

SOCIAL MEDIA DOS AND DON'TS



Taylor Shead, Founder and CEO
STEMuli

TEFN Connect Webinar and
Interactive Learning Series
June 3, 2021

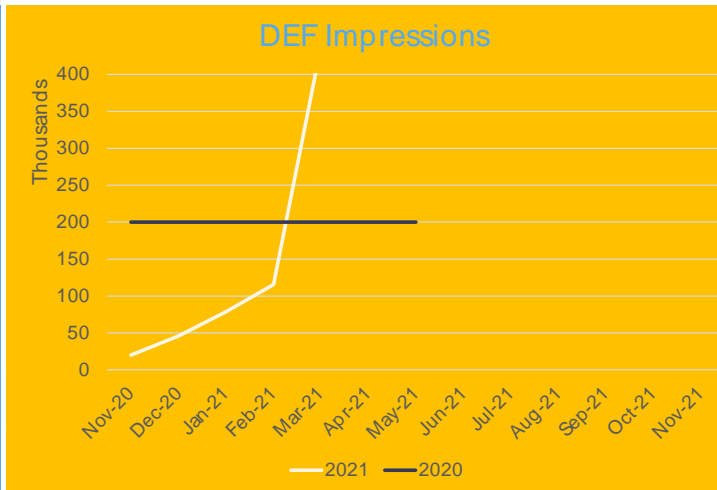
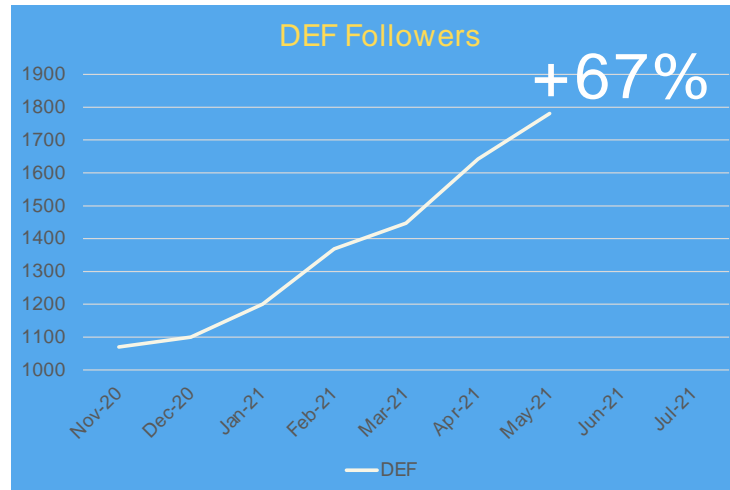


#1 Make Your Digital Presence a Priority



May – Social Media Snapshot

After 7 months, we've achieved a 67% increase in total followers and over 400,000 views of our content, doubling our total from 2020.



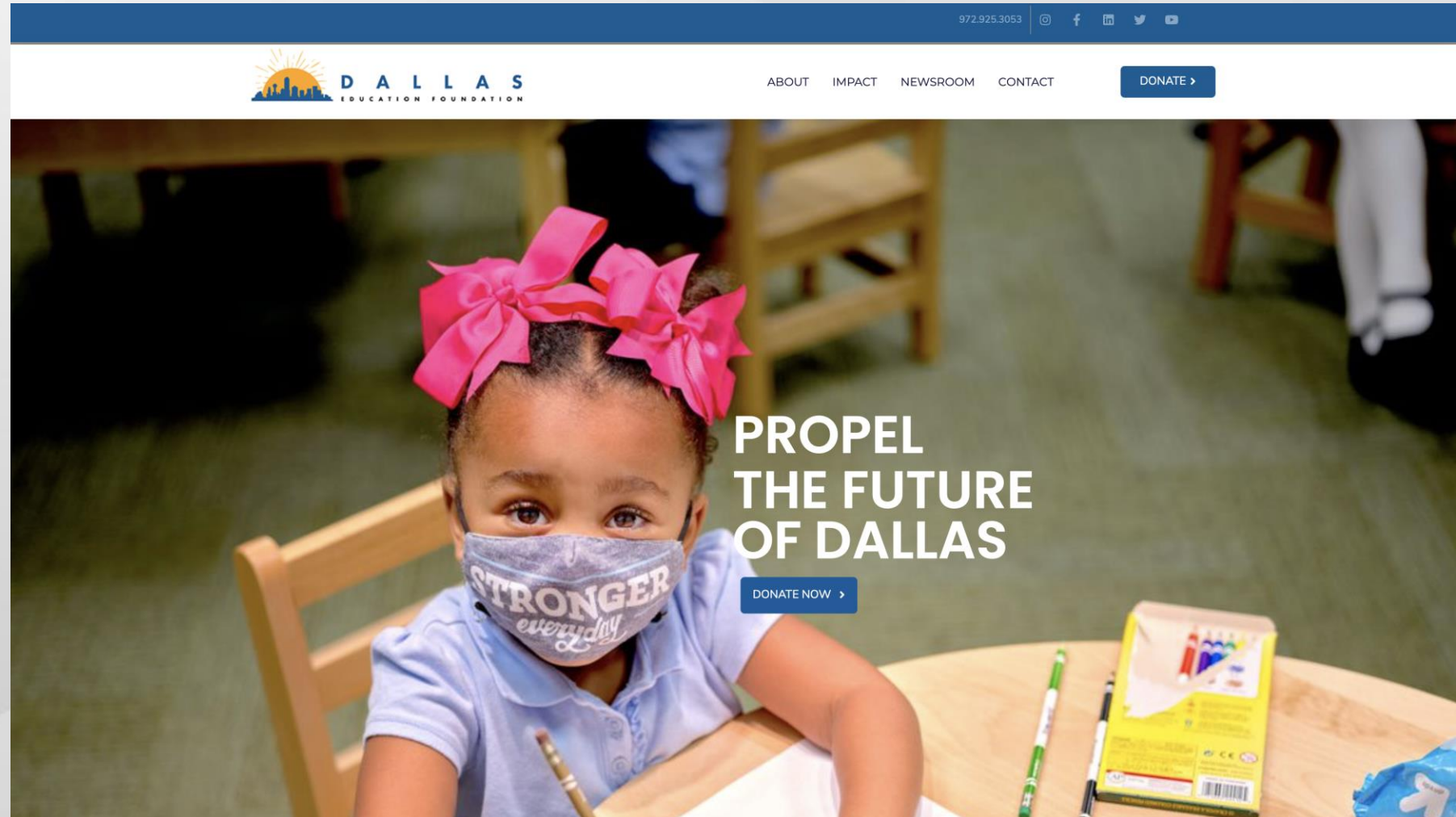
HIGHLIGHT



#2 Unify All Social Media Handles

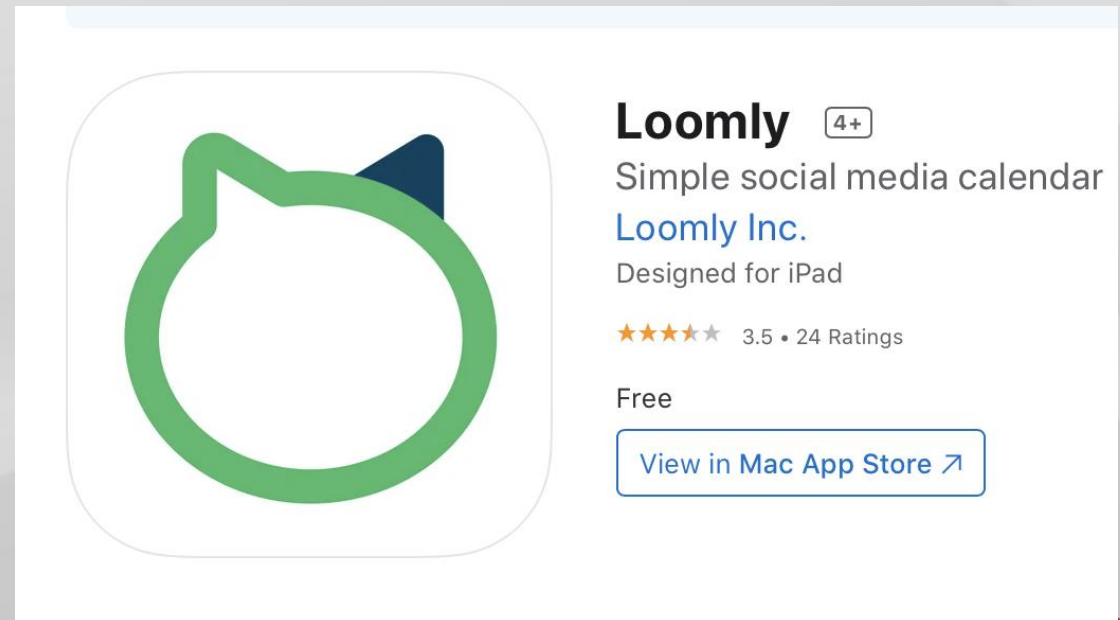
Be Creative &
Make it "Sticky"

- Twitter
- Instagram
- LinkedIn
- Facebook
- YouTube
- TikTok



#3 When, What, Where, How of Posting

- Wednesday A.M. is the best day to post for non-profits.
- Apps:
 - [When to Post](#)
 - [Loomly](#)
 - [InShot](#)
 - [Spaces](#)



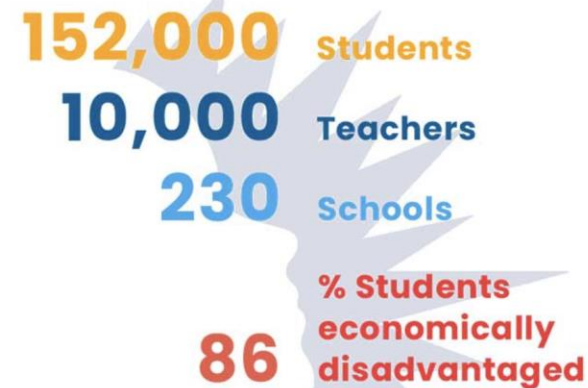
#4 Tell Your Story

- Under 2 minutes is optimal
 - Under 1 minute is even better
 - Be You!
 - Don't be afraid to stand for who you are!
- Board members, corporate partners, teachers, campus leadership, students, and families.

WHO WE SERVE

The Dallas Education Foundation exists to serve all 150,000+ Dallas ISD students through the lens of equity, access and inclusion. With a mission to educate all students to success, Dallas ISD sees continual gains in student achievement and prepares students to be college and career ready and productive, contributing members of the community.

[LEARN MORE >](#)



Dallas ISD is the 14th largest school district in the nation and the 2nd largest in Texas



Dr. Pamela Lear Chief of Staff @ Dallas ISD



Dr. Pamela Lear
Chief of Staff and Racial Equity
Dallas ISD

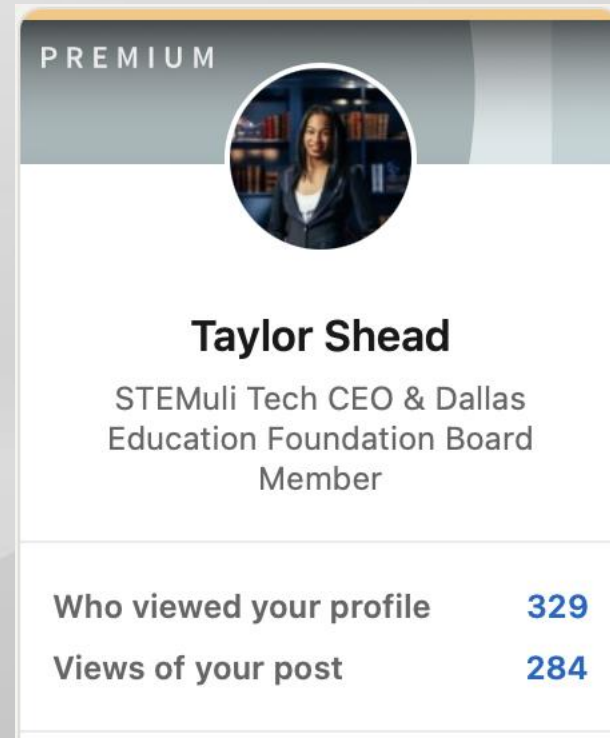


#5 Don't forget the little things!

- Email signature
- Add your Title on LinkedIn
- Invite your friends and board members to Like/Follow on Facebook and LinkedIn
- Have board members subscribe and follow your channels.
- Get Testimonials.

- Email Signature App

- <https://mysignature.io/editor/blank>

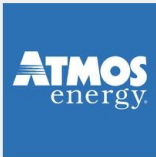


I am thrilled the Laura Bush Foundation will support three Dallas ISD school libraries.



Laura Bush
The Laura Bush Foundation

We love that the Dallas Education Foundation is there to support the students of Dallas ISD



Jonathan Fredi
Manager of Public Affairs



USAA has profound respect for the work that the Dallas Education Foundation does to advance learning opportunities for Black and Hispanic students so that they have equitable access to growing career opportunities in the Dallas area



Michael Parks
Regional Vice President at USAA



I'm honored that the Dallas Education Foundation shared the opportunity to support the Reverch Park renovation project.



Michael Young
Texas Rangers Hall of Fame Baseball Player



#6 Engage Interns & You Schools Communications Team

- Free Resources

- STEMuli's Engagement Team
 - STEMuli.net
- Google
- Facebook

- Paid Services

- Professional Video
- Professional Photos
- Social Media Management







Thank you for attending!

Taylor Shead, STEMuli

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Please take 2 minutes to
submit your evaluation!

Texas Education Foundation Network | www.tefn.org
Foundation Innovation LLC | www.foundationinnovation.com

TEFN has partnered with Foundation Innovation, LLC for the launch of TEFN Connect. This comprehensive resource center is a service tailored just for education foundations and has been developed for you at no cost and an added benefit to TEFN members. For more information, please visit tefn.org or foundationinnovation.com.

