



NEBRASKA SCHOOL ACTIVITIES ASSOCIATION

**UNLOCKING THE  
POWER OF  
SOCIAL MEDIA  
THROUGH  
STUDENT VOICE**

# WHO?

NEBRASKA SCHOOL ACTIVITIES ASSOCIATION



## TYLER CRONIN

- **TEACHER**
- **PD @ ESU**
- **MARKETING**
- **SCHOOL PR**
- **NSAA PR**





**#1 SOCIAL MEDIA IS  
IMPORTANT.**

**#2 SCHOOLS NEED  
HELP.**

**#3 ADMIN CAN'T DO  
EVERYTHING.**



# KEY OBJECTIVES



## AUDIENCE

WHO IS OUR AUDIENCE?  
IS IT GROWING?



## CONTENT

WHAT IS OUR CONTENT?  
IS IT INTERESTING?



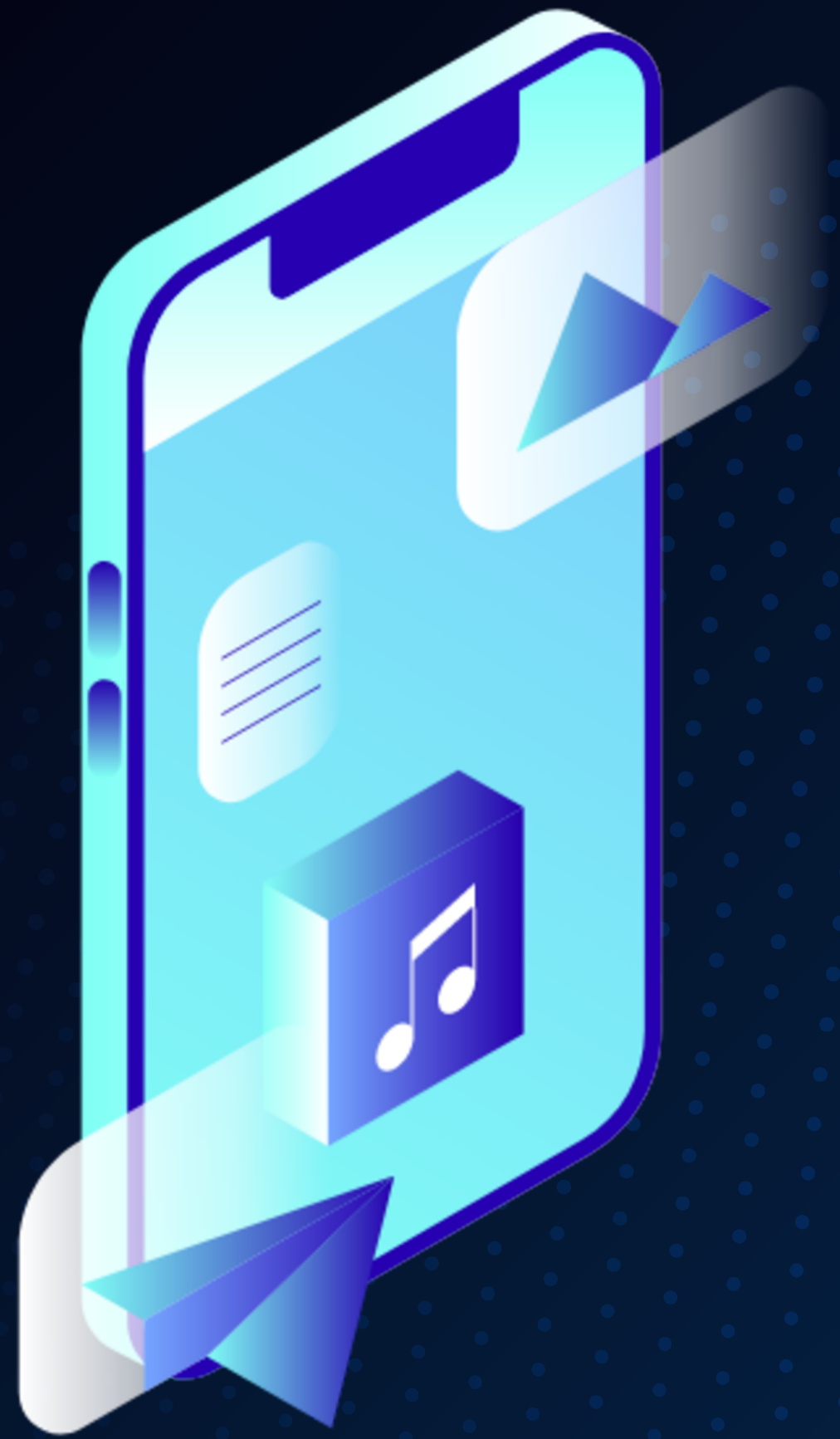
## GROWTH

WHAT CAN WE DO BETTER?  
HOW CAN WE CONTINUE TO GROW?

# AUDIENCE







**WHO IS YOUR AUDIENCE?**  
**WHERE DO THEY LIVE?**



**WHAT COMES FIRST?**  
**WHAT FOLLOWS?**



# **META BUSINESS SUITE**

- **DUAL POSTING**
- **ANALYTICS**

## **TRACK YOUR PROGRESS**

- **REACH**
  - **INTERACTIONS**
  - **VISITS**
  - **FOLLOWS**
- 



# CONTENT





# WHAT DO WE TALK ABOUT?

- **MOB MENTALITY**
- **REDUCE, REUSE, RECYCLE**
- **SMALL STEPS, BIG LEAPS**
- **TAKE A DAY TO SCHEDULE**
- **FOLLOW THE GREATS**
- **PUSH OUTSIDE THE BOX**
- **90/10 RULE**



# WHAT CONTENT?



## INTERESTING

...informative and entertaining?



## STUDENT-CENTERED

Does this promote our students and mission?



## TIMELY

Is this in a timely manner?



## BRANDED

Does this liftup our brand or detract?



## DAILY

Engagement matters.

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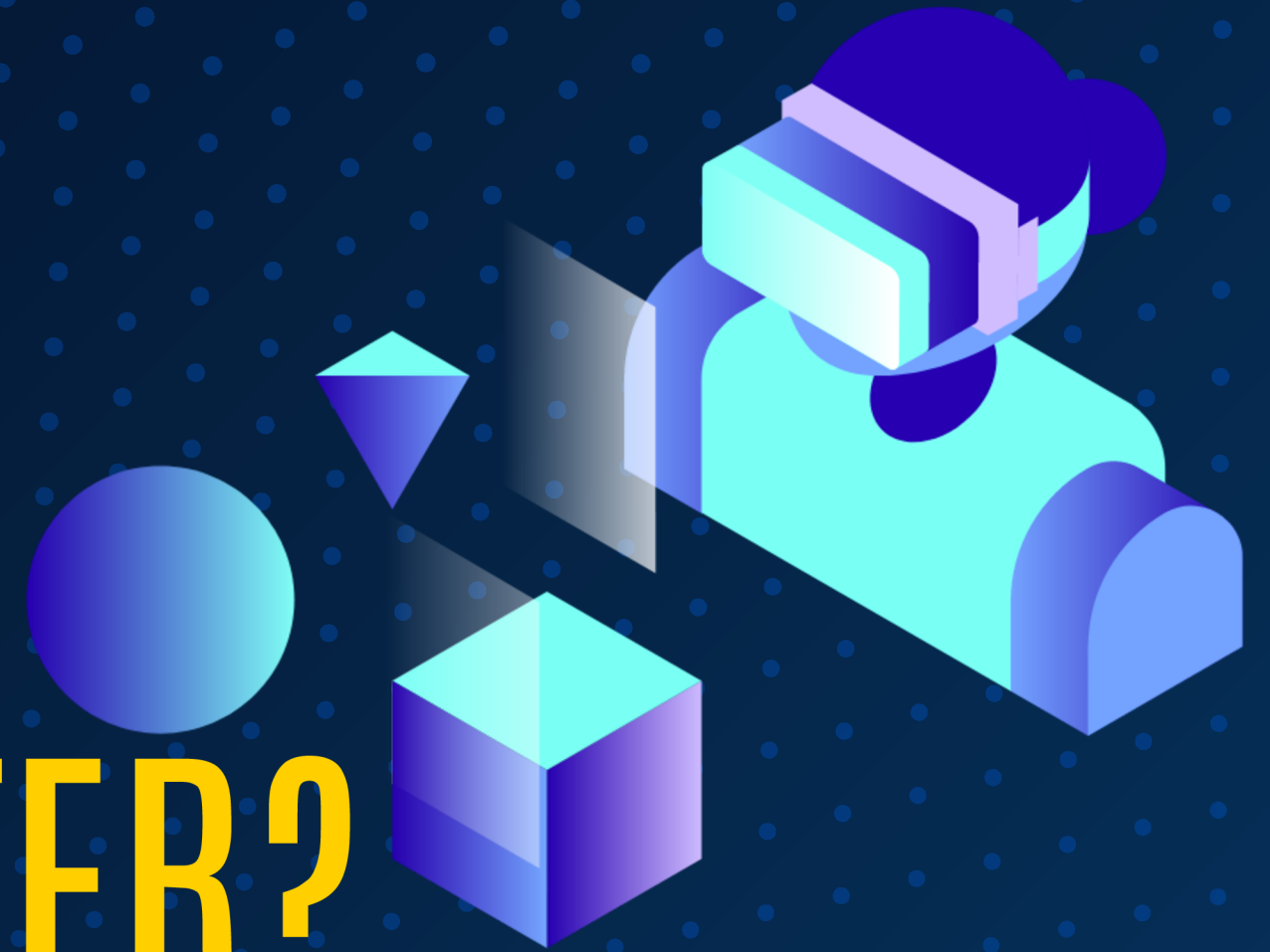
# GROWTH



# GROWTH

WHAT CAN WE DO BETTER?

HOW CAN WE CONTINUE TO GROW?



# HOT TAKES

- Social Media is necessary
- Students do it better than adults
- It is the best free PR for your school
- Always respond to negative comments
  - No blocking people
- Consistency is *KEY*
- Canva is great
- AI is underused



**THANK YOU!**