[Social Media]

When it comes to social media and getting your message out there, it's important to choose the best, most effective channels. Often communicating through social media such as Facebook, Instagram, Whats App, your Learning Management System or LMS and even plain old email simply falls flat or worse, turns into an expensive digital wasteland!

A common reason for this is a lack of strategy and planning. Working out what content to put on what platform and when is a key to your success. Having a staff member responsible for managing, and coordinating social media and other channels of communication is often an essential part of your organisation and key to delivering strategic goals, such as more efficient and timely delivery of information and services to students. Also, if you put this portfolio in place, it can be an added part of this staff member's role to monitor analytics and feedback from students to ensure that effectiveness is measurable.

Remember that students and staff may not feel comfortable opening up their social media accounts to the wider community - preferring to lock them down to close family and friends. Students and staff might be more comfortable with a separate class or school account, facilitated by teachers or activities coordinators.

A lot of students in focus groups report that they like the personal directness of email and for others, old school letters and notice boards are expected. Also it's important to work out whether your digital communication platform is push, pull or a bit of both. Are you "pushing out" information in a top down manner or do you want to "pull in" content to share. Centres that have well thought out communication plans and social media strategies tend to get the wash-back they are looking for from students and staff. These Centres use social media and other communication channels wisely and effectively.