy of done.</p>	
	<p>Show stories of growth. Show the imperfect in progress. make sure community sees kids are amazing!</p>	
	<p><b>GET YOUR COMMUNITY INVOLVED!</b></p>	
	<p>get vulnerable.</p>	
	<p>get connected</p>	
	<p>feedback — can we stand behind it? Good. If we can't? then let's talk about changing it. that's a <b>GOOD</b> thing!</p>	
	<p>we want non-families to still feel a part of the school.</p>	
	<p>Remember the history. Call in your old folks. Remind them to be proud.</p>	

	<p>Tell the struggles. Tell what you need. What you wish.                  Jab, jab, jab, RIGHT HOOK.                  good, good, good, NEED.</p>	
	<p><b>It's really just about good communication.</b></p>	
	<p>Keep your stories short. Be sure there's a compelling picture. Not just a phone snapshot.                  videos — 30 seconds, 1 minute, 3 minute, 10 minute, 20 minute</p>	
<p><b>WHY DO THIS?                  WHY TAKE THE TIME?</b></p>	<p>What better way to reflect, grow, grab true evidence beyond scores than to gather and share these stories with an audience who cares?</p>	
	<p>What's the gripe of your parents? What are the everyday, always-happening conversations you have with your community? How would these stories change those conversations?</p>	
	<p>We take time for what we think is important.</p>	
<p><b>WHO NEEDS TO GET INVOLVED?                  WHO'S ON THE BUS?</b></p>	<p>EVERYONE.                  Teachers, kids, families, bus drivers (off-duty)                  Who does the community want to hear from?                  Sports history page?                  NOT A REQUIREMENT.</p>	
	<p>when things go wrong, we've already built up a good bank of positive social capital that allows us to make mistakes and move on. Because they know what we're doing.</p>	

	Brand your new initiatives so parents can feel a part of it.	
<b>LET'S TALK TOOLS!</b>	Facebook	
	Facebook Live	
	Twitter	
	Periscope	
	Instagram	
	Snapchat	
	Touchcast	
	Storify — pull info from all social media. Put them into stream and email link to families.	
	Bring everyone to ONE-STOP SHOP: your website. Even the best district websites struggle. No one remembers to go there. Get info in front of their faces via social media	
<b>HOW OFTEN?</b>	Weekly update about overall view, with small examples.	
	Daily update from all classrooms.	
	Kids share daily.	

<p><b>GAME-PLAN!</b></p>	<p>Plow and prep the ground. Why do we want to use social media and how do we use it in smart ways? What do we do when people do dumb things?</p>	
	<p>Start developing your brand. Who are you? Who do you want to be? Have you already had brand 20-30 years ago?</p>	
	<p>Teach your teachers, parents, and students what you're doing and why.</p>	
	<p>Teach your teachers, parents, and students about social media.</p>	
	<p>Build momentum — refrigerator friends. Incentives — first 5 people who find me and tell me the (branded) vision of our school, gets a free T-shirt! Or whatever. Find the sticker in the hallway, tweet it out, come to the office and get a 5 dollar gift card or T-shirt or whatever.</p>	

<b>FINAL THOUGHTS</b>	Start f2f with community. Demystify social media. Help them understand why it's important for educational purposes.	
	Help teachers understand why this is good for them and kids, even when they're "too busy."	
	MAKE IT EASY for folks to get involved! You go to them! They will not come to you.	
	<b>Make your stories accurate. Make your stories match your brand. are you promising tech? Better be using tech. social emotional support? Better show it! small group work? Better see it!</b>	
	What's your "Stuff" that people can touch? Can wear? Can feel a part of the story with? Cafe press?	
	Start small. Start now. It's about family engagement. It's about serving our clients.	
	DO NOT start, then stop.	
	Start small and grow and never stop.	
	Be where our kids are so we can be role models for them.	

