



School PR Pro

Teaching, Learning, Coaching

- PR veteran – 26 years
 - Healthcare, Tech, Education
 - ½ time to team of 7
- Part time professor
 - Communication at CSU Sacramento
- PR consulting
 - 26 districts/organizations served since 2012
- Author?

www.schoolprpro.com
For handouts related to this session

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This Session

- RACE approach to PR
- Expanding your bench in
 - Research
 - Analysis
 - Communication
 - Evaluation

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Research

- List of surveys in the district
- Borrowing surveys
- Generic comm questions to place on other issue surveys
- Issue-based questions as needed to place on surveys
- Social comments and analytics

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Outside Research

- Submitting questions and utilizing data
 - Neighboring governmental organizations
 - Local Businesses
 - Chambers of commerce

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Analysis/Planning/Testing

- Focus Groups
- Brown bag lunches
- Comm advisory groups - internal and external
- How communicating out an expectation of every meeting

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Students

- K-12 and university
- Site reps
- Audience testing of messages
- Guidance on potential comm channels
- Spokespeople on appropriate issues



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Communication

- Worksheet Approach
- Training at all levels- comm, media, social media, marketing, photo/video
- Discussion points - internal and external
- Customizable materials
- Message packages for partners - newsletter, web, social, discussion points
- Re-posting/sharing/re-tweeting internal and external

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(More) Communication

- Most materials available on dept. page (password protected if needed)
- Motivated internal advisory group members/ reps at each campus
 - Professional recognition
 - Prizes - smart phone lenses and audio equipment, smartphone upgrades, grants for their PR ideas, etc.
 - Make them your social team

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Strategic Approach to Growing "Socially"

- Goals of SM program
- Create "How-to" Video
- Plan to report incidents
- Online form agreeing to guidelines

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Social Content

- Rule of thirds**
 - Promote school info and events (and partners!)
 - Share ideas and resources (internal and partners!)
 - Share personal stories, interactions, everyday
- Video>photos>text**
 - Importance of training
 - Variety of GREAT smartphone apps

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Students in grades K-2 at Walker Heights Elementary had a fun way of showing their support for the upcoming game for the Blue Devils. Each student made a craft and then a picture of the student's creation for the game. The pictures are on display in the school lobby.

At Walker Heights Elementary, we help give a shout out to all of our District's amazing middle schoolers, athletes, and students who support the Blue Devils. We're proud to have them in our community and support the school's success in all that we do!

Promoting School Examples

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Sharing Examples

Personal Stories Examples

Promoting Social "Asks"

- Signature lines
- Newsletters – internal and partner
- Letterhead
- Meeting agendas, etc.
- Paid
- Partner social

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Encourage Interaction

Like	Like F2F conversations
Tag	Tag people and organizations
Respond	Respond to and like comments

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Evaluation

- Pre and post surveys – ask them to help promote
 - Comm plan for survey
- How did you hear about this event?
- Issue-based email addresses
- Comm advisory groups debriefs and celebrations

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Parting Tips

- Don't forget classified staff
- Make a special effort to get site secretaries on board
- Get your critics involved
- Your team can help you avoid costly/embarrassing errors
- Being humble and appreciative goes a long way
- Take care of yourself

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