

# Effective Use of Social Media in Local and State Advocacy

Tracy O'Connell Novick



@TracyNovick

Field Director, Social Media and Advocacy  
Massachusetts Association of School  
Committees

# This is us:



- Massachusetts Association of School Committees



- @MASCSchoolComm



- MASCSchoolComm



- Massachusetts Association of School Committees

# The two sides of communication:

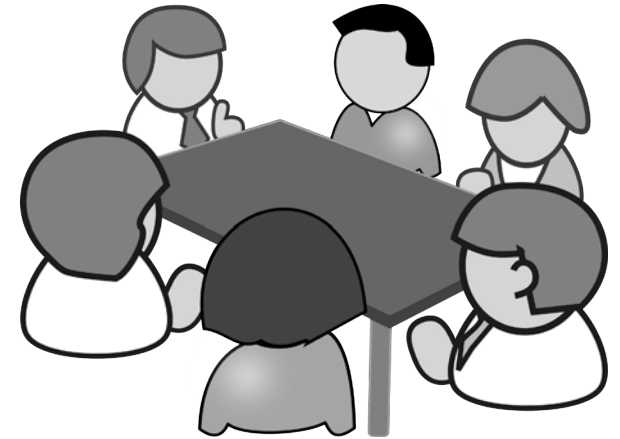
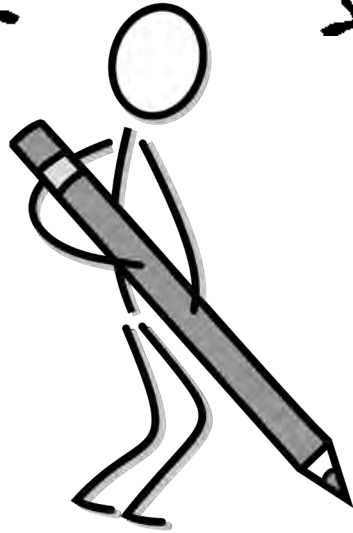
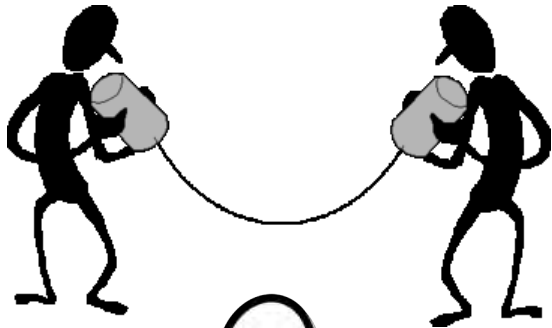
You need to hear from others.



- You need to be heard by others.



# We don't all communicate the same way...



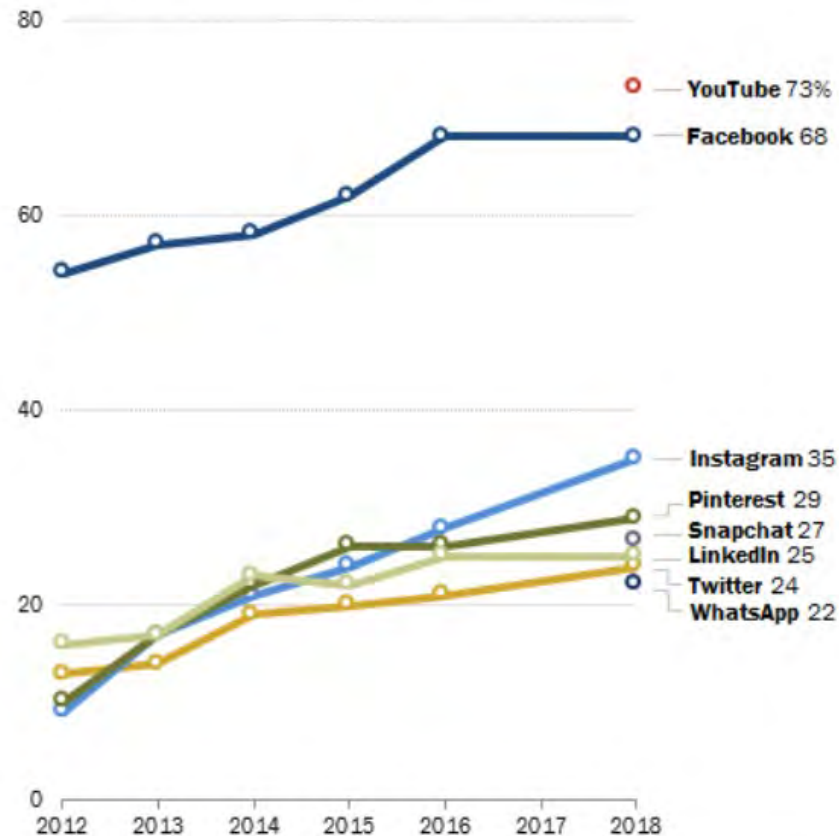
*% of U.S. adults who use at least one social media site*



Source: Surveys conducted 2005-2018.

## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



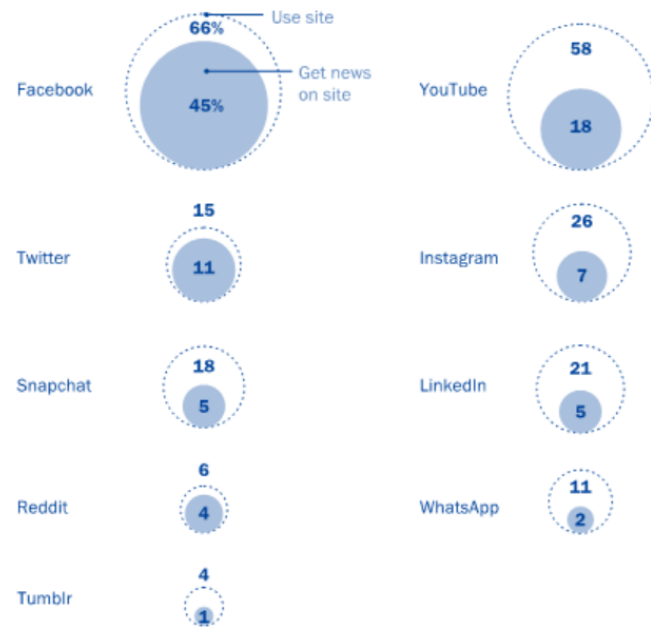
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
 Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

# Social media as a pathway to news

## Social media sites as pathways to news

% of U.S. adults who use each social media site and % of U.S. adults who get news from each site

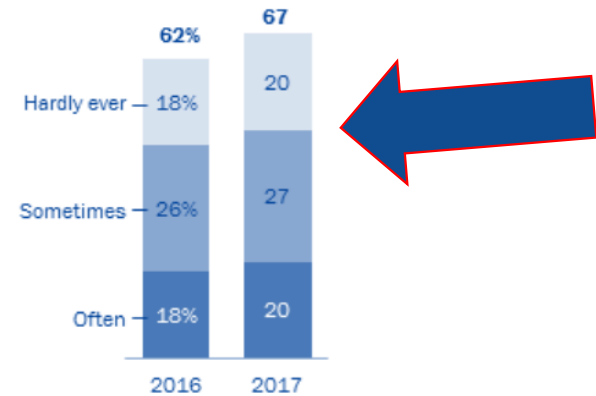


Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

## In 2017, two-thirds of U.S. adults get news from social media

% of U.S. adults who get news from social media sites ...



Source: Survey conducted Aug. 8-21, 2017.  
"News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER



**Communities have moved online!**  
**(with good and bad consequences...)**



Your school district IS being discussed online.

If you aren't online,  
you aren't part of that discussion.

Be clear that you communicate only as an individual.

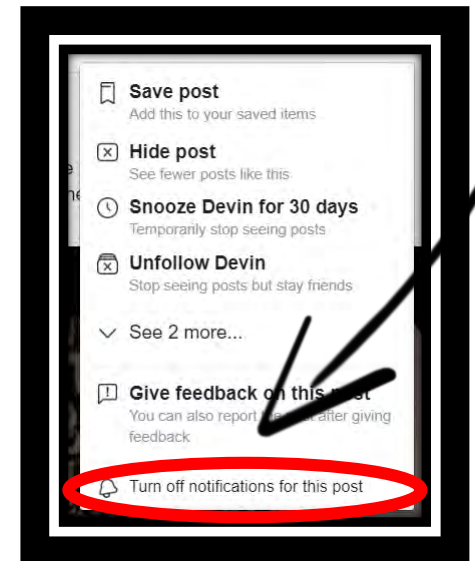
Direct complaints or concerns to the appropriate channels.

Make your decisions within the meeting.

Avoid a quorum!

Consider the permanence of posting.

Connect to facts: reports, postings, etc



Be:

- professional
- timely
- truthful

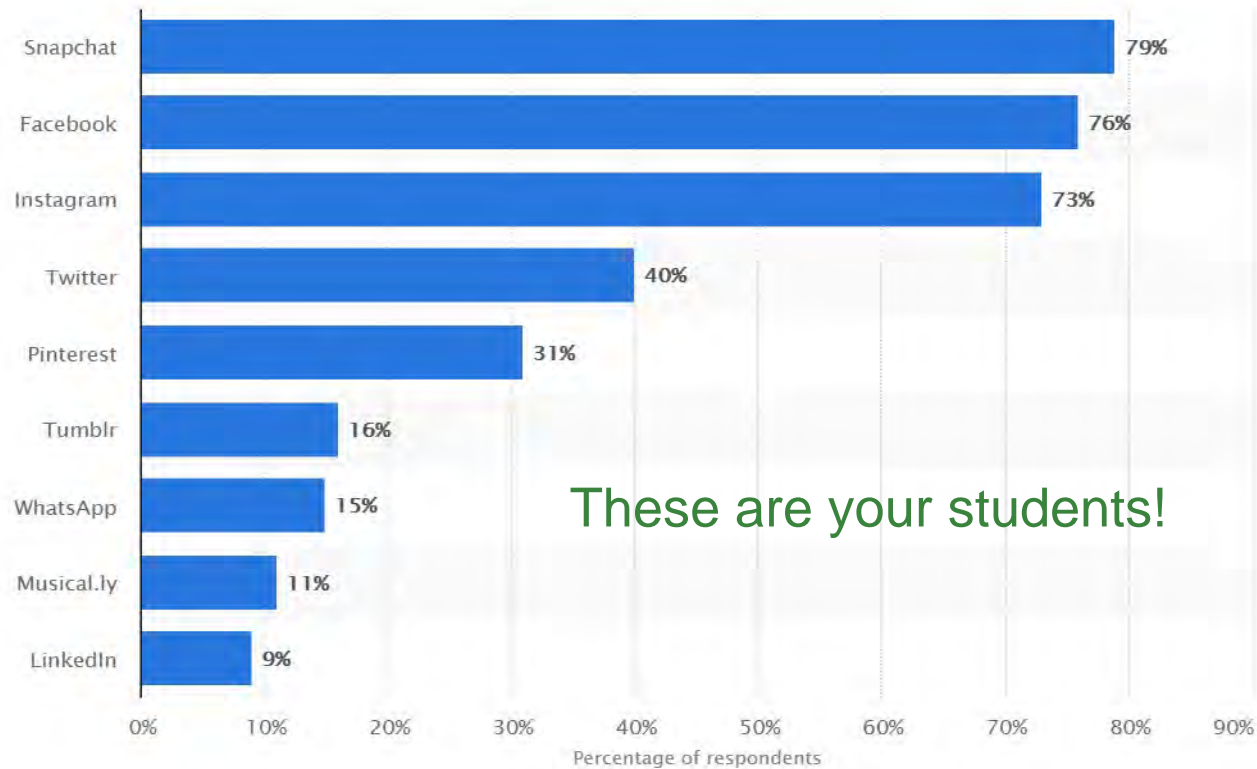
# Suit the medium to the message:

**Facebook**: “everyone is on Facebook,” connections must be in both directions\*, no limit to lengths of posts, older (relatively) audience, allows for groups, sorts/limits visibility

**Twitter**: 280 characters (not including links), entirely public, younger/urban/more tech-savvy users, all visible in real time

**Instagram**: entirely visual, younger users, skews female

...and the list is always growing and changing...



Data visualized by  + a b l e a u

© Statista 2018 

# Most popular social networking sites for those 12-24

But what about everybody else?

# Suit the medium to the audience.

- Greatest Generation
  - Relies on print media or television news
  - Reads books
  - Write letters/send cards
  - Face-to-face conversation
- Baby Boomers
  - Very comfortable with face to face conversation
  - Feel strongly about procedure and chain of command
  - Expect more formality in communication
- Generation “X”
  - Wants to know the source of the information
  - Always expects you to have back-up plans
  - Very good at email (they created it)
  - Tech savvy
- Generation Y/Millennials
  - Fastest growing and most diverse population in the workplace
  - Communication is less formal...text messages, social media, IM, Twitter, SnapChat.
  - Visual generation, think in pictures and images
  - Best to start with outcomes

Information from “Multigenerational  
Community Engagement” MASC

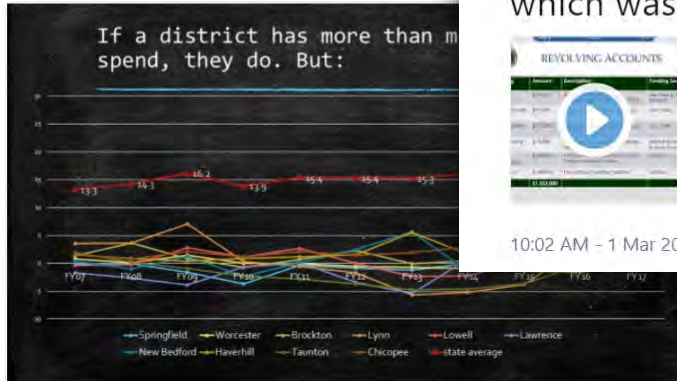
The medium needs to  
suit both the message  
and the audience.



# Tell your story...

**Tracy O'Connell Novick**   
@TracyNovick

You can't see details on this one, but I put it together to make a point. This is the ten largest majority-state-funded (that is, most of their money comes from the state--aka, not local resources) districts compared to the state average on required minimum spending

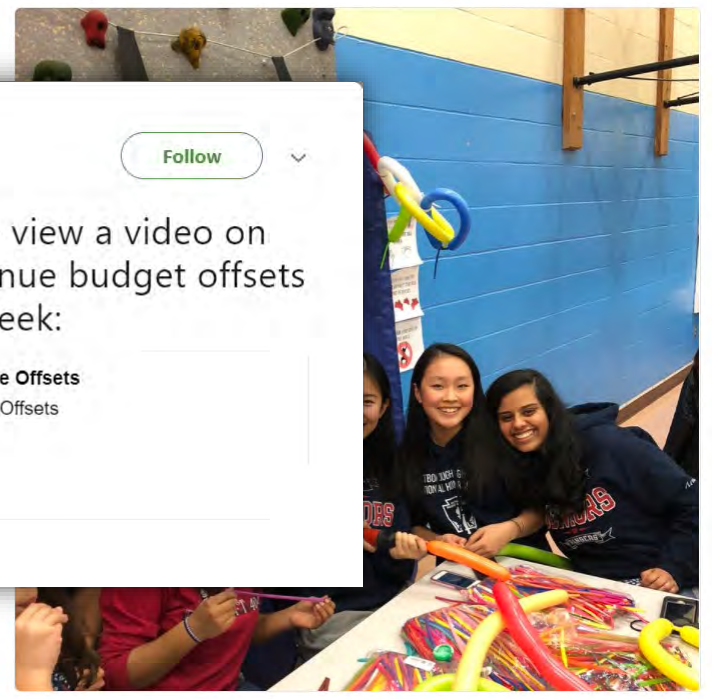


7:17 PM - 13 Mar 2018

**Springfield Public Schools** added 58 new photos to the album: **Amazing Animals Exhibit at Ells 2018.**  
February 5 at 12:09pm

Jungles, oceans, igloos, and horse farms are on display at Margaret C. Ells School as the school hosted its "Amazing Animals" exhibit. Over the past few weeks, the school's preschoolers have been learning about animals and their habitats in the classroom. To further their learning, they were each given the task of creating a diorama. The final project was a success as 100 parents visited Ells School to see the exhibit. The students also had a chance to showcase their masterpieces to a student you know.

**Westborough Schools** @WestboroughK12 · Feb 10  
Westborough High School students running activities at Hastings Winter Festival. How lucky are we to have such awesome kids!!!



2 12

**Michael Connelly**  
@nrpsfinance

Follow

Access the following link to view a video on North Reading's FY 19 revenue budget offsets which was published this week:



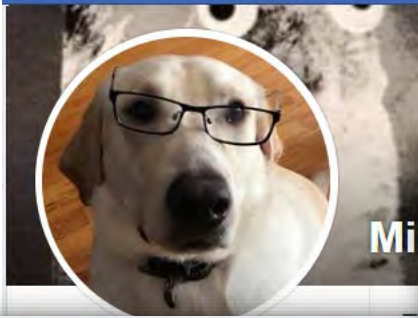
**School Budget Video Revenue Offsets**  
School Budget Video-Revenue Offsets  
youtube.com

10:02 AM - 1 Mar 2018

# Tell your story.

 Mildred Lefebvre  
May 29 · 🌐

Kelly School Rising Stars 2019



 Mildred Lefebvre  
May 23 · 🌐

**SATURDAY, JUNE 29<sup>TH</sup> 2019**  
14<sup>TH</sup> ANNUAL COMMUNITY EVENT IN MEMORY OF  
*Myriam Miranda*  
STOP THE VIOLENCE  
3 ON 3 BASKETBALL TOURNAMENT



**CENTER STREET BASKETBALL COURT  
AT ELY PARK**

FREE TO PLAY AGE GROUPS: 8-11, 12-14, 15-18.  
5 PLAYERS PER TEAM REGISTRATION CLOSES AT 10:30 AM

MUSIC BY DJ CHINO THE INCREDIBLE  
MOTIVATIONAL SPEAKERS

FOOD AND REFRESHMENTS WILL BE AVAILABLE FREE OF CHARGE



**RTIR HOLYOKE**  
AS-FUTURE


de Holyoke, Massachusetts.

dad de invertir en la comunidad  
cejo Municipal está manteniendo  
da tener voz y voto sobre el tema...  
cupación sobre el tema en la boleta


s ciudadanos de Holyoke exigen  
al para forjar su propio futuro!

Rally, Martes 21, de Mayo a las 6:30... seguido por una char-  
la durante el comentario público en la reunión del Consejo  
Municipal de City Hall.

Like Page

 Mildred Lefebvre  
May 24 · 🌐


Join us tomorrow

 Mildred Lefebvre  
May 7 · 🌐



2,759 Views

HPS.HOLYOKE.MA  
**May 25th Pan**  
about the Pro

 Holyoke Public Schools  
May 7 · 🌐

The Latino Scholarship Fund o  
to five Holyoke High School Se

You and 1 other

Like

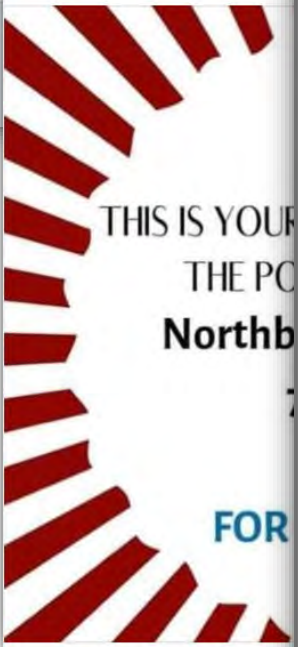
Comme

# Tell your story...

*I thank you for the sup*

**Mike for Schools**  
May 21 · 🌐

Today is the day Northbridge  
Vote YES to #InvestInNorthb  
#tim4turf



THIS IS YOUR  
THE PC  
Northb  
FOR



**Mike for Schools** @MikeforSchools · Jun 29

Looks like the construction offices were put in place this week, and a big dump truck. Getting closer! #LetsBuildASchool #TheNewNES

1 5



**Mike for Schools**

@MikeforSchools

Following



8:14 AM - 29 Jun 2019

Community Survey

as they start the  
e residents are invited

Search forum tonight.

School Committee  
andidates for the

# What makes an effective advocate?

Be consistent.

Be simple.

Back it up.

Be a resource.

# What makes an effective advocate?

Know the people.

Know their contacts.

Know the calendar.

Know your stuff!

What do you need to  
hear from whom?



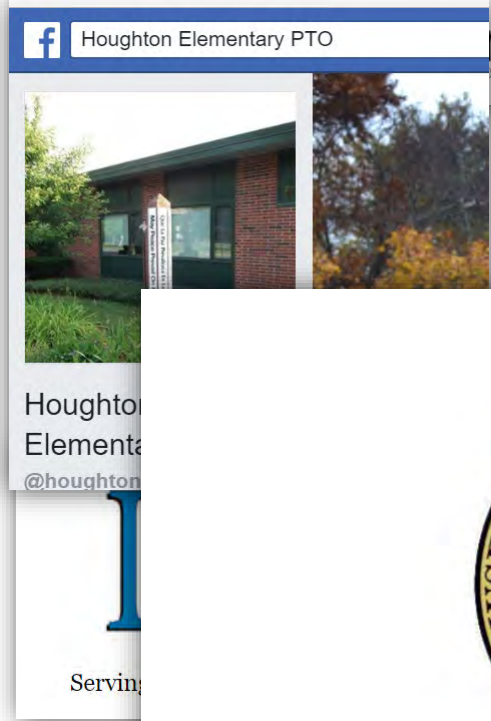
[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

What do others  
need to hear  
from you?



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

# What media do you already have and use?



And what should you add?

**FY 2019 Budget Information**



# Effective Use of Social Media in Local and State Advocacy

Tracy O'Connell Novick



@TracyNovick

Field Director, Social Media and Advocacy  
Massachusetts Association of School  
Committees