

## Social Media

# SchoolMessenger K12 Social: The Complete Social Media Solution for Districts

## Publish Across Social Networks, Listen to Conversations & Analyze Performance

Parents and community members are on social media. But time is limited even as you want to meet them where they are, and it's challenging to keep up with the ever-evolving landscape of social sites. How can you do more – and truly understand the impact you're having?

K12 Social from SchoolMessenger is the tool that can help you meet these social media challenges. It's the full-featured application built to grow with your district, no matter what changes happen in the social landscape. Take control of your district's social media presence with K12 Social.

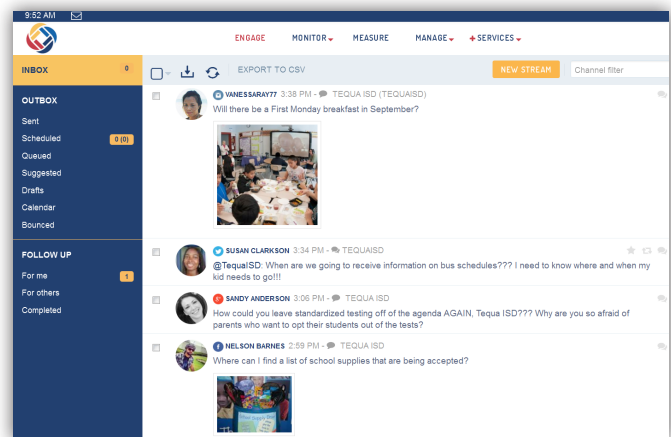
### One Place to Create and Post Content

With one click, K12 Social lets you publish your content to any number of popular social sites and profiles – Facebook pages, Twitter accounts, Pinterest boards, WordPress blogs, and much more. You can even schedule your posts and include rich media like images and video. Maximize your limited time for social media with K12 Social.

K12 Social also makes coming up with ideas for new posts effortless, assisting you with content tools from start to finish.

### Listen to Conversations in Real Time

K12 Social constantly monitors an ever-growing number of web and social media sources and alerts you – in real time – whenever conversations about your district appear online. From local news sites to personal blogs to social media profiles, K12 Social identifies the people talking about your district and allows you to see what they are saying.



K12 Social also helps you provide great customer service by bringing you the messages received through your social channels. Answer questions quickly, respond to criticism, and keep rumors and inaccurate information from spreading.

Stop relying on a hodgepodge of Google Alerts and social media notifications to stay updated. Use K12 Social for the real-time knowledge you need to effectively manage your district's brand.

### Quantify Your Social Media Performance

K12 Social provides reports to help track every kind of social media activity. Review your overall performance, or drill down and see how an individual social profile is doing. Analyze how people are engaging with your posts, identify which content is most popular, or simply review recent posts you've published across your social media accounts.

With K12 Social, you'll have the data you need to improve your social media efforts over time and help other district leaders understand the importance of social engagement.

## Using K12 Social to Address Your District's Biggest Challenges

K12 Social is about more than posting status updates and school pictures. Its real-time alert, monitoring, and engagement capabilities make it the ideal application for maintaining school safety, mobilizing community support, managing your district's brand, and much more. Learn more about how K12 Social is an essential tool for achieving your communications goals in today's mobile, social world.

### *School Safety and Emergency Management*

Online chatter can alert school officials to real safety threats. K12 Social allows you to monitor the web for specific threats being made against your district to help keep your students and staff safe. K12 Social also makes it easy to respond when emergencies happen, helping you communicate accurate, up-to-date information across all of your social channels quickly, while monitoring the web for rumors or inaccurate information being spread through various social networks.

### *Building Coalitions of Support for Major Initiatives*

Whether you want to pass a new tax levy, implement a new program, or make any other kind of major change, you need to identify your supporters and help them take action. K12 Social can help you find influential advocates on social media, amplify your message across platforms, and mobilize supporters when needed.

### *Improving Parent and Community Engagement*

Many districts are pushing out news and information on social media, but those that don't post consistently often get lost in the shuffle of activity. K12 Social is built to help you create rich content quickly, publish it or schedule it in advance, and even identify specific supporters who can help amplify your message. These tools can help make your district more visible on social and tell your district's unique story.

### *Customer Service*

Many of us have turned to social media to complain about bad customer service experiences or to try and get a company's attention when we're having a problem. If parents or community members approach you in this way through your district's social channels, you must be ready to respond. K12 Social helps you provide the level of customer service your community expects.

### *Schedule a K12 Social Demo*

See K12 Social in action by calling **1-888-527-5225** or e-mailing us at **[sales@schoolmessenger.com](mailto:sales@schoolmessenger.com)**.