

Connecticut RESC Alliance's Resources Page
for the November 17, 2018 CABE/CAPSS Convention break-out session,

"Simple Strategies for Improving Your School PR":

Best times to post on Mainstream Social Media

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>

Community Engagement Insights

Blackboard – Trends in Community Engagement

<https://www.esc20.net/upload/page/1191/docs/ReportTrendsInCommunityEngagement.pdf>

National School Public Relations Communications e-Kit for Superintendents

<https://www.nspra.org/communication-e-kit-superintendents>

4 Ways to Use Twitter to Increase Engagement

<https://www.campussuite.com/blog/4-ways-use-twitter-for-schools-increase-engagement>

K-12 Insight: 10 Secrets to Developing a Culture of Exceptional School Customer Service

<https://go.k12insight.com/10-Secrets-to-Developing-Exceptional-Customer-Service>

Great School Websites

www.pwcs.edu Prince William County Public Schools, VA (URBAN)

www.andoverelementaryct.org Andover Elementary School, CT (RURAL)

<https://www.woodstockacademy.org/> Woodstock Academy, CT (PUBLIC/PRIVATE)

<https://www.litchfieldschools.org/>

Social Media Accounts Worth a Look

<https://www.skyward.com/discover/blog/skyward-blogs/skyward-executive-blog/april-2017/8-top-school-district-social-media-accounts>

Useful Tips for Dealing with Social Media Trolls

<https://blog.hootsuite.com/how-to-deal-with-trolls-on-social-media/>

<https://www.socialmediaexaminer.com/social-media-trolls/>

<https://www.webroot.com/us/en/resources/tips-articles/you-cant-win-an-argument-with-a-troll>

Social Media Guidelines

<https://www.districtadministration.com/article/social-media-guidelines-school-administrators>

<https://thejournal.com/articles/2015/03/17/5-ways-to-keep-social-media-from-being-a-legal-headache.aspx?m=1>

<http://dailygenius.com/editable-social-media-policy-for-schools/>

<http://www.socialschool4edu.com/creating-your-school-social-media-policy/>

Homemade Facebook Videos

<https://www.facebook.com/Area.Cooperative.Educational.Services/videos/1676388929063926/>

<https://www.facebook.com/wherelearningcomestolife/videos/178467293030193/>

School Twitter Accounts & Guide

Greenwich High School

<https://twitter.com/ghsheadmaster>

Weston Public Schools

<https://twitter.com/WestonPS>

<http://www.teachhub.com/twitter-quick-guide-schools-districts>

Communications Plan Guides and Templates

<http://www.eastconn.org/CommunicationsPlanTemplates>

<https://content.campussuite.com/school-communication-planning-guide>

<https://www.campussuite.com/guides>

<https://www.nspra.org/files/docs/Sample%20Communication%20Plan.pdf>