

SCHOOLS THAT STAND OUT ON SOCIAL

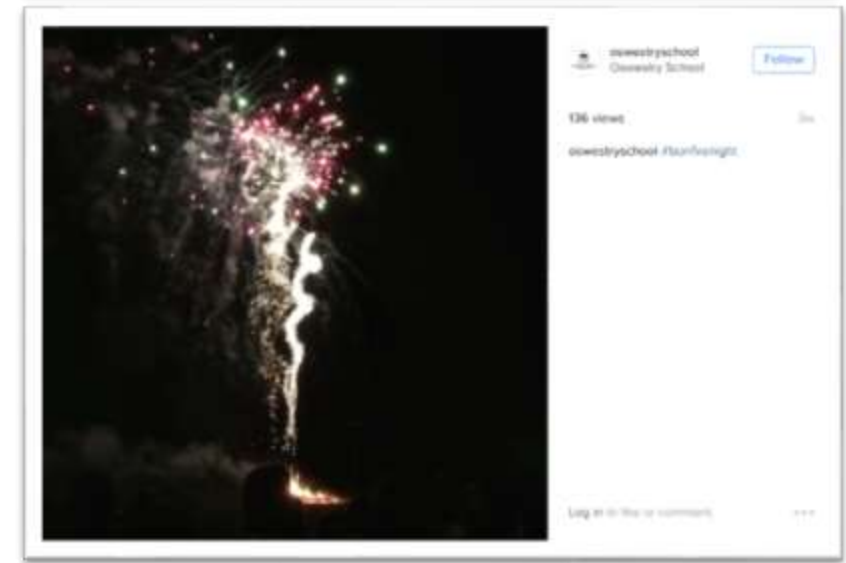
Great Ideas In 10 Minutes!

#SchoolsGetSocial

EVENTS AND CELEBRATIONS

INSTAGRAM

- Instagram's image-centric format lends itself well to featuring events and celebrations.
- Quality matters. Try to find eye-catching, engaging photos that will "stop the scroll"
- On such a visual platform, you are quite literally painting a picture of what life is like at your school. Take advantage of the opportunity and create a 360 understanding of what school life is like – both in the classroom and outside of it



CONNECTING WITH TEACHERS

- Hashtags like #TeacherTuesday and #EducatoroftheWeek offer the opportunity for schools to show gratitude and appreciation to their teachers
- Social Media is also a great place to advertise teacher vacancies, especially for international schools
- Use social media to offer insight into the highlights of teaching abroad



SPORTS

BROOKSTONE SCHOOL ON INSTAGRAM

- [Instagram](#) works well for sports faculties as they often have weekly events to share and don't always require a link back to your website
- You can also link to the images on Instagram through other social platforms to promote the channel



FUNDRAISING

RON CLARK ACADEMY ON INSTAGRAM

- [The Ron Clark Academy Instagram account](#) is subtly used to promote fundraising
- The high quality images focus on values of friendship and loyalty
- At the top of the page there is a link to a Just Giving fundraising page



RESULTS DAY

RESULTS DAY

- Leverage Results Day as an opportunity to congratulate your students
- The good luck post builds anticipation and draws audience in
- Collage images are a great way to show multiple images at once



OPEN DAYS

KEEP THE EXCITEMENT GOING!

- Don't forget, that like every good story, every good campaign has a beginning, middle and an end
- End your open day campaigns by posting pictures of the day, so those who missed out are inspired to visit next time



OPEN DAY ADVERTISING

- It has a wide reach across the globe – geo-targeting
- The ability to create ads from content that has already received good engagement
- Hereford Cathedral School run regular open day campaigns on Facebook and create fun videos. They ‘boost’ their videos on Facebook
- These open day videos have received high levels of engagement with up to 5300 views on Facebook
- [Check out Hereford Cathedral School on Facebook](#)



Hereford Cathedral School - HCS
November 4 at 6:21am · 🌐

Missed our last Junior School and Nursery open morning? There's another one on Thursday November 10. For more details click <http://www.herefordcs.com/Visits-and-Open-Days>

Hereford Cathedral Junior School Open Morning
Thursday November 10, 9.45-11.30am

3.9K Views

Like Comment Share Buffer Hootlet

👍👎👍👎👍👎 21

Chronological

WHAT MAKES A GOOD AD?

- Be informal and talk like your audience does naturally on social media.
- Show your school's brand personality so the ad feels genuine and on-brand.
- Be succinct. You only have a few seconds to catch their eye.
- Always include a call to action (CTA). Make it clear what you want them to do.
- Include an image for visual impact to boost click-through rates. On Twitter, for example, including an image can [boost engagement by 94%](#)!

Suggested Post

 **Kingham Hill School**
Sponsored · €

Kingham Hill School is a coeducational school for 11 - 18 year olds in the heart of the glorious Cotswold countryside where pupils have a safe place to learn, explore and make their home.




Suggested Video

 **Pocklington School**
Sponsored · €

Looking for something different for form education? Pocklington School you prepare for your future, not just passing exams. We offer a Sixth Form boarding education in a friendly, safe environment near York, just 2 hours from London by train. Build your future...

Come and see us at our February Open Day
info.kinghamhill.org.uk [Book Now](#)

 You and 32 others ·  2 comments ·  10 shares



Pocklington School - Sixth Form Open Morning
www.pocklingtonschool.com [Book Now](#)

ADS BEST PRACTICE

- Send user directly you want them to go to
 - If possible, create custom landing that looks great on mobile
 - If contact/lead form, make it as short as possible
- The shorter, the better - Studies show that 90 characters or less perform best for ads and posts
- Use ads that have people's faces (traditional print rules apply, small group close ups work best.
- Track ad campaigns by tagging URLs to see which perform best
- Target ads as much as possible – use A/B testing
- Social media is about being social — and more importantly, constantly sharing content and value.
- Rule of thumb: For every three pieces of content or value you share, you can ask for something in return.



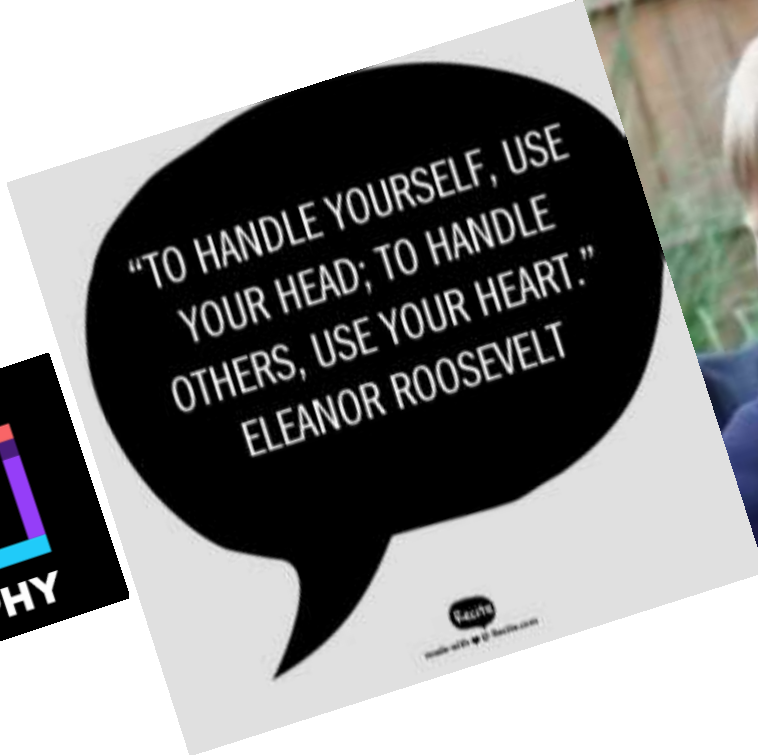
UNSURE WHAT TO PROMOTE?

- Take a look at past posts and find out what's already working – these posts have already proven to be engaging so it's a good place to start
- Wait for the first 24 hours of organic engagement, then promote it.
- You don't have to reinvent the wheel! Find out what's performing best – then repeat!
- Look for themes in:
 - Topics
 - Type Of Post (photo, video)
 - Language
- When you try new things, don't forget to monitor them to if it's worth doing them again.



TOOLS FOR SCHOOLS

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Digital Learning @Digitalholme - Sep 12
Spent our first week back learning some new apps and techniques - here's a #prismavideo from Joe in Year 8



SOCIAL MEDIA WORKSHOPS

REGISTER FOR A WORKSHOP IN 2018!

'Thank you SO much for a brilliant workshop today. Loads of really useful information & I'm really enthused about putting together a proper strategy!' - Alison Atkin's, Reed's School

- Click Here to Register for a [Social Media Roadshow](#)
- Sign up to our [newsletter](#) to keep informed of upcoming FREE events exclusively for school marketers
- Join our [School Marketing Facebook Group](#) and continue to share ideas and experience



Thank You!

Thank you for attending our presentation.

#Finalsite  @FinalsiteUK



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