

# NORTHERN SECONDARY – INSTAGRAM PROPOSAL

Feb 5<sup>th</sup>

The Website committee continues to look for ways to share information to parents related to TDSB, communicate school events, and share results and contributions related to the council.

Proposal: In addition to website page, implement an Instagram account dedicated to Northern council news

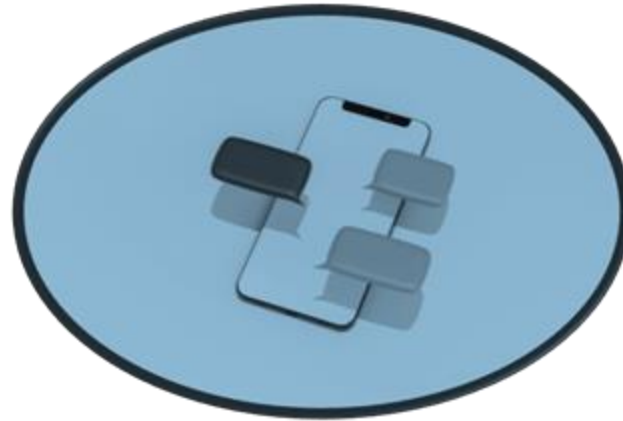
**Considerations:**

**BENEFITS:**

- ❑ INCREASE AWARENESS OF EVENTS THROUGH PUSH NOTIFICATIONS AND REMINDERS
- ❑ INCREASED REACH THROUGH INSTAGRAM USERS WITH IMPROVED USER INTERFACE ON MOBILE.
- ❑ FREQUENCY: EASIER TO UPDATE QUICK NEWS/REMINDERS

**CONCERNS:**

- ❑ PROMOTING THE USAGE OF INSTAGRAM AND SOCIAL MEDIA, WHEN IT IS BEING DISCOURAGED IN SCHOOL MAY NOT BE WELL RECEIVED BY PARENTS



**Content details:**

**WHAT:**

- ❑ REMINDERS ON EVENTS/DATES FOLLOWING THE CONTENT OF THE PARENT POST AND ADAM'S WEEKLY BULLETIN

**WHEN:**

- ❑ FLEXIBLE POSTING NO SET SCHEDULE ON REMINDERS

**WHO CAN UPDATE:**

- ❑ WEBSITE AND COUNCIL MEMBER LEADERS (

Next Steps: If proposal is approved create account and use internally (Feb 11-April 3) and then move to public based on next meeting feedback