I.   Truthful joke: Learning from Failure

A. Best practices came from "Please, God let this never happen

again" after "That's the address on the website!!" echoed through

the building

B. Not going to be a math class, jumping ahead into more details

with 20 options. Hated that as a student.

**Goal is to share tips. Don't have it all figured out.**

*Remind people that technology always has updates, changes. No one*

*answer for everything, such as "the only program you'll ever need."*

*Not true, as we've seen with Facebook.*

*Continue to learn and pick up skills.*

**C. Pass out sheet asking for free option ideas**

II.    Beat practices learned from "I don't ever want to have this happen again"

Consistency, Availability, Simplicity

    A. Consistency: same logo on multiple platforms, same addresses and contact information. Refer to logo in pictures.

    B. Availability: make sure people can contact you, whether by email or phone number. Google Forms too.

    C. Simplicity: rely on the same pictures showing your entrance. Use on multiple platforms.

    D. Example: person who filled out Google Forms and saw the email to contact me.

III. Share Times Record experience: "I didn't read the story but I saw the photo"

    A. Images rule

    B. Local faces matter more. Even better, happy local faces.

    C. Repeat "local, local, local" and news surveys

IV. Free Stuff: Canva

    A. Invitations, certificates, staff directories

    B. Mailchimp helps with targeted messaging. Paid and unpaid versions.

    C. Mailchimp can use photos. Weblinks can be connected to photos.

    **D. Canva can be used for illustrations, with weblinks embedded**

    E. Other options CourseStorm messaging, FB links, QR codes

    *QR code tip: they work when you have something to promote,*

    *such as a new schedule*

    F.  Hootsuite has fewer options but can help


V. Working on messages. One way to engage is "Call to action," such as

"Check this out!"

(if time, mention the bullhorn is from Canva with screenshot))

    A. Free ways to track information on Facebook, Twitter

    **Impressions means number of times used**

    **Facebook professional dashboard**


**VI. Stop and ask for audience for ideas from notepad**

A. Read passed-around list

**B. Give summary handout. Maybe repeat joke of not being like superintendent who gives copies of all slides.**

C. Mention "bag of tricks" to help with presentation

VII. Calling Captain Obvious: Truths worth repeating

A. Local connections work. Promote local people. Benefit from local skills, such as photographers.

B. Show Towns' stuff, our cover

C. Share local media, stories. They might appreciate an increased in traffic. From Sun Journal, WGME

D. Towns' photos caused an increase in views. So did students sharing pictures.

E. Local pictures honor people too. Make them feel included.

**Graduation photo tip: take shots during practice speeches.**

VIII. Google Photos helps

A. If a shot is good, reuse it. And again.

IX. Google Maps is your friend.


X.Repeat lessons from the beginning:

Consistency – make sure people know where you are

          Availability–ensure contacts are easy to find, various options

              Simplicity – local content