

Social Media Strategies to Build Awareness

Presented by the Partners in Mission Team:

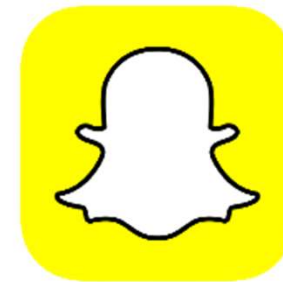
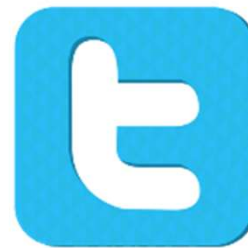
Maria Ippolito, Partner

Kathy Link, Partner



Click play to watch webinar

Which Channels Should Schools Use?



Social Media Covid Realities

Schools were suddenly forced to ONLY engage with communities virtually

TikTok exploded!

Instagram launched Reels

We became more “forgiving” preferred genuine content

We craved connections and found them on social media

Live content more than **doubled**

The result:

We suddenly wanted to be entertained, not sold to.

It's a cycle and social can influence many parts of the funnel



Awareness: family researching schools and finds one of your social accounts.....

Interest- family visits your website and is directed to social

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

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

BRANDING = IDENTITY

GENERAL MARKETING = ATTENTION

TARGET MARKETING = ATTRACTION

MICRO MARKETING = RELATIONSHIP

APPLICATION = INTEREST

ACCEPTANCE = INVITATION

RETENTION = FULFILLMENT

GRADUATION =
CELEBRATION

Who manages social media?

- Social media management is a 24/7 job
- In some schools, this is a full time position, others looks more like a team approach
- Best practices:
 - More than 1 “admin”; note you can provide various level of access-
page roles under page settings
 - School leader should have some level of involvement
 - Have a team ready to handle any issues

How do schools build engagement?

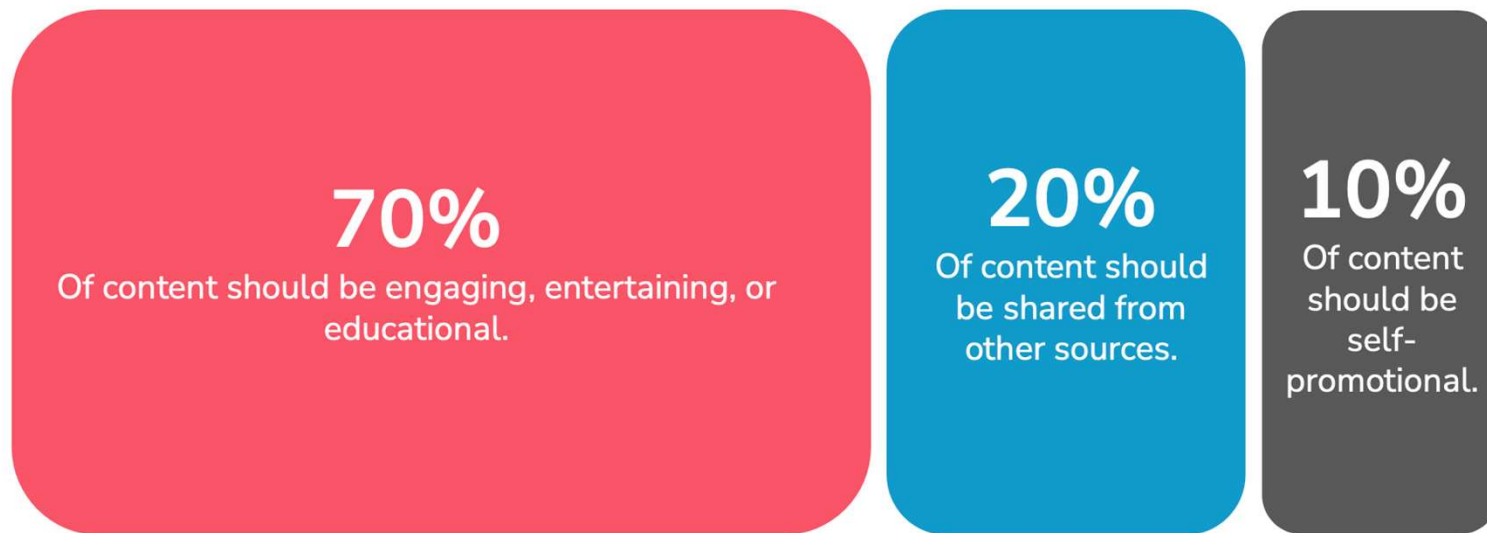
- **Content:** Focus on content that matters to your target audience
- **Stay Active:** Post regularly and engage often with your followers
- **Visibility:** Add links to the header or footer of your website/school emails and external email signatures
- **Credibility:** Follow and share content from industry leaders/community partners
- **Pay:** Boost Your Posts

****Social media isn't simply a podium for you to talk about your school.**

It's a place to connect your community. **

How do schools build engagement?

70-20-10 Rule Across All Mediums



What is your organic versus paid approach?

- To have successful social marketing you need to use both Organic and Paid social strategies:
- **Organic**
 - Create content that your followers are interested in
 - Build community through personal interactions, sharing and responding
 - *Must have strong organic presence before utilizing paid*
- **Paid**
 - Allows you to extend reach to additional internal or external audiences
 - Helps reinforce key strategic messages

Paid Options: Boosted Post vs. Ad Campaign

- **Boosted** – created directly within school page- **re-purposes post content and amplifies it to the audience you select-** can be very targeted
- Goal is to increase reach to encourage engagement

Ad Campaign:

Created within Ad Manager
Same detailed custom target audiences
Opportunity to more closely define goals

When should I boost posts?

- Most basic form of paid social
- Re-purposes post content and amplifies it to the audience you select:
 - Your followers
 - Your followers & their friends
 - People you choose through targeting
 - Custom Audiences
- Goal is to increase reach to encourage engagement

Boost Post

AUDIENCE

People you choose through targeting [Edit](#)

Location - Living In: United States: Cos Cob (+25 mi), Darien, Greenwich, New Canaan, Norwalk, Old Greenwich, 2425218, Rowayton, Stamford, Westport, Wilton Connecticut; Bedford, Pound Ridge, Rye New York

[More-](#)

People who like your Page

People who like your Page and their friends

TriplePlayAudienceV2

Lookalike (US, 1%) - People who like King School Alumni Association

[See All \(9\)](#) | [Create New Audience](#)

Instagram

Run promotion on Instagram

BUDGET AND DURATION

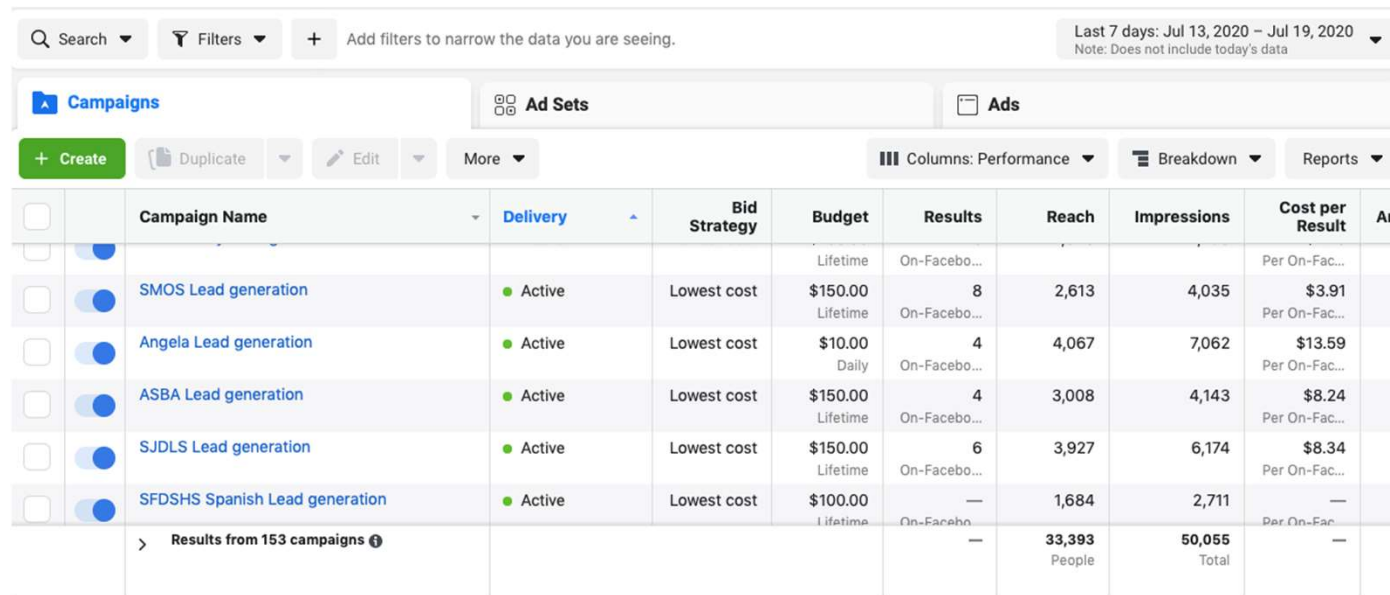
Total budget ⓘ

\$40.00



When Should I run ad campaigns on Facebook & Instagram?

- Created within Ad Manager
- Same detailed custom target audiences
- Opportunity to more closely define goals
- Opportunity to add additional CTA/Text
- Various creative options
- Provides various ad placements



The screenshot displays the Facebook Ad Manager interface. At the top, there is a search bar and filter options. Below that, the 'Campaigns' tab is selected, showing a list of active campaigns. The table includes columns for Campaign Name, Delivery status, Bid Strategy, Budget, Results, Reach, Impressions, and Cost per Result. A summary row at the bottom indicates 'Results from 153 campaigns' with a total reach of 33,393 people and 50,055 impressions.

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
SMOS Lead generation	Active	Lowest cost	\$150.00 Lifetime	8	2,613	4,035	\$3.91
Angela Lead generation	Active	Lowest cost	\$10.00 Daily	4	4,067	7,062	\$13.59
ASBA Lead generation	Active	Lowest cost	\$150.00 Lifetime	4	3,008	4,143	\$8.24
SJDLS Lead generation	Active	Lowest cost	\$150.00 Lifetime	6	3,927	6,174	\$8.34
SFDSHS Spanish Lead generation	Active	Lowest cost	\$100.00 Lifetime	—	1,684	2,711	—
Results from 153 campaigns				—	33,393 People	50,055 Total	—

OPTIMIZES ALL BASED ON PERFORMANCE!

Ad campaigns & Boosted Posts on Facebook & Instagram

Boost Event

SPECIAL AD CATEGORY

Ads for credit, employment or housing offers. [Learn More.](#)

AUDIENCE

People you choose through targeting Edit

Location - Living In United States: Chicago Illinois
Age 18 - 65+

People who like your Page

People who like your Page and their friends

People in your local area

Your Custom Audiences

[See All \(9\)](#) | [Create New Audience](#)

DURATION AND BUDGET

Duration ⓘ

Preview: Desktop News Feed



Academy of St. Benedict the African
Sponsored ·

Join us as our very own Mrs. Farrand reads "The Word Collector" by Peter Reynolds. Stay tuned after as we make our own word collecting books. You'll need construction or plain white paper, and crayons/coloring materials!



TUE, JUL 21 AT 10 AM
Storytime with Mrs. Farrand
Online Event

Augustus Tolton Catholic Academy
Sponsored ·

extensive scholarship program makes the dream of a private education a reality. As Chicago's first STREAM school, we offer small sizes and a safe nurturing environment with a Science and Tech



in Mission

How can schools have an active presence and engage with their followers?

- Social Media is a two-way communication vehicle
- Engage with your followers regularly:
 - If you see comments on your posts, reply, even if it is just a “thank you.”
 - Respond to all private messages
 - Like and comment on posts that mention your school
 - Proactively tag, mention and comment institutional partners, schools, community
 - Proactively ask for engagement!



What is your content strategy?

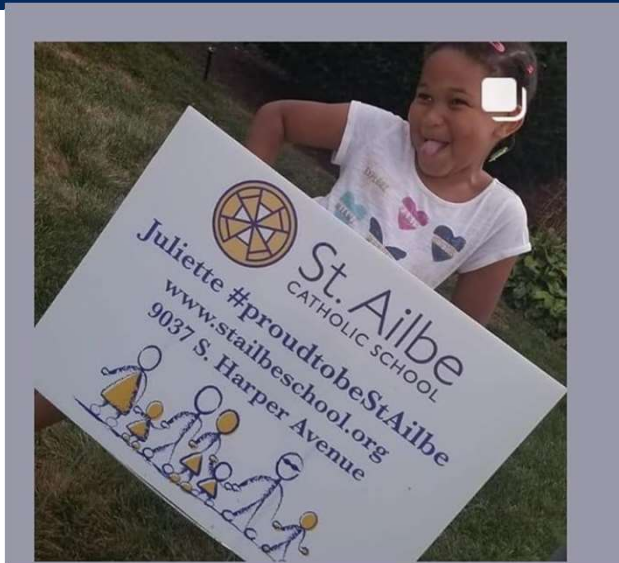
Despite their differences, strong content on all social channels share these qualities:

1. Visually Engaging
2. Personality
3. Consistency
4. Active Presence

Where can I get content?

- Take advantage of various opportunities to leverage contributed content:
 - Provide a means for Faculty/Coaches/Parents/Students to submit content
 - Check daily for use of school tags and hashtags
 - Follow and tag peer schools and community partners; neighborhood pages
 - Check for local news coverage

Where can I get content RIGHT NOW?



#FRIDAYFEATUREFAMILY



Get to Know...

Damani McClellan
5th and 6th Grade History & Science

WHAT IS YOUR FAVORITE THING ABOUT TEACHING AT ST. JOHN DE LA SALLE?

THE COMMUNITY/FAMILY ATMOSPHERE.

FAVORITE ACTIVITY OUTSIDE THE CLASSROOM: **PHYSICAL ACTIVITY**

FAVORITE FOOD: **SUSHI**

FAVORITE SPORTS TEAM: **BEARS**

FAVORITE MOVIE/TV SHOW : **MY HERO ACADEMIA**



Where can I get content RIGHT NOW?



St. Francis de Sales High School

Preparation for College,
Preparation for Work,
Preparation for Life

Welcome David!



STEM TEACHER

Mrs. Tamiko Woods

Mrs. Woods has recently completed her Master's in Education.

She has over 20 years of teaching experience from grades Pre-k to high school.

She is passionate about teaching STEM and will be a great addition to our Tolton Academy family.



8TH GRADE SCHOLAR
DESTINY



HIGH SCHOOL:
ST. FRANCIS DE SALES HIGH SCHOOL

Where can I get content RIGHT NOW?



Looking FOR AN EARLY CHILDHOOD PROGRAM?

SEE HOW WE CHECK OUT



SCHOLARSHIPS AVAILABLE!

Services Provided	St. Ailbe Preschool Program	Local Day Care Center
Full Day Program-	✓	✓
Safe Caring Environment	✓	✓
State and Local Standards	✓	✓
Ongoing Communication	✓	✓
CCI Accepted	✓	✓
Comprehensive Standards Based Curriculum	✓	
Cohesive Program Through 8th Grade	✓	
Certified Teachers	✓	
Extracurricular After School Programs	✓	
Gym, Art, Music, STEM	✓	
Small Class Sizes	✓	
1:1 Technology	✓	
Loving, Faith Filled Environment	✓	



Should schools take advantage of live video?

- Facebook, Instagram and Twitter offer live video- consider a “live” example- “live event” Storytime
- **March is Women’s History Month**
- People spend 3 times longer watching Live video, compared to other types of video
- Upload videos that are simple, yet give a great, authentic inside look at life on campus

What now?

- During this time of uncertainty, proactive, thoughtful communication more important than ever- social media is a great vehicle
- Keep it simple and easy to understand
- Looking for new students? Consider Lead Ads

WE ARE HERE FOR YOU!
How Can We Help?

|| Partners in Mission LinkedIn

Q&R

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