



FEBRUARY 16, 2021
CLUB ADVISOR MEETING

Welcome!

MEETING AGENDA

- 4:00-4:30 Arrival
- 4:30-5:00 Social Media for Your Muse Club 
- 5:00-5:50 Your Success Stories
- 5:50-6:00 Muse Updates and Raffle



WELCOME, KENNA!

Kenna Goodrich is a Muse alum from Carlisle Local Schools and digital content specialist at Dayton Children's Hospital. Kenna says of her Muse experience, "I loved getting to go to shows through Muse, but it was super cool when artists would come to us. Carlisle was and still is a small school, and Muse definitely provided a creative outlet for me!"



Why should I consider social media?

- Meet your students, families, school alumni and more where they are already at online
- Everything is virtual right now anyway
- Showcase the fun and work you are putting into your program





Instagram

- Extremely popular with teens
- Image forward
- Easy to share your photos with a quick and easy caption





Twitter

- Short and sweet post shares
- Text forward
- Great for community and business engagement





Facebook

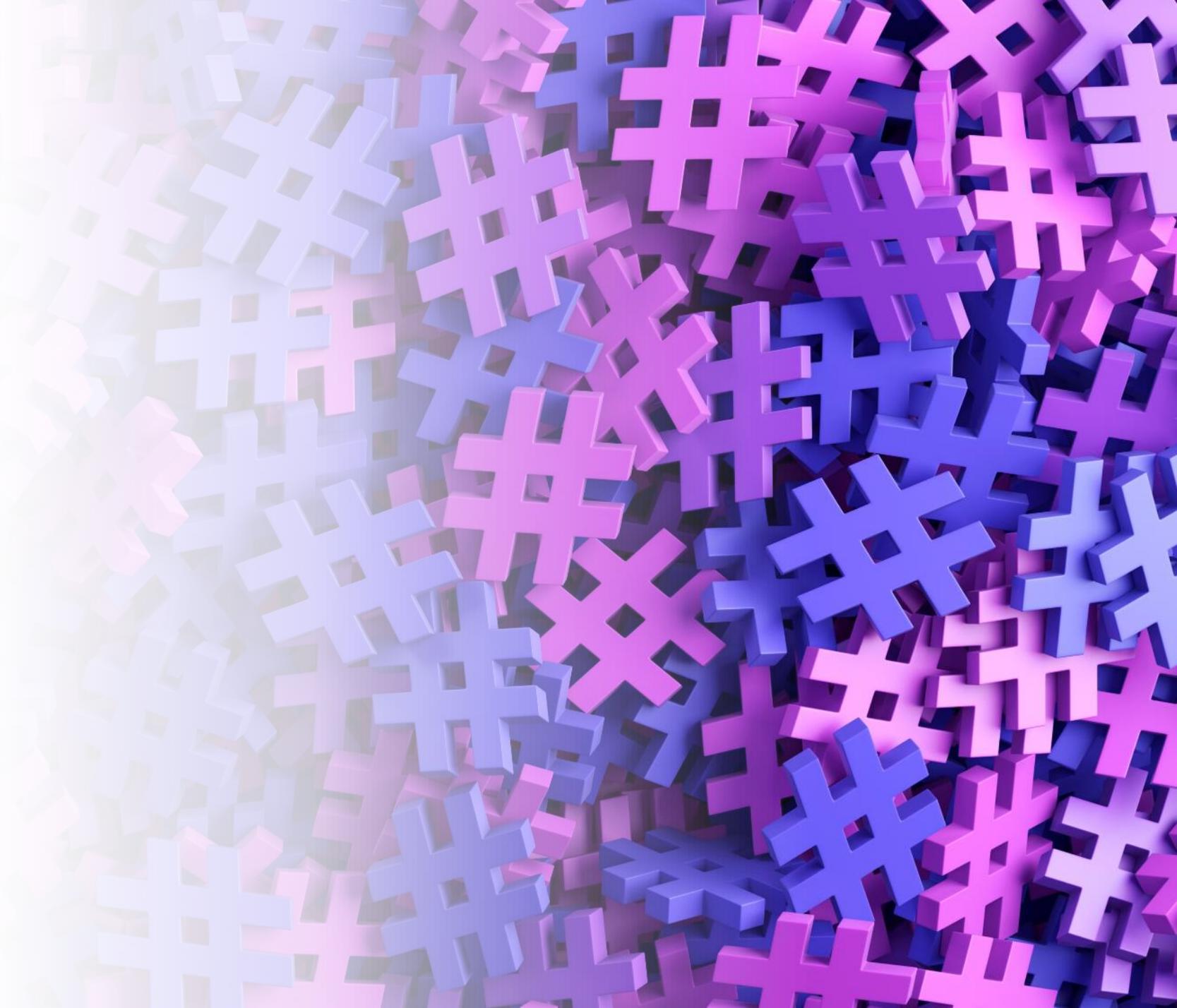
- Text and photo forward
- Social media that serves most ages





What should I post and should I use hashtags?

- Student features, students at events, performers when appropriate, activities you are working on,
- Hashtags are searchable links added to your posts on Instagram, Twitter and Facebook





How Do I Decide Which Platform to Use?



What are my goals?



What are you already familiar with?



Talk to the person running social media at your school to help you decide what will coincide with the channels the school is already using



FAQs

- How often should I post?
- How do I get students to follow me?
- Should I follow other pages?
- What kind of photos should I use?
- Social media is always changing, how do I keep up?





Don't forget!

- Talk to your social media person at your school first or get the proper approvals from leadership
- Make sure you follow any rules the social media team gives you
- Get photo releases of your students, make sure you share student information appropriately
- Share photos appropriately of what you are seeing/who is performing





Don't forget!

- Have fun, be creative, try different things and remain professional
- Keep COVID-19 safety protocol top of mind



TIPS FROM A MUSE ADVISOR

1.) Enlist an all-school campaign to get teachers, classes, and clubs to join Twitter/Instagram. We did this two years ago and it totally took off! Almost every club, elective course and teacher have a Twitter account. Many clubs have an Instagram account.

2.) Make a student the social media chair and rotate the task if many want to do it. Club advisors still control the username and log-in, just divide up how and when kids post. Students love social media, and it will save the teacher time coming up with content as students are used to posting as a habit.

3.) Hold contest campaigns to find followers. If you're a play, offer a free ticket for all those that follow your account during a specific period of time. If you're a class, give away a \$5 Starbucks gift card for liking or sharing a post. Enlist students to follow, like, and promote your posts.

OTHER IDEAS FROM THE GROUP:

- **Find out who your school's social media person is and send your content to them.** Kenna reiterated that these folks are always looking for good news to share about your district! Using the tips in the earlier slides will ensure that your content is ready for posting right away.
- **Muse Machine will gladly reshare your posts if we are tagged.** Include us with @musemachine on Instagram and Facebook or @themusemachine on Twitter.
- **Creating appropriate digital content is an excellent real-life lesson in media literacy for students.** It would also be a fun career skill-building experience. One of your Muse members could very well be a digital content specialist one day!

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VIRTUAL PERFORMANCE SUCCESSES

- **Ponitz CTC:** Club members are meeting after school and watching virtual performances as a group. They watched *The Lyricist* and students shared their own original poetry. Teachers plan to introduce the “I Am From” poem format via this hook.
- **Fairlawn:** Showed *Mythbusting Shakespeare* to sophomore and senior classes. The performance’s section on fools gave the seniors a new appreciation for the role of those characters as intelligent observer. Overall, students were glad to connect in some way to CSC this year!
- **Northmont MS:** One teacher found success with *A Cinderella Trilogy* in her IEP classroom. The captions helped students to sing along, too!
- **Several schools have enjoyed the first-person approach** to the story of *Samantha Dew: Free Woman of Color*.
- **Many of you are inviting other teachers to Muse** by sharing virtual performances with relevant subject areas, which is one positive of this year’s virtual programming!

The Met
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Opera **HD**
LIVE



LA BOHÈME

Opera on Demand & Self-Paced Workshop
Live Virtual Post-Opera Showcase on March 10