

A close-up, slightly blurred photograph of a computer keyboard where several keys have been replaced with social media icons. The icons include Facebook (blue 'f'), YouTube (red play button), Instagram (camera), Twitter (blue bird), Pinterest (red 'P'), LinkedIn (blue 'in'), and others. The background is a soft, out-of-focus grey.

# Why Do We Need Social Media?

And the Importance of Posting the Right Content



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

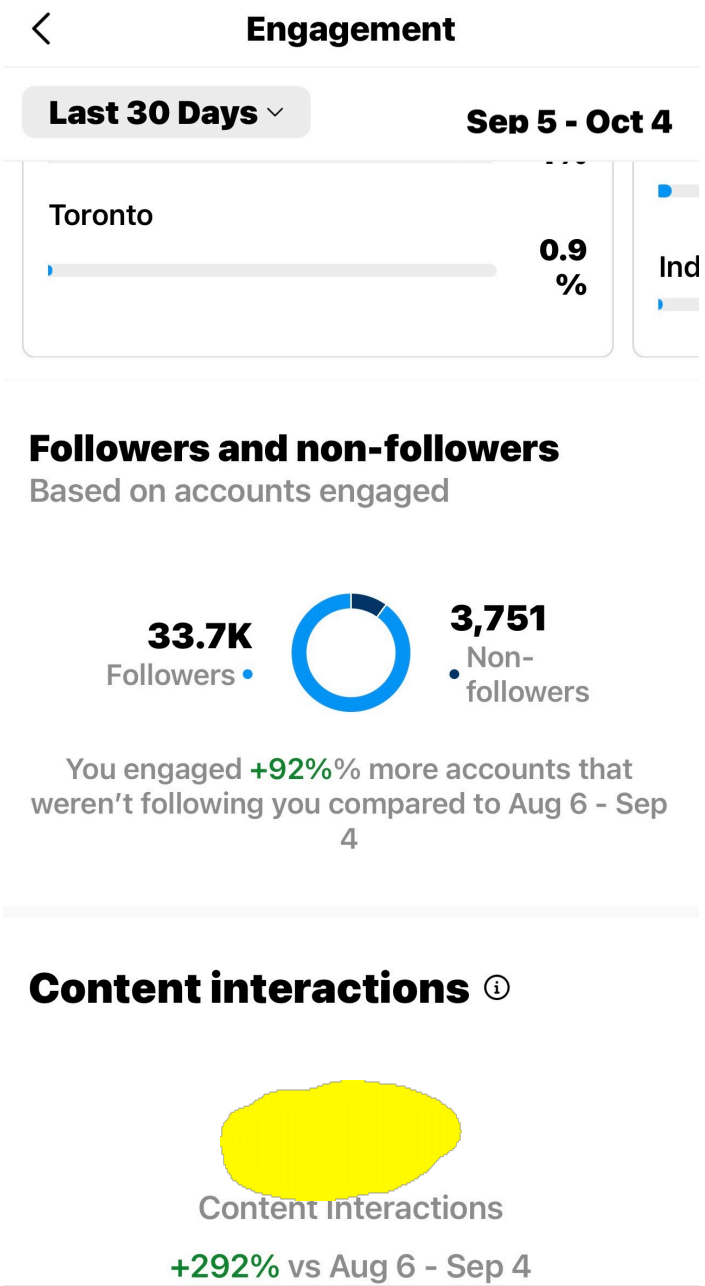
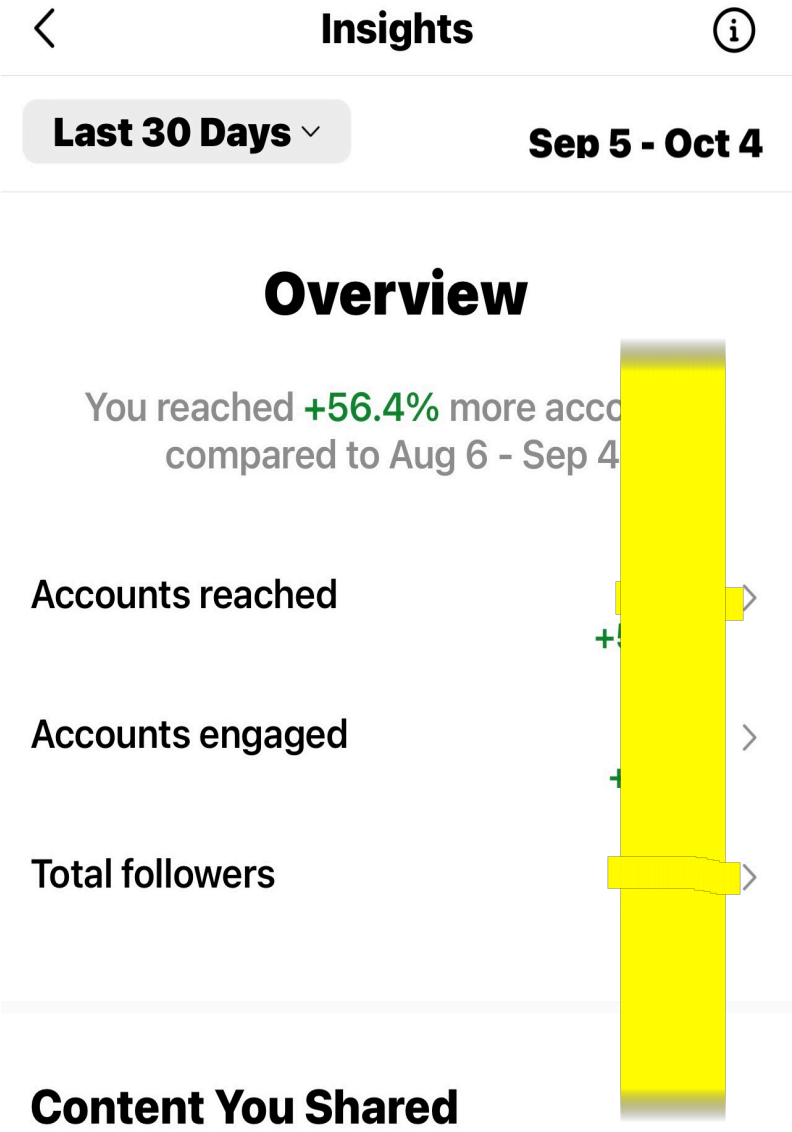
1. Advertising on social media is **cost effective**
2. Allows you to **directly interact** with prospective families, design your own content and allows your followers to reshare
3. Social media is used among a range of demographics and allows you to **view your ROI** (return on investment) by checking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



# Understanding Your Insights

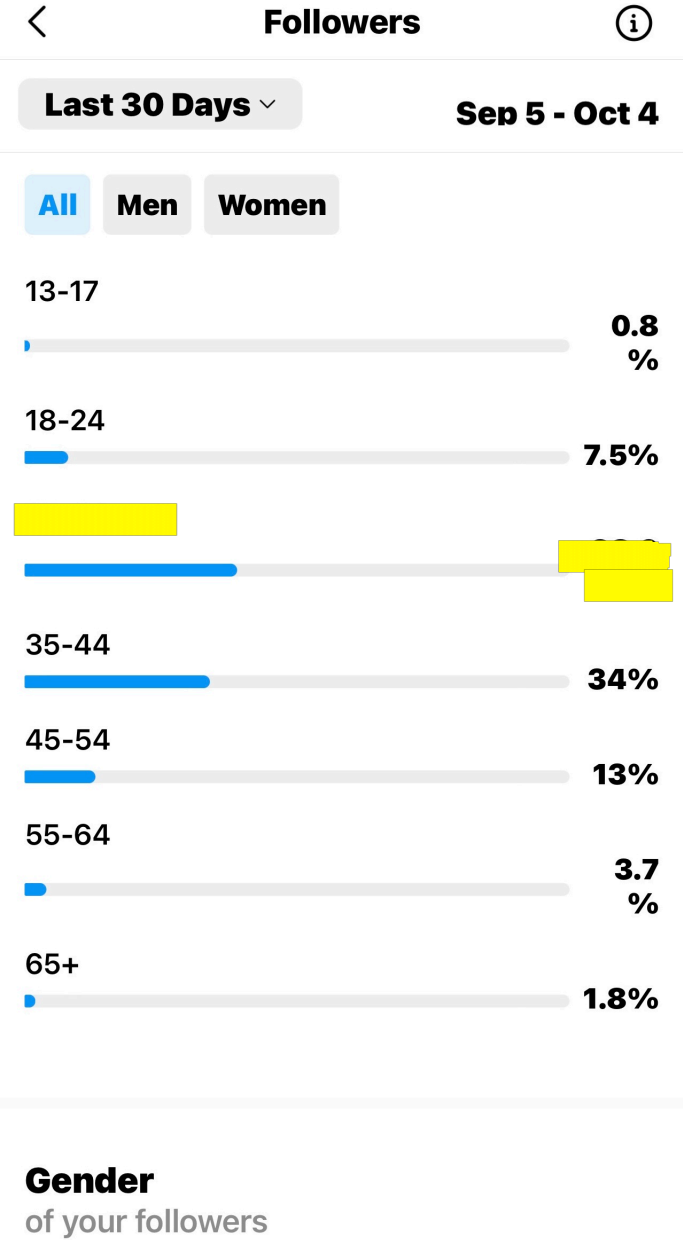
Create meaningful reports that highlight your progress over a period of time.

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





# How do you know it's working?





# Who is shopping?

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- Who is your audience? Who do you want to influence?
- Parents
- Grandparents
- Extended family members
- Other organizations looking to partner with you
- Alumni



# How to Build Your Audience

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



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

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

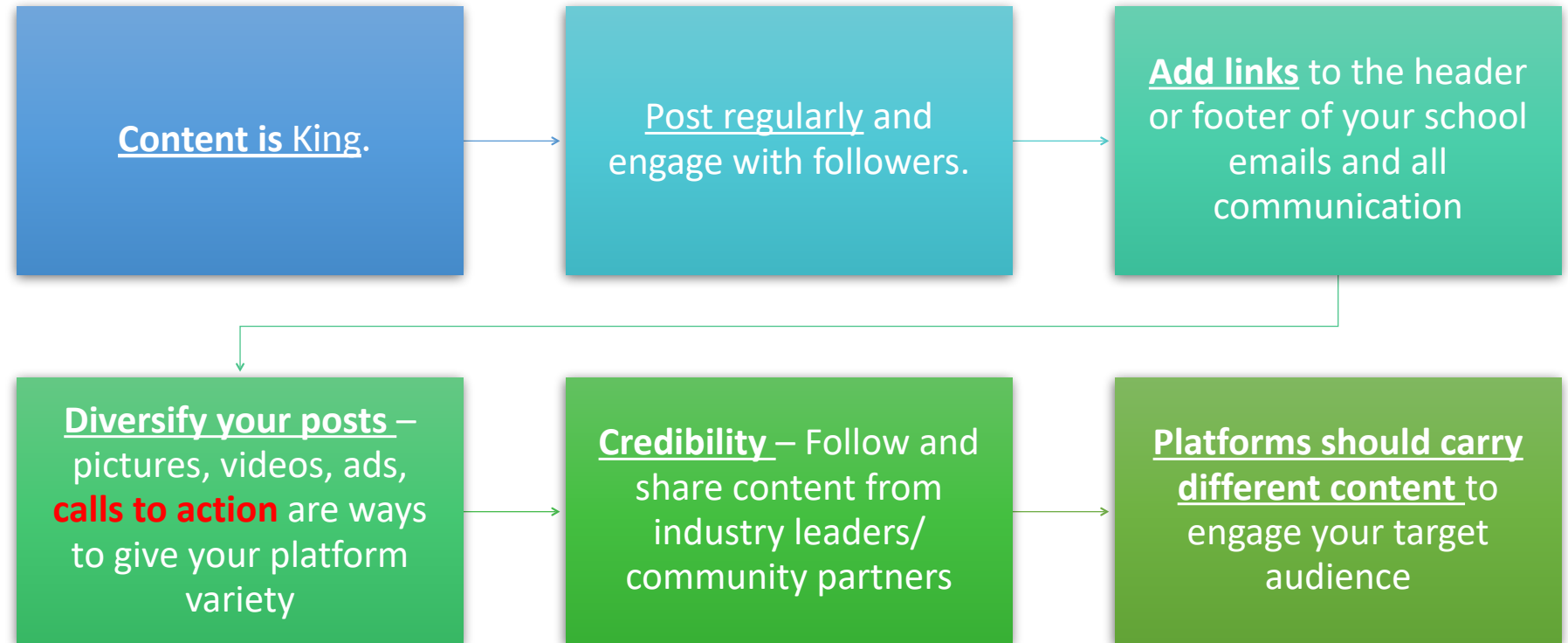
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**Consideration:** a family signs up for an open house from an ad they saw on Facebook, Instagram or website

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

# 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
- Come to Open House/ Schedule a Tour

### •Specific Social Media Posts/Campaigns:

- Awards
- Events
- Staff & faculty series



# Engagement through Creativity

## Ideas for any day of the week, month or year

### Anchor Events

- September
  - Showcase what we have to offer
  - Welcome back
  - New teacher highlights (beginning of school year)
- October
  - Early childhood
  - Celebrating enrollment growth & new students (first week October)
- November: Discover Catholic Schools Week (November 13-19)
- 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.
- January: Catholic Schools Week (January 29-February 4)
  - Enrollment process guide
  - Financial aid information
- February – May: Recruitment!
- June: Graduation

# Sample Social Media Calendar for October

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



# Social Media Work Plan

<b>OCTOBER</b>		
<b>10/10/2023</b>	National Indigenous Day/ Columbus Day	
	Anti- bullying month	
	Feasts days	
	HA family photo	
	Fall decor in classroom	
	Announce re-registration post	
	Post about K retention	
	Halloween parade or dress up photos	
	<i><b>Reels- Halloween costumes and why they chose thier costume</b></i>	
	<i><b>Reels - Anti bullying month - what did you do?</b></i>	
	<i><b>Reels - hispanic heritage month</b></i>	

# 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 8<sup>th</sup> graders do service hours, show off your 6<sup>th</sup> grade debate club. Parents want to see how children look, behave and thrive

# The Do's and Dont's of Posting



Our 5<sup>th</sup> 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 out students in both classical and progressive modes of communication. Head to the link in our bio to read the latest findings.  
#classicaleducation#catholiceducation#occupationtherapy#harvard education



Students hard at work practicing their handwriting skills!

#handwriting#practicemakesperfect#catholicschools



