

# AASA 2017

## Using Social Media to Track Goal Progress

Thursday, March 2 – 1:45-2:15pm

As district leaders, our goals are what help us move our organization towards our vision. The community and our boards are invested in us achieving the goals and moving the organization forward. District leaders can leverage social media tools to communicate goal progress with stakeholders and boards. Here is how we use social media to openly communicate progress toward goals.

### Bring the board and community inside the walls of the buildings.

Likely, your goals are connected to improved teaching and learning. Are you visiting with a principal for a building walkthrough? Are you attending a special event? While you are doing this work, take a quick photo and share it on social media. We use Twitter (and the hashtag #YourSalisbury), Facebook, and Instagram most often.



### Promote your vision with a blog or podcast.

Find ways that communication connects to the goals. Consider how you might use a blog to share information, create transparency and provide an additional forum for stakeholders to engage with you. We use our district blog (<http://www.salisburysd.us>) to communicate stories that interest stakeholders: budget development, learning initiatives and celebratory events in the district. We use TL2020.org to document our work on our teaching/learning initiative. Consider inviting other leaders to contribute their expertise to a post. Your community is interested in all aspects of the school, including the classroom, transportation and food service.

Podcasting is another social media tool that can be used to engage stakeholders. The content you share on a podcast could be the same as you would share on a blog, or you could model the kind of learning you'd like to see in the classroom. We use our TLTalkRadio podcast (<http://tltalkradio.org>) to model open-walled learning and how technology provides us as learners the opportunity to connect with experts outside the school and widely share that learning online.



### Bring it altogether.

Bring your social media channels together in a monthly report at your board meeting. We create a slideshow organized by goals and speak to each month's accomplishments and progress. Prior to the annual board evaluation of the superintendent and assistant superintendent, the slideshow is shared as evidence of goal attainment.

Enhance your communication and social media efforts by letting your stakeholders know where they can find your shares on social media. Create a flyer or social media card and distribute it electronically. Also consider placing the card on the office counters, and distributing at open house and parent conferences.

Social media is a powerful tool to leverage for telling your school story. It can also be used to track progress on district and personal goals.

## Connect with US on Social Media!

### #YourSalisbury



[salisburysd.org](http://salisburysd.org)



[innovatesalisbury180.org](http://innovatesalisbury180.org)



[TL2020.org](http://TL2020.org)



[salisburysd.US](http://salisburysd.US)



[salisburysd.org/facebook](http://salisburysd.org/facebook)



[salisburysd.org/twitter](http://salisburysd.org/twitter)



[salisburysd.org/pinterest](http://salisburysd.org/pinterest)



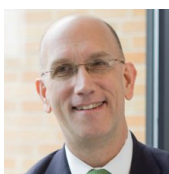
[salisburysd.org/vimeo](http://salisburysd.org/vimeo)



[salisburysd.org/linkedin](http://salisburysd.org/linkedin)



[salisburysd.org/instagram](http://salisburysd.org/instagram)



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# Superintendent's Report Sample

## Superintendent's Report

Randy Ziegenfuss, Ed. D., *Superintendent*  
Lynn Fuini-Hetten, *Assistant Superintendent*

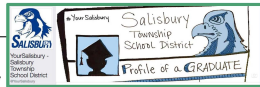
October 19, 2016

### Teaching & Learning

- Edleader21 Conference
- Building level action planning - #YourSalisbury
- Digital Citizenship - Digital Privacy Safety and Security Committee
- Superintendent Student Advisory meetings -
  - Profile of a Graduate
- Beyond Measure screening at October 10 PD day
- Student participation in PSBA School Board simulation

#### Upcoming:

- Building-level follow-up meetings for Leading #YourSalisbury



### Community

- Meeting with Township Manager
- Coffee and Conversation - 10/3
- Forum on Heroin and Opioids - Rep. McNeill - 10/12
- PTA/PTO presentations on Profile of a Graduate
- PASA New Superintendents Academy -
  - Communication Strategies

#### Upcoming:

- Alumni Wall of Honor induction - 11/19
- 2nd Annual Community Breakfast - 11/19

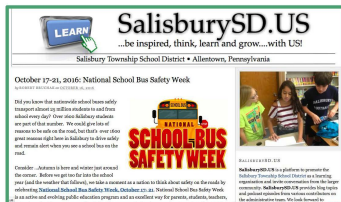


### Communication

- Blog posts on SalisburySD.US:
  - Community Breakfast/Alumni Wall of Honor induction
  - Bus Safety Month
  - Forum: Heroin and Opioid Addiction
  - Building Improvements
  - Drug Awareness Academy
  - Coffee & Conversation
    - Dates for 2016-17
- Family exit/entrance surveys

#### Upcoming

- Social media statistics
- District website
- District fact card
- Cable Channel - Nov 1



### Salisbury Education Foundation

#### Upcoming:

- Distributed Mini-Grants this fall
- Securing additional members
- Developing schedule/goals for 2016-17

