



St Luke's
Catholic College

Social Media at St Luke's Catholic College



You **Tube**

Skoolbag 
Smartphone school to parent communication

Why do we use Social Media at St Luke's?

Communication
with parents

Most
important

Building the
community of
St Luke's



Marketing to
the broader
community



As a next generation school, there is quite a bit of interest in what is happening at St Luke's - people want to hear about us!

Making the most of your social media time

We have all experienced a feeling of being time poor and social media can often be viewed as a time waster. The 'scrolling' design of many different social media platforms means that we can become a bit mindless and lose track of time.

If you are concerned about time wasting on social media, there are some actions you can take to make your time more focused.



Tips for time effective social media use

1. Allocate times for social media. If you only want to spend 15 minutes on social media, set an alarm. It can be easy to slip into a social media time warp.
2. Don't follow people/businesses/organisations that aren't providing you with valuable content. And remember; you can always unfollow!
3. Search for particular people or businesses and go directly to their accounts to see their feeds, rather than scrolling through your entire newsfeed to find them.

Engaging on Social Media: Why and How

Social media is called just that for a reason: it's designed to be SOCIAL. Engaging with friends, colleagues, businesses and your Professional Learning Network (PLN) will give you a much richer experience on social media.



- Like the page
- Share the page
- Invite friends to like a page
- Like a post
- Comment on a post
- Share a post
- Tag a friend



- Follow someone
- Retweet
- Like a tweet
- Quote a tweet
- Use hashtags #
- Mention @
- Direct message
- #FollowFriday



- Like a video
- Share a video
- Post a video to another social media platform



- Like a post
- Comment on a post
- Use hashtags #
- Mention @

W W W

WHAT WORKS WELL?

E B I

EVEN BETTER IF...

