Nebo School District
Community Relations Communications

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Basic Guidelines of School Community Relations:

Community Relations - an effective, two-way planned communication that helps shape attitudes and build a positive reputation with an internal and external community.

❖ **Appreciation and Acknowledgment** for everyone that you work with, that comes to your school, and cares for you.

❖ **Everyone** in your school should know your Points of Pride. You, your employees, and your students usually have 30 seconds to tell the story. Give them a story to tell.

❖ **Good PR** can never make up for mistakes.

❖ **The Principal is the School's Reputation Leader.** Everyone (students, teachers, parent organizations, food services, custodians, bus drivers, etc.) is on the school's Communications and Community Relations Team.

❖ If you don't **"toot your own horn",** there will be no music.

❖ Quality, accuracy, pride, caring adults, best education and services, student focus, community responsibility, well-run and managed, excellent student-teacher relations, fast customer service-always **use positive and descriptive terms** when depicting your school.

Community Relations - is not a cover-up or mystical. It is not expensive or slick. PR is not one person's job.

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Nebo
SCHOOL DISTRICT

Why Should You "Spread the News"?

Ten Reasons to Start a "Spreading the News" Campaign

❖ **To re-energize staff and students**
Your staff will experience stronger morale and the rewards of exchanging ideas with others.

❖ **To validate** school **programs and accomplishments**
Schools often forget what they're doing well. "Spreading the news" reminds everyone of past and current success.

❖ **To identify and solve problems**
Looking for good news to share often helps you identify weaknesses and develop strategies to overcome them.

❖ **To generate new support**
Positive publicity often results in new or renewed support from the community and from business partners.

❖ **To change the culture**
When school communities begin asking themselves questions and looking inward, spreading good news becomes part of a culture of decision making built on ongoing assessment, teamwork, and a respect for thoughtful change and continual improvement.

❖ **To get out of the box**
"Spreading the news" about your school helps your staff do its job differently, which renews commitment and maintains energy and focus.

❖ **To join outstanding company**
Sharing positive news expands your contacts and your ability to communicate with others who can contribute to your school's performance.

❖ **To attract the best**
A school known for positive publicity often attracts the best teacher candidates.

❖ **To increase student pride**
You will see student attitudes and pride improving when you spread good news about them and their school.

❖ **To contribute to broader improvement**
"Spreading the news" helps build a body of knowledge about what works and encourages other schools to try new ideas and approaches.

IS YOUR EVENT NEWSWORTHY?

If you can answer "yes" to most of the following questions, the answer is YES!

❖ **Is it a first?** If it's the first time something has happened, it's news.

❖ **Does it involve technology?** If a story involves children and technology (computers, audio/visual technology, scientific technology, etc.), it's news.

❖ **Is it a well-known event or cause?** Often a national or local event will move students and parents to reach out: for example, Red Ribbon Week, Literacy Days, or jogging for the American Heart Association.

❖ **Does your event pass the "est" test?** Is it the biggest, smallest, lastest, mostest, firstest, or anything else that ends in "est?"

❖ **Will your event show students in action?** If it will, it will be more appealing to both television and newspapers.

❖ **Will your event show great facial expressions on students?** If it will, it will be more appealing to the media.

❖ **Does your event correspond with some national or international holiday or current event?** These events give local reporters a local angle to a broader topic.

❖ **Does your event involve anyone of local or national prominence?** Events with a local celebrity and especially national celebrities are more likely to attract media attention.

❖ **Is your event a new approach to an old topic?** For example, during Fire Prevention Week, students will be visited by the local fire department or 911 volunteers to talk about a career in fire protection.

❖ **Will your story draw on the heart strings of viewers or readers?**

The general rule is: If a story seems interesting or unique to you, it will probably be interesting to other people, including the reporter.

Remember to give your event to the Nebo Communications & Community Relations Office.

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Don't Forget the Power of Social Media

Facebook: **Nebo School District** Instagram: **NeboSchoolDistrict** Twitter: **@NeboDistrict**

The popularity and reach of current social media tools are staggering. As of January 2022, there are **3.96 billion** total social media users across all platforms. Average daily time spent on social media is 147 minutes.

Facebook is a networking service used to share messages, images, links, and videos with family, friends, and followers. Largest age group is 25-34. Users are 43% female, 57% male that spend 33 minutes per day.

Approximately **2.9 billion** average **monthly** users. (1.42 billion more users since 2019)

Best for retail, lifestyle, news outlets, everyone and their dogs...

YouTube is a platform through which videos can be distributed, viewed, rated, and shared.

Approximately **2.2 billion** average monthly users. Largest age group is 15 to 35. Users are 46% female, 54% male that spend 30 minutes a day. (100+ million more users than 2019)

Best for video content and go-to streaming service.

Instagram allows the sharing of pictures and short videos. Beautiful images and a feed that tells a story. Plus, it's where the cool kids are hanging these days. Millennials are here. Largest age group is 25-34. Users are 48% female, 51.8% male that spend 29 minutes per day.

Approximately **2 billion** average **monthly** users. (One billion more users since 2019)

Best for retail and lifestyle companies; restaurants, photographers; bloggers; wedding industry, etc. Reels have become popular.

TikTok started as a "dance challenge app" but has grown.

Approximately **1 billion** average **monthly** users. Forty percent of Gen Z say they are influenced by products here. Largest age group is 10 to 19. Users are 61% female, 39% male that spend 89 minutes a day. (10 times more users than 2021)

Best for "dance challenges" and now all videos. The growth is unprecedented.

LinkedIn caters to an older audience but Millennials are now on the platform. LinkedIn experienced record revenue driven by COVID-19 with increased interest in new jobs.

Approximately **810 million** average **monthly** users. Largest age group is 25-34. Users are 48% female, 52% male. (No real users in 2014 and 300 million users in 2018)

Best for individuals applying for a job and motivated audiences for campaigns.

Pinterest is a virtual bulletin board used to collect and share content and images from around the web. Largest age group is 50-64. Users are 78% female, 22% male that spend 14 minutes a day.

Approximately **431 million** average **monthly** users. (131 million more users since 2019)

Best for craft, retail, lifestyle and wedding companies; bloggers; photographers.

Snapchat gives the behind the scenes feel in video form! Because it only lasts a day, there is an immediacy to the forum. Teenagers go-to network. Largest age group is 15-25.

Approximately **319 million** average **monthly** users. **190 million daily** users. Users are 54.4% female, 44.6% male that spend 25 minutes a day. (No real users in 2014 and 300 million users in 2019)

Best for Bloggers, entrepreneurs, and business owners looking for a jolt of personality.

Twitter is a means of sending and receiving short, quick text messages and images called tweets. Instant nuggets of information with linkable content!

Approximately **211 million** average **monthly** users. Largest age group is 18-29. Users are 38.4% female, 61.6% male that spend 31 minutes a day. (119 million users less since 2019) Predicted to continue to decrease.

Best for business to business, and news and entertainment outlets.

Other social media outlets include:
WhatsApp is a platform for Android users as a mobile messenger app. Largest age group is 25-34. Users are 46.1% female, 53.9% male that spend 38 minutes a day.

Approximately **2.44 billion** average **monthly** users.

Tumblr – 452 million blogs. Approximately **371 million** monthly visits. Largest age group is 18-34 years. Visitors are 48% female, 52% male that spend 10 minutes a day. (2022)

Periscope – It is live video streaming created in 2015. Approximately 1.9 million users and is owned by Twitter.

Google Plus – at its high-point had approximately 395 million users. In early 2019 it has been officially sunset.

Some social media on the rise: **Clubhouse**, **Twitter Spaces, Reddit**, **Spotify Greenroom, Discord, Twitch, Substack, Telegram, Public, PolyWork, Yubo, Triller,** etc.

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LET THE COMMUNICATIONS AND COMMUNITY RELATIONS OFFICE KNOW...

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For publicity PRIOR to the activity:

Two weeks before the activity:

◆ Email a **request** to lana.hiskey@nebo.edu with the following items explained:
   ❖ Title of Your Event/Activity
   ❖ Submitted By:
   ❖ Your Email:
   ❖ Your School:
   ❖ Your Cell Phone:

◆ Answer the following questions in detail:
   ❖ **Who?** (Include number of students involved, full names and titles, grade levels, names of clubs or organizations, etc.)
   ❖ **What?** (Example: The high school choir will hold its Third Annual Holiday Dinner on December 12, at the _____ school. The festive event will include pre-concert wassail, caroling and visiting with friends. Guests will be entertained by the choirs. All choirs and guests will enjoy a delectable dinner catered by Delicious Diner.)
   ❖ **When?** (Example: Thursday, May 19, two different assemblies beginning at 9:30 a.m. and 11:05 a.m., assemblies are about 40 minutes long.)
   ❖ **Where?** (Include address, room number, location on school grounds–gym, playground, flag pole, etc.)
   ❖ **Why?** (Example: to raise money to purchase new computers; OR as part of the eight-grade math curriculum, this activity gives students the chance to see firsthand how math is used in day-to-day adult life.)
   ❖ Is the general public invited?
   ❖ Please give the Communications and Community Relations Office **two weeks'** notice to do a news release for an activity.

For publicity AFTER the activity:

Immediately after the activity:

◆ **Email the article** to lana.hiskey@nebo.edu, Communications and Community Relations Office.
◆ Send at least **three photos** if possible.