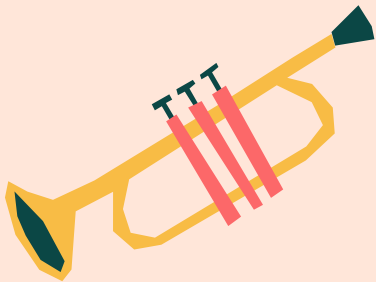
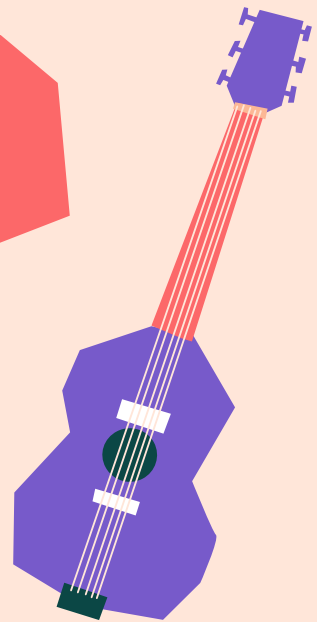


HOW TO BE A SOCIAL BUTTERFLY

Best practices for social media:
A guide made for music educators
and administrators



READY? SET? 1, 2, 3!



WHY

Reasons to create a social media account



WHAT

Ideas for engaging content



HOW

Tips and advice for posting



WHY SHOULD I BE ON SOCIAL MEDIA?

CONNECTION

Human interaction is especially important now to keep in touch despite barriers. Let students know you're there for them.

CULTURE

Stay up to date on news, trends and conversational topics. Can also incorporate into lesson plans to relate to students.

COMMUNICATION

A free, easy and accessible way to reach people. An effective tool for advocating for music programs by emphasizing impact on students.

CREATIVITY

Great place to show innovation. Can also post performances, lessons, and successes to express yourself the same way you encourage students.



WHAT TYPES OF POSTS SHOULD I SHARE?

2



INFORMATIONAL

- News about class, school, district or community
- The latest in education policy and advocacy
- Helpful resources
- Lessons and videos

IMPORTANT

- People love seeing and supporting causes
- Music education and social emotional learning
- Other issues you're passionate about

INTERACTIVE

- Questions like how you are doing
- Polls/surveys to help make a decision
- Recommendations on services, products and tips

INTERESTING

- Show non-teacher side by sharing other interests
- Personal hobbies, viral videos and memes
- Both heroes and regular people

3

HOW SHOULD I CAPTURE CONTENT?

PHOTOS

- Wipe off your camera lens
- Tap on subject to focus the picture
- Be aware of lighting
- Try not to zoom in, move closer instead
- Play around with different settings and filters
- Consider a theme or color palette for your aesthetic
- Add and edit individual photos in multi-image posts

VIDEOS

- Hold the phone with both hands to increase stability.
- Change orientation based on the platform – horizontal is best on Facebook, vertical for Instagram and TikTok, either way for Twitter
- Keep it short and sweet - film videos in increments of 30-60 seconds
- Film by moving to different positions versus static



EXTRA TIPS



1. You don't have to be on *all* social media platforms. Choose what you enjoy and have time to do.
2. Collaborate with other music teachers or supervisors in your district.
3. Add hashtags to your captions like #MusicSaves to increase visibility. Create a common hashtag with your district, school, or music department to collect your posts in one search result.
4. Add your geographic location (can be general area if you don't way to specify) to increase visibility in search results.
5. Tag or mention other users to increase reach, including local policymakers, school board members, etc.
6. Use emojis to showcase your personality.
7. Encourage conversations with open-ended questions while advocating for music programs.
8. Follow the policies regarding social media and public relations set forth by your district office.
9. Ask permission from students and their guardians before posting classroom work if needed.
10. Abide by copyright laws for sharing music.

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Do you have any questions? Email us!

stmschool@savethemusic.org

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