

The impact of social media on School Transportation

Jesse Castillo
Webmaster – Robertson County Schools



careers, gain real world skills,
and prepare for the future.

Oh no.

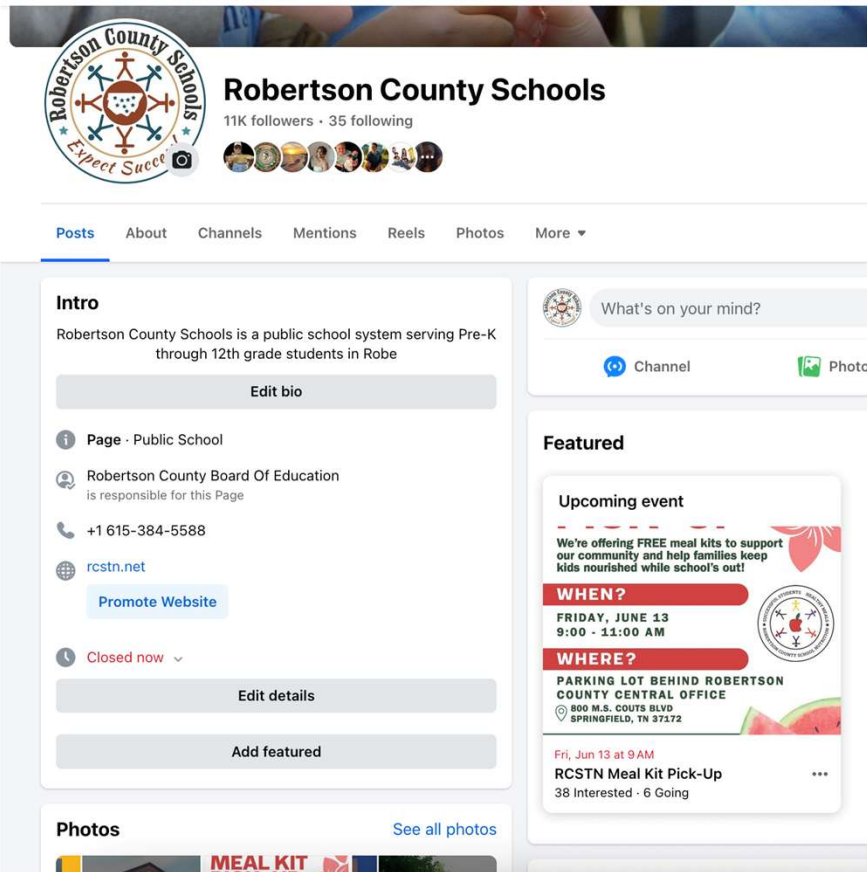
Social
Media... 

I don't wanna...





Facebook



Pros:

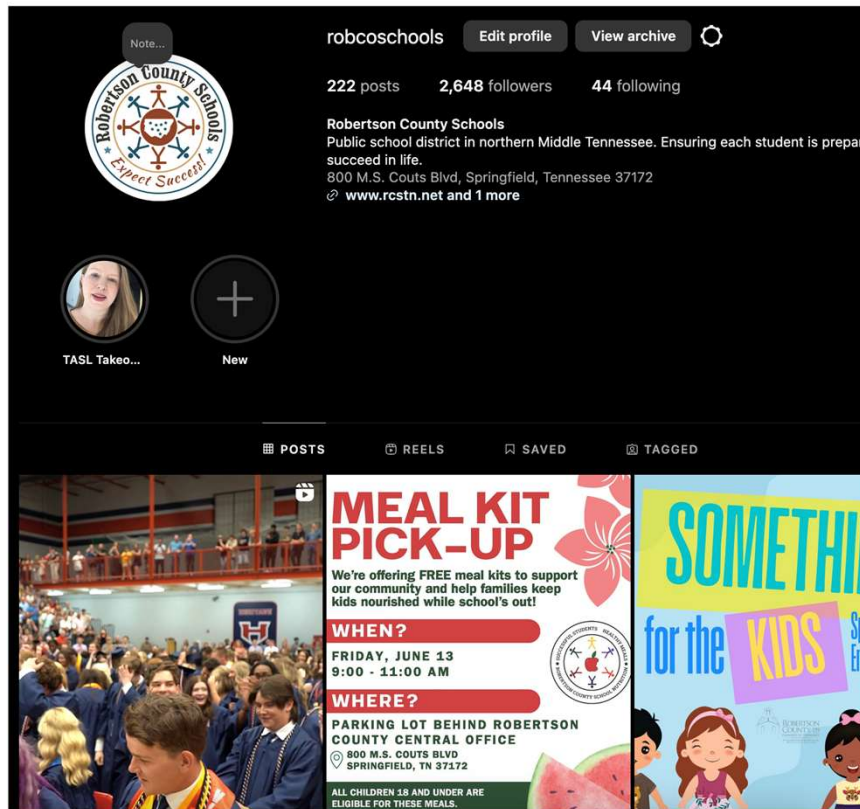
- Large user base, various age groups.
- Large text, multiple photos, long videos, create events.
- Strong presence online. Large selection of widgets for your feed.
- Analytics and insights.
- Customizable (messaging, comments, bio etc.)
- Meta Business suite.

Cons:

- Not as popular with young users.
- Recent changes may limit post visibility.
- Calculated Setup required.



Instagram



Pros:

- Popular with younger audience.
- Highly visual platform (photos, reels (short videos), stories) for promotion.
- Strong presence online. Large selection of widgets for your feed.
- Analytics and insights.
- Customizable (messaging, comments, bio etc.)
- Meta Business suite.

Cons:

- Audience range.
- Mobile-first vs desktop.
- Not great for sharing links.



X (twitter)



Pros:

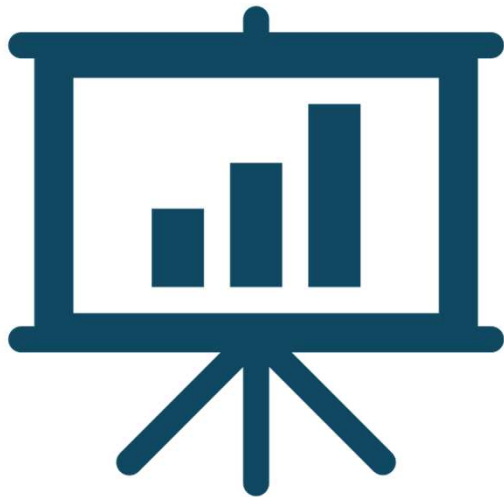
- Simple and fast content (short posts).
- Great for real-time updates.
- Strong presence online. Large selection of widgets for your feed

Cons:

- Account required to view latest tweets
- Limited character length (250)
- Limited photos (4), videos (duration/size)
- Limited analytics
- Subscription required for full features



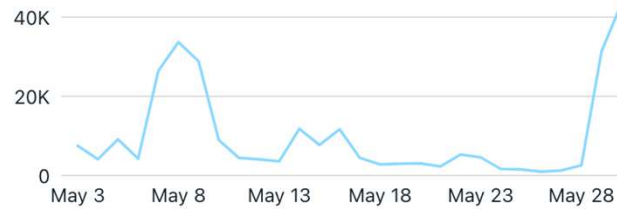
Facebook



Views

Export

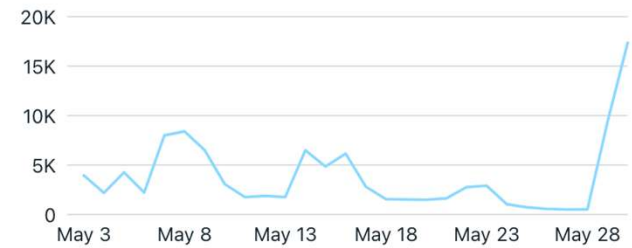
274.7K ↑ 51.2%



Reach

Export

48.7K ↑ 13.8%

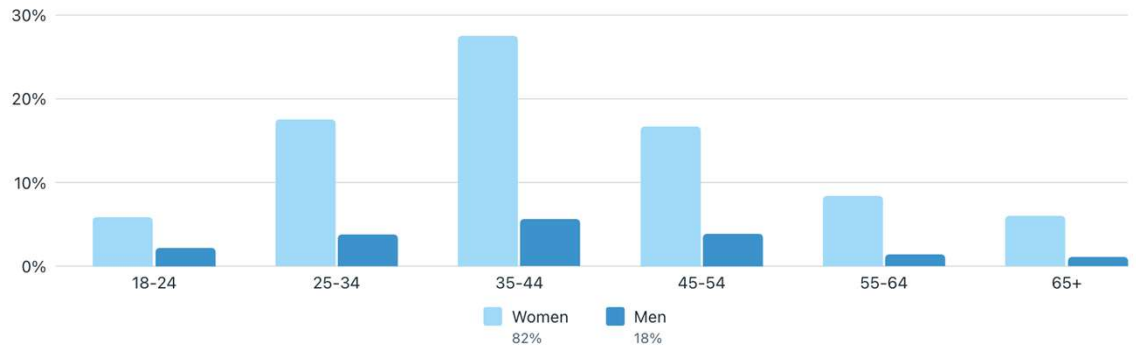


Followers

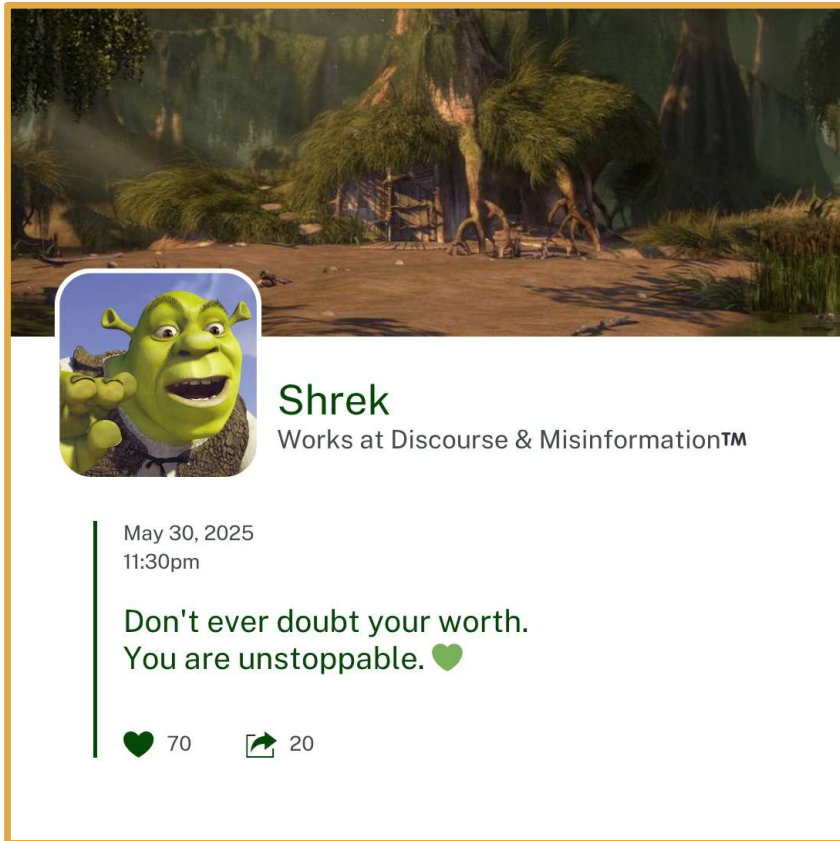
Lifetime

11,075

Age & gender



Do you have a social media presence already?



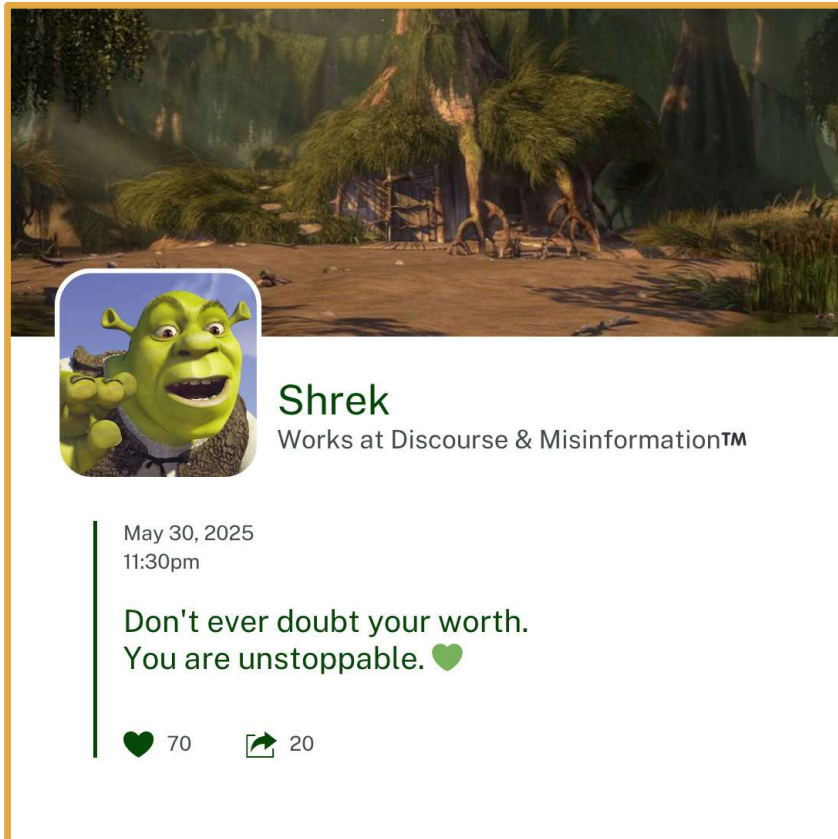
I think the bus must be taking the scenic route through three counties. My kid could walk faster!

The buses are too crowded. I don't put my kids there. They aren't safe.

The roads are FINE. They don't want to come into work.

Why is my son on the bus for 30 MINUTES? We don't live that far from the school.

Do you have a social media presence already?



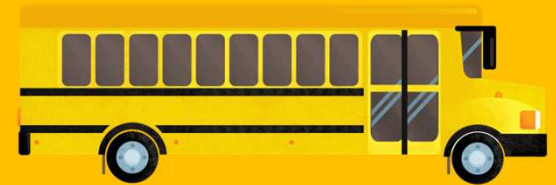
Who else is child on bus 2360 and wants to come with me to the bus station to talk to the manager

My daughter said that bus driver one time swerved to try and hit a dog on purpose.

I think the bus was really old. It shouldn't have been on the road.

Why is it that we can get district-wide emails about spirit week but not a simple update when the buses are 30 minutes late? Priorities seem off.

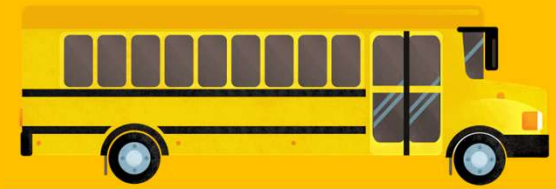
5 ways social media can be impactful for student transportation.



1. Communication
2. Promoting safety awareness
3. Showcasing staff, student, parent and community connections
4. Highlighting achievements and milestones
5. Promoting recruitment and job opportunities




Communication



Rcs Transportation
April 3 · 🌐

Thank you to our Transportation Leadership, Shop Team, and the public that have been checking roads or sending roads since 4:30am that would be a concern for buses to travel this morning. Here are pictures of some of the roads!

Please stay safe and off the roads!



👍❤️ 144 47 shares

Like Share

Rcs Transportation
April 7 · 🌐

Here is a list of some of the roads we expect to have some difficulty navigating with the buses. If you have a student on this road please plan on transporting this morning if it is safe for you to do so:

- Williams Rd
- Price Rd
- Underwood Rd
- Homer Worsham Rd
- Mudcat Rd
- Pleasant Hill Rd
- & Old Kinneys School Rd

👍 28 25 shares

Like Share

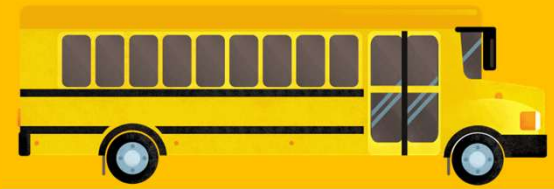
Rcs Transportation
March 5 · 🌐

Robertson County Schools are in session and on time today. Some buses may be impacted by downed trees following last night's severe weather please be patient and have your children out waiting for the big yellow school bus.



SCHOOL'S OPEN
DRIVE CAREFULLY

Scenario



Hypothetical Situation:

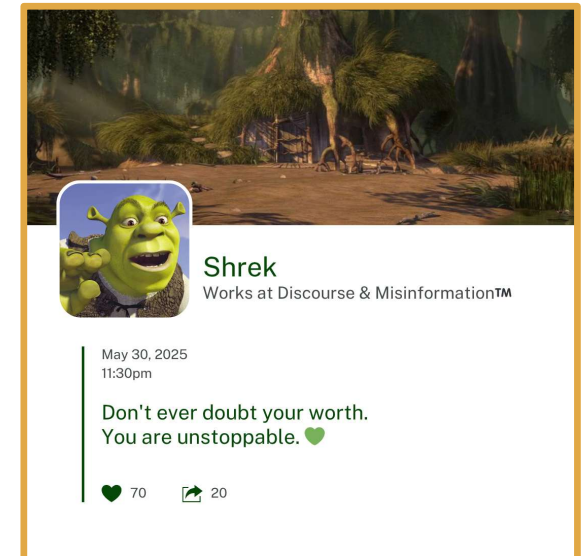
Bus #100, a school bus operated by [], was stationary at a red traffic signal at the intersection of [Street] and [Street].

A white four-door sedan traveling in the same direction struck the rear of Bus #100. The front end of the sedan became lodged beneath the rear bumper of the bus upon impact. The bus sustained visible damage to the rear bumper. The sedan sustained significant front-end damage.

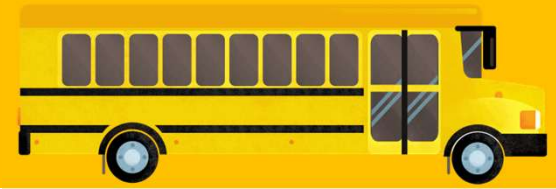
The school bus was occupied by seven (7) children and two (2) district employees at the time of the incident. No injuries were reported by the bus occupants. Medical personnel evaluated each child and adults. District dispatched another school bus to pickup students and staff.

The operator of the white sedan exhibited unsteady balance and difficulty maintaining footing during initial contact with officers. Based on observable indicators, the individual was placed under arrest for suspicion of driving under the influence. The individual was transported to [] without incident.

Towing services were used to remove the white sedan. Bus #100 remained operable and departed the scene after a brief delay without students by district employees.



Scenario



Web Rcs

3m · 

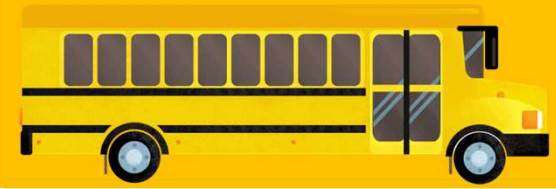


One of our school buses was involved in a vehicle accident during their morning route. Another vehicle stuck the rear of the bus while it was at a stop sign. Thankfully, no students or staff were injured. Another bus was quickly dispatched to continue the route, and all students arrived at school safely.

We want to extend our appreciation to Tennessee Highway Patrol, local law enforcement, and EMS for their immediate assistance.

Student safety is always our top priority, and we're thankful for their teamwork and support to ensure a safe outcome today.

Promoting safety awareness



Rcs Transportation
April 28 · 🌐

ALWAYS USE CAUTION AROUND THE SCHOOL BUS

- Your child should never walk behind a school bus. If your child must cross the street, tell them to walk on a sidewalk or along the side of the street to a place at least 10 feet — 5 giant steps — in front of the bus before crossing.
- Your child should also make eye contact with the bus driver before crossing.

NHTSA
April 28 · 🌐

The school year is nearly over! Parents, now's not the time to let your kids get too relaxed around buses. 🚌 Double down on SAFETY. 🧡🧡

Rcs Transportation
March 31 · 🌐

Safest on the Road



THE SCHOOL BUS IS THE SAFEST VEHICLE ON THE ROAD FOR YOUR CHILD.

NHTSA
March 31 · 🌐

Millions of kids ride school buses every day 🚌 — but it's more dangerous for them to get ON and OFF the bus. 🚌

Find bus stop safety tips here: [NHTSA.gov/SchoolBus](https://www.nhtsa.gov/SchoolBus)

Rcs Transportation
March 12 · 🌐

#NHTSA

DO NOT PASS

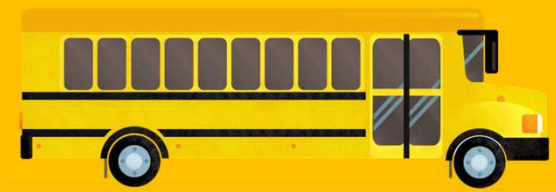


WHEN LIGHTS ARE FLASHING


NHTSA
March 12 · 🌐

Drivers — following this 🚫 is critical for the safety of our kids. 🚫 Remember — it's the law in all 50 states.

Showcasing staff, student, parent and community connections



Rcs Transportation
May 20 at 9:14 PM · 🌐



Connecting Robertson County
May 19 at 11:12 PM · 🌐

Connecting Robertson County **TN Voices** partnering with the Robco BOOK BUS! **Pam Barbee Stewart** takes time to support our community schools by bringing the BUS! Th...
[See more](#)

Rcs Transportation
May 2 at 11:41 AM · 🌐

We have consulted with our VOICE Team for nominations on our Week 31 Spotlight of the Week Driver/Attendant. The final decision that was selected from the nominations is:

👏 Lauren Shewcraft & Charles Smith! 🎉

Mrs. Lauren has been working for the RCS Student Transportation Department for 1 1/2 years and Mr. Charles has been working for the RCS Student Transportation Department for 6 years. They both do a great job accepting the challenge of transporting students to and from sc... [See more](#)



28 14 comments 2 shares

Like Share

Rcs Transportation
May 2 at 11:09 AM · 🌐

Thank you to Maynor Sacalxot & Michael Smith for taking Barney the Bus to [Crestview Elementary School PTO](#) for Career Day!

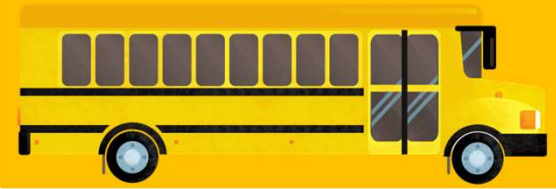
Students were able to ask lots of questions and spend time with Barney the Bus to learn all about the big yellow school bus and all about bus safety.

Thank you to all those who played a part in giving our students of Robertson County this great opportunity!



55 5 comments 12 shares

Highlighting achievements and milestones

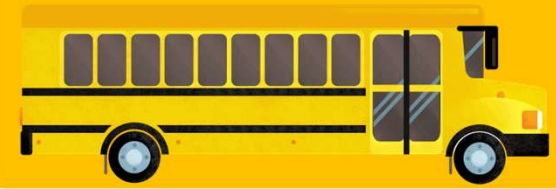


John Bus 23

25 years working in Student Transportation

Perfect attendance bonus for 5 years straight

Highlighting achievements and milestones



Rcs Transportation
March 29 · 🌐

Congratulations to Daniela Castillo on getting runner up on the Class A competition for the Region! She will now be moving on to compete at the State competition.
Thank you to our other drivers who participated in the Class D competition!
Class A: 2nd place- Daniela Castillo... [See more](#)




A woman with dark hair and glasses, wearing a red shirt, holds a framed certificate. A man in a red polo shirt stands next to her. The certificate is for the Tennessee School Bus Driver Safety & Skills Competition, 2025.

👍❤️ 69 22 comments 2 shares

Rcs Transportation
March 20 · 🌐

🎉 Congratulations 🎉
Today we had 2 more graduates of the Smith System Defensive Driving Course!
Graduates: James Frailey & Laurie Jones!
We congratulate them and look forward to both of them implementing the Smith5Keys into their driving, especially when operating School Buses.
[#smithsystem](#) [#smith5keys](#) [#defensivedriving](#)



Two people, a man and a woman, both wearing black jackets and caps, hold certificates. They are standing in front of an American flag. The certificates are for the Smith System Defensive Driving Course.


👍❤️ 41 12 comments 2 shares

Joshua Hinerman is with **Rcs Transportation** and 21 others.
June 3, 2024 · 🌐

What a great training session! As we think about how we are locking schools down more and more we must have an active eye on the men and women who transport our children to and from school. Buses are soft targets and we must do all we can to mitigate the impact of threats as they relate to the school bus! Thank you to all who made this event a success!

SmokeyBarn.com's Robertson County Daily · 🌐
June 3, 2024 · 🌐

WATCH: Robertson County Schools Bolster Bus Safety with Innovative Threat Training! 📺
👉 Learn how our local bus drivers are getting equipped to keep students ... [See more](#)

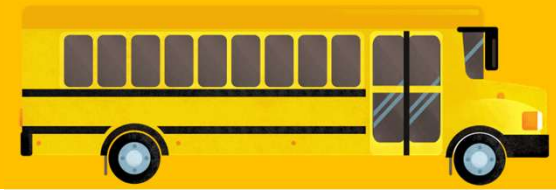


A video thumbnail showing two men in front of a school bus. One man is wearing a dark shirt with 'START' on it, and the other is wearing a white shirt. A yellow school bus is in the background. The text 'SMOKEY BARN NEWS' and 'SCHOOL TRANSPORTATION ACTIVE-THREAT RESPONSE TRAINING' is overlaid on the video.

SCHOOLEYBARN.COM
Active Threat Training Enhances Robertson County School Bus Security - Smokey Barn News

👍❤️ 56 11 comments 5 shares

Highlighting achievements and milestones



 **Robertson County Schools**
2d ·  

Robertson County Schools is pleased to announce that Mrs. Sarah Hall will serve as Assistant Principal at Crestview Elementary School for the 2025-2026 academic year.

<https://www.rcstn.net/.../new-assistant-principal-at...>



Welcome!
TO CRESTVIEW
ELEMENTARY SCHOOL

Name: *Sarah Hall*




Role: *Assistant Principal*

#WeAreRCSTN

 Boost this post to get more reach for Robertson County Schools. 



  165 6 shares

 Like  Share

 **Robertson County Schools**
3d ·  

Robertson County Schools is proud to announce the appointment of Mrs. Kala Sorrells as the new Assistant Principal of White House Heritage Elementary School.

<https://www.rcstn.net/.../new-assistant-principal-at...>







Welcome!
TO WHITE HOUSE
HERITAGE ELEMENTARY



Name: *Kala Sorrells*

Role: *Assistant Principal*

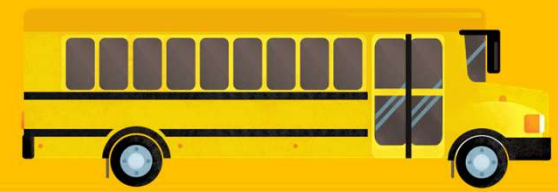
#WeAreRCSTN

 Boost this post to get more reach for Robertson County Schools. 

  84 6 shares

 Like  Share

Promoting recruitment and job opportunities



Rcs Transportation
3d · 🌐

We are in need of hiring many school bus drivers for the upcoming 2025-26 school year and we provide the training! If you are interested please visit https://ats4.atenterprise.powerschool.com/ats/job_board_form?op=view&JOB_ID=4600291341&COMPANY_ID=IA000024&redirect_qs=&redirect_qs=APPLICANT_TYPE_ID%3D000000002%26COMPANY_ID%3DIA000024%26sort%3DCOMPANY_ID%26refresh%3DN

You can also contact our office at 615-384-4555 speak to Jason regarding being a bus driver!
[White House](#) ... [See more](#)

HELP US SPREAD THE WORD!

NOW HIRING SCHOOL BUS DRIVERS

**ROBERTSON COUNTY
25-26 SCHOOL YEAR**

Pay starting at around \$24.00 per hour • We train
Apply: www.rcstn.net

Work 180 days a year
Earn up to \$1,000 for perfect attendance
Five paid holidays
Great job for parents who want to work the same schedule as their children
Amazing for retirees who want to earn extra money

WE NEED YOU TO DRIVE OUR SCHOOL BUSES!

CALL 615-384-4555 • SPEAK WITH JASON OR JERRY

👍 17 💬 1 comment 🔄 21 shares

👍 Like ➦ Share

Rcs Transportation
2d · 🌐

Come join our team here in Robertson County. You may apply at www.rcstn.net and then click on employment opportunities and there you will be able to complete an online application. We will provide up to 40 hours of paid training at a training rate for those who do not have a CDL currently. Please join our family of school transportation professionals here in Robertson County!

! NOW HIRING !

SCHOOL BUS DRIVERS

ROBERTSON COUNTY SCHOOLS

Starting at \$24/Hour | Paid Training | Life-Changing Work

DRIVE THE FUTURE. FUEL THEIR DREAMS.

- ✓ Competitive Pay
- ✓ Paid Training - Up
- ✓ TCRS Retirement
- ✓ 180 Workdays + 5 Paid Holidays
- ✓ Access to Employee Health Clinic
- ✓ Transform Lives - Remove barriers to education, one ride at a time!

APPLY NOW: www.rcstn.net → Click "Employment Opportunities"

Questions? Call 615-384-4555 Ask for Jerry, Jason, or Joshua

WE NEED YOU BEHIND THE WHEEL!

Make a difference. Drive a bus.

👍 5 ➦ 7 shares

Rcs Transportation
April 27 · 🌐

We are in need of hiring many school bus drivers for the upcoming school year. If you are interested please visit www.rcstn.net and click on employment opportunities!

we are HIRING

HIGH SCHOOL SENIOR JOB FAIR

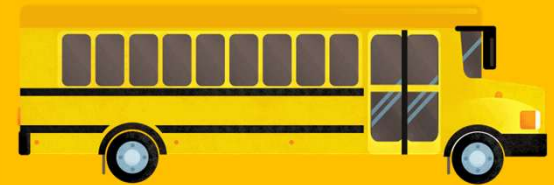
If you are an employer in Robertson County and willing to hire a high school senior who is graduating in May we invite you to join us!

DATE	TIME	LOCATION
Thursday April 10, 2025	8 AM - 1 PM	Holiday Inn Express 2518 Memorial Blvd. Springfield

Thu, Apr 10
High School Senior Job Fair
Holiday Inn Express & Suites Nashville North - Springfield (Springfield, TN)
3 people went

🌟 Interested

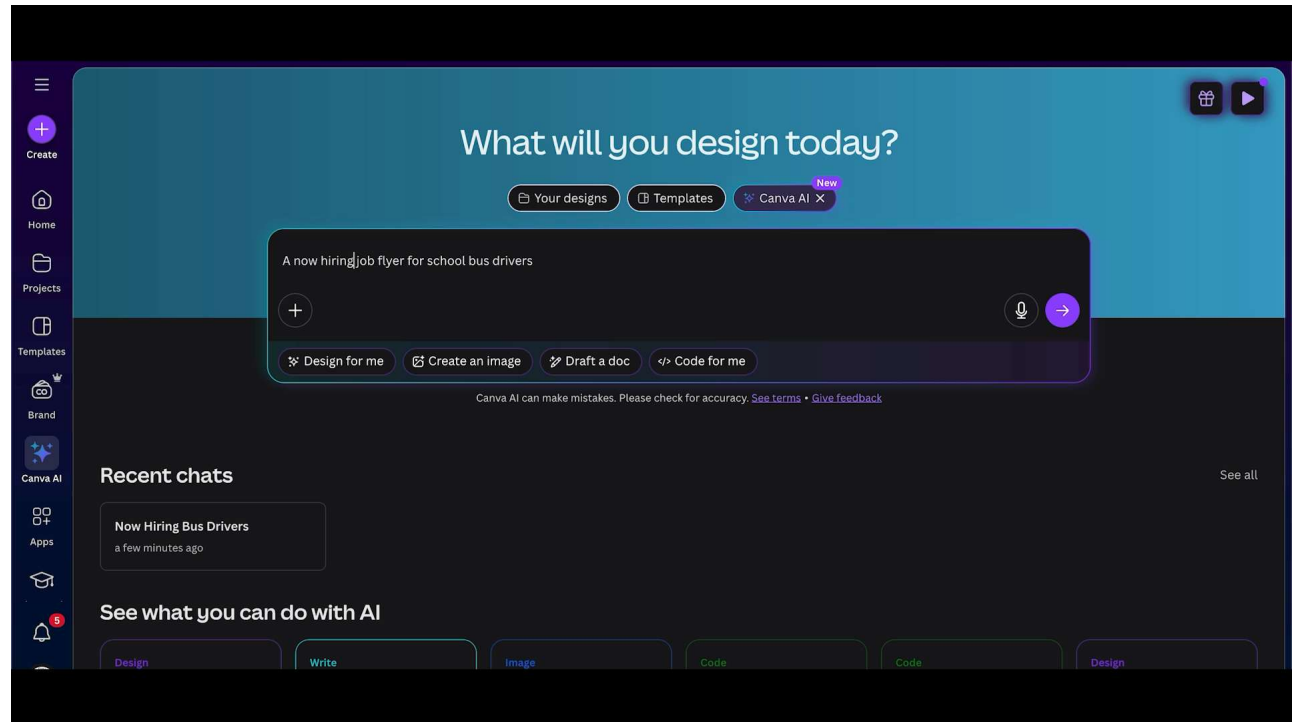
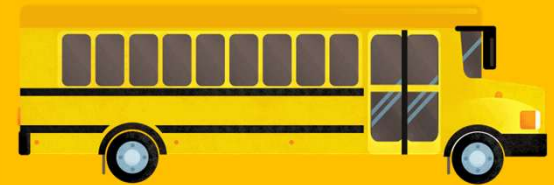
How do we start?



1. Come up with a plan
2. Public Relations & Technology Dept.
3. Setup your account appropriately and carefully before posting and inviting people to follow the page
4. Create content, share content, encourage your district page to share your posts

Set up social media accounts (Facebook, Instagram, etc.)
 Create a website, profile and cover
 What content you want to post
 photos, verification (Facebook
 Inquire about training
 verification) setup your account
 District procedures on social media
 Create appropriate social accounts to
 Consider the city's reputation
 Design a management back department
 page for visibility

Utilize available resources!!!



Thank you for having me!

