

**Reform Support Network (RSN)
Social Media Inquiry
Follow-Up Interview
Proposed Collection Instrument: Script and Interview Questions**

State:

Interviewee(s) (name/title):

Interviewer:

Date of interview:

Introductory text:

Thanks for taking the time to speak with us today. As you may recall, your [State Education Agency (SEA) was one of 23] / [Local education agency (LEA) was one of 11] which completed a survey conducted by the Reform Support Network about efforts by SEAs and LEAs to use social media to communicate around reform issues and better engage with stakeholders and key audiences.

As part of that questionnaire, we asked respondents if they would be willing to follow up with us to delve more deeply into social media efforts and, with this interview, we'd like to follow up on several specific areas to help us provide the best possible support around social media. For this call, we'd like to focus on:

- Understanding your answers around specific social media strategies and challenges
- Discussing issues and challenges you are currently facing using social media
- Receiving input on our future social media technical assistance plans

The information you share will be utilized to inform and improve the Reform Support Network's technical assistance efforts on behalf of States and make sure they are as helpful and relevant.

| QUESTION | RESPONSE |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Section one gives information from the questionnaire and asks individuals to respond to it. | |
| 1. Sixty-four percent of respondents say they don't use or don't plan to use a blog. Best practices in social media argue that blogs are the best way to impart detailed information to stakeholders via social media. Why do you think States aren't utilizing blogs? (Specify question using SEA response to Q2) | |
| 2. Results from our questionnaire indicate that 90% of SEAs don't have a communications plan for social media. What do you think are the factors contributing to the agencies lacking of a social media plan?" (Q10) | |
| 3. Eighty-four percent of respondents told us the person in charge of social media spends up to 25 percent of their time on it. Is that about right, too little or too much? What do you think it should be? What's preventing it from getting to that level? (Q13) | |
| Section two asks for additional information based on each respondent's questionnaire responses. | |
| 4. Looking again at your agency's responses to the social media questionnaire, is there anything that has changed since you responded - any updates we should know about or reflect? | |
| 5. Among SEAs, responses were split almost 50/50 on those who have and don't have social media policies and guidelines. (Q7) FOR AGENCIES WITHOUT: Tell us a little bit about why you don't have a formal policy or guideline in place for staff? What would have to change for you to put one in place? FOR AGENCIES WITH: What challenges did you face in creating your policy - was it difficult to get put in place? How often do you update? | |

| QUESTION | RESPONSE |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <p>6. We asked if agencies have a formal approval process for content – who has to approve content in your agency? How long does that review/approval typically take? Have there been instances where you think that approval process has led to delays that have been detrimental? (Q9)</p> | |
| <p>7. Sixty-four percent report not producing reports on metrics or measurement. FOR THOSE NOT: What is preventing you from measuring? Have you tried before and stopped, not see benefit or not have capacity? FOR THOSE WHO ARE: How have you improved your reports over time? What would you amend about your reports?</p> | |
| <p>Section three asks general questions that go beyond the information collected in the questionnaire.</p> | |
| <p>8. Generally speaking, what would you rate as your agency’s greatest strengths on social media? Which one or two things do you point to in terms of specific achievements on social media?</p> | |
| <p>9. Generally speaking, what would you rate as your agency’s greatest weaknesses on social media? Which one or two things do you point to in terms of specific holes or lapses on social media?</p> | |
| <p>10. As you think about expanding your social media efforts, what platforms are you considering? Why?</p> | |
| <p>11. Which State or States (no more than 3) do you look to as a pioneer or leader in social media among SEAs?</p> | |
| <p>12. What specific issues do you think the RSN should focus on in the future to be most helpful for States on social media?</p> | |

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DRAFT