

Wired for Connection

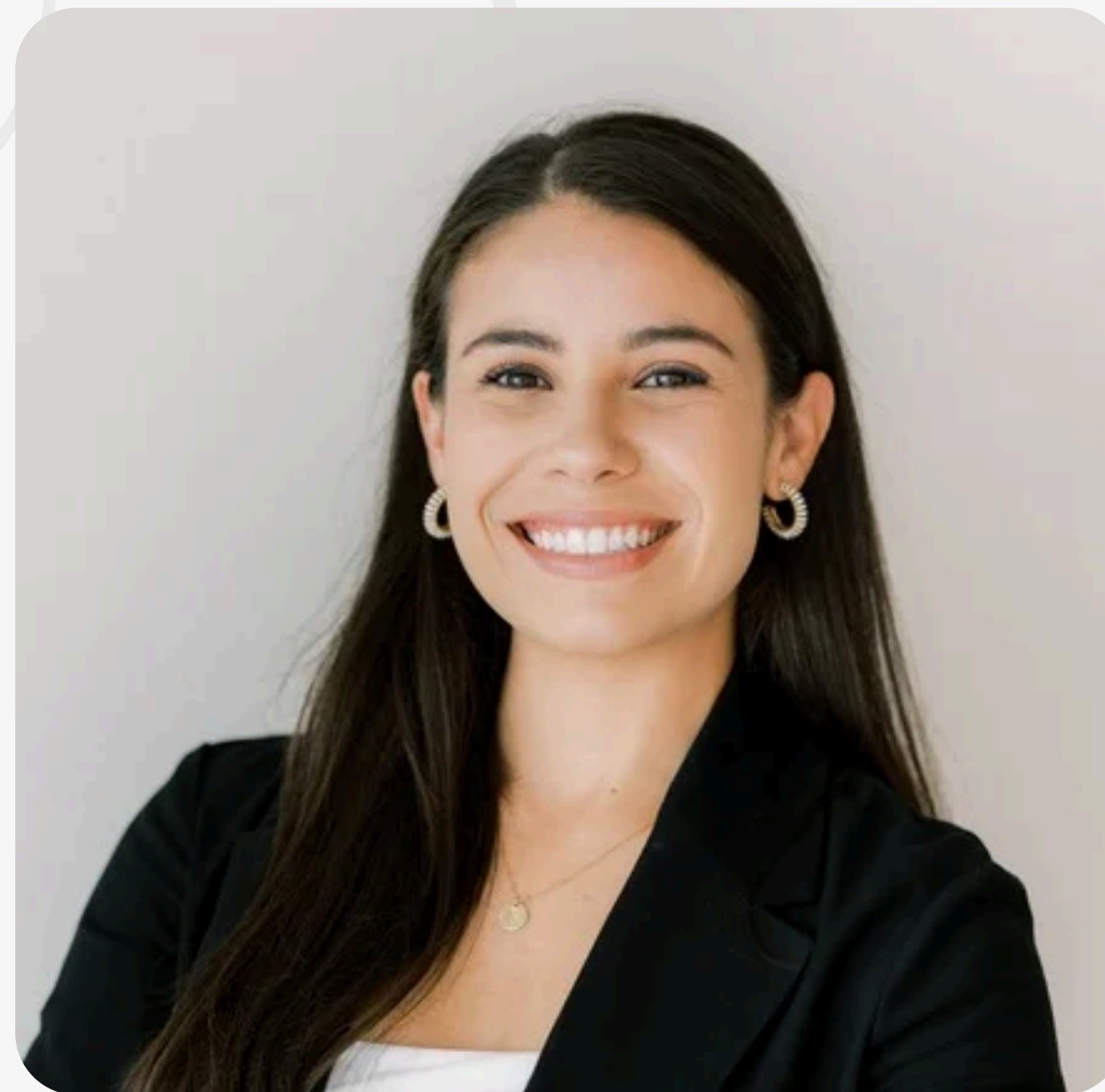
Humanizing Tech through Social Media and
Storytelling

Northside ISD



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@_haileygarza_



Today's Goal:



Show you how a small step and commitment to an idea can help celebrate your team!

Wired for Connection

As you're getting settled...



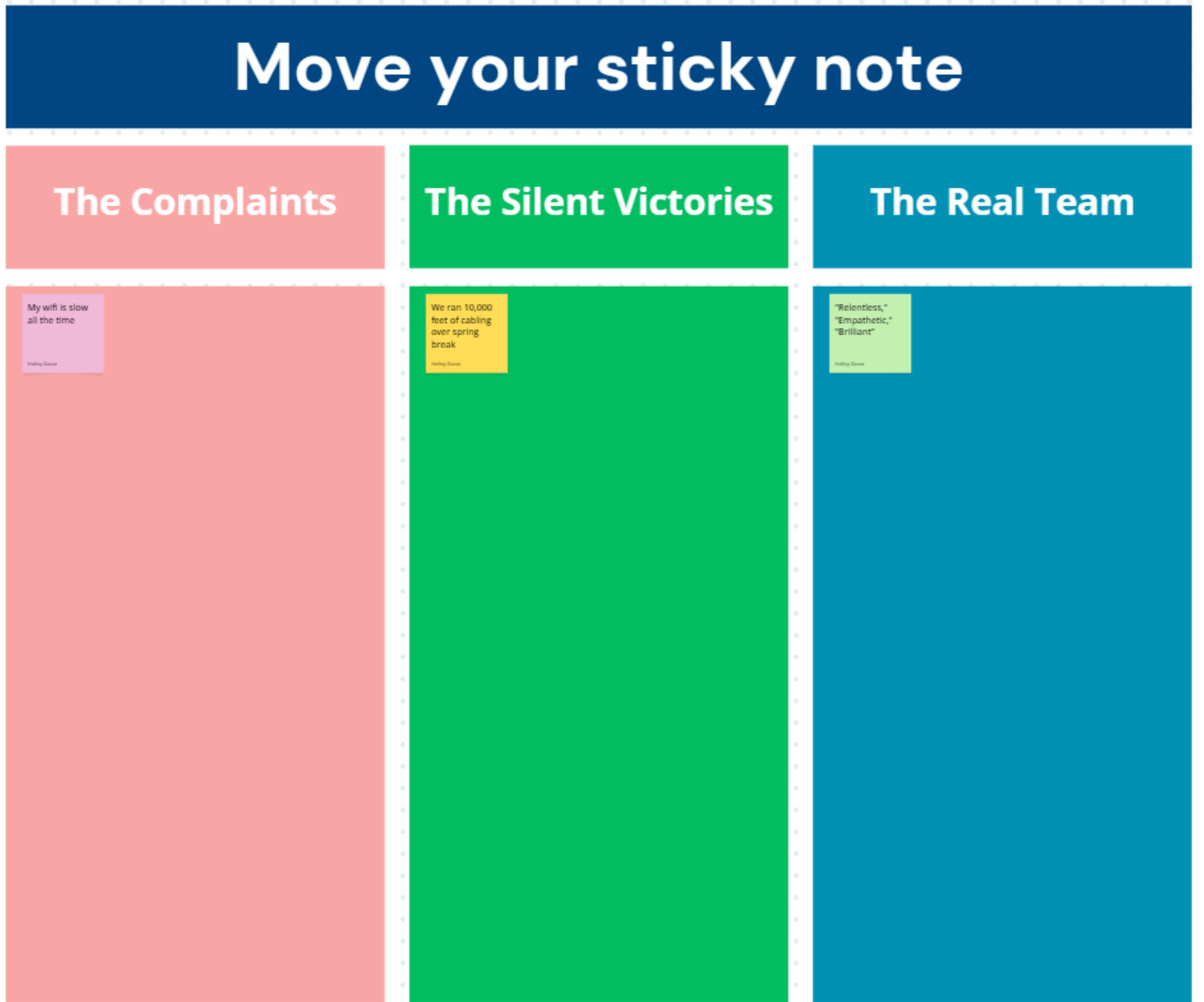
www.yellkey.com/power

Grab a Sticky Note

Pink Sticky Note A complaint you or your staff receives	Yellow Sticky A win your department accomplished this year	Green Sticky Note A word that describes your staffs work ethic
Add Text Sticky Notes	Add Text Sticky Notes	Add Text Sticky Notes
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Next...

Move your sticky note to the best identified area



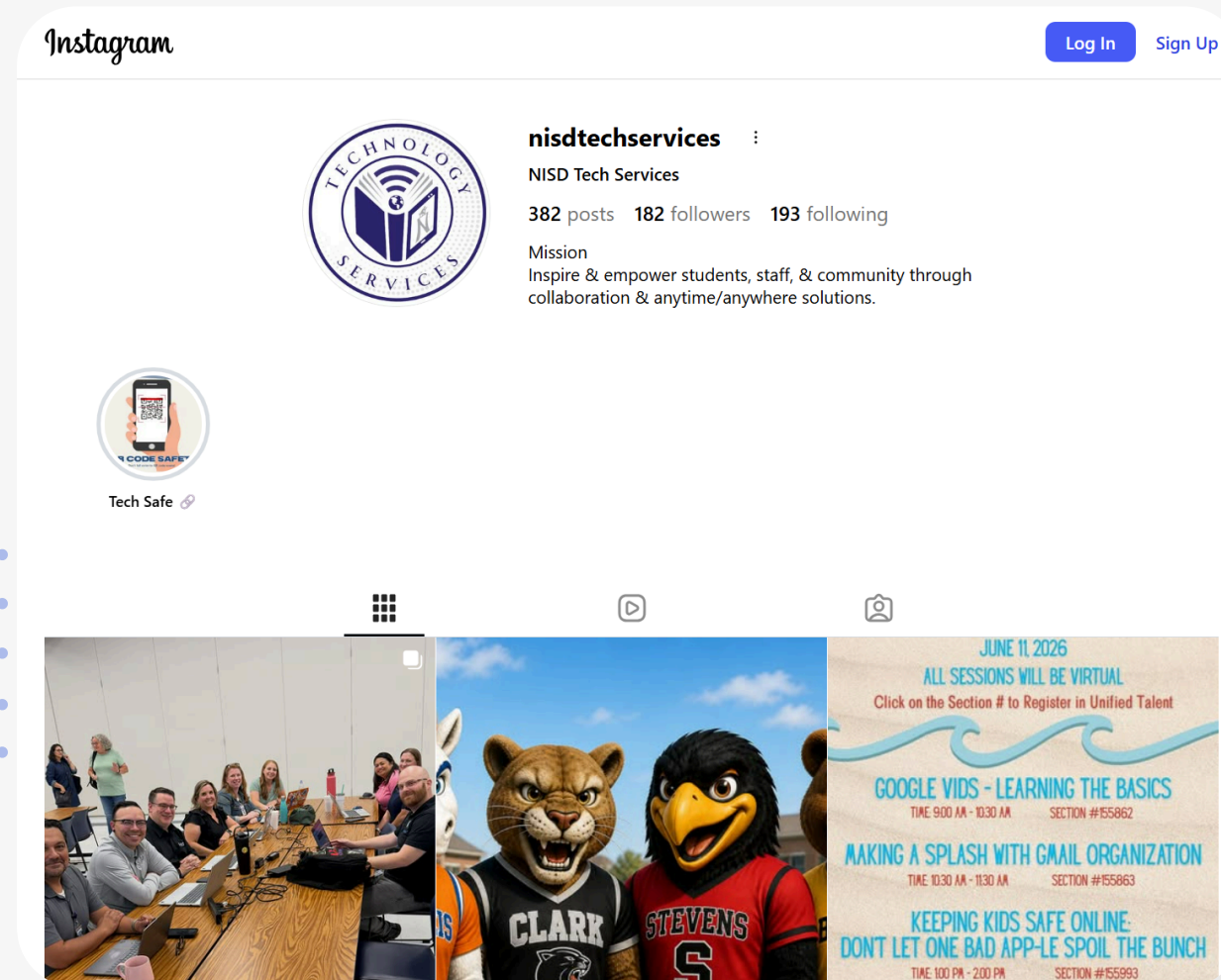
Take a few minutes look at Northside ISD social media pages



Facebook/Instagram:
@nisdtechservices



Twitter/X
@NISDTechServ



**What is
something you
learned about
Northside ISD
Technology
Services?**

**What is a word
you would use to
describe the team
without knowing
anything about
us?**

How we got here...

Have you ever had that one person who has great ideas on your team?

And they were persistent?

Motivating?

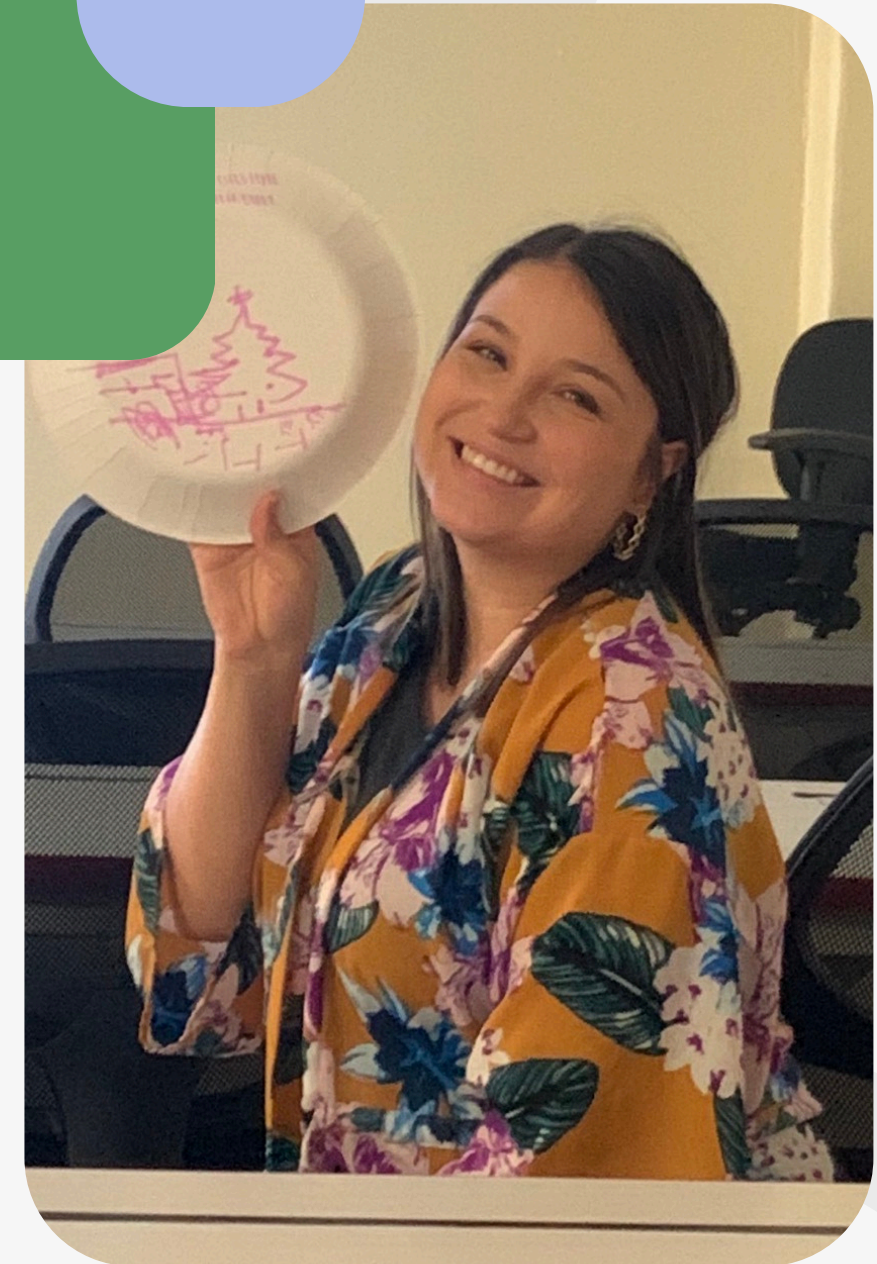
Relentless?

And an excellent planner when it was something they are absolutely passionate about something?



We did, and her name was **Amanda**. It was her persistence that convinced us social media would be a fantastic opportunity for our department, and we simply couldn't refuse her pitch—it was that impressive.

She made it sound simple and promised to be an excellent **Social Media Manager**.



Getting Started

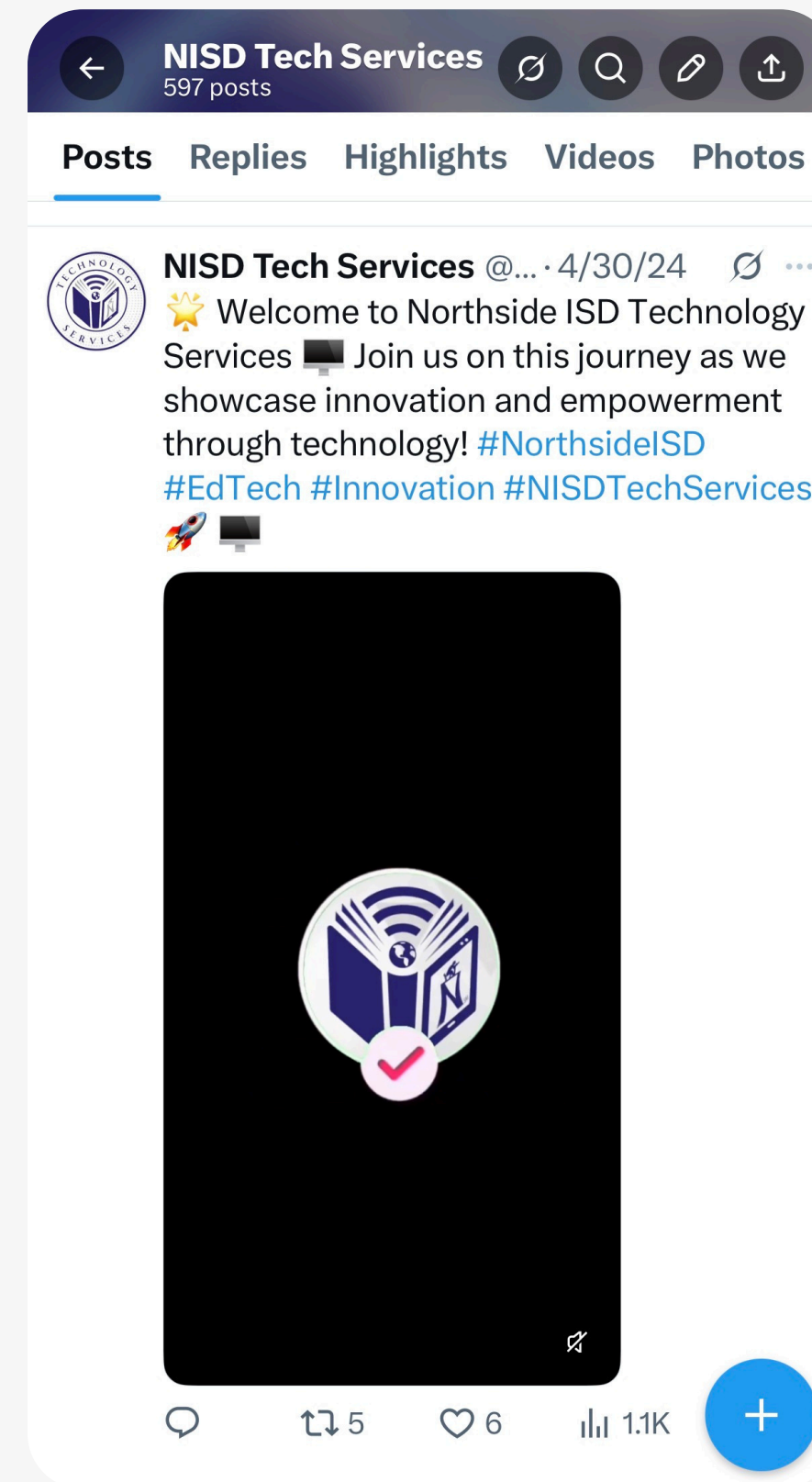
We created a department email account to manage the social media platforms.

We established our presence on

- a. X
- b. Facebook
- c. Instagram

Then we rallied the team to help us post.

Our directors and department leaders played a significant role in sharing stories about their teams.



Communicating Support Needed

Established the type of content we needed

- Behind the Scenes
- Spotlight
- Project Update
- Fun Fact
- anything relevant

Assigned it to the department so there was equity in what was showcased and there were not any “favorites”!

Our spreadsheet was our life line for assigning and gathering content.



Dates			
Who	Notes	Post Text (Please include #NISD at the end of your post in addition to anything else relevant)	Add photo(s) or video(s) in the folder below to add interest to the post
PM/Acquisitions		@NISDFineArts recently partnered with Tech Services to produce new "on hold" music for all district phones. The tune was composed by several talented #NISD students from across the district. Next time you experience hold, enjoy the sounds of our students!	2025 May 5.jpg
IT Support		Committed to seamless support! 🙌 Tanner Welch (IT Support Services) & George Ortiz (Project Manager) went the extra mile to manage the Central Office staff relocation for Phase 1 of HVAC renovations. Their focus ensured uninterrupted service for our #NISD leaders.	2025 May 6.jpg
			2025
T&D		Are you graduating soon or retiring? Don't lose your important Google files! Use Google Takeout to easily download your photos, Drive documents, emails, and more from your school account. Visit http://nisd.tech/takeout for more information on how to use Google Takeout. Secure your digital life before you go!	May 8.jpg
			2025
			2025





Remember Amanda?

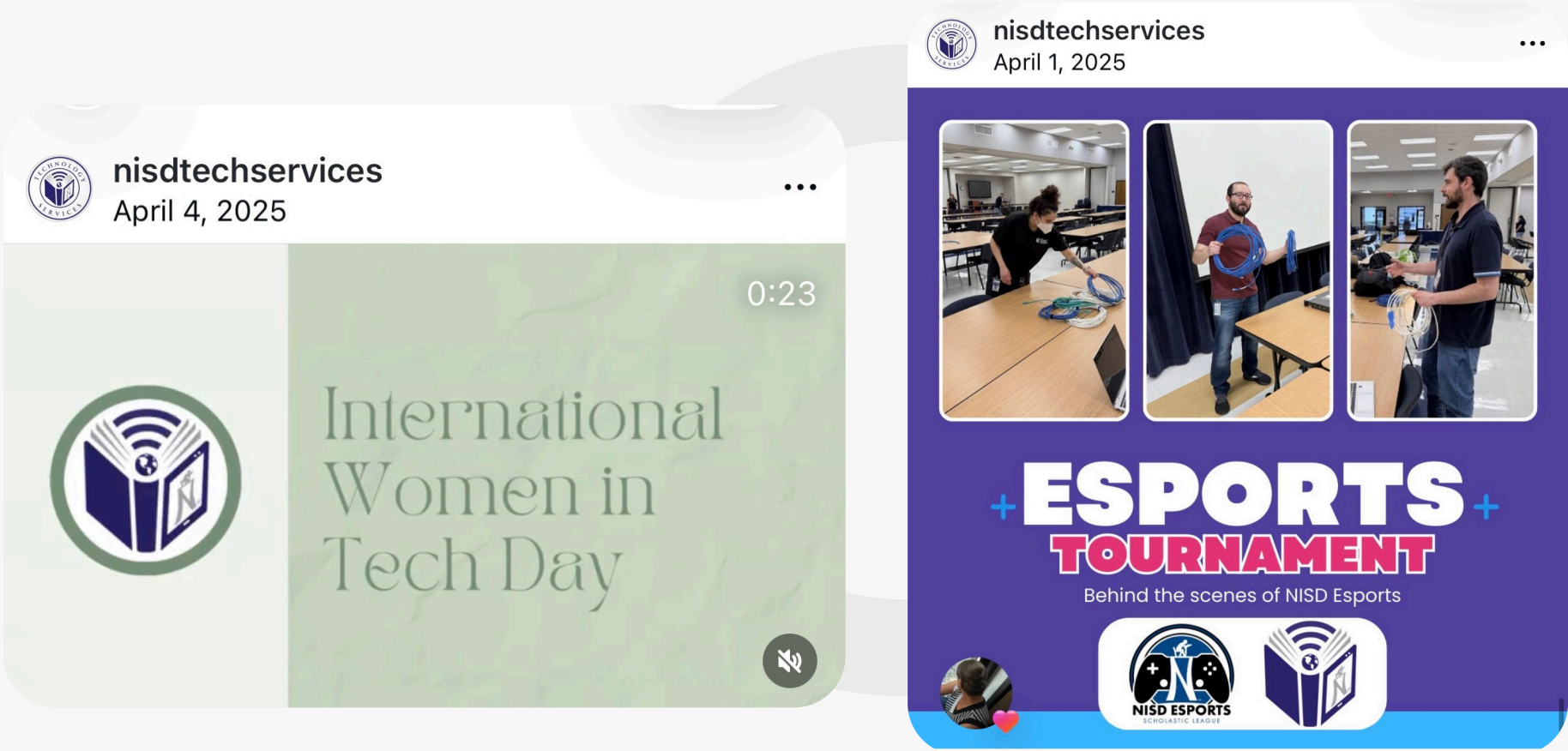
That great idea gal?

She left Northside almost as quickly as we got started!

....and then a new team was established.



Growing Through Lessons Learned



1

Weekly Requests

Transitioned from weekly assignments to monthly assignments.

2

Who makes the requests?

Leadership made the request directly, resulting in greater buy-in, rather than having a staff member email the directors.



3

Photo Prep– Leave no room for an excuse

Our staff needed time to get REAL photos instead of making us AI or borrowed graphics

4

Adapt

Maintaining the management sheet is excellent, but occasionally, it's important to meet people where they are and share responsibilities.





Adapting means making the most of what we've got!

1. Assigning posts to specific people
2. Monthly Themes (Fiesta, March Madness)
3. AI as a start.. but the person creating the draft must really know the team/person
4. Reels



Staff Social Media Content Submission

Share your work highlight, favorite part of the job, and connection efforts for our department's social media post! Don't forget to include a photo.

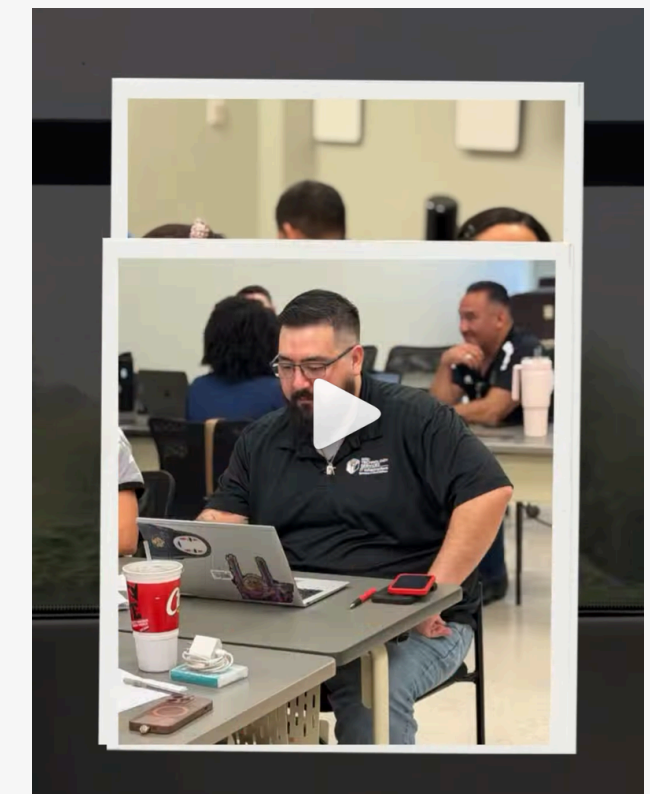
This form is automatically collecting emails from all respondents. [Change settings](#)

Your Name

Short answer text

Provide your text for the post here. Remember to keep it short(ish), X does have a character limit *

Short answer text





Is the effort worth the reward?

Let's think about analytics....



Account insights

Views ⓘ

5,852

Views

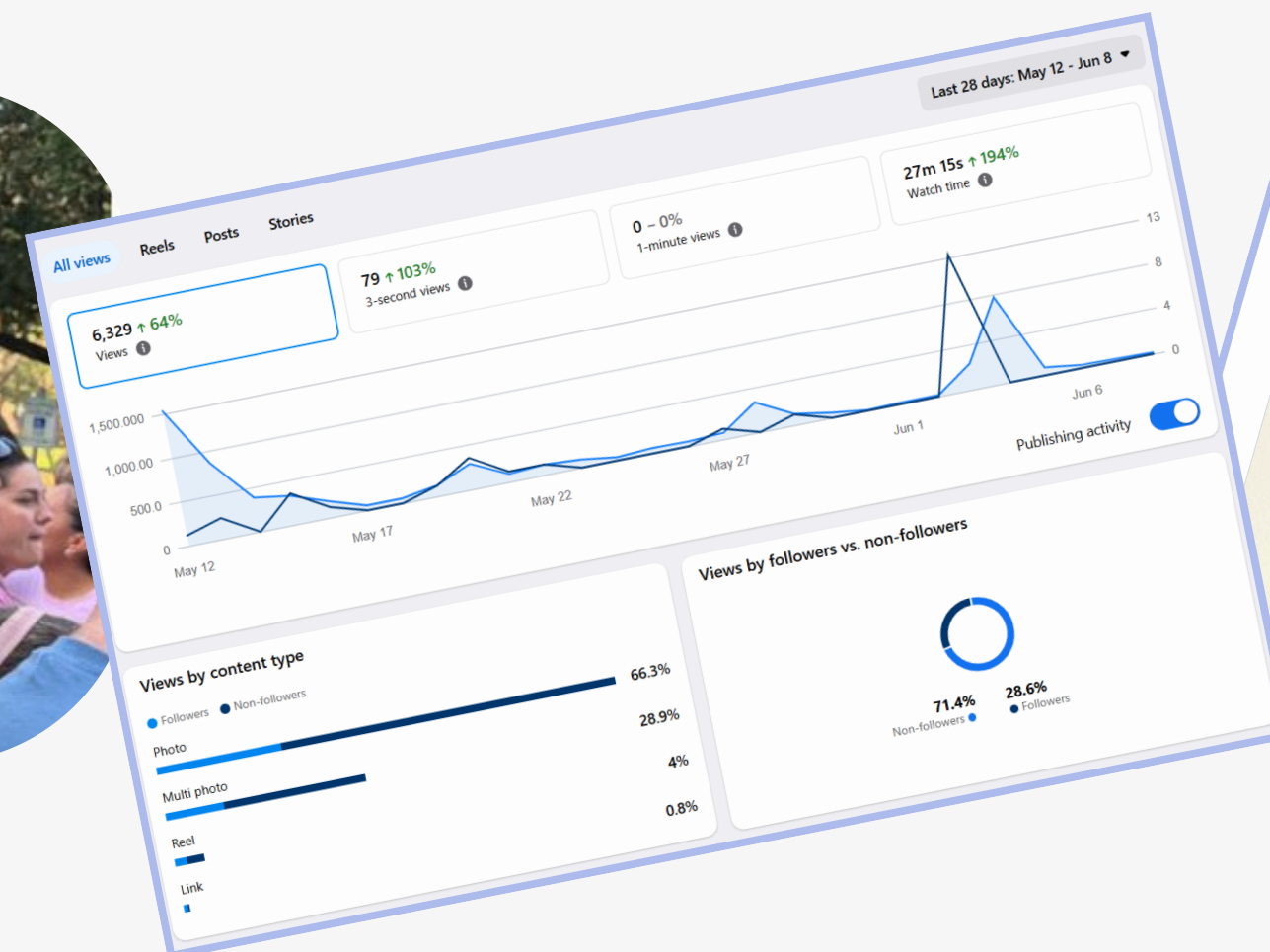
Followers	33.1%
Non-followers	66.9%
Accounts reached	1,808

By content type

All Followers Non-followers

Posts		86.5%
Stories		9.7%
Reels		3.9%

Followers Non-followers



Think about what your community doesn't understand about your department?



By posting content we are writing our own story.

Grab a Sticky Note

Pink Sticky Note

A complaint you or your staff receives

Add Text

Hashtag

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Yellow Sticky

A win your department accomplished this year

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A word that describes your staffs work ethic

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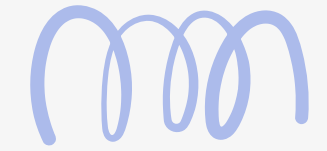
Hashtag



Challenge:
Write a post
based on your
yellow sticky
note....

Share your thoughts with your table
and explain why that post is
significant.





The 30-Day "Staff Value" Campaign Matrix

[Click here for a plan to get started.](#)