

CUSD Digital Platforms & When to Use Them

FOR SCHOOL SITES

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School Website (CMS): An Informational Resource

WHAT IS IT?

In 2018, the CUSD Digital Communications Team partnered with eSchoolView to create a new website for every school site and a few district programs.

WHO MANAGES THIS PLATFORM?

Every school has a webmaster.

WHAT INFORMATION GOES ON THIS PLATFORM?

As a guide, think of what parents regularly call the office for? Chances are, it should be posted somewhere on the website!



- School events, calendar, news, stories, updates etc.
- About the school: staff, newsletter files, bell schedules, maps, etc.



- What do parents want to know? Meals, enrollment/registration, parent resources, attendance, etc.



- What would students need to refer to? Academic help, awards, meals, co-curriculars, athletics, clubs, coaches, etc.
- Other School Resources: Library, policies, etc.

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CUSD App:

Most Used Resources at Hand

WHAT IS IT?

- CUSD's mobile app
- Most content on the app comes from school websites (CMS). App users can opt in to follow multiple school sites and/or receive push notifications. *If your website content is not up-to-date or blank, it will also be out-of-date or blank on the app!*
- Available for download in your Apple App store or Google Play store. Search "Clovis USD."

WHO MANAGES THIS PLATFORM?

Your school's webmaster indirectly creates content for the app when he/she . Actual app management / alterations are managed by district support

WHAT INFORMATION GOES ON THIS PLATFORM?

Information is pulled from the Website/CMS, including:

- Newsfeed (includes news article & linked social media accounts)
- Calendar
- Staff Page
- Bell Schedule
- Report an Absence or Attendance information
- Nutrislice link
- Peachjar link
- Student/Parent Connection link
- Map to School
- Wellness resource information

IS THE APP CUSTOMIZABLE?

YES! Contact District Support to:

- Connect social media accounts
- Add information form a different category not listed
- Create a separate section of your app (i.e.: athletics forms/resources/information)

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Instant Connect: 1-Way Communication

WHAT IS IT?

- CUSD's school-to-parent/guardian messaging system for **phone, email and text messaging**.
- This platform is a one-way messaging system and works off generated lists exported from Q and imported into the Instant Connect user's platform.

WHO MANAGES THIS PLATFORM?

- Principals, DP/GIS, Office Manager & Registrars are automatic managers
- Additional Accounts must be manually created by [Darren Grubel](#)

WHAT INFORMATION GOES ON THIS PLATFORM?

- School-wide or grade-wide messages & announcements
- Messages from the principal / administration
- Auto-generated truancy / absence calls
- School emergency information

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eSVShare App:

Post to multiple platforms from one app

WHAT IS IT?

- An app used ONLY by Area Superintendents, school site Principals and Deputy Principals.
- This app combines all eSchoolView products into one app that benefits administrators who may not know the inner-workings of each individual product.
- Available for download in your Apple App store or Google Play store. Search “eSVShare.”

WHO MANAGES THIS PLATFORM?

Area Superintendents, Principals and Deputy Principals.

WHAT INFORMATION GOES ON THIS PLATFORM?

- Attention-grabbing posts to the CMS homepage/school’s app
- Push notifications to those following your school’s app
- Social media posts (currently only FB/Instagram/Twitter)
- Phone/Email/Text through Instant Connect’s lists tied to your user account

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Peachjar:

School Flyers & Events

WHAT IS IT?

- Peachjar is an electronic flyers database. Parents can access all flyers posted by their school or district as well as sign up to receive emails when new flyers are posted.
- A link to these flyers is also placed on your school's website and school app.

WHO MANAGES THIS PLATFORM?

This is typically managed by an office manager or administrator.

WHAT INFORMATION GOES ON THIS PLATFORM?

- Advertising school events (i.e.: School Carnival)
- Advertising area or district events (i.e.: High School Foundation fundraisers)

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Remind (& Similar):

Teacher to Student/Parent 2-Way Conversation

WHAT IS IT?

- Remind is a free app/dashboard that allows teachers or coaches to 2-way communicate with student or parent groups without sharing personal phone numbers.
- Students/Parents can sign up for a teacher's class via text message or download the Remind app.

WHO MANAGES THIS PLATFORM?

Each teacher manages their own account. This is not district supported and not meant for whole school/groups over 150 users.

WHAT INFORMATION GOES ON THIS PLATFORM?

Allows teachers to send out mass information/reminders/files/messages to students/parents subscribed to the class and allows students/parents to respond to or ask questions of the teacher.

Free Version Limitations

- Each teacher account can have a maximum of 10 different classes (used for different periods or subjects, etc).
- Each class can only have 150 members.
- Should not be used for school-wide messaging or entire grade level messaging.
- Possible class size issues for programs/classes/teams like orchestra or football that have more than 150 members.

Paid Version

- Paid for by the school: \$4 per student, per year
- Additional \$0.50 per student, per year for additional features
- No class or size limitations
- Archives all messages between students/teachers/parents
- Larger character limit on texts (600)
- Data available to track and measure audience behaviors

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N/A

Social Media Overview:

A Friendly Presence/Interaction with Your Community

WHAT IS IT?

Facebook, Twitter, Instagram, YouTube and Snapchat

WHO MANAGES THESE PLATFORMS?

It is recommended that a minimum of 2 CUSD staff members (not PTC) managing your official school accounts.

CAN MY SCHOOL HAVE MORE THAN ONE SOCIAL MEDIA ACCOUNT?

- Yes! You are more likely to reach more of your school's community when you use multiple social media channels.
- On any given channel, your school may have multiple accounts for different programs, if you wish. For example, a high school may have different Instagram/Twitter accounts for athletics, activities, drama or other club accounts.
- Parent Teacher Clubs may have their own accounts, but they should NOT be used as or take the place of official school accounts.

BEST PRACTICES

- Contact district support to connect social media accounts to your school's app!
- Don't post late at night or too early in the morning. Followers could get multiple push notifications.
- Peak posting traffic times: Thursday/Friday 1-3pm
- Use your district email address to create your account. **Please share all official school social media login information with district support.**
- Don't always post the exact same post on every platform. Each has its own strength on how it interacts with your followers.
- **Can I delete negative posts?** You MUST monitor your platforms for appropriate posts, BUT you cannot delete every negative post. See the Official Social Media Manual for more guideline protocols.

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Facebook & Instagram:

Photo Presence

WHAT SHOULD I POST?

- Photos and/or news about your school's brand, "sneak peaks" into the lives of teachers/staff, events, introducing new faculty, reminders or announcements.
- Anytime a photo or video can be used, the better!
- Posts can connect to your school's app (appears in Newsfeed) and eSVShare app.

HOW OFTEN SHOULD I POST?

- Industry best practices say to post up to 20 times per week! Sounds like a lot, but if you are sharing the load with other faculty, that's only 3-5 posts per day.

HOW DO I USE "LIVE" & STORIES

- FB & IG Live are great for live video for school events, big announcements
- FB & IG Stories are great for timely photos & videos you want to share with your community. They will be live for 24 hours and will not live in your post history after that.

SHOULD I USE FACEBOOK & INSTAGRAM DIFFERENTLY?

- Use Facebook to share photos, videos, links to articles. Links to other websites are clickable on FB. Longer captions/explanations do better on Facebook than Instagram.
- Use Instagram primarily for photos with short captions. Video links are not clickable in IG posts.

WHAT KIND OF ACCOUNT SHOULD I USE?

- Facebook: Create account as a **page** and not a person for legal reasons. You can create the page with your personal account and grant admin rights to Clovis Unified School District.
- Instagram: Create as a Professional Accounts using "School" or "Education" as the category. This also allows FB & IG to be connected for simultaneous posts when desired.
- Contact District Support with any questions.

HOW DO I USE HASHTAGS?

Hashtags can be used on Facebook and Instagram. See "Twitter" page for more details.

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Twitter:

Live Updates / Reposts

WHAT SHOULD I POST?

- Use for “Play-by-Play” Posts: For example:
 - Updates to sporting event scores
 - Things happening on your campus NOW
- Retweet other feeder school posts in your area or district posts
- Retweet articles about your school/area/district or education
- Use hashtags! See below.
- To tag other users or school accounts, use the @ and then their account name

HOW DO I USE HASHTAGS?

Use hashtags (#) when applicable! This is a way for users to track, add & interact with posts of similar content.

- For example: #clovisusdbacktoschool19 added to any social media caption will create that “tag.” When the hashtag is clicked or searched, the feed will pull up any posts with the same hashtag.
- Still confused? Search **#catsofinstagram** on Instagram to find out!
- Hashtags have no spaces between words & no capitals or punctuation.
- You can create your own hashtags!



Snapchat:

Live Events

WHAT SHOULD I POST?

- Snapchat posts are only live for a brief period of time. Use similarly to FB Live or Instagram Stories!
- Post videos/photos about that capture your school's spirit, energy and atmosphere. For example:
 - Activities department/events
 - Graduation
 - Rallies
 - Etc.
- Snapchat is great for one-way communication with students since it is the primary social media used by 12-24 year olds.

WHAT'S TRENDING?

Do a student or staff takeover! This lets a featured student(s) or staff member "take over the account." This can be done under supervision but provides a "point of view" persona of who actually makes up the school population.



YouTube:

Edited Videos or Collection of Videos

WHAT SHOULD I POST?

- Edited Videos
- Create separate filters, lists or collections within your account to organize your “Broadcast News” videos from your “Spring Testing” pump up video.
- Channel and/or specific videos can also be shared Facebook!