

# Social Media Tips

## FaceBook as the Intro

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Presentation to members of staff of Mengo Senior  
School, Kampala

**[www.facebook.com/mengoseniorschool](http://www.facebook.com/mengoseniorschool)**

13th March 2013

# What is social media

- **The** interaction among people in which they create, share, and/or exchange information and ideas in virtual communities
- the creation and exchange of user generated content
- Based on mobile and web based technologies
- Highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.

# Common Social Media Tools

- Facebook
- Twitter
- YouTube
- LinkedIn
- Whatsapp

# Advantages of social media

- Immediacy : On the moment
- Easily usable. Modest skills required
- Accessible to many
- Easily altered
- Reach : Can be easily targeted

# Why should we get involved

- For personal connections – We are human too
- Meeting new people and consultants
- Guidance to students
- Reach out to the parents
- Learn about and explore things

# Why should we

- Possibility of becoming content creators
- Advertise onself
- Content creation is voluntary and participatory
- Employment

How is it being Used?

# School Marketing | O level Performance



**Mengo Senior School**

Liked · 26 February

Some of Mengo's best at UCE 2013. With 187 first grades, Mengo remains Uganda's best day school.

Tag photo Add location Edit

Like · Comment · Share · Edit

Gilbert Kabuuka, Semakula Andrew, Massiah Chloe and 200 others like this.

29 shares

View previous comments 6 of 88

**Berna Nakkazi** dats ma sch Mengo 'de only senior sch' in de ctry. congs pals  
28 February at 13:59 · Like

**Mubiru Joshua E** Wc News Paper And Date?  
9 March at 20:00 · Like

**Derrick James Ssenabulya** Dats Great.  
12 hours ago · Like

**AKankwasa Sean Martins M** proud dat i waz 1 ov dem  
12 hours ago · Like



Write a comment...



Chat (Disconnected)



# Announcing School Developments



**Mengo Senior School**

Liked · 17 June 2013

One student assists another who is having some challenges in Swipping.

Tag photo Add location Edit

Like · Comment · Share · Edit

Akampumuza Obed and 9 others like this.

1 share

View 5 more comments



**Katuula Kalali Joel** is this real oba i've just failed to wake up

17 June 2013 at 16:11 · Like



**Mugume Brian** Thumbs up kazibwe; continue encoulaging time mgt

17 June 2013 at 16:17 · Like



**Katuula Kalali Joel** waaaa.....kiwani kya bobi

17 June 2013 at 16:20 · Like



**Ken Paul Kirunda** dats cool stuf

17 June 2013 at 16:30 · Like



**Raymond Sekitayira** HHHhhhhhaaaaaa....we wer born too early.....we missed ths



Write a comment...





Mengo Senior School

Timeline

Recent

# Report on Project Work

Admin Panel



Like · Comment · Share

Eyddie Tebandeke, Salome Katacie, Brendah Nampiima Nana and 13 others like this.

View 4 more comments

**Henry Kisitu** mengo we can do better than that  
51 minutes ago · Like

**Shana Janet Rachel Sunshine** i cant believe this image!  
40 minutes ago · Like

Write a comment...

338 people saw this post

Boost Post



**Mengo Senior School** shared Sustainable Change Solutions's status.  
Posted by Ayub Kalema Golooba 191 · 10 March

Really excited today. Just a videoconferencing session with a students and teachers from a school deep in Isingiro to commemorate the World Read Aloud Day. Whats unique about this session is that it was organised by a rural school unlike many



**YEA 2012 Host Committee**  
39 friends also like this.



**Sustainable Change Solutions**  
104 friends also like this.



**Lifetime Events Services**  
53 friends also like this.



**Name Acronym**  
2 friends also like this.



**Nelson Mandela**  
71 friends also like this.



**Mengo Senior School**  
Posted by Ayub Kalema Golooba 191 · 12 hours ago

Harvesting of carrots at school by the permaculture team.



Like · Comment · Share

# Social Campaigns | Colours of Mengo



**Mpiima M David** ▸ Joy Male Probably the best Ugandan Female Educator and Headmistress

22 January · Edited

Home Economics losing its Grey and white allure — with Mary Mukasa Kalyango, Godfrey Neema and Herbert Ssimbwa.

Like · Comment · Get Notifications · Share

Wilfred Kigenyi likes this.



**Herbert Ssimbwa** This needs to be raised in the next MOSA Meeting

22 January at 09:31 · Like



**Henry Lubwama** No big deal on colours. Its just brightening. Thought they had made the buildings so rainbowed. Kazibwe mumuleke tewali musango gwaziza. OBs tumubuuzze standard bweba eserebye naye ebilala si binene bya nnyo. Remember he is one of us so he has his skool at heart.

22 January at 09:56 · Like · 1



**Mpiima M David** Mutabani munange langi byafaayo byaffe ekizibu kino bwekinaggwa nga atandika kukyusa birala...

22 January at 12:08 · Like · 1



**Henry Lubwama** I have no problem with raising it with kazibwe but I just wanted to bring it out that he might not hv had bad intension in doing it. Just an over sight



Write a comment...



# Facebook to Gauge Opinions, Conduct Surveys, Announce



Like · Comment · Share 29

Gilbert Kabuuka, Semakula Andrew, Massiah Chloe and 200 others like this.

View previous comments 2 of 88

**Derrick James Ssenabulya** Dats Great.  
12 hours ago · Like

**AKankwasa Sean Martins** M proud dat i waz 1 ov dem  
12 hours ago · Like

Write a comment...

4,378 people saw this post  Boost Post ▼

**Mengo Senior School**  
2 February

Yes or No. Should students be friends with teachers on Facebook?  
Vote (you may also explain why or why not)

Like · Comment · Share  21 67 12

2,358 people saw this post  Boost Post ▼

She still works and shares moments with Mengo  
What do you remember about her during your da  
Ssesanga Paul FirstLove and 9 others.



# OBs & OGs Ganner support for school Activities



**Mpiima M David**

Guys you are invited to the official installation of Mr. Kazibwe as the Mengo SS HM at the School on 30-11-11. Time will be 1pm...Mr. Bbosa might be planning something in the DH)

Like · Comment · Share · 11 November 2011 at 10:53



Bernard Butare and Daniel Ddumba like this.



Seen by 102

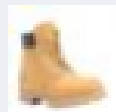


View 3 more comments



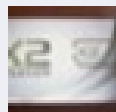
**Mpiima M David** u always miss oba y?

2 January 2012 at 07:55 · Like



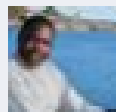
**Godwyn Nyende** I dont get your warid calls anymore, that's why..... ha ha. Howz Prof. Madanda?

5 January 2012 at 09:29 · Like



**Mpiima M David** he is fantastic

5 January 2012 at 09:45 · Like



Write a comment...



# Pitfalls and Best Practices

# Others reaching out to Mengo Community



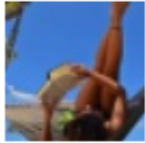
Mengo Senior School

Messages ▾

 **Kristina Kaiser Karl**

◀ Inbox

⚙️ Ac



**Kristina Kaiser Karl**

7 January

Dear Ladies and Gentlemen,

I took notice of your school when I browsed the German Website of PASCH- schools.

Your school seem to me very interesting and I wanted to send you my CV for an application.

Unfortunately I couldn't find any valid e-mail adress, so I needed to contact you in facebook.

I'm Kristina Karl and I just finished my Studies of the Teacher Training Programm in Salzburg, Austria.

At the moment I'm on Grand Cayman Island working, but I'm searching for new cultural and working experiences for the upcoming year. I took notice of your school as you have a great interest in teaching german and as one of the most important schools in Uganda. I would love to apply for a position in your instituion. I've got teaching experience in the subjects German, Spanish and History.



## Linking Mengo to Argentina

# Missteps : Be Careful what you write. Bullying, Sexting, etc



11 March

I have become his slave. He is my master now.

Like · Comment · Share

Joseph Salas, Olivia Joanita Navubya and 8 others like this.

View 14 more comments



**Prayern A Kiizah** kip it up

Yesterday at 09:24 · Like



**Olivia Joanita Navubya** kyekyo nyabo

17 hours ago · Like



**Winnie Nakabugo** u guys r free bt its ma choice n he cn wateva he wants in ma life about an hour ago · Like



**Freddie Kakembo** sowi if u had chosen me u would be a queen

51 minutes ago · Like



**Ignore/ dont participate in Online wars**

Chat (65)





[Redacted name]

26 February

What exately went wrong for da poor results of UCE? is it the Teachers, Students or UNEB.

Like · Comment · Share



[Redacted name]

Reseach about it n tell us.

27 February at 07:27 · Like

*You may post in your personal capacity but your post may be interpreted from the professional angle.*



**Guro Reiten**

Hi! This is some videos of activities you can do in Norway 😊

Two ways of skiing:

<http://www.youtube.com/watch?v=XWzYOpWi65E>

<http://www.youtube.com/watch?v=jI9Zdp5LoQA...>

See more



**This Is Skiing | HD**

youtube.com

Like for more compilations. If I used one of your videos for this compilation please message me so I can put you in the credits. I did have to re-upload it

Like · Comment · Share · 29 April 2013 at 12:05



Epila Lawrence likes this.



Seen by 47



View 2 more comments



**Guro Reiten** I think handball for girls and football for boys 😊

29 April 2013 at 17:49 · Like



**Luganda Simon Mingaleev** for us we dont get snow here so we a limited to games how about beach soccer

29 April 2013 at 17:51 · Like · 1



**Luganda Simon Mingaleev** by the way i posted articles did you read through them

29 April 2013 at 17:53 · Like



Write a comment...



Use FaceBook Pages and Groups to interact with students

# Pitfalls

- Issues with trustworthiness and reliability of information presented
- Survival of the loudest and most opinionated
- Cyber bullying and sexual predators
- Concentration of individuals
- Ownership of content
- Privacy and censorship
- Effects on interpersonal relationships

# Effects on interpersonal relationships

- Loneliness | Breadth but no depth
- Stress and anxiety e.g from permanence of posts
- Hurting others feelings
- Feelings of connectedness
- Sexting, cyberbullying, internet addiction, sleep deprivation,

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