

# A Teacher's Cheat Sheet for Social Media Posts

## *25 Social Media Content Ideas*

Finding new and engaging ways to communicate with families can be overwhelming for teachers. Here are a few easy ideas to maximize the benefits of social media tools, but minimize the amount of work for you!

### **PHOTOS AND VIDEOS ENGAGE**

*Parents love getting a peek into the classroom to see what their student is up to. A quick photo or brief video will engage parents and put a smile on their face.*

- Photograph daily routines like morning circle, work time, or group projects.
- Snap a quick photo of individual students showing off an art project or favorite book.
- Recess! This is a great time to capture fun and friendships.
- Highlight an exemplary student. Write a brief statement about his/her accomplishments.
- Capture a brief video of your students in a specialist class. Ask the gym or music teacher to share a clip of students in action.

### **CLASSROOM BUSINESS**

*Ditch that classroom newsletter that you dread writing each week. Instead, use social media to post news and stay connected.*

- Share important school or class events coming up.
- Remind parents about homework deadlines or permission slip due dates.
- Recruit volunteers or request classroom supplies.
- Introduce a new student or say goodbye to a student moving away.
- Answer a common parent question. Use text or video.

### **CONTENT CONNECTIONS**

*Keep parents in the loop about what students are learning in the classroom.*

- Photograph a classroom or hallway bulletin board display for a nice visual of class work.
- Explain directions to a fun game or activity that students have enjoyed.
- Share a problem to be solved. Recognize or reward work posted or returned the following day.
- Start a scavenger hunt. Students post pictures of items focused on a certain letter or theme.
- Post a video of an after school event (ie, music concert) for families that are unable to attend.



Before you Tweet, post or share, follow the rules! Be sure to read your district's technology and social media policy.



## CONTENT EXTENSIONS

*Give suggestions on ways families can engage with their student to extend classroom learning at home.*

- Photograph a mysterious object connected to your curriculum focus. Invite students to explain the object to their family.
- Share a product recommendation. Parents love hearing about educational games and apps that will help review and extend their child's learning.
- Post challenge work. Ask questions, share problems or lay out entire projects.
- Give a sneak peek into an upcoming unit or lesson. Get kids/families excited.
- Post a link to a great blog or website that you enjoy.

## CLASSROOM BUSINESS

*Don't reinvent the wheel. Share great content created by others or repurpose your own.*

- Repost a great article or fact related to your students or your curriculum content.
- Type a quote that inspires you!
- Share an appropriate post from your personal FB, Twitter or Instagram page.
- Invite an administrator or specialist teacher to "guest post" on your feed.
- Repost from another teacher or from the school's social media account.