



Social Media Tips

One of the most effective ways to engage our community in the *Everything's Possible* campaign and inform them about the life-changing education you are providing to students is through social media. Here are some tips and guidelines to help you create and post meaningful content that will draw your followers in and inspire them to engage!

How to get started:

- 1 If you have not yet liked or followed the *Everything's Possible* Facebook and Instagram pages, do so now!
- 2 Always add the **#everythingpossiblebsd** hashtag to your Facebook and Instagram posts. Be sure to include the "bsd" at the end.
- 3 On Instagram, include us in the conversation by tagging @everythingpossiblebsd.
- 4 On Facebook, share your posts with us by typing "@Everything's Possible – Boise School District" and then click on our profile to link us in your post.
- 5 Share posts from the official *Everything's Possible* pages! Facebook makes this easy, but "regramming" on Instagram is a little trickier. Learn more [here](#).

Keep it Authentic and Inspiring

Including our official hashtags and tagging us in posts is just the start! There are many other ways to help you post content that makes people read, care, and share. Most importantly, be authentic. Real moments with real students, teachers, coaches, and staff are powerful. Evoking emotion is also important and can be done by creating posts that are one or more of these things:

- Inspiring and positive
- Informative and/or helpful
- Inclusive
- Light-hearted

Show What Makes Us Great

One of the major goals of the *Everything's Possible* campaign is to inform our community of all the reasons why public schools provide the best educational experience for Boise's students. You can do

this by highlighting one or more of our unique values:

- Passionate Teachers
- High-quality Education
- Comprehensive, Liberal Arts Curriculum
- College & Career Prep
- Inclusive, For All

Get more familiar with these values at <http://everythingpossible.boiseschools.org/> or by downloading the Key Talking Points flyer from the [Everything's Possible toolkit](#).

Make it Compelling & Boost Engagement

With so much digital content being served up to people every day, it can be challenging to post something that stands out and draws people in. Here are some tips for creating compelling posts that not only make people stop and read, but encourage them to like, comment, and share:

- **Photos/Videos:** Take authentic snapshots/clips of your classroom, playground, students, volunteers, teachers, and parents. Follow some of these [smartphone photo guidelines](#) to capture awesome moments in the most compelling, attractive way.
- **News and exciting announcements:** When a story about one of our students, teachers, or programs is covered by local media, feel free to share it! (Be sure it's a positive, non-controversial story.) If you have an update about something new at your school, share that! Relevant, timely, and current content always draws people in.
- **Pose a question:** It's not recommended to do this ALL of the time, but if used appropriately, dropping a question in at the end of a post can boost engagement in your content. What's your favorite...? How do you...? What's your favorite moment /memory of...?
- **Include a call-to-action:** Whether it's to prompt a comment or visit the *Everything's Possible* website, telling your followers to do something or go somewhere to learn more encourages engagement!
- **Recycle popular posts:** Occasionally reuse content from previous months that resulted in a high volume of engagement. Be sure to tweak it a bit so it's fresh.
- **Post frequency:** We recommend finding that sweet spot between posting too often (and losing followers' interest) and not posting enough (risking becoming irrelevant). As you continue sharing content, you'll be able to determine what works best for you. Try 3-5 times per week to start with.

Struggling to find the right words?

That perfect image? We got you covered! There are plenty of downloadable goodies, including text you can copy and paste into your post and images, available in the *Everything's Possible Toolkit*.

<http://everythingpossible.boiseschools.org/toolkit/>

Social Media Examples



Whittier Elementary School
October 7 at 8:23 PM · 🌐

👍 Like Page ...

It was an exciting day at Whittier! Our newest and youngest Vikings joined the Whittier Family! Welcome Pre-K students. We are so excited and happy to finally have you at school! [#everythingpossible](#) [#BSDpride](#)

¡Fue un día emocionante en Whittier! ¡Nuestros vikingos más nuevos y más jóvenes se unieron a la familia Whittier! Bienvenidos estudiantes de Pre-K. ¡Estamos muy emocionados y felices de finalmente tenerte en la escuela! [#todoesposible](#) [#orgulloBSD](#)

[See Translation](#)



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4 Comments 1 Share

 Like

 Comment

 Share



Facebook Post

Inspiring and positive tone

Inclusive via dual-language

Hashtag usage

Quality photos that show good action, lots of real kids, smiling faces, good outdoor lighting, etc.



Instagram Post

Authentic subject and moment

Hashtag usage

Great photo!

Nice focus on “comprehensive, liberal arts” value



Instagram Post

Authentic subject and moment

Hashtag usage

Great photo!

Nice focus on “inclusive for all” value with the neighborhood topic