

The background of the image is a close-up, slightly blurred view of a computer keyboard. The keys are light gray, and several of them feature social media logos. Visible logos include Facebook (blue 'f'), YouTube (red play button), Instagram (camera icon), Twitter (blue bird), Pinterest (red 'P'), LinkedIn (blue 'in'), and others. The text is overlaid on this background.

The Benefits of Building Your Social Media

A comprehensive guide to making your accounts "❤️" worthy



What is social media?

What does it have to do with marketing?

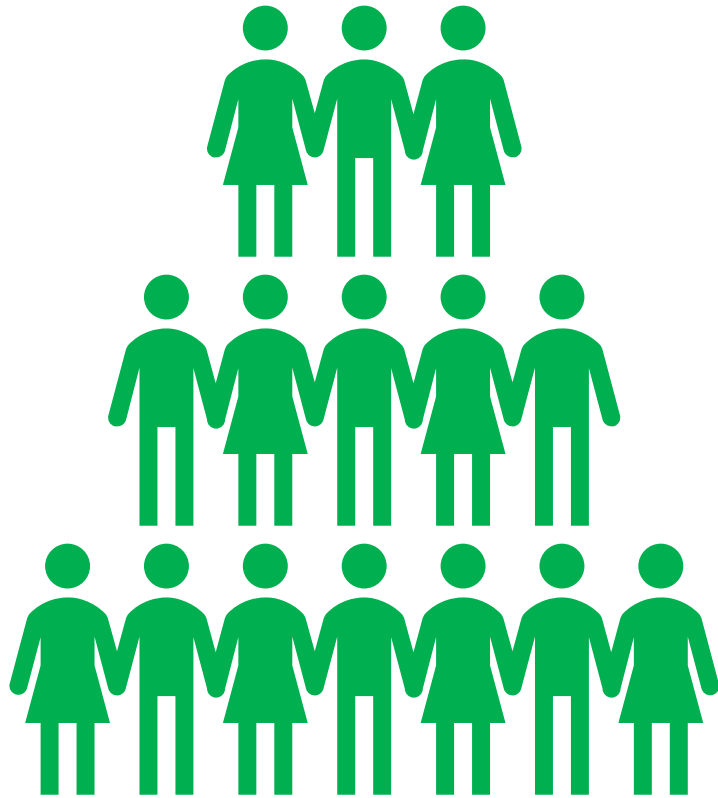
Social media marketing is the process of creating content (photos, videos, testimonials, ads) to promote your products and/or services and build community with your target audience.

It brings people to your digital door and then into your classroom!



The 3 benefits *of using social media to drive recruitment and retention*

1. Advertising on social media is **cost effective**
2. Allows you to **directly interact** with prospective families, design your own content and allows your followers to reshare
3. Social media is used among a range of demographics and allows you to **view your ROI** (return on investment) by checking your insights.



How to Build Your Audience

Understanding the engagement process can help you better reach new and interested families

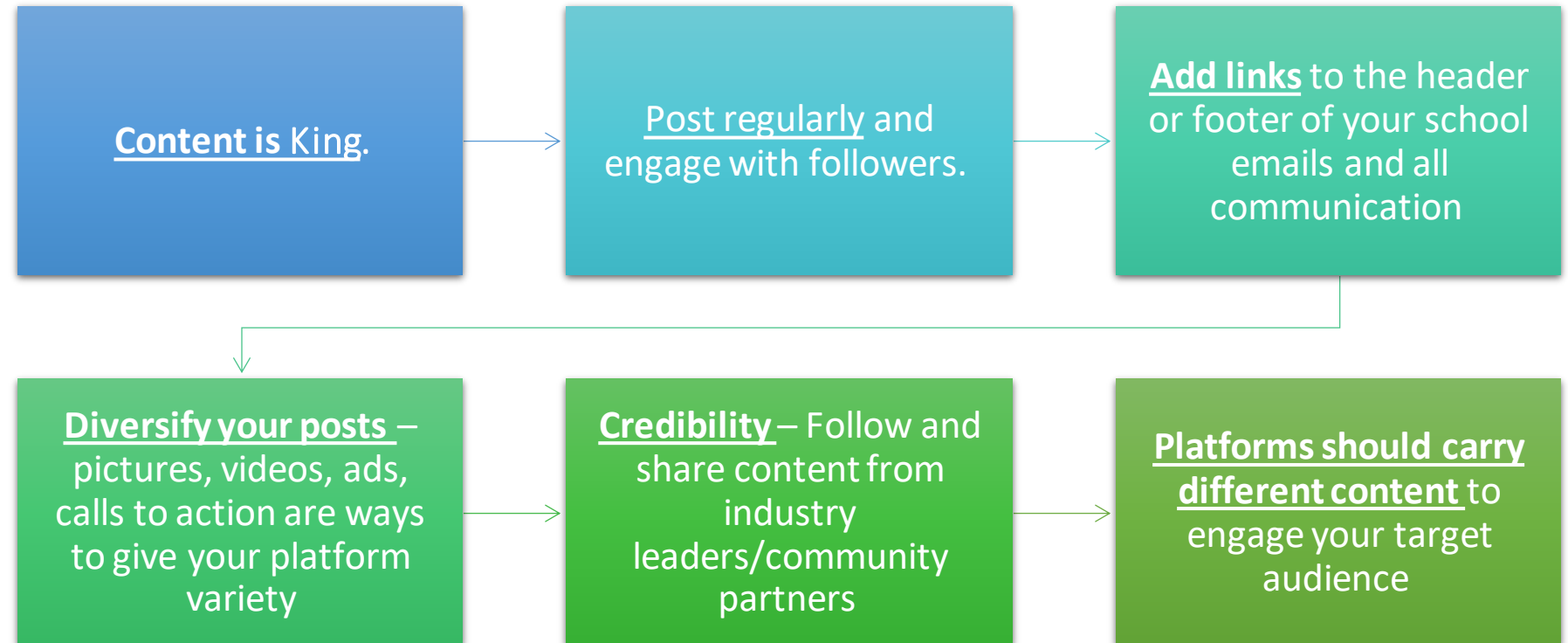
Awareness: a family is researching schools and finds one of your social media accounts

Interest: family starts to deep dive your accounts and other social media accounts and goes to your website

Consideration: a family signs up for an open house from an ad they saw on Facebook, Instagram or website

Retention: Using social to share positive and compelling stories which they in turn share with others...which leads back to **AWARENESS**

What should your content and engagement look like



Engagement through Creativity

Ideas for any day of the week, month or year

Weekly

- Monday
 - Motivational Monday
 - *ICYMI Monday*
- Tuesday
 - *Teacher Tuesday*
 - Testimonial Tuesday
- Wednesday
 - Winning Wednesday
- Thursday
 - Throwback Thursday
- Friday
 - Flashback Friday
 - Feature Family Friday
 - Fun Friday (or “On the Grounds” post)

Monthly

- Early Childhood
- Academics/STEM
- Alumni
- Extracurriculars
- BSF Scholars
- General Enrollment

Specific Social Media Posts/Campaigns:

- Awards
- Events
- Staff & faculty series
- Legacy Families

Engagement through Creativity

Ideas for any day of the week, month or year

Yearly

- 8th grade graduate series (May)
- Catholic Schools Week (January 29-February 4)
 - Enrollment process guide
 - Financial aid information
- Discover Catholic Schools Week (November 13-19)
- New teacher highlights (beginning of school year)
- Thanksgiving theme campaign (November)
 - Thankful theme
 - Students, staff, teachers, "I'm thankful for..."
 - Leading up to thanksgiving we can talk about being kind, thoughtful, etc.
- September
 - Showcase what we have to offer
 - Welcome back
- October
 - Early childhood
 - Celebrating enrollment growth & new students (first week October)

How do I find the time?

Social media is a full- time job- but it doesn't have to be!

Best practices to maximize your time and content

1. Have more than one administrator in which you can provide levels of access to
2. Ask teachers to start building an archive of photos and have them upload to a shared google drive
3. Have a team ready to handle any issues that arise.
4. Have a social media calendar that allows you to plan ahead



Sample Social Media Calendar for October 2022

2	3 National Bullying Prevention Awareness Month Post	4	5 International Teacher's Day	6	7 OTG post	8 PJP Movie Night
9	10 World Mental Health Day Indigenous Peoples Day	11	12 Winning Wednesday	13	14 OTG post	15
16 EC post	17	18 Academics post	19	20 No school tomorrow post	21	22
23 Enrollment post	24	25 Alumni post	26	27 OTG post	28 Extracurricular post	29
30	31 Halloween	1	2 OTG post	3 BSF Scholar post	4	5

Why is it important to have different content across platforms?



Posting the same content across won't grow your audience.

Facebook should be informative and illustrate your academics, faith, clubs, and be an information hub.



Instagram is a platform that you use for storytelling – you can demonstrate how Catholic education builds character and fosters social and emotional health



Tik Tok is a chance for your students to take over your social media! Show how the 8th graders do service hours, show off your 6th grade debate club. Parents want to see how children look, behave and thrive

The Do's and Dont's of Posting



Our 5th graders learning the art of cursive. The former president of Harvard University, Drew Faust, Gen –Z is losing the art of handwriting and explains the implications that this has on development and education. At St. Anne's, we believe that this art form is essential and continue to educate our students in both classical and progressive modes of communication. Head to the link in our bio to read the latest findings.
#classicaleducation#catholiceducation#occupationtherapy#harvardeducation



Students hard at work practicing their handwriting skills!
#handwriting#practicemakesperfect#catholic schools



2,088

People reached

406

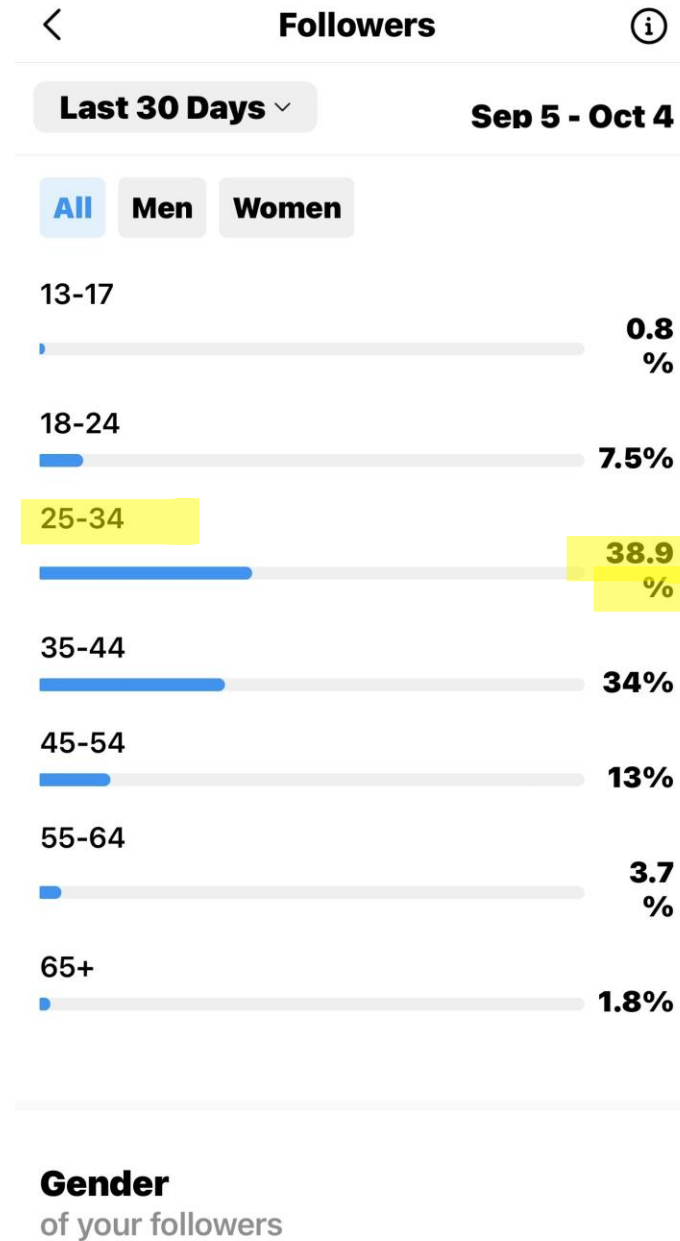
Engagements

—
Distribution score

Boost post



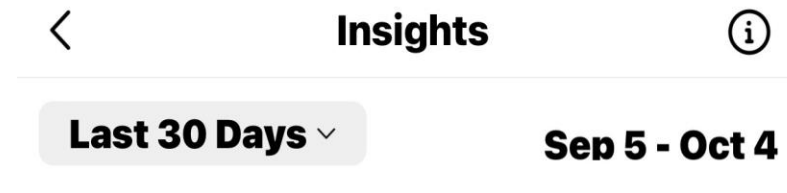
How do you know it's working?



Understanding Your Insights

Create meaningful reports that highlight your progress over a period of time.

Pro tip: if something isn't working- CHANGE IT!

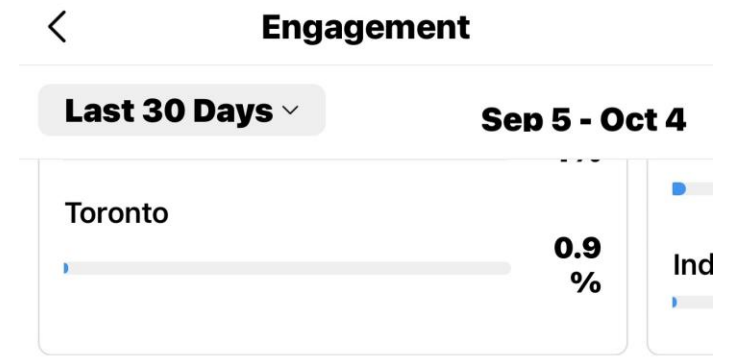


Overview

You reached **+56.4%** more accounts compared to Aug 6 - Sep 4



Content You Shared



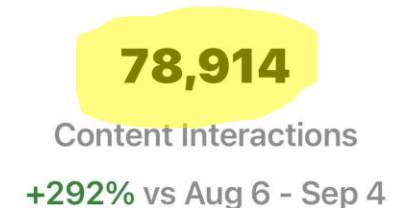
Followers and non-followers

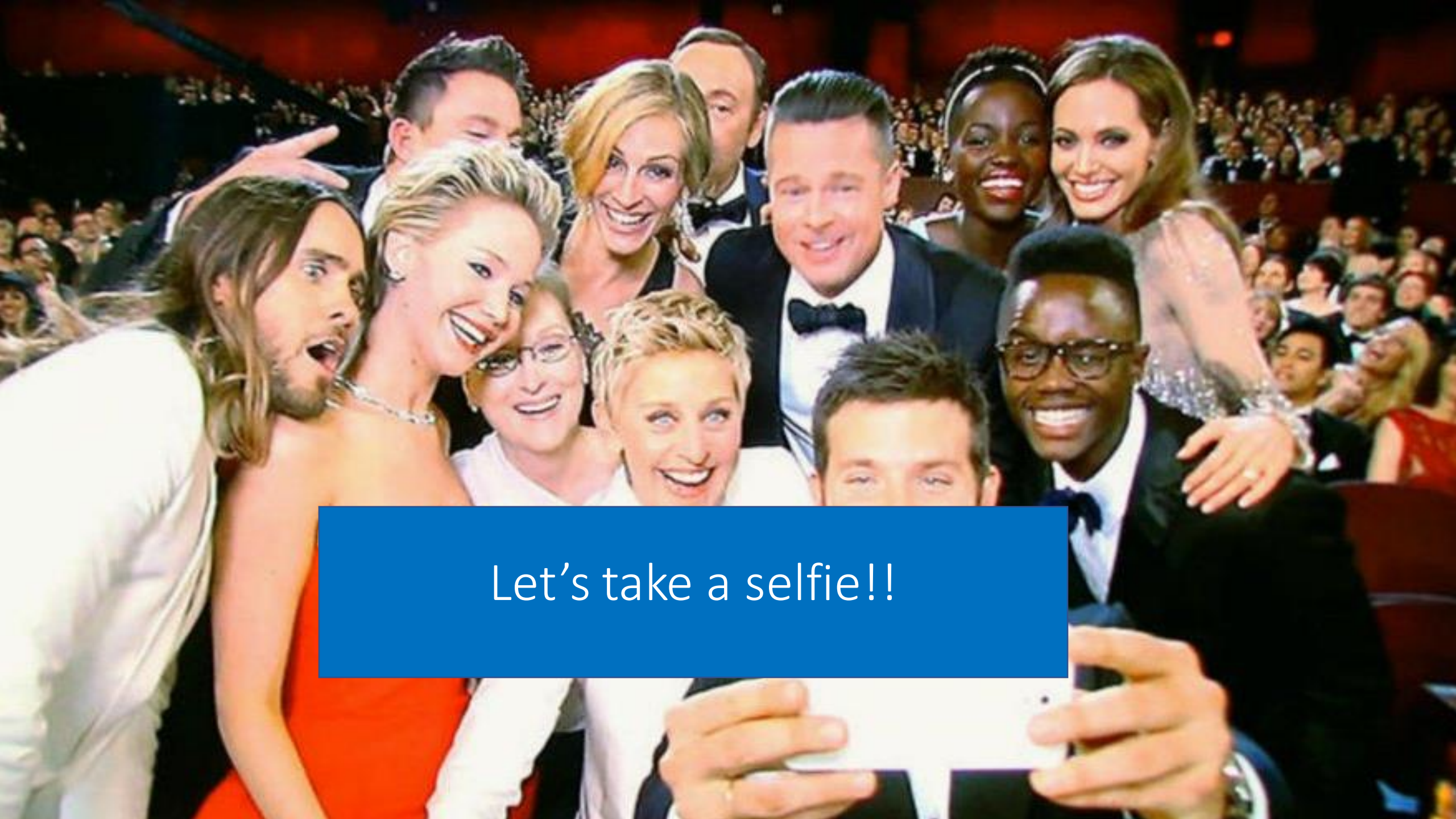
Based on accounts engaged



You engaged **+92%** more accounts that weren't following you compared to Aug 6 - Sep 4

Content interactions ⓘ





Let's take a selfie!!

CALL US!!!

- Val Iacono (School's Office)
 - Phone: 718-210-8336
 - Email: vcabezas@diobrook.org
- Katie Keville (School's Office)
 - Phone: 646-981-8676
 - Email: ckeville@diobrook.org
- Maggie Haley (Futures in Education)
 - Phone: 718-965-7375 ext: 1612
 - Email: mhaley@cfbq.org