

Farmingdale School District

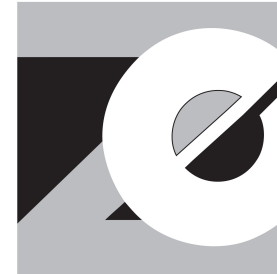
**Communication Plan Presentation
February 6, 2019**



Meet the Team



Dr. Bill Brennan
Cynthia Younker



Ron Edelson
Jake Mendlinger
Greg Quinn
Joshua Jackson



The Media Landscape Has Changed

- Fewer people are watching local television or listening to radio news
- Readership of the Farmingdale Observer, Massapequa Post and other local papers has declined
- News outlets are dedicating fewer resources for good news from local schools



The Digital Age is upon us....

Consider this...

- World's largest taxi company owns no taxis (Uber)
- World's largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telecom infrastructure (Skype, WeChat)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (Society One)

Engaging the Farmingdale Community on Its Terms

Today's communication needs require the district's communication strategy to be more actively engaging.

- **Digital** -- social media, website engagement, email
- **Traditional** -- printed newsletters, local and regional news coverage
- **In-person** -- meeting with PTAs and other local groups to raise awareness of district initiatives

Our Focus

- Increase engagement with the community focused on promoting the excellent educational experience that the Farmingdale School District offers
- Create a consistent narrative about the district's achievement and emphasize student talents
- Develop new ways to communicate and build a more direct, engaging relationship with the Farmingdale community
- Better understand the community's perspective and the ways the school district is viewed (e.g. what people value, what storylines are important, etc)

Where do we get our news today?



FARMINGDALE
SCHOOL DISTRICT

50 Van Cott Avenue | Farmingdale, NY 11735



twitter

YouTube



MailChimp

Blackboard



PARENTLINK



thoughtexchange



NSE_Dalers @NSE_Dalers

We've got GRIT!



AAE_Dalers @AAE_Dalers

A K-5 Elementary school in the Farmingdale School District. Never stop learning, because life never stops teaching



WWP_Dalers @WWP_Dalers

A K-5 Elementary School in the Farmingdale School District. Intelligence plus character - that is the goal of true education.



SEM Dalers @SEM_Dalers

K-5 Elementary School in Farmingdale, NY



PrincipalPena @PrincipalPena

Principal of Howitt MS, devoted husband and father, life long learner, avid sports fan and crazed fisherman



FHS Dalers @FHSDalers

Official Twitter page for Farmingdale High School in Farmingdale, NY.




Social Media Success

Video posts have seen high engagement, and have allowed viewers to click through, which also creates a high retention rate.

Creating a variation of content will allow more interaction with viewers.

Post Details

Video Post Shares See metrics for all videos



Performance for Your Post

Minutes Viewed	525
3-Second Video Views	1,284
10-Second Video Views	765
Average Video Watch Time	0:17
Audience Retention	
Audience and Engagement	

Farmingdale School District: Tim Kubart...
Grammy Award-winning musician Tim Kubart came home to Farmingdale to put on a very special show! Performing at Woodward Parkway Elementary School, the same school he attended as a child, Tim Kubart played songs from his Building Blocks...

1:13 · Uploaded on 01/04/2019 · View Permalink · Copy Video ID

Social Media Success

The January 14 post regarding our Best of L.I. distinction is one of our most popular posts, with a reach of 3,324.

Certain content—such as those that celebrate milestones or those with high-resolution photos—resonate more with users than others. Creating posts that reflect this should be a priority.

Farmingdale School District
Published by Maria Montanez [?] · January 14 at 10:00 AM · 🌐

The Dalers have done it again! For the second consecutive year, Farmingdale High School has won the Best High School Spirit on Long Island award in Bethpage's 2019 Best of Long Island contest. This win is a direct reflection of the district's culture and the enormous pride and optimistic spirit displayed by student body, faculty and administration of Farmingdale High School. Way to go, Dalers!

Bethpage BEST OF L.I. 2019 WINNER
PRESENTED BY BETHPAGE FEDERAL CREDIT UNION
BESTOFLONGISLAND.COM

Performance for Your Post

3,324 People Reached

216 Reactions, Comments & Shares

162 Like	112 On Post	50 On Shares
25 Love	24 On Post	1 On Shares
2 Wow	2 On Post	0 On Shares
11 Comments	8 On Post	3 On Shares
16 Shares	16 On Post	0 On Shares

285 Post Clicks

26 Photo Views	0 Link Clicks	259 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

3,324 People Reached **501** Engagements **Boost Post**

A Million
Farmingdale
Dreams
4,300 Views

FARMINGDALE DALERS

GUEST	12:00	HOME	
03		30	
DOWN	TO GO	BALL ON	QTR.
1	10	20	1

DON SNYDER STADIUM



Homecoming



DALER DIGEST

March 2019

Welcome to the first-ever edition of the Daler Digest! Here we will recap the highlights of the previous month. Scroll through to read about the wonderful accomplishments by our Dalers in January!



Monthly broadcast will recap current highlights and upcoming events.

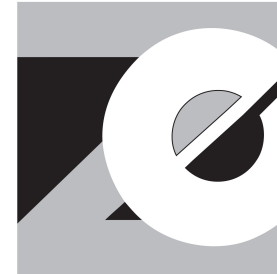
Audience:

- 9,000 + Email Subscribers
- District Audience
- Community Audience
- Other Audiences and Influencers

Team Effort



Dr. Bill Brennan
Cynthia Younker



Ron Edelson
Jake Mendlinger
Greg Quinn
Joshua Jackson

The Team | Content Development

- Local press releases
- Feature stories on the district website
- Newsletter Content
- Cultivate key relationships in the district and with local media outlets
- Cover key events on the district calendar, continuously source stories, and follow up on submissions from a variety of departments
- Synthesize storytelling elements into multimedia presentations to build brand awareness (i.e. A Million Farmingdale Dreams)

Cynthia Younker
District Public Relations

The Team | Content Management and Distribution

- Regional press
- Crisis Management
- Our Schools Newsletters
- Budget newsletters and six-day budget postcard
- E-newsletter - Daler Digest
- Management of social media

Zimmerman & Edelson Team
PR Firm/Nassau BOCES

Is what we are doing working?



How do we bring people together in a way that can **build trust**, make **better decisions** and humanize the communication experience?



thoughtexchange

What does being a Daler mean to you?



57
Participants

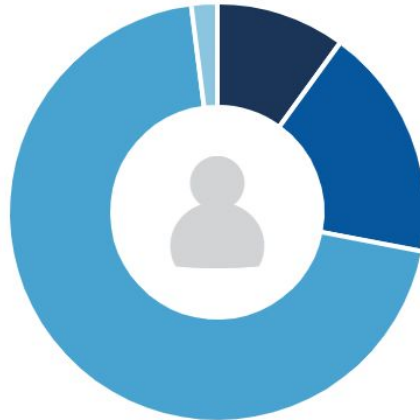


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Thoughts



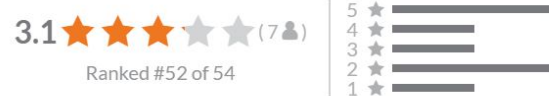
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Ratings

- DQ1 What is your involvement with the district?

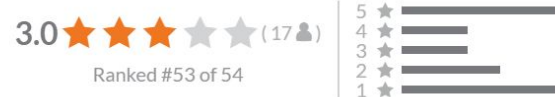


%		
10%	(5)	School Board
18%	(9)	PTA
70%	(34)	Staff
2%	(1)	Other

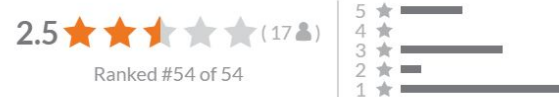
Out working whomever is against you. Taking care of our own.



One rule as a Daler. Never ever cheer for Massapequa. They aren't Dalers?!



Don't go in the woods on Fridays..... You don't want to know.



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THANK YOU !

Questions?