



SOCIAL MEDIA

INFORMATION FOR TEACHERS | FALL 2021

HOW CAN YOU HELP

- Follow @SaskTeachersFed on Facebook, Twitter and YouTube, and invite your colleagues, friends and family to do the same.
- Like and comment on posts of interest to you and share those posts with your network.
- Retweet posts and add value to the conversation by including your own introductions whenever possible.
- Use the hashtags #skteach and #saskteachers in your posts so they are searchable by others.
- Send the STF a message on Facebook or tag us on Twitter with a link to information you think would be worth sharing with members.

WHY WE ARE POSTING

- Social media accounts are an extension of an organization's brand and are used to provide an additional avenue for people to interact with a brand. The Federation continues to build its social media presence on Facebook, LinkedIn, Twitter and YouTube, all of which are used to inform and share information pertaining to education and the teaching profession with members and the general public.
- The goal of the Federation's social media activity is to advocate for the teaching profession, and keep our audience up to date on the education sector. This is achieved by sharing news and information about education that Saskatchewan teachers and the general public may find interesting.
- Comments and real-time interactions help strengthen the conversation and connect the community both inside and outside Saskatchewan. Sharing information makes the public more aware of the issues and challenges in education, not only the triumphs.

WHAT IS BEING POSTED

- The Federation uses Facebook and Twitter to keep followers up to date with current information about our organization and happenings in the education sector. Follow us to hear about professional development opportunities, see our public relations campaigns, and education-related information.

The Saskatchewan Teachers' Federation is committed to providing members with the information they need to support and elevate the topic of education on social media.

Members play an important role in educating and engaging the public on social media with the hope that more people will be informed and talk about education. With a membership of over 13,500 teachers, social media posts made by the Federation have the potential to be shared at an exponential rate – imagine the impact. Let's flood those news feeds.

- Third-party articles pertaining to education, mainly at the local level but at times national or international level, are also posted to inform and encourage dialogue amongst followers. Lively debate and respect for others is encouraged, but profanity and personal attacks will not be tolerated on any of the Federation's social media accounts.
- LinkedIn is a professional networking platform that the STF uses to share job opportunities at the Federation. This allows us to reach people with a broad spectrum of experience and skills, which helps us recruit the best candidates to serve our members.
- YouTube is a video-sharing platform the Federation primarily uses to share videos pertaining to public relations activities. Other types of videos are posted on occasion, including videos of McDowell Foundation research projects and messages from our President. Users can subscribe to the page and playlists of their interest.

WHO SEES OUR POSTS

- STF social media accounts are accessible to the public, so non-STF members are able to follow, share and post comments. This is important because there is an opportunity to inform, educate and establish a following of supporters to advocate for public education to have the supports, resources and funding it requires.
- Members can also use social media to connect with one another and stay up to date on the events, services and programs offered by the Federation, as well as any new initiatives.
- Be aware that some topics, including collective bargaining, should not be discussed on social media. The MySTF section of the Federation website is for members only and therefore ensures that only members are participating in those discussions.

DID YOU KNOW

- Links to the STF's Facebook, Twitter and YouTube accounts are provided on the home page of the Federation website.
- Sharing posts distributes information to a broader group of people, as your followers will share with their followers, and so on.
- Adding your own introductions to reposts and retweets makes them more personal and therefore more likely to be looked at by your social media followers.
- The STF Twitter account has over 6,000 followers and the STF Facebook page has more than 5,000 followers – help us continue to increase these numbers by liking, commenting and sharing our content.

QUESTIONS ABOUT THE FEDERATION'S SOCIAL MEDIA ACTIVITIES?

Contact the Federation at stf@stf.sk.ca.



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