

Mar 6th, 1:15 PM - 2:30 PM

Lights, Camera, Action! Utilizing Videos and Social Media to Increase Outreach to All Stakeholders

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Funny Viral Videos (intro)



Lights, Camera, Action!

Utilizing Videos and Social
Media to Increase Outreach
to all Stakeholders.



Say Cheese...

Who do we have in the room today?

- Principals?
- Tech Specialists?
- Teachers?
- Counselors?
- Parent Involvement Coordinators?
- Instructional/Graduation Coaches
- Other?



Our story begins 8 years ago...

Our principal at the time asked each staff member, “What is your vision for Chestatee in the next 5 years?”



What did we want?

- Happy, positive place
- High morale
- Highly regarded in community
- High student achievement



Where were we then?

Lowest performing school in the district

Low Student achievement

Unfavorable reputation

Low Morale



We were just Chestatee Elementary

Where Are We Now?

Award Winning Family Friendly
School

Emphasis placed on professional
learning, instructional coaches,
and team building

Highly regarded

High retention rate for teachers

High morale



Why do we tell you all this and how does it relate?

We sent a **VERY** clear message to all of our stakeholders:

1. We love what we have going on at the T.
2. You are always welcome here at the T.
3. We can't do this without you.



Today we will focus on
Social Media and videos -
how we use both to
communicate our
important message to
stakeholders.



At Chestatee, we use social media and videos to...

Communicate messages

Brand our school

Give positive press

Build capacity for all

Build morale in the school



- Posts with Pictures
- Advertise and Summarize Events
- Monthly Newsletter
- Facebook Friday

**Communicate
Messages**

- Positive Posts with Pictures
- Summarize Events
- Facebook Friday



Brand our School

- Post the Positives
- Thank Stakeholders
- Monthly Newsletter
- Facebook Friday

Give Positive Press

- Teaching Tool
- Use Humor
- Advertise Events
- Monthly Newsletter
- Facebook Friday

Build Capacity

The Top 9 Ways We Use Social Media and Videos

- Post the Positives
- Use Humor
- Thank Stakeholders
- Facebook Friday

Build Morale

#9 Videos as a Teaching Tool.

[Westward Expansion Rollout](#)

[Book of the Month](#)

[Fluency Passage Video](#)

[Online Learning Plan](#)


[YouTube Channel](#)



#8 Posts are better with Pictures!

Chestatee Elementary
Published by Carolyn Chestatee [9] · January 18 · 🌐

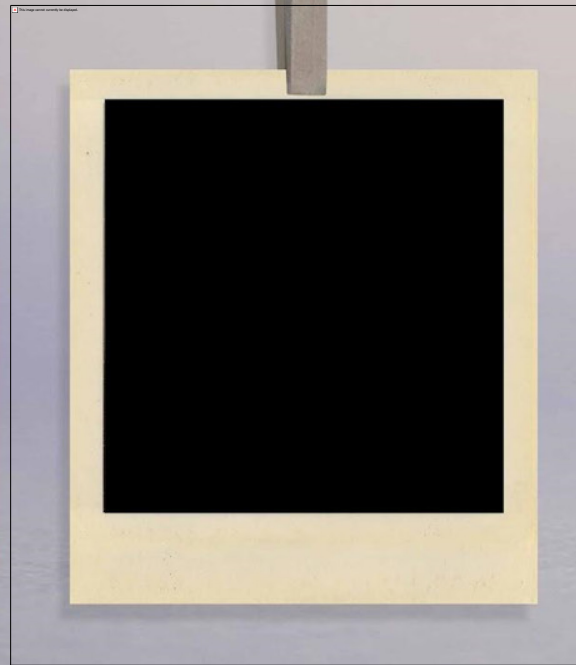
Report cards just went home.
Is your child struggling with any math concepts?
Drop in between 4:00 and 6:00 PM on Wednesdays.
Math Help is offered for families in the Parent Resource Room each week.



www.tagxedo.com

779 people reached

Boost Post



Chestatee Elementary added 5 new photos.
Published by Carolyn Chestatee [9] · December 20, 2016 · 🌐

Here are several pictures from the last two days at the T! It was a short, but very fun and busy week!
We hope you all enjoy the next two weeks off with your families and will see you all back here at the "T" on Thursday, January 5th!



737 people reached

Boost Post

#7 Advertise Events



Chestatee Elementary

Published by Carolyn Chestatee [?] · October 21, 2016 · 🌐

Fall Festival is just one week away! Come join us for the fun on 10/28 from 6-8!



403 people reached

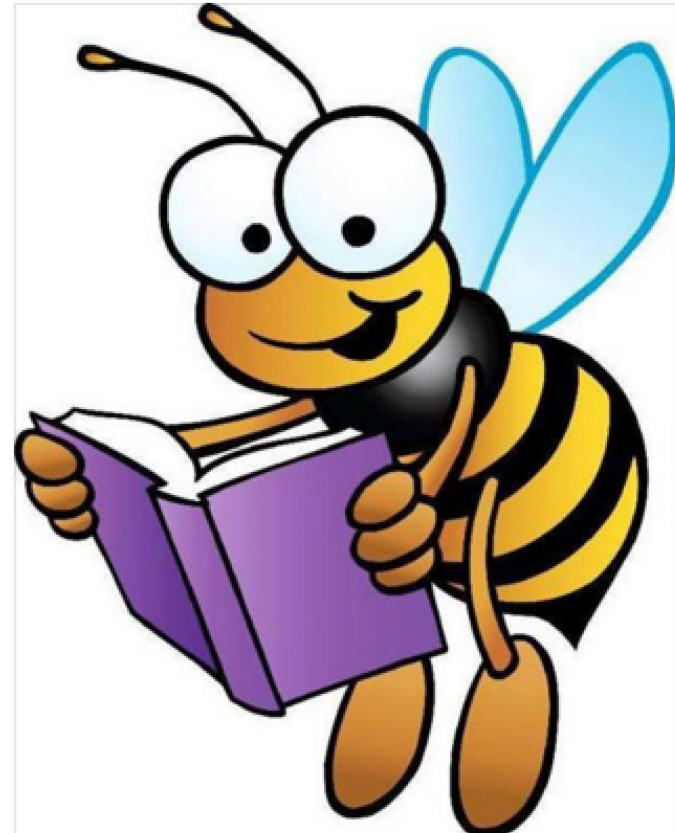
Boost Post



Chestatee Elementary

Published by Carolyn Chestatee [?] · February 8 at 3:16pm · 🌐

We hope you'll buzz by Literacy Night: Thursday, February 9th!
Doors open at 5:30.
The presentation starts at 6 PM.
Third grade students' writing will be displayed!
We hope to see you.



#6 Event Summary

 **Chestatee Elementary** added 4 new photos. Published by Carolyn Chestatee [?] · August 19, 2016 ·

Mrs. Tennies is SO happy that so many of our boys and girls STUCK with learning over the summer that she allowed them to tape her to a wall!

We are so proud of all the students who STUCK with learning by doing Digital Summer Learning, or completing a summer learning book or coming to a Page Turners evening! Way to go!



2,431 people reached

[Boost Post](#)

 Published by Carolyn Chestatee [?] · February 10 at 11:48am ·

Congratulations to the 5th Grade Oratorical Competition winners! Trinity Wilson won for the girls and Jack Hill Won for the boys. Both winners will go on to compete in the county Oratorical contest.

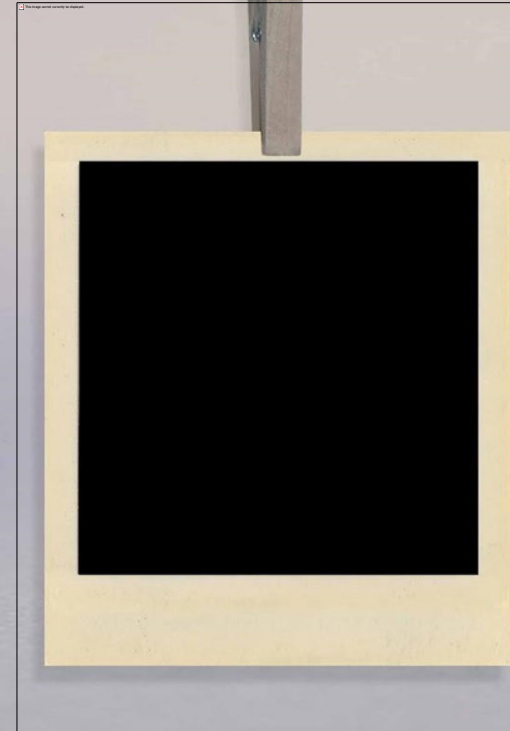
We were so proud of all of the students who competed in the Oratorical today! Your speeches on optimism were all fantastic!

A special thanks to the judges who took time out of their day to be a part of this competition!




1,011 people reached

[Boost Post](#)



TODAY
WINNING BRAVO
BUCKS DRAWING
WINNERS! WE GAVE
AWAY BIKES,
CHURCHBOOKS AND
GIFT CARDS!




Chestatee Elementary

shared Forsyth County Schools's post.

Published by Carolyn Chestatee [?] · February 2 at 8:16am · 🌐

We are so proud of our very own Mr. Feicht for receiving the Bright Ideas grant from Sawnee EMC! This money will go towards supplies for our Creativity Lab and will help students at the T learn through creative experiences.




Forsyth County Schools

January 31 at 5:00pm · 🌐

Partner in Education Spotlight: Sawnee EMC

<http://tinyurl.com/zqvzy6>



www.forsyth.k12.ga.us

FORSYTH.K12.GA.US

601 people reached

Boost Post

#4 Thank Stakeholders!

Chestatee Published by Carolyn Chestatee [?] · January 20 ·

Thank you to so many for our APTT Night! Families came to support children's learning. DOJO, Beta Club students from North High, and Jr. Beta Club students from Little Mill were all here for childcare. Modern Woodmen donated over 500 magnifying glasses to make learning fun! Our staff loves our families! If you have feedback about the night, email Meg Killingsworth at mkillingsworth@forsyth.k12.ga.us. We love input at Chestatee! Mark your calendar for the final meeting on March 23!

Thank You!

972 people reached [Boost Post](#)

Chestatee Elementary Published by Carolyn Chestatee [?] · November 11, 2016 · Cumming ·

We had a wonderful day honoring Veterans here at the TI!

Welcome Veterans Veteran's Day @ the TI

8,543 people reached [Boost Post](#)

3.8K Views

[Like](#) [Comment](#) [Share](#)

[Martha Jack Evans, Bill Hackett and 70 others](#) [Chronological](#)

42 shares

Chestatee Elementary Published by Carolyn Chestatee [?] [Like This Page](#) · December 9, 2016 ·

It's been another great week at the TI! Thanks to all of our volunteers who have helped out with our Holiday Shop this year. You all are the best!

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) [Comment](#) [Share](#)

30 [Write a comment...](#)

Connect With Facebook

[Instagram](#) 42,786,433 likes

[Facebook](#) 185,514,054 likes

[Mark Zuckerberg](#) 86,849,284 followers

#3 Monthly School Newsletter

Heard of Smore.com?

MARCH NEWSLETTER 2017

CHESTATEE ELEMENTARY SCHOOL

A Letter From Mrs. Tennes, Our Principal

Dear Chestatee Families,

Great news to share this month; I found a pot of gold at the end of a rainbow! Chestatee received a stellar academic award from the Georgia Department of Education: **Highest Performing Title 1 Reward School**. To earn this designation your school performs in the top 5% of Title 1 Schools in the state of Georgia on state assessments with "all students" over three years. I have to admit, I am immensely proud.

State Superintendent Richard Woods had this to say about the recognition, "These schools and districts are working against the odds to provide an excellent education for their students. This is so much more than numbers or data. We are talking about changed lives for thousands of students. **I can't overstate how proud I am of every teacher, administrator, and parent who worked to make that happen.**"

Visitors: 227

Likes: 0

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Email Report

Link: <https://www.smore.com/keni>

Flyer Settings



#2 Build Capacity/ Morale with Humor

Teach your staff with humorous
videos!

[TINA- The Bachelorette](#)

Build School Morale!

[Shake it Off Chestatee!](#)



#1 Facebook Friday

Simple and Biggest bang for your buck!

5 minutes or less

Use your smartphone to record

Have your own “local news anchor”

POST EVERY FRIDAY

Build capacity/send a message

No reading required for viewers!



Things to think about when Posting to Social Media Accounts

Perception
Pictures
Privacy
Positive

[Link to detailed Posting Presentation.](#)



Questions?



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Presentation Link

