

Significantly improve your content's reach and engagement across all key social platforms with AR&D's Social Media Playbook.



The world of social media is ceaselessly evolving as platforms like Facebook change their algorithms and deploy new “tools” for content creators who are trying to reach targeted audiences. This makes innovation in the digital space a persistent and daunting challenge.

AR&D helps your team keep pace by working to seamlessly and quickly incorporate these changes and new tools into your overall communications strategy. Our proven techniques are designed to increase content engagement on key communications channels, thus furthering the reach of your well-crafted, branded stories.

Social media metrics are critical to fully understanding *what* content resonates with *which* audience. But, which stats are truly meaningful and what do they really mean? We demystify social measurement, helping your team understand which metrics are important on each platform and how to use them to gauge the effectiveness of your brand storytelling efforts.

AR&D's Social Media Playbook is a robust yet adaptable annual social media strategic plan for your district. It is tailored to the district's brand priorities and includes specific monthly tactics for engaging key audiences, ensuring your stories break through the message clutter and reach the families, students and key partners you serve.

## Key Features

Increase Reach. Build Engagement. Measure Results

- Implement best practices and proven tactics when producing content for Facebook, Twitter and Instagram.
- Understand the latest algorithm changes and newest platform features and how it affects your social strategy.
- Gain valuable insights on content performance by focusing on and understanding the most important platform metrics.
- Learn how to produce and optimize highly-valued content such as Facebook Live and Periscope events.
- Review a vast library of content from different brands across the country to spark creativity in message storytelling.



Finding ways to tell your story, while building strong connections to the families and community you serve, has never been more difficult and critical.

In today's world, families are bombarded with messages on so many different platforms. Effective use of social media is vital in breaking through the message clutter and ensuring your branded stories reach your families, students, key partners and the community.

For More Information:

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