

# 140 OR LESS

How to Communicate with Parents  
and  
Promote Your Physical Education Program  
on Digital Platforms  
Including Social Media

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## COMMUNICATION IS...

- ▶ A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

## PROMOTION IS...

- ▶ Activity that supports or provides encouragement for the furtherance of a cause, venture, or aim.

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## THE HOME SCHOOL CONNECTION

Getting parents engaged in their children's education can be beneficial for everyone.

"Children from diverse cultural backgrounds tend to do better when parents and professionals work together to bridge the gap between the culture at home and the culture in school"

By G. Olsen/M.L. Fuller  
Pearson Allyn Bacon Prentice Hall



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# PERCEPTION



What my friends think I do.



What my mom thinks I do.



What society thinks I do.



What admin thinks I do.



What parents think I do.



What I'll never actually do.

# Knowledge



What my friends know I do.



What my mom knows I do.



What society knows I do.



What admin knows I do.



What parents know I do.



What I always do.

## SO HOW DO WE



## BRIDGE THE GAP?

## THE PHONE CALL HOME

### PROs

- One on One
- In Depth
- Bi-Directional
- Personal

### CONs

- Time consuming
- Difficult to Connect
- Can be Awkward



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## AN E-MAIL

### PROs

- One on One
- In Depth
- Bi-Directional
- Personal

### CONs

- Tone can be Misread
- Formal
- Easily Ignored/Lost/SPAM



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## THE NEWSLETTER

### PROs

- Informative
- Permanent
- Creative/Professional
- Specific

### CONs

- General/Generic
- Read/Unread?
- Time Consuming



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## THE MONKEYS

**MAIL  
CHIMP**



**SURVEY  
MONKEY**



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## WEBSITE/BLOG

### PROs

- Informative
- Creative/Professional
- Specific
- Allows for Multimedia

### CONs

- Technical
- Limiting or Expensive
- Time Consuming



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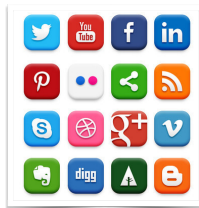
## SOCIAL MEDIA

### PROs

- Show Don't Tell
- In Depth
- Bi-Directional
- Informative
- Creative
- Quick & Easy

### CONs

- Public



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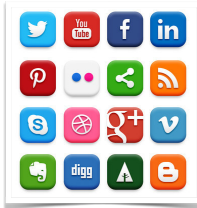
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## WHAT IS SOCIAL MEDIA?

The official Definition of Social Media is...

Websites and applications that enable users to create and share content in a social setting.



**SOCIAL MEDIA IS THE 21ST CENTURY NEWSLETTER**

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## SOCIAL MEDIA TOP 10

Vine  42 M users	Flickr  42 M users	VK  80 M users	Instagram  100 M users	Tumblr  110 M users
Google +  120 M users	Pinterest  100 M users	LinkedIn  255 M users	Twitter  316 M users	Facebook  1.4 B users

statistics via [gbizmba.com](http://gbizmba.com)

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## WHO USES SOCIAL MEDIA?

As of August 2015:

71% of online adults use Facebook  
60% of online adults use YouTube  
28% use Pinterest & LinkedIn  
26% use Instagram  
23% use Twitter  
22% use Google +

and 52% of all online users use multiple social media accounts

Did You Know?

80% of online visitors will watch a video, while only 20% will actually read content in its entirety.



This Video had nearly 1000 views after only a week on YouTube

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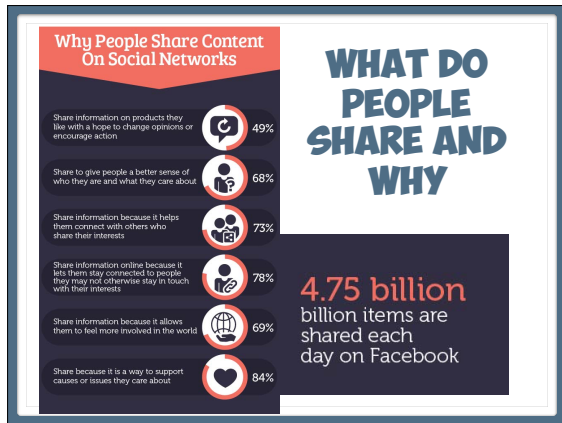
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- ## WHY SHOULD I BE ON SOCIAL MEDIA?
- ▶ You Are Your Best Expert
  - ▶ Communication
  - ▶ Control the Conversation
  - ▶ Create Interest
  - ▶ Create Loyalty
  - ▶ Strengthen Your Program
  - ▶ Environmentally Friendly
  - ▶ Easy & Convenient

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## WHAT ABOUT SAFETY & PRIVACY?

Every School Community is unique and different in its approach to internet safety.

**OUR SOCIAL MEDIA PROMISE**

Social Media is a great way to stay connected to our school. Please remember that:

1. We will never identify students
2. We will never share off-site locations during field trips or other events
3. We will always be positive

Please help us keep our social media promise, and be mindful of your comments and posts to our page.

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## HOW DO I START?

Start with what you know.

Begin with the site you are most comfortable with.

Experiment with others and grow and expand.



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## WHAT DO I POST?

Remember you know your program better than anyone else so start with the simple question...

Only we \_\_\_\_\_?

What do you do that sets you apart. Then show it to the world.



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## BRAND YOURSELF



- Stay consistent with your web presence.
- Try to reserve your username through all social media platforms.
- Get the word out and put social media buttons on your website and newsletters.
- Add a link to your email signature.
- Fill out your profile completely

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## WHEN TO POST

	Best	Worst
Blog Post	11am	6am
YouTube	1pm - 3pm	3am - 7am
Facebook	1pm - 4pm	8pm - 8am
Twitter	1pm - 3pm	8pm - 9am
Pinterest	2pm - 4pm 8pm - 1am	5pm - 7pm
Google +	9am - 11am	6pm - 8am
Linked IN	7am - 9am 5pm - 6pm	10pm - 6am

Statistics gathered from [besttimesformarketing.com](http://besttimesformarketing.com)

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## KNOW YOUR AUDIENCE



- Understand how your audience spends their time.
- Your audience will only pay attention to what they deem worthy of their time. Make your content appealing to them on a personal level.
- The more you speak to your audience, the more they will like, comment, or share your materials. The more they interact with your posts, the more of your posts they will see.
- Never double post. Each site has it's own environment, double posting is lazy and will be easily spotted. Create content specific for each environment.

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## NEXT STEPS



- Create a voice
- Take the time. As little as 5-15 minutes a day.
- Create a posting calendar and use the scheduler software or a Hootsuite type app if managing multiple sites.
- Evaluate, and assess your system every three months. See what is thriving, and see what needs work.

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## FOR THE ADVANCED USER



- Hootsuite and other social media posting sites can help you.
- Create your posts all at once, and schedule them across multiple platforms at different times.
- This allows you to focus your energies on other things while maintaining your web presence.
- Be wary of overusing them, Online content becomes stale quickly, and that great post that you created on Monday, may not be as impactful come Friday.

## THE FUTURE & BEYOND

- Keep up with trends to see where to go next.
- As some sites begin to fade new ones emerge.
- Listen to your kids to know what is new and cool. They will tell you what the next new thing is.
- Let your audience build, it may take time but if you continue to feed it, it will grow.



## JOIN ME [WWW.FACEBOOK.COM/MRWILLPE](http://WWW.FACEBOOK.COM/MRWILLPE)



## Sources

[ebizmba.com](#)  
[twinklknowmarketing.com](#)  
[education.com](#)  
Elise Jones Consulting  
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