

ONLINE PRESENCE AT HEMPFIELD SCHOOL DISTRICT

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Facilitate a better understanding of districtwide objectives, accomplishments, and needs by developing continuous, proactive communications.

COMMUNICATIONS GOAL

- How can we keep the information flowing continuously, without a significant cost? A strong online presence is one avenue!
- Parents, Students, District Employees, Business Partners, Hempfield residents without children in schools, Media



www.hempfieldsd.org

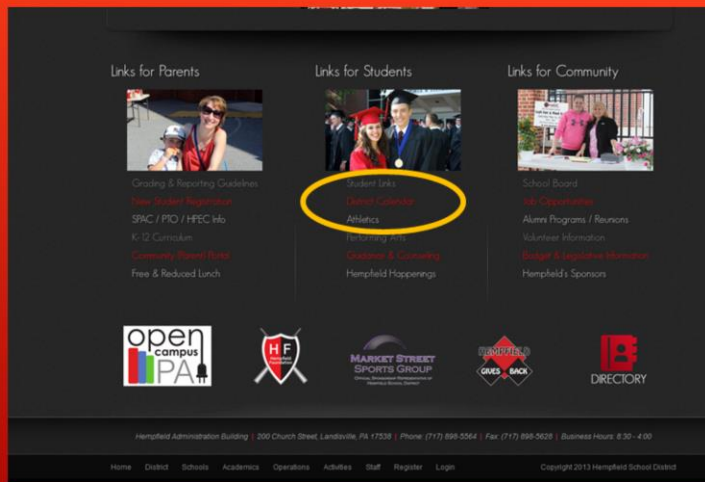
WEBSITE PRESENCE

- www.hempfieldsd.org
- Primary source of information for parents and students
- Let's review several key areas...



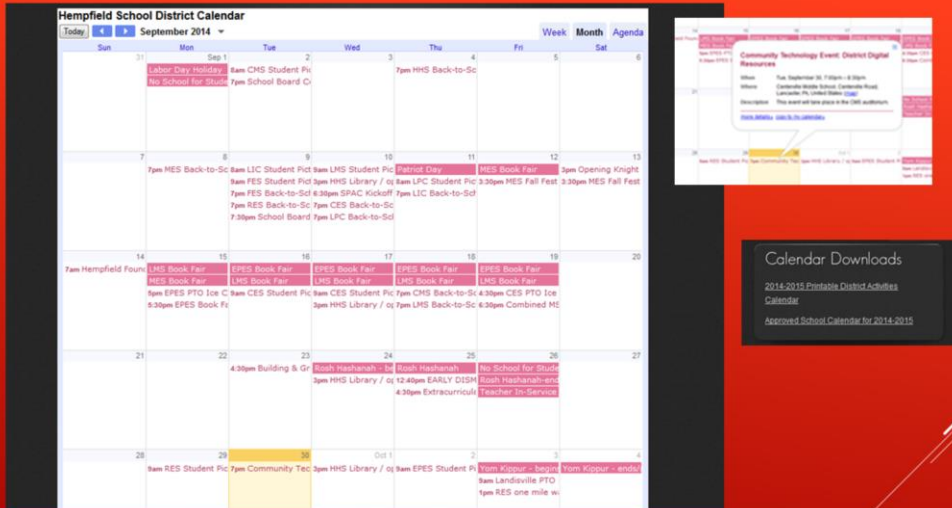
WEBSITE PRESENCE

- We'll talk about Twitter in a few minutes, but overall we recognize that many folks don't have a Twitter account.
- Therefore, this area of the website feeds from Twitter and is reserved for important reminders, essential notices – school delays/cancellations, early dismissals, upcoming events, etc.



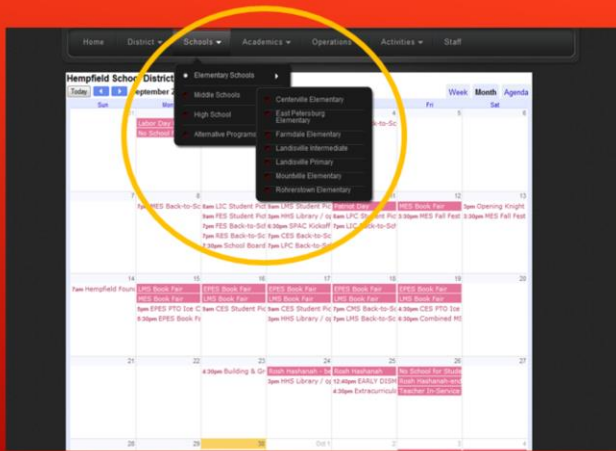
WEBSITE PRESENCE

- Many people come to the website seeking out the District Calendar.
- Scroll down the page – there is a link directly to the calendar.
- This calendar features districtwide events and school-specific events.
- NOTE: athletic events are available via the athletic calendar on that page of the website.



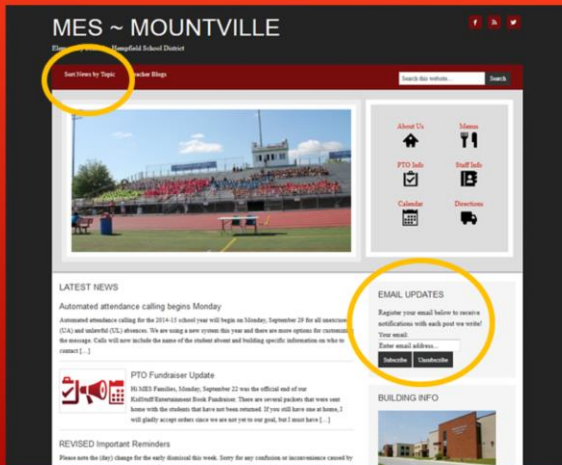
WEBSITE PRESENCE

- Click on an event for additional information.
- If you scroll down the page a bit more, there are links to view the two downloadable calendar documents (PDF).
- Limited print copies are available in each school office and/or by request of the parent or guardian.



WEBSITE PRESENCE

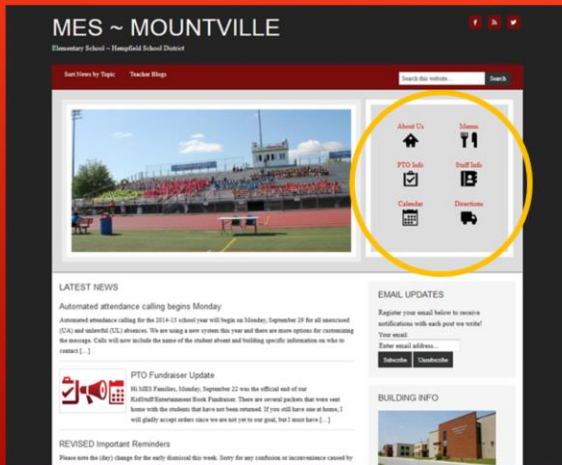
- Each school building has its own webpage as well.
- These are also commonly referred to as the school “blog.”



<http://einstein.hempfieldsd.org/mes/>

WEBSITE PRESENCE

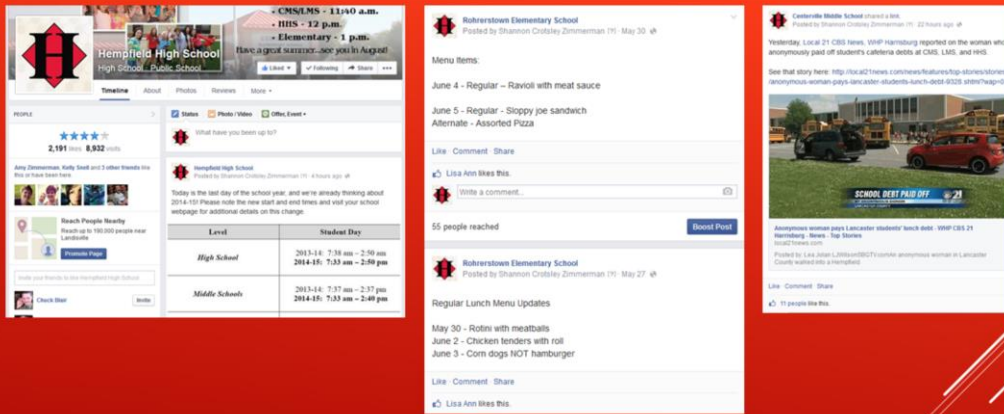
- The school webpage houses information specific to that school building.
- We encourage everyone to subscribe to the blog by going to that page and entering a current email address.
- Blog posts include messages from the principal, details of upcoming activities, photos from classroom/school events, and special bulletins from the district office.
- These blog posts are categorized and, therefore, sortable when you visit the site.
- You must confirm your subscription when you receive the initial subscription email or you will not receive email updates.
- If your email address changes, follow the same subscription steps. There is no need to remove old addresses.
- You may subscribe to any and all school webpages.



<http://einstein.hempfieldsd.org/mes/>

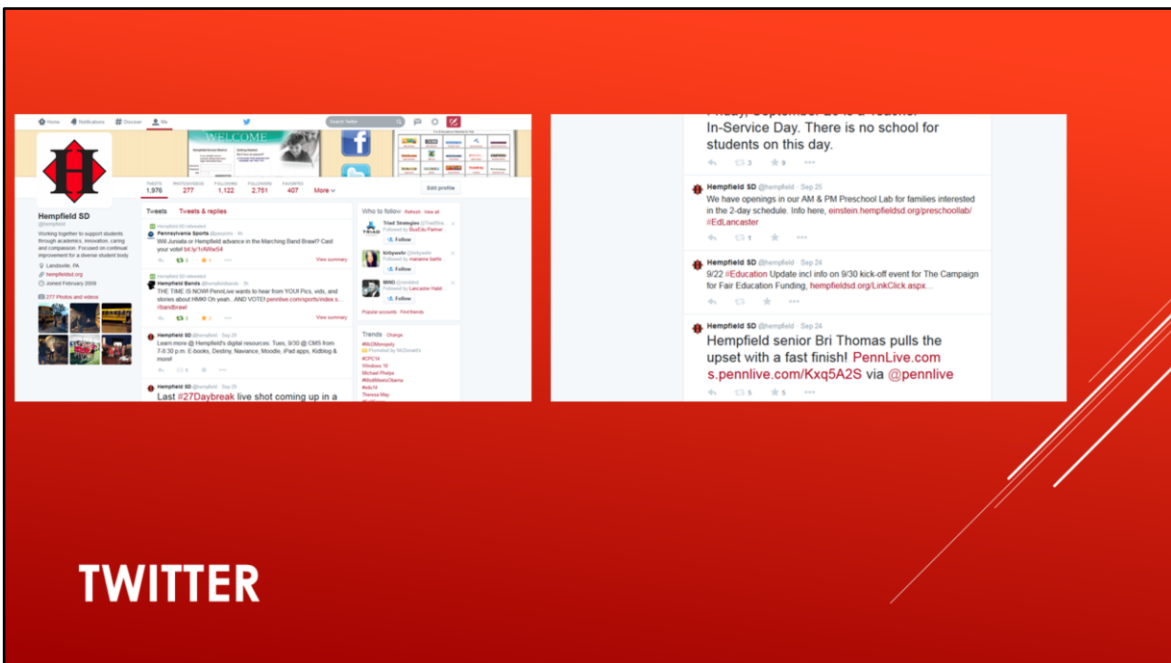
WEBSITE PRESENCE

- From the school webpage, you can also view:
 - Monthly menus
 - PTO Board Info, meeting minutes, upcoming events (where applicable)/WHHS News (HHS)/Homework Hotline (CMS/LMS)
 - Staff Info by grade level
 - School calendar – event listing



FACEBOOK

- Each school building also has a Facebook page.
- We use these pages for school-specific announcements and reminders.
- We post school event/classroom photos, news stories, and also information that impacts students and parents across the district.



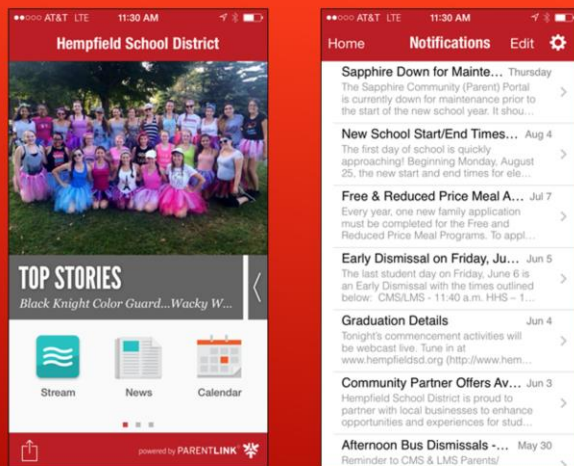
- Twitter provides a districtwide overview; tweets are not specific to one school or area
- In a period of 14 months, we have increased our Twitter following by 200%, garnering the Pennsylvania School Public Relations Association “Excellence in Education Communications Award – Social Media” Award.



TWITTER #HASHTAGS

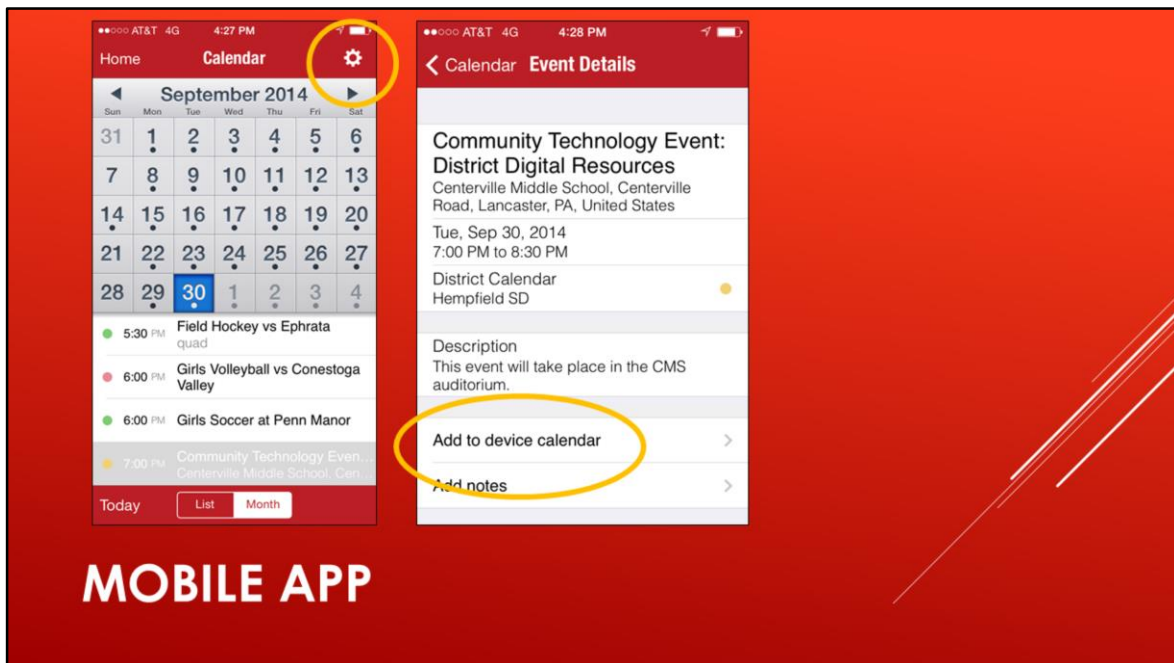
- Information – especially on social media – can feel overwhelming.
- 500 million tweets a day which means about 5,700 tweets a second, on average
- Pictured are some hashtags that we've used successfully this past school year to help organize conversations.
- #AskBrenda – engage community members who may be unable to attend Community Forum events.
- #SCHOOLBOARD tweets implemented last August (positive feedback from community members and staff members who cannot attend board meetings)
- Processed 400 #HHS2014GRADUATION tweets for the projection screen at F&M. In total, 698 tweets used our hashtag #HHS2014Graduation, and the topic was "trending" (meaning, it was very popular!) locally. We had 403 contributors.
- Use of hashtags for media promotion -

#EdLancaster, #NPRedchat – to gain attention and promote positive events across our district



MOBILE APP

- The mobile app is free to download and available for both iPhone and Android users.
- Search “Hempfield School District” in the App Store/Google Play.
- The mobile app was launched last summer. 6,300+ mobile app downloads to date.
- “Notifications” are one essential area to highlight – reserve these for “high level” announcements, last minute notices, emergency alerts.
- The mobile app DOES NOT replace our phone call service for school emergency information!



- By clicking on this icon, you can set-up your calendar preferences – choose from “district calendar (pulls directly from the same calendar as the website),” “all athletics,” or select specific athletic sports.
- Click on a specific event to view more details – and add the event to your mobile device calendar.



MOBILE APP

- Athletics – news and link to website
- District Twitter - @Hempfield
- Choose from any school Facebook page
- Cafeteria – menus
- MySchoolBucks – load student account
- Community Partner Offers – coupons/special deals from our sponsors
- Parent Access Signup – Community Web Portal (Sapphire) log-in
- Tipline – safety concerns, incidents of bullying, suggestions
- Resources – student handbooks, Hempfield App Guide
- Tech Resources – tech splash page with many of the tools being demonstrated tonight
- Settings – follow/unfollow specific schools, configure alerts

- The Hempfield Mobile App, @Hempfield Twitter, school Facebook pages, and district website are the most reliable resources to find information on a school closing or delay.
- Due to the consolidation of television and radio stations into media clusters, we have fewer stations to inform the public of our school closings and delays. We contact only the list below. Other stations may report HSD closings and delays but we are not responsible for providing them with information.

Television Stations

WGAL – 8 (NBC)
WPMT – 43 (FOX)
WHTM – 27 (ABC)
WHP – 21 (CBS)
WLYH – 15 (CW)
WITF – 33 (PBS)

Radio Stations

WJTL – 90.3 FM
WLCH – 91.3 FM
WROZ – 101.3 FM
WDAC – 94.5
WITF – 99.7 FM, 89.5 FM

SCHOOL CLOSINGS & DELAYS

- Hempfield School District communications channels are the most reliable resources to find information on a school closing or delay.



- Hempfield School District still provides a wealth of information in print publications (3x per year) – Hempfield Roundtable and Annual Report
- GOAL: Enhance district publications to allow greater interactivity
- Currently including more QR codes to obtain additional information on our website
- Transitioning these print publications online with the goal of phasing out print by 2016.

Questions?
Comments!