



Digital Empowerment

School Social Media

ACTIVITY

Use social media to promote positive school climate and connection at your school!

- ▶ Start a social media account dedicated to your school and use it to build connections and engagement by featuring students, events, announcements and causes that are important to your school community.
- ▶ Make sure to work with the adults in your school to keep it safe, supportive and inclusive.
- ▶ Use themes to spur ideas for your posts. You could have a different theme each week or month or a different theme for each social media platform. Topics and themes might include random acts of kindness, policies you want to change, stories, student projects, fundraising goals and community activities.
- ▶ Use any existing hashtags that your school has and be creative in developing others!
- ▶ Elect student social media reps to manage or take turns managing the social media accounts.
- ▶ Make sure to engage everyone in your school—this is a great chance to amplify student voice and agency!

SOURCE This activity was derived from the Yale Center for Emotional Intelligence's inspirED program:
<https://inspired.fb.com/projects/schoolsocialmedia/>