

# TxSSC Digital Media Strategy

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Let us be the eyes for your organization

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FOR CLIENT DR. JOE MCKENNA | TEXAS SCHOOL SAFETY CENTER



**TEXAS STATE**  
TEXAS SCHOOL SAFETY CENTER

**Social Media Report**  
January 1st - January 31st  
2018

Below you will find multiple statistics on the facebook page.



**TOTAL PAGE LIKES:**  
791



**TOTAL POSTS:** 16



**REACTIONS:** 52



**COMMENTS:** 7



**SHARES:** 27

**AVERAGES**



The average number of reactions per post made throughout the month.

The average number of comments made per post (7 total comments divided by post total, 16).



The average number of shares per posts.

**COMMON AGE RANGE OF AUDIENCE**

**35-54**



**TEXAS STATE**  
TEXAS SCHOOL SAFETY CENTER

**Facebook**  
**Analytics Report 2**  
February 1st - February 20th  
2018

By: Emily Ferris

**TOTAL PAGE LIKES: 808**

(This is +17 from report one, totaling an overall increase of 2.15%. Great job!)

Geographic location: Central Texas

**TOTAL REACH: 2,663**



**ENGAGEMENT**  
(average numbers per posts)

**REACTIONS:** 3.75 ---> 15% increase from report one.



**COMMENTS:** .33 ---> 25% decrease from report one.



**SHARES:** 1.18 ---> 2% decrease from report one.

**BEST POST: 2/15/18**



Texas School Safety Center  
February 15 at 5:19pm · Austin · 🌐

Our hearts go out to everyone impacted by this senseless act of violence at Marjory Stoneman Douglas High School. We continue to encourage school districts, parents, students, and the community to engage in efforts to prevent these tragic events and to be prepared to respond effectively if they do. Be on the lookout for warning signs and always report suspicious behavior to authorities. Train with your local first responders, school personnel, and students to respond to these types of events to help minimize the loss of life #SchoolSafety.

Like Comment Share

13

Chronological

5 Shares



**TEXAS STATE**  
TEXAS SCHOOL SAFETY CENTER

**Facebook**  
**Analytics Report 3**  
February 21st - March 22nd  
2018

By: Emily Ferris

**TOTAL PAGE LIKES: 830**

(This is +22 from report two, totaling an overall increase of 2.72%. Great job!)

Geographic location: Central Texas

**TOTAL REACH: 4,079**



**ENGAGEMENT**  
(average numbers per posts)

**REACTIONS:** 3 ---> 20% decrease from report two.



**COMMENTS:** .14 ---> 57.58% decrease from report two.



**SHARES:** 1 ---> 40.12% decrease from report two.

**BEST POST: 3/1/18**



Texas School Safety Center  
March 1 at 10:32am · 🌐

The TxSSC is proud to announce this year's Texas School Safety Conference keynote speakers:

Curtis Clay  
Dr. CJ Huff  
Dr. Bernard James... See More



# Competitor Report

## Illinois Educational Safety and Security Center

### Twitter:

- Twitter Handle: [@ILSchoolSafety](#)
- Number of followers: 119
- Number of tweets in the past 3 months: 4
- Does the Twitter account focus on jabs or right hooks? How so?: Right Hooks. They post mainly information with links attached to them hoping for the audience to click and follow.
- Does this account regularly reply to audience?: No, but they quote tweet other sources sometimes.

Overall opinion of the Twitter account (positives, negatives, biggest thing you would recommend TxSSC consider with its own content): This account isn't active enough, staying active and engaged with the audience is key!

### Facebook:

- Facebook URL:  
[https://www.facebook.com/ILSchoolSafety/?ref=aymt\\_homepage\\_panel](https://www.facebook.com/ILSchoolSafety/?ref=aymt_homepage_panel)
- Number of followers: 21
- Number of posts in the past 3 months: 6
- Types of posts in the past three months (break down between text, video, images, links, etc.): Links and Photos.
- Average likes, comments and shares per post for the past three months: Zero engagement on both.
- Does the FB account focus on jabs or right hooks? How so?: Right hooks just like their twitter. It's most of the same content, they're just sharing links.

Overall opinion of the assigned FB page (positives, negatives, biggest thing you would recommend TxSSC consider with its own content): I think TxSSC is doing better than this Facebook, but the only thing I could say would be beneficial is to maybe post more overall.

## [FoodSafety.gov](https://www.foodsafety.gov)

### **Twitter:**

- Twitter Handle: [@foodsafetygov](https://twitter.com/foodsafetygov)
- Number of followers: 89,700
- Number of tweets in the past 3 months: 113 Total Tweets from January 4<sup>th</sup> – April 4<sup>th</sup>
- Does the Twitter account focus on jabs or right hooks? How so?: They focus on right hooks with few jabs. Nearly all tweets have a link.
- Does this account regularly reply to audience?: No, there were next to no replies in the past few months with followers.
- Overall opinion of the Twitter account (positives, negatives, biggest thing you would recommend TxSSC consider with its own content):
  1. Positive:
    - a. They are active and informative.
  2. Negative:
    - a. They overdo the number of right hooks. This can make the audience less interested in your tweets, especially if there are no other reasons to engage with the Twitter posts.
  3. Recommendation:
    - a. I suggest understanding your audience interests and promoting your page with more jabs. By doing this we can have our followers engage with the posts but not ask them to go elsewhere for more information.

### **Facebook:**

Facebook URL: <https://www.facebook.com/FoodSafety.gov/>

Number of followers: 206,158 (207,672 Page Likes)

Number of posts in the past 3 months: 120 Total Posts from January 4<sup>th</sup> - April 4<sup>th</sup>

Types of posts in the past three months (break down between text, video, images, links, etc.): The page primarily has images and links for all posts. There are few posts with just text and possibly a link.

Average likes, comments and shares per post for the past three months (Far too many posts. I will be using a recent week for a sample.): Does the FB account focus on jabs or right hooks? How so?:

1. Weekly Averages (From March 28<sup>th</sup> – April 4<sup>th</sup>, data collected over 13 Posts)
    - a. Likes: 36 (36.1538462)
    - b. Shares: 92 (91.6923077)
    - c. Comments: 4 (3.71428571)
  2. The FB page, in contrast to the Twitter page, has a great mix of both. There are more right hooks but each jab fits perfectly with the topics built around them with other posts. These jabs also occasionally contain helpful and useful cooking tips so they ensure your audience cares without asking them to do anything.
- Overall opinion of the assigned FB page (positives, negatives, biggest thing you would recommend TxSSC consider with its own content):
1. Positive:

a. The information centers around the time of season and national holidays. The jabs often have useful tips for coking safely.

2. Negative:

a. Oversaturation is the worst thing about their FB page. There are far too many posts and it almost feels overbearing. There shouldn't be more than 2 posts in a single day unless it's for an event of some sort. Even then, this is overdoing it and they should think about creating a more uniform schedule for posting, and decrease the frequency of posts.

3. Recommendation:

a. I suggest utilizing the style of jabs from this organization. Do not however use their style for posting. Quantity is not better than quality in this situation. It's important to remember that it's also not good to think quality over quantity is better either. We should strive to create a healthy mix of both in our schedules moving forward.

**Instagram Handle:** There is no Instagram account for this organization.

## School Safety Advocacy Council

### **Twitter:**

- Handle: [@SSAC9111](https://twitter.com/SSAC9111)
- Followers: 1,093
- Number of tweets 1/1-4/2: 316
- This account focuses on jabs. A majority of their tweets are news related in an attempt to keep their audience updated on current events. This serves purpose to the audience without asking them to do anything. There is the occasional right hook sprinkled in among their overwhelming amount of tweets.
- This account did not reply to any audience as far as I could see. Although, a lot of tweets went out, engagement was low.
- Overall the account does a great job of keeping their audience updated, but their engagement is low. They might be overwhelming their audience with too many tweets causing information overload.
- o As for TxSSC, I think that on Twitter people expect to see more urgent news and updates as opposed to a continual loop of right hooks.

### **Facebook:**

- Handle: <https://www.facebook.com/Schoolsafety911/>
- Followers: 4,321
- Page Likes: 4,345
- Number of posts 1/9-4/4: 25
- Types of post:
- Video: 3
- Links: 8
- Text: 2
- Only: Photo/Flyer/Graphics: 3
- Multimedia: 9
- Averages:
- Reactions: 32.28
- Shares: 2.8
- Comments: 1.28
- This page has a healthy mix of jabs, news updates, and right hooks. Most of their right hooks are to promote classes or their School Safety Leadership Academy.
- This page has a pretty good mix of posts and styles of posts. They include a lot of videos, links and focus mostly on multimedia posts. This account almost mirrors TxSSC closely. I can see they spend some money on advertising posts for their classes and academy. Something the TxSSC might want to look into.

# Important Dates

**March 20** | [The College of Education Diversity Committee presents School Safety: A Critical Conversation](#) / USF College of Education, Florida

**April 18<sup>th</sup>** | [Illinois School Safety Conference](#) / Mount Prospect, IL

**May 8<sup>th</sup>** | #ThankATeacher | Teacher appreciation day

**June: 10-14** | [Texas School Safety Conference](#) / Corpus Christi, TX

**June 15<sup>th</sup>** | #NaturePhotographyDay

**June: 20-22** | [School Crisis Prevention & Intervention Training Curriculum](#) / Mackinac Island, MI

**June: 24-26** | [Campus Safety Texas](#) / Irving, TX

**June: 24-29** | [NASRO Conference 2018](#) / Reno, Nevada

**June: 26-27** | [32nd Annual Police Security Expo 2018](#) / Atlantic City, NJ

**July 11<sup>th</sup>** | #CheerUpTheLonelyDay

**July 15<sup>th</sup>** | #GiveSomethingAwayDay

**July 18-20** | [Campus Safety East](#) / Herndon, VA

**July 23-26** | [2018 WSSO CONFERENCE](#) / Washington

**July 23-27** | [13th Annual National School Safety Conference & Exposition](#) / Orlando, FL

**July 30-1** | [Campus Safety West](#) / Pasadena, CA

**August 1<sup>st</sup>** | #backtoschoolmonth

**August 15<sup>th</sup>** | #NationalRelaxationDay

**September 5<sup>th</sup>** | #InternationalDayOfCharity

**September 6<sup>th</sup>** | #ReadABookDay

**September 13<sup>th</sup>** | #PositiveThinkingDay

**September 14<sup>th</sup>** | #StandupToCancerDay

**September 21<sup>st</sup>** | #InternationalDayOfPeace

**September 24<sup>th</sup>** | #FamilyDay

**October 1-3** | [OKLAHOMA PUBLIC SAFETY CONFERENCE 2018](#) / Tulsa, Oklahoma

**October 10<sup>th</sup>** | #WorldMentalHealthDay

**November 1<sup>st</sup>** | #NationalAuthorsDay

**November 8<sup>th</sup>** | #STEMSTEAMDay

**November 11<sup>th</sup>** | #VeteransDay

**November 13<sup>th</sup>** | #WorldKindnessDay

**November 16<sup>th</sup>** | #NationalDayofTolerance

**December 25<sup>th</sup>** | #HappyHolidays

**December 26<sup>th</sup>** | #ThankYouNoteDay

**January 24-25** | [10th National School Safety Conference & Exhibit](#) / Las Vegas

**February 20** | [2018 Virtual Alabama School Safety Summit](#) / Online

# Strategic Overview

The Texas School Safety Center is first and foremost focused on the safety of children all across Texas. This organization also does a great job uniting teachers/ and encouraging them to care about all forms of school safety. Moving forward we believe it would be best to take all of the positive aspects of this past quarter and build a more productive strategy.

Our strategy for TxSSC moving forward this year should be to engage as many people as possible in the most efficient way possible. The intention is not only to bring in as many new organic followers as possible but to also have all our followers feel more inclined to engage with the content we produce. We want our audience to feel informed, engaged, and even sometimes entertained.

Information to consider for future digital media:

- One unfortunate trend, is the lack of lightweight pieces of content that benefit customers by making them engage. Not calls to action, but instead posts that give the audience reasons to stay involved with the our platforms. Videos are uncommon on the Facebook page. I suggest using video as a format for lightweight content. Using videos as a way to inform and entertain simultaneously will be a great way to draw in the audience's attention.
- Every post should not be a right hook. Often times, if every post has a link, people will not take the time to click the link. What's more, people might even scroll right past our content if they are fed up with the constant asking of favors. They want to feel like we are doing something for them. This is where more jabs and entertaining posts comes in. They will serve as a buffer between crucial information.
- If we are going to continue using links, we should make the links work as effortlessly as possible. Always have the landing page be the only place a person needs to go for more information.
- Be more diverse with content in posts, especially typography! They get boring looking at the same thing all the time. Make visuals more straightforward, and keep explanation in the caption. You will need to post a lot of photos. I highly suggest switching it up so users don't feel like they can predict your content. Pepper in more about recent happenings/holidays to make the audience accept other content just as easily.
- The graphics used are sometimes overwhelming. With long lines of text in the photos and the caption, our audience is most likely feeling bombarded with information overload. It is even said by Facebook that photos with text reach a fewer number of people. Thus, the content is less likely to get the engagement and reach it needs.
- Another technique that should be added is using the right amount of hashtags in every post. This way you can grab the attention of people that are outside of our following circle.



## **So how do we make this work?**

Social media is a platform made for multimedia. This is how we can make this work. A combination of videos, live videos, memes, photos, text, flyers, and more should be used to keep our audience engaged. Following the ideas of Gary V. there should be around three jabs before every right hook. We don't want our followers to feel like all we do is take and ask for favors. They want to feel like we are doing something for them too. Our team will be hands on with your organization to gather content that you would normally not have the time to. Our audience might want to see what's going on in the background of TxSSC. Our audience might want to know things like, "what does the day-to-day look like? What does the conference look like?" Maybe they can't make it to the big safety conference but are thinking about it next year. We can set-up a Facebook live alongside live tweeting so that people who couldn't make it this time will definitely come out next time.

Our goal is to take what your organization does and build upon that foundation. There is no need to change everything. There are existing positives on your platforms, but we want to help your organization reach the social presence it deserves. On the next few pages you will see examples of our work. Some are just text, some are informational, some have captions in the graphics. By using a wide array of content, our audience is sure to stay engaged, informed, and excited about safety.

## Future Content

### **Topic 1- Back to School Month**

Back to school month is crucial for any school related organizations, especially any organization dealing with safety. Teachers, faculty, and parents are preparing for this big moment of the year and want all the help they can get.

**Job 1:** #Backtoschool is sooner than you think. Are you ready? We are!  
#TxSSCBackToSchoolMonth



**Jab 2:** It is not uncommon for students to show up to school without the proper supplies. Our hope for the future is that students and faculty have the proper supplies and knowledge to have a safe and successful school year.



**Jab 3:** in just a couple of weeks it's #BackToSchool for most children. We're excited to see what this school year brings.

#TxSSC #BackToSchool

**Right hook:** Join our mailing list for a chance to win a #backtoschool supplies bundle! For every 5 newsletter subscriptions, we will donate a backpack with supplies to children in need.

Click here to join our mailing list:

<https://forms.txssc.txstate.edu/contact/join/formh>



**The goal** of this topic is to make our audience feel reassured that we are on their team during what can be a somewhat stressful time. By using short and meaningful posts our audience will not feel overwhelmed. These posts will serve as a reminder that the beginning of school is just around the corner. This will drive organic engagement. Then, right as the start of school is approaching we let them know that we are giving away supplies as a prize just for joining our mailing list. Which in turn will keep people engaged on more than one platform. It is also a feel good post as TxSSC can offer to donate supplies for every x number of subscriptions.

## Topic 2 – World Mental Health Day

World Mental Health Day is October 10<sup>th</sup>. Throughout the last week of September use these jabs every other day. Lastly on the 10<sup>th</sup> of October spread awareness of suicide prevention with the #WorldMentalHealthDay.

\*All statistics were found here...

<https://www.mentalhealth.gov/basics/mental-health-myths-facts>

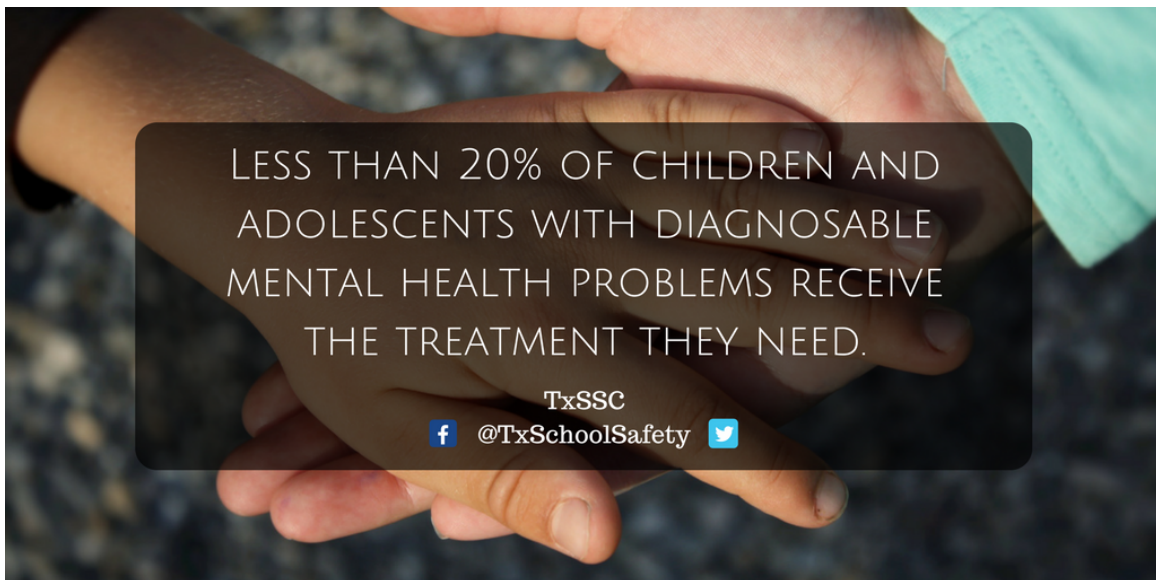
**Job 1:** There is a common myth that mental health problems are rare. However, one in five American adults experienced a mental health issue, and one in 25 Americans lived with a serious mental illness, such as schizophrenia, bipolar disorder, or major depression.  
#MentalHealthSafety




**Jab 2:** Even very young children may show early warning signs of mental health concerns. These mental health problems are often clinically diagnosable, and can be a product of the interaction of biological, psychological, and social factors. One in 10 young people experienced a period of major depression. #MentalHealthSafety



**Jab 3:** Unfortunately, less than 20% of children and adolescents with diagnosable mental health problems receive the treatment they need. Early mental health support can help a child before problems interfere with other developmental needs. #MentalHealthSafety





**Right Hook:** (Use this on October 10<sup>th</sup>): Call 1-800-273-8255 for the suicide prevention hotline. Remember this number and keep a close eye on any warning signs from children while at school. Please do all that you can to help support suicide prevention.  
<https://suicidepreventionlifeline.org> #WorldMentalHealthDay



**SUICIDE IS THE 10TH LEADING CAUSE OF DEATH IN THE UNITED STATES. IT ACCOUNTS FOR THE LOSS OF MORE THAN 41,000 AMERICAN LIVES EACH YEAR, MORE THAN DOUBLE THE NUMBER OF LIVES LOST TO HOMICIDE.**

Be aware of proper suicide prevention.

 TxSSC  
 @TxSchoolSafety

**The goal** is to encourage our followers to participate in all our posts. This includes posts without a call to action. For more awareness on both Facebook and Twitter it is important to use hashtag holidays. These holidays help highlight important programs, organizations, or general thoughts on certain aspects of society.

In order to reach as many new followers as possible we should continue using a format that builds into a call to action. With my mental awareness media campaign, it all focuses on making people want to help with suicide awareness. Using a few posts before the call to action we will hopefully make the followers want to share or bring a voice to the conversation via comments.



### Topic 3 - World Kindness Day

World Kindness Day is an international annual occurrence held on November 13<sup>th</sup>. This day is meant to celebrate people and to do random acts of kindness to lift peoples spirits and enhance their day. Use these social graphics and captions to get people talking about what it means to be kind and how to spread that kindness during #WorldKindnessDay

\*All statistics were found here...

<https://www.randomactsofkindness.org/world-kindness-day>

**Jab 1:** #WorldKindnessDay is coming up! Always remember to treat those around you how you would want to be treated.



**Jab 2:** What does kindness mean to you? #WorldKindnessDay



**Jab 3:** It's cool to be kind! Do something for #WorldKindnessDay that makes someone smile!



**Right Hook:** Take action and challenge yourself for #WorldKindnessDay by signing the Kindness Pledge and then do one act of kindness each of the 14 weeks. Check out the link below to learn more and sign up! <https://www.randomactsofkindness.org/world-kindness-day>

(No photo, link preview)

**The goal** of promoting World Kindness Day is to promote awareness for the wellbeing of individuals by a friendly reminder of what it means to be kind towards those around you and yourself.

The strategy to meet this goal is to use the provided content above to remind everyone to be kind once and a while. It's easy to get lost in the thick and thins of each day, so world kindness day will bring out the light in people and lift spirits for all.