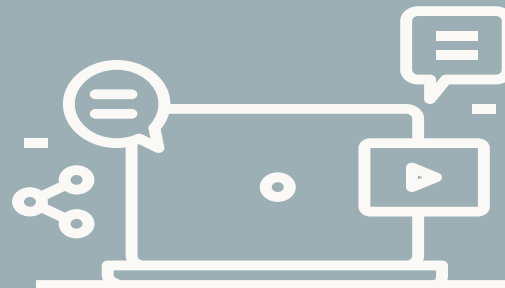


SARAH GULDALIAN



ENGAGE & COMMUNICATE THROUGH SOCIAL MEDIA



OBJECTIVES

Discuss the **power** of social media & **how to:**

- **communicate** with **precision**
- with your **community**
- at the right **places** and **times**
- to evoke **trust** and gain **influence**
- to **engage** them to participate.



THE POWER OF SOCIAL



GLOBAL USE

- 42% of the world's population uses social media.
- 90.4% of Millennials use it.
- 77.5% of Generation X use it.
- Each person spends an average of 2 hours, 22 minutes/day (Globalwebindex)
- 91% are using it from their phones!



FACEBOOK



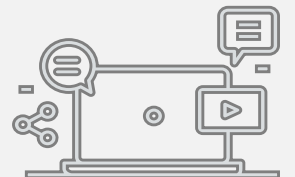
- 68% of Americans use Facebook. (Pew Research Center)
- 74% of Facebook users check it daily. (Pew Research Center)
- 96% of Facebook users access it on mobile. (Statista)
- **Time optimization**
 - Best: Wednesdays @ 11 am & 1 pm
 - Worst: Sundays



TWITTER



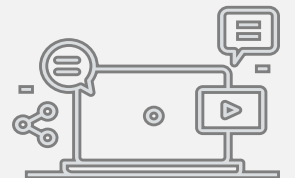
- 326 million people use Twitter every month.
(PR Newswire)
- 24% of adults in the U.S. use Twitter. (Statista)
- **Time optimization**
 - Best: Wednesdays @ 7 am
 - Worst: Saturday & Sunday



INSTAGRAM



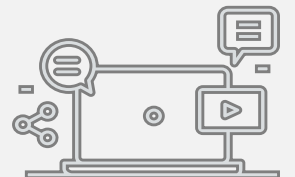
- Instagram has 1 billion monthly active users & 500 million use it daily. (Instagram)
- 72% of teens saying they use the platform. (Sprout Social)
- 59% of Instagram users are under the age of 30. (Statista)
- Videos get 21.2% more interactions compared to images. (Sprout Social)
- **Time optimization**
 - Best: Wednesdays @ 11 am & Friday 10 – 11 am
 - Worst: Sundays



LINKEDIN



- There over 530 million user profiles on LinkedIn. (LinkedIn)
- 80% of social media B2B leads come from LinkedIn. (LinkedIn)
- Over 46% of all social media traffic to company websites comes from LinkedIn. (LinkedIn)
- **Time optimization**
 - Best: Wednesdays | 9 – 10 am & Noon
 - Worst: Sundays



SOCIAL FOR YOUR SCHOOL



AUDIENCE

Parents Today

- Raised in a digital age
- Juggle apps *all day long*
- Expect prompt communication at their fingertips
- Use specific platforms at specific times
- Will trust you based on your digital abilities



GO DIGITAL

- Cut down papers going home!
 - They get lost & this generation finds it extremely frustrating!
- Make everything accessible from their smart phones!
- Use apps for
 - Conference sign-up
 - Assignment reminders
 - Online payments
- Send Weekly E-News!



DIGITAL APPS



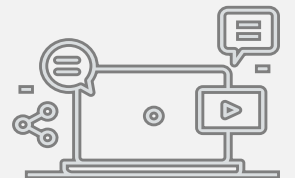
- Remind
 - Announcements, Reminders, Assignments, Pictures



- Infinite Campus



- Test Reports, Report Cards, pay for field trips
- E-News: Mailchimp



SAFETY FIRST

Before launching into turbo mode digitally, remember 3 Ps:

- Protection [kids]
 - Use photos for their class & FB group, not only promotional reasons.
- Privacy [parents]
 - Keep parent emails private. No mass emails showing all.
- Permission
 - Get parental permission to take & share photos.



SOCIAL



GOALS

What do you hope to achieve through social media?

- Retention
 - Inform Current Families
 - Customer Service
- Admissions
 - Increase Enrollment
- Raise support
 - Campaigns & Events



CONTENT

Remember the 2 Cs: Copy & Creative

- Copy
 - Text/Language/Messaging
- Creative
 - Photos/Images/Videos



COPY

- Balance of brand (mascot/teams), mission (quotes) & info (events)
- Consider & Push your strengths [UPS]
 - Brand, Vision, Mission, History, Core Values, Leadership, Campaigns
- Use this info to draw in a new audience in addition to being a feel-good page for the current community.



CREATIVE

Photos, Designs & Videos

- How? Utilize Volunteer Photographers (Parents)

Include:

- Photos: Assemblies, Special days (Reformation Day), Campus, Teacher Development Day, Performances, Volunteering, Graduation
- Images of Principal with quote from address; Alumni Features
- Stories [FB & Insta]



EVENTS [FACEBOOK]

- Create & Share FB events
- Open Houses [Boost, Ads]
- Gala/Fundraiser [Community]
- Graduation
- Trivia Night



TOOLS

- Editorial Calendar



- Google Sheets!

Live for team to see

- [Rows] Month, Week, Day, Date

- [Columns] Topic, Copy, Image, Hashtags, Mentions



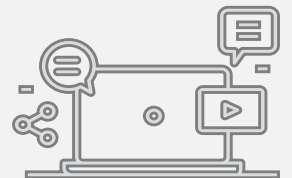
- Scheduling App

- Hootsuite or Buffer



- Canva

- Design Images & Quotes



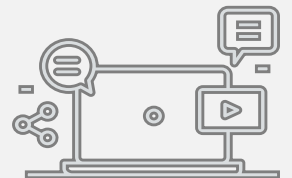
EDITORIAL CALENDAR

Horizontally

September 2018 -	YELLOW	GREEN	COMPLETED
August 2019 POSTS	Needs approval	Approved	Posted/Scheduled

Vertically

Week of	Posting Date	Opt. Time	Topic	Copy	Image	Hashtags	Mentions
Oct. 6 - 12							
	Tuesday, Oct. 8	FB:					
		Insta:					
	Thursday, Oct. 10	FB:					
		Insta:					
	Friday, Oct. 11	FB:					
		Insta:					



THANK YOU!

Email Sarah@SarahGuldalian.com
for today's PPT.

