

## WORKING TOWARDS THE SOCIAL SCHOOL AWARD

### **Are you a teacher, senior leader or Administrator?**

Are you looking for a professional development opportunity to use key personal & professional skills while usefully reflecting upon and exploring whole school impact evidence? The Social School Award recognises the impact of all your positive professional efforts in the form of one big reflective learning project whose theme is parental & community engagement through social media in schools.



### **Aims**

- To ensure that you have a whole school strategic approach to social media is in place rather than a more piecemeal, unrewarding, unsustainable & higher risk approach.
- To further develop understanding of how whole school issues shape and determine a sustainable, coherent and strategic approach to using social media well
- To highlight new concepts, such as the 'parent journey', highlighting links to opportunities for improving and supporting your existing school communication processes.

### **Content & Activity Description**

Highly relevant to your school development, the activities centre upon carrying out a professional review, reflection and analysis of your school's use of social media at both curriculum and school leadership level. This review will be introduced by writing a reflective narrative or 'whole school story' to set the scene and provide the rationale behind engaging parents and the wider world.

You will bring together evidence in support of the review that highlights both successful and less successful practice where possible. Lessons learned from failure are often powerful and should be included if practicable. The evidence will include a simple two minute (max) 'talking head' style video featuring SLT, Governor and parent representatives.

Your review will show the impact and effectiveness (for better or worse) of how you use different social media platforms, highlighting considerations that you consciously make as needed. Evidence gathered will be authentic and be of benefit to your ongoing school improvement monitoring.

### **Skills/Learning Outcomes**

Personal and key skills being developed

1. conduct a piece of school-based impact evaluation based upon existing practice
2. manage your own time as well as that of stakeholders
3. demonstrate accountability for the direction and management of school activity
4. learn how create a succinct video & capture screen based evidence for submission

## Discipline-specific skills being developed

5. demonstrate an ability to consider and evaluate the impact of your school's unique set of circumstances on setting achievable goals for the adoption and use of social media as part of communication and engagement work
6. demonstrate the ability to provide reasoned advice for other schools, based possibly on your own experiences, on how they could avoid pitfalls e.g.
  - How did you work with governors and parent/teacher association groups?
  - How did you manage parental expectations at the start?
  - What guidance were/are parents given to protect their own and children's privacy?

### Activities, assessment and support methods

This is a simple pass/fail award. You can submit twice and be awarded based upon the evidence you provide via the [website](#) as part of the award registration fee . A third submission will bring an additional small cost.

Form of assessment	% of Credit	Size of assessment e.g. length/duration	Learning outcomes assessed	Feedback method
Final submission including: 2-minute video, screen shots, school story/narrative, documents/policies & commentary describing impact as required.	100	Varies greatly depending on school activity.  <i>Guidance Note: No more than 40 hands-on learning hours should be required.</i>	1-6	Written feedback

Your school will be assigned one of the Lead Assessors as you work toward the Social School **Award**. This person will be available to you for support via email throughout the activities right through to submission assessment.

Written feedback will be provided with the assessment result along with entirely optional recommendations for improving your school's activities as required.

## SOCIAL SCHOOL AWARD PROCESS

### Pre-Registration Activity • Free 5-Step Self-assessment

Follow the 5-Step Self-Assessment to give a good indication of whether your school is ready to register, apply and submit evidence to be assessed for the full Social School Award.

To help you decide whether your school should go forwards, the simple 5 step online self-assessment helps you to see where any gaps may exist that may need work before registering. In this document (starting on page 5) there are 5 simple framework grids that you can use to start gathering your evidence together to build up your school story.

### People to involve

If you lead on communications & parental engagement in your school you can easily follow the 5-step quick process yourself. If not, you may need to speak to colleagues in your senior leadership team & perhaps even parents to be sure that your judgements & reflections are accurate.

### Where to find the Free 5-Step Self-Assessment

Click the 'Tip' button to guide you as to what may be required to meet the criteria at each step.

- [Get Started](#) on the Social School **Award** school self-assessment

### Registering

If it's clear to you that your school can more than adequately demonstrate how it uses social media according to the 5 core areas highlighted by the Self-Assessment, you can then [register online](#). Registering shows your intent to begin the evidence gathering and analysis process to share in your Award submission. Submissions can be made at any time during the year. Assessments can take up to two weeks depending on volume.

### After Registering

We will create your account for the website which gives you access to extra resources. You will be assigned a contact from the Team here to support your work in gathering evidence and building your school story. We will issue the first Award certificate in recognition of your school's commitment to submitting evidence for the full Award within the next 12 months.

### Where to upload your Award Submission PDFs for assessment

PDF document evidence and the 2 minute video are to be uploaded via the [Award Submission Area](#). Please don't submit your evidence by email as it will more than likely be too big and may not arrive safely with us. As a precaution, keep your PDFs and video saved locally on your computer at school and ideally where they will be backed up.

### When will you know if you have been successful with your Award submission

Please allow up to 2 weeks for the assessment to be carried out once you have submitted your evidence.

We will email you with recommendations of next steps & if a re-submission is required we will continue to support you in this. There is no additional cost involved in a second submission.

If the assessment is a 'pass' you will receive the full Award certificate, logos & wall plaque for your school and \*accredited CPD Certificate for the named project leader.

*\*Accredited CPD training means the learning activity has reached the required Continuing Professional Development standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.*

### **Simple Self-Evaluation Framework**

On the pages that follow are some simple grids that may be helpful to record and present your evidence. It isn't compulsory to use these but they may be helpful as you progress through the evidence gathering phase of the course,

<b>Step 1 • Twitter</b>	<b>Tip</b>
<p>Your school can show that it can engage with the local community and beyond. It shares a mixture of operational and curriculum focused updates that generate interaction between the school and the community.</p>	<p>Simple evidence of your school's use can be screenshots of tweets and your school Twitter account(s). Select moments or tweets that show impact and annotate with context. Show a minimum of at least two good examples of the use of Twitter in the curriculum as well as for whole school communication is important for this requirement. Add your reflections on these moments to highlight what was learned for better or worse.</p>
<p><b>Evidence</b></p>	

<b>Step 2 • Facebook</b>	<b>Tip</b>
<p>Your school can show that it engages with existing/prospective families while promoting school values and ethos to the wider community through effective updates of a pastoral or operational nature.</p>	<p>Simple evidence of your Facebook use can be screenshots of updates and interactions via the areas you use on Facebook. Select moments of engagement that show impact and annotate with contextual information. Add your reflections on these moments to highlight what was learned for better or worse. To screenshot evidence, you can use a free desktop or phone app such as <a href="#">Skitch</a> to obscure any content you want to keep private.</p>
<p><b>Evidence</b></p>	

<b>Step 3 • Social Media Policy</b>	<b>Tip</b>
<p>Your school has an up to date Social Media policy that has been ratified by the Governing Body.</p>	<p>Simple evidence of your School Social Media Policy can be the approved policy itself. Give a link to it on your website ideally or submit as PDF. If parts of the policy you feel are unique to your setting please highlight these and provide some commentary. Ideally a policy should not just be about the school's position on staff use of social media. Annotate with contextual information your reflections on the process for creating the policy. Do you see any need to update it soon for example to improve ownership?</p>
<p><b>Evidence</b></p>	

Step 4 • Social Media Team	Tip
<p>Your school has, or may be about to officially recognise, a school-based Social Media Team (school staff) that includes at least one member of the Senior Leadership Team.</p>	<p>A simple Team List of people who run your social media would begin to fulfil this aspect. A balanced team with a voice wider than one person can be very effective for succession planning, quality management, process improvement and simple capacity reasons. What do you see as the benefits of having this team? Provide examples of where team membership was shaped by the school priorities or get quotes from your team linked to how social media and face to face engagement have worked well or not so well in the past to demonstrate organisational learning.</p>
<p><b>Evidence</b></p>	

Step 5 • Parental Support	Tip
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Your parental community know and understand why your school is using Social Media. They play an active and useful part in what you do and constructively engage with school.

If you have asked parents, via Parent Survey, about communications, their response will show their varying levels of understanding/ appreciation of your school's use of social media. Reflect critically on comments from parents via Twitter, Facebook or wherever you are represented as a valid form of evidence for this requirement.

### **Evidence**

## Award Submission Preparation • Your Social School Award Video

A simple 'talking head' style video is one of the best ways to demonstrate how using social media has impacted positively for your school. Avoid slow motion music backed long shots of schools and ideally keep your video focused on the person (SLT, Parent, Governor, teacher) speaking.

### How to do it

This should be a 2-minute maximum video. Keep it simple & don't spend hours on production because the value to your overall submission is in the content not the style. Use something simple like an app on a mobile device to record the video.

### Recommended apps & methods to make your Award video

As you record the 2-minute video it is important to be able to pause your recording and then press record again when you next get chance to record your chat with the next person.

Working like this is far more manageable & means you will have just one video to save & submit instead of having many pieces of video to edit together on a desktop computer.

- iPhone/iPad users should try this app [Clips](#)
- Android device users could look at the [top 10 best video editing apps](#)

### People to involve

Decide who you need to speak to & make it clear what you are going to ask and why.  
e.g.

Let the Head know you're going to ask them how things have changed first using social media to share school highlights with the community. Try to get specific examples, [read our blog post and watch the video](#) showing the video submission of the first ever school to be awarded.

Tell a parent you need to find out what it has been like for them since school started to use social media – try to get specific examples.

Ask a child to talk about a time when their class connected with a company or specialist using social media as part of their learning. Depending on their age you may not want to include their face in a video.

*Support for using apps, if needed, should be sought through the app provider.  
We cannot provide support on third party apps.*

## Award Submission Preparation • Your video & PDF document(s) evidence

You can submit this document, completed with your own evidence, or submit new documents of your own choosing. It may help you to imagine your submission as describing the school's story of how it came effectively use social media. Understanding how circumstance brought about change is useful.

### Provide a summary of where to find your school on social media

To help your assessor find your school presence on social media, please include a simple list of links to where your school is on Facebook, Twitter and any other platforms.

### Reminder: Using the Social School Award website resources

There are supplementary resources and ideas that you might find useful. Click any of the links below, log in & read the five sections to ensure you have covered how your school **connects**, **promotes** and **engages** within each area.

#### Note

The Parental Support section often gets overlooked so do please give this your attention to stand the best chance of passing first time.

1. [Twitter](#)
2. [Facebook](#)
3. [Social Media Policy](#)
4. [Social Team](#)
5. [Parental Support](#)