

# THE COST OF THE SCHOOL DAY

## Voice network activities – taking action

### Getting your message out there using social media

**Share information with others in your school, people who have an interest in education and your local community.**

Some Cost of the School Day groups have their own social media accounts where they share information about what they're up to, ask questions to their school communities and raise awareness of support available in school.

Auchenharvie Academy (@AuchenharvieT), Holyrood Secondary School (@HolyroodCOTSD) and Braes High School (@OnandUpBHS and on Instagram at [instagram.com/braes\\_cosd](https://www.instagram.com/braes_cosd)) have all used social media accounts to share information about what they're doing.

Pupils from West Calder High School's Cost of the School Day group in West Lothian say:

"We promote our events on a regular basis through our social media platforms. This has been a very powerful way of catching the attention of our local MSP as we tag them and then our posts get more attention too. We continue to raise awareness of cost of school day through our weekly snapshots which are sent to all of our families and people within our community."

Here are a few questions to help you think about how your group might use social media:

- Who do you want to reach? Pupils, parents, school staff? People in your community who can help? Councillors and politicians who need to hear what you have to say?
- Which social media platforms are they likely to be on? X/Twitter, Instagram, TikTok, Facebook?
- How will you use your social media account? What will you say and how often?
- Who in your group will post on your account and keep it up to date? What help might you need from your group leader?
- Are there any risks or potential problems that you need to think about before setting up an account?
- Can your Cost of the School Day account link up with your official school or local authority one? Even more people will see what you say if another bigger account reposts it.