



KASS Leadership LinkedIn Best Practices (for HQ & school superintendent/ school district specific pages):

Key Messages/Caption Messages:

- We need to ensure that our teachers can continue to do what they do best.
- Better schools mean greater opportunities and brighter futures for all Kentuckians.
- Now is the time to improve public education, empower the next generation of Kentuckians, and help grow our economy.
 - Kentucky is facing unprecedented challenges: natural disasters, COVID-19, etc.
- Kentucky public schools are chronically underfunded and have been for 15 years.
 - Teachers paying for supplies, not enough bus drivers/cafeteria workers, custodial staff, etc.
- Charter schools hurt public schools and the surrounding community.
 - Chooses winners and losers.
- School curriculum is NOT one size fits all.
 - Local leaders know what works best for their students.

People to Connect With:

- KASS executives, individuals school superintendents and school districts (Note: this is a professional network, so it's appropriate to connect with current and former employees too)
- Business community (re. Chambers of Commerce), stakeholders (re. workforce development centers), KASS champions (re. KyPTA, KASA, KEA, KAM, and KYSPRA).
- State of Kentucky (targeted leadership) and local government officials and community leaders

Content Areas:

1. Thought Leadership
 - Share articles about KASS success stories, the importance of public education, local schools' impact on workforce development and the surrounding community, negatives on charter schools, the business imperative of education or targeted industry news; and make a thoughtful comment using your personal and/or professional experience in the post. This will help position KASS and you as subject matter/industry experts.
2. Reshare, Comment and Like Partners' Posts.
 - Make sure you're following school districts, business leaders, legislators, and stakeholders that you partner with and interact with their posts. This will build your network while elevating your partners.
3. Events
 - Post school specific photos and/or events you attend, whether they are KASS focused or not. This will help you build your network.
4. Workplace Culture
 - Celebrate your employees and students' accomplishments! If a teacher/superintendent/students wins an award take a photo with them and share the faces that make KASS great! This helps build KASS's brand reputation.
5. Reshare, Comment, and Like KASS's Posts.
 - Interact with KASS's company page and school district/superintendent pages through thoughtful comments or shares. This will earn KASS more organic traction and show your passion for your job!

Social Media Best Practices:

- Invite your contacts and "friends" to like KASS and related campuses' social media pages.
- Posts should always include KASS-related photos or links so that public is able to engage with the content.
- Limit use of ALL CAPS in posts and hashtags (keep to no more than three).

- Keep messages concise and weave in key messages (above).
- Avoid posting more than three times daily on social media and posting too closely/on top of one another. Nice photos and KASS featured content needs time to breathe to attract even more eyes.
- Consider creating a social media calendar weekly/monthly to visualize where more/less content is needed.
- Alert colleagues (when applicable) of scheduled and/or future posts.
- Tag partners and people in posts when you can to increase organic impressions
- Have the internal team like, share, and comment on posts to increase organic impressions
- Utilize hashtags appropriately, such as #KidsFirst #KidsFirstKY #StudentSuccessStories #StaffSpotlight #SchoolSpotlight #SupportKYSchools & #BrighterFutures
- Engage with your audience – like and reply to their comments when appropriate to increase engagement and deepen impact.
- Include relevant links to key website pages in captions to increase click-through rates and website traffic.
- Thoughtfully comment on relevant/interesting posts from connections to increase visibility and grow connections.