About Kristen

- With Finalsite since Dec. 2019
- 5+ years in digital marketing
- Background in content strategy, social media, and inbound strategy
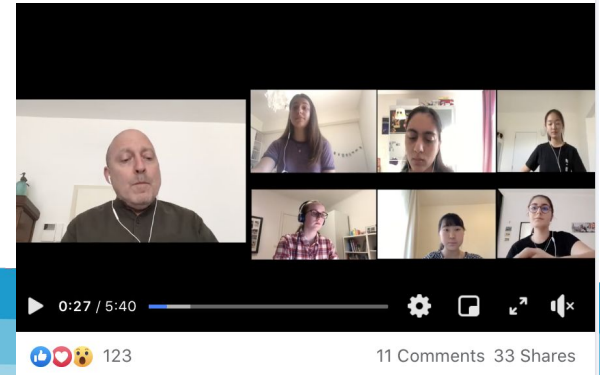- Mom of a mini aussiedoodle puppy named Caesar

The key to your community:
Emotional Intelligence

- ▸ Students are feeling disconnected
- ▸ Parents and faculty are worried
- ▸ Prospective families feel uneasy or unsure
- ▸ Alumni may feel disconnected

West End Day School
July 10 at 6:21 PM · 🌐

Introducing our first Staff Pop In of summer! Here is Mr. Afzaal with his summer reading pick, Mae Among the Stars by Roda Ahmed.

0:07 / 0:48

👍❤️ 12

The International School of Brussels (Official)
June 24 · 🌐

This was an extraordinary school year for us all. We are so proud and thankful to the whole ISB Community for their resilience, adaptation, and support. We couldn't have done it without you! We would love to end the school year with this beautiful musical performance of hope, unity, and community.
197 students and 9 teachers came together to create the largest ever musical project that includes all three musical areas (Strings, Voice and Band), and three divisions (ES, MS and HS) performing "Lean on Me" by Bill Withers.

We wish you all a restful, peaceful, and healthy summer!

#ThisIsISB #ISBcelebrates #SummerBreak

0:27 / 5:40

👍❤️😮 123   11 Comments 33 Shares

#FinalsiteSummer

"What do you feel has been the **biggest barrier** to meeting your social media goals so far?"

Added by you
Not enough time
50 votes

Added by you
Not getting enough engagement
22 votes
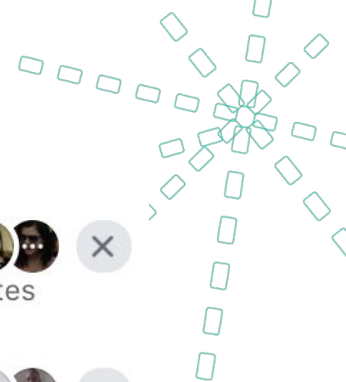
Added by you
Not knowing what to post
11 votes

Added by you
Wanting to advertise, but not having the budget
2 votes

Connecting your community
**when you have limited
time and resources**

Step 1:
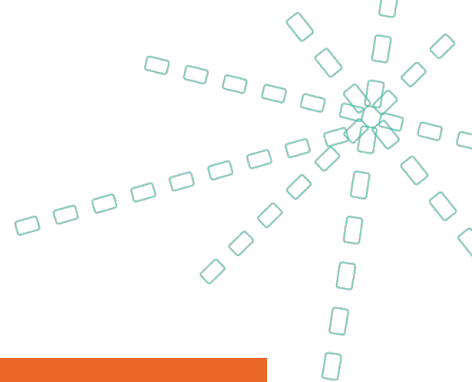## Think about who you want to reach, and where they are

STUDENTS	PARENTS	FACULTY	ALUMNI
Instagram	Facebook + Groups	Facebook Group	Facebook Group
TikTok	Instagram		Instagram
	Twitter		

Step 2:

You don't have to post as much as you think
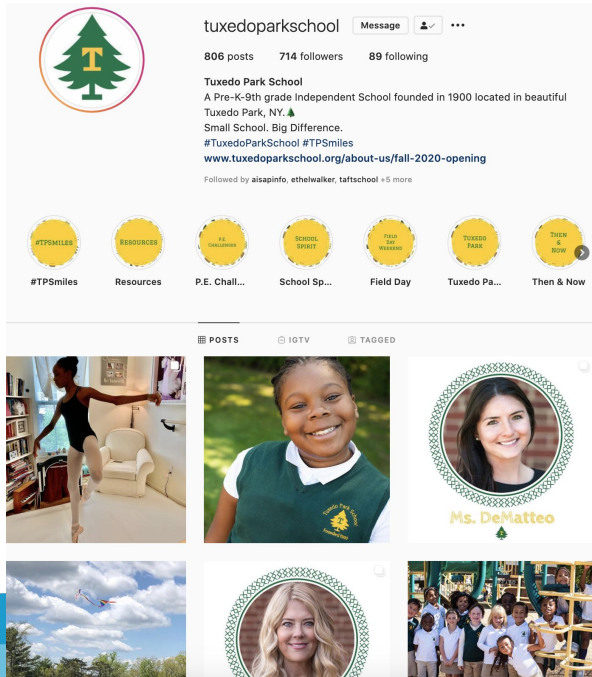
TIMING

1-2 times per day on Facebook

1-2 times per day on Instagram

5+ times per day on Twitter

Defer to "Stories" for more

Step 3:
When in doubt, turn to resources you already have

▸ **Pull "snippets"** from content you already have to use across different channels.

▸ **Crowdsource** by reaching out to members of your community to send in photos through a specific email address, or set up a branded hashtag.

▸ **Remember it doesn't have to look professional**. While you definitely want to save your higher-quality photos for platforms like Instagram, we naturally resonate and are forgiving with candid content. The more human, the better.
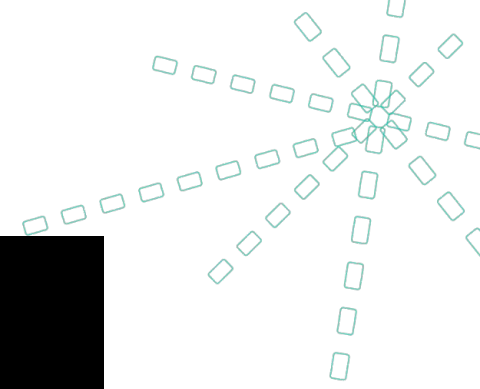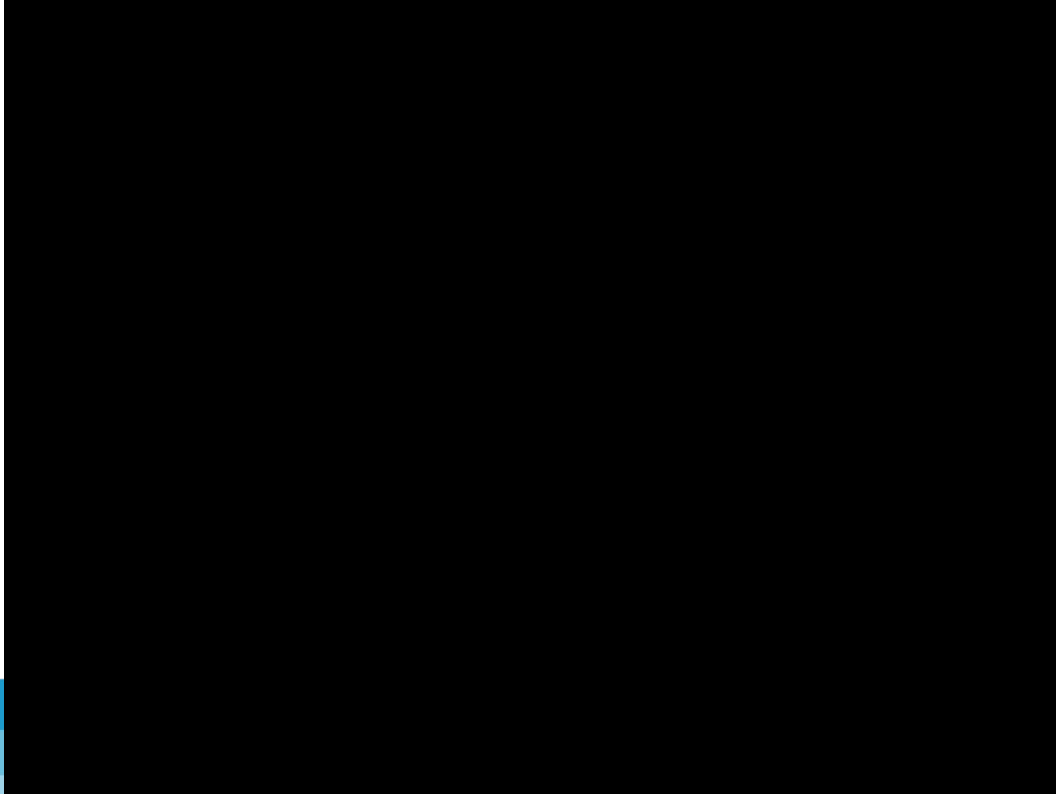
▸ **Throwbacks are OK (and great)!**

TASIS Portugal
July 9 at 3:24 AM · 🌐

Our founder, M. Crist Fleming, was a force to be reckoned with. Bold, courageous, and confident, she established TASIS at a time when it was not common for a woman to forge such a path. Our goal is to spark this spirit of wit and will in the children we educate. Read more about the amazing Mrs. F here: https://bit.ly/TASIS-MCF #portugal #internationalschool #sintra #cascais #spirit #witandwill #strength #strongkids #timeschangevaluesdont

TASIS Portugal
Education

💬 Send Message

👍❤️ 36   1 Share

Step 4:
Set aside time for your calendar

CHANNEL	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Instagram	User-generated content	Tip Tuesday	Instagram Live: Q&A	School spirit photo / video Or Throwback	Faculty or student profile	Virtual event promotion for next week	User-generated content
Facebook	Live: Weekly announce-ments	Club/Extra-curricular highlight	Post helpful blog	Throwback	Virtual event promotion for next week	Faculty or student profile	Re-share content from other local leaders

Step 5:
Take advantage of free tools

▸ **Later.com**

Step 5:
Take advantage of free tools

▸ **Canva.com**

Connecting your community
through engaging content

Two main categories of social media posts:

Princeton Public Schools ISD 477
July 29 at 10:54 PM · 🌐

Well, who knew? July 29 is International Tiger Day! It's a globally recognized day to bring awareness to the endangered cat and to promote conservation efforts. If you are so inclined, take a moment to learn some fun facts with your tigers at home! #477PrincetonProud #TigerSTRONG

INTERNATIONAL
TIGER DAY

👍❤️ 46   2 Shares

Princeton Public Schools ISD 477
19h · 🌐

We just received this information regarding the MSHSL for Fall activities. Our Activity Directors will be sending additional information to coaches, student athletes, and families as more information comes available. https://www.kare11.com/mobile/article/sports/high-school/mshsl-fall-sports-decisions/89-2cef8096-b06f-4ff9-998c-2c355e1d1

MSHSL
MINNESOTA STATE HIGH SCHOOL LEAGUE

KARE11.COM
Minnesota State High School League moves football, volleyball to spring

For Engagement:
‣ User-generated content
‣ Throwbacks
‣ Student/faculty highlights
‣ Campus photos
‣ National Days

For Information or promotional content:
‣ News
‣ Announcements
‣ Upcoming Events
‣ Admissions content

#FinalsiteSummer
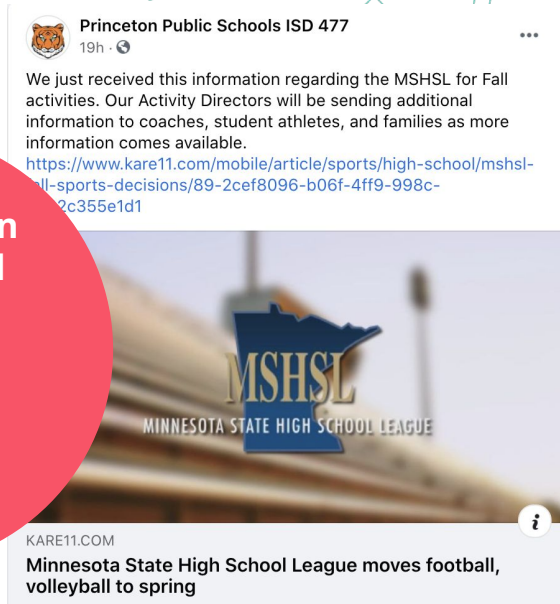
Step 1:
Use the 70/20/10 Rule

70%
Fun/Educational

10%
Promotional

20%
Shared
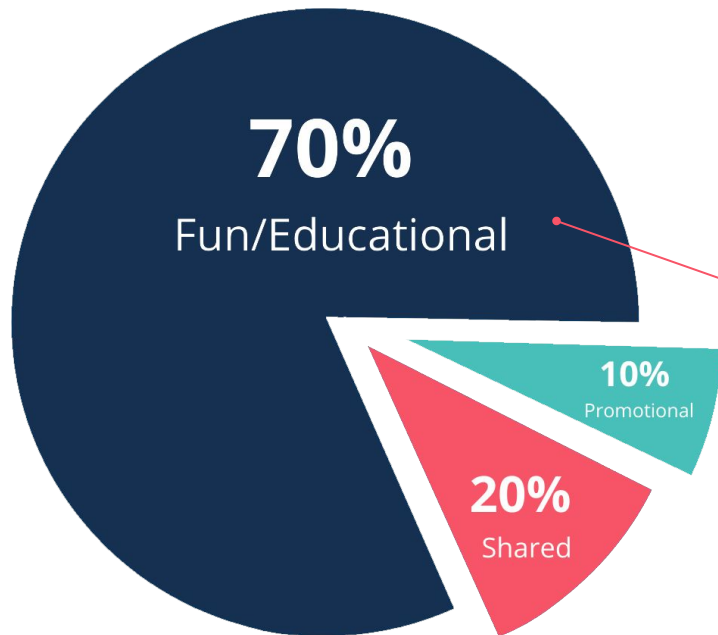
70% of your content can
(and should) be engaging, non-promotional posts.

Step 2:
Create a Sense of Community

▸ **Always respond to comments (both good and bad!)**

▸ **Maintain a consistent posting cadence**

▸ **Create a Facebook Group**

▸ **Showcase your students and faculty**

▸ **Go Live**

▸ **Don't just cancel events, make them virtual when possible**

Step 3:
Use video when possible

▸ **You don't necessarily need a large (or any) budget**

▸ **Most social channels give top priority to video content**

▸ **More than 50% of users prefer video content over all other forms of content**

▸ **Your community is spending more time online than ever before, and consuming more video than ever before**

stuartcdschool • Following

stuartcdschool Oh the places they will go! 💚

As we continue to honor the Class of 2020, here's a look at the schools they are attending in the fall! Thanks to Heather Kwafo for her creativity in producing the college matriculation video! #stuartproud #stuartcountrydayschool #classof2020 #covidgraduation
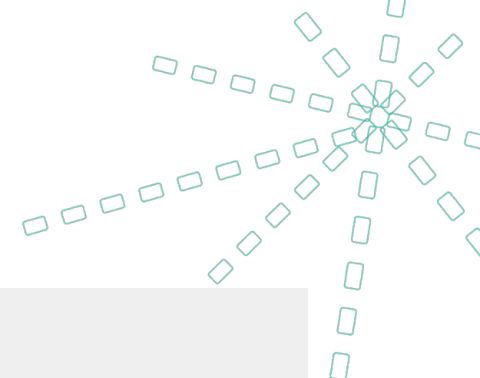
8w

531 views
JUNE 8

Add a comment...

0:00 / 4:40

85% of social videos are watched **without sound**, so always enable captions!

Step 3:
Use video when possible

LIVE VIDEO

▸ Can go directly on Facebook, Instagram, LinkedIn, or Twitter

▸ Great for events, QA, morning announcements, etc.
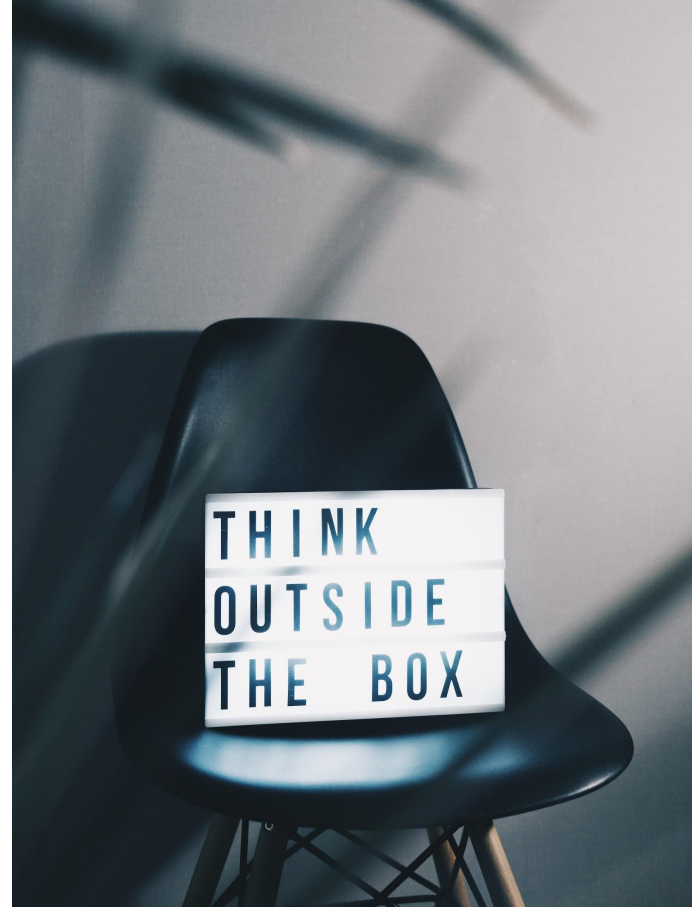
▸ Often longer in length

PRE-RECORDED VIDEO

▸ A recording of an event, virtual tour, or story that's then posted to your social channels

▸ Doesn't need to be professional quality
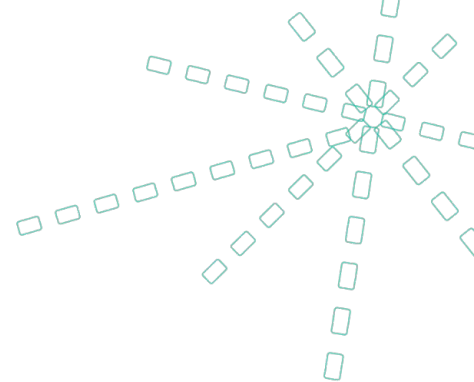
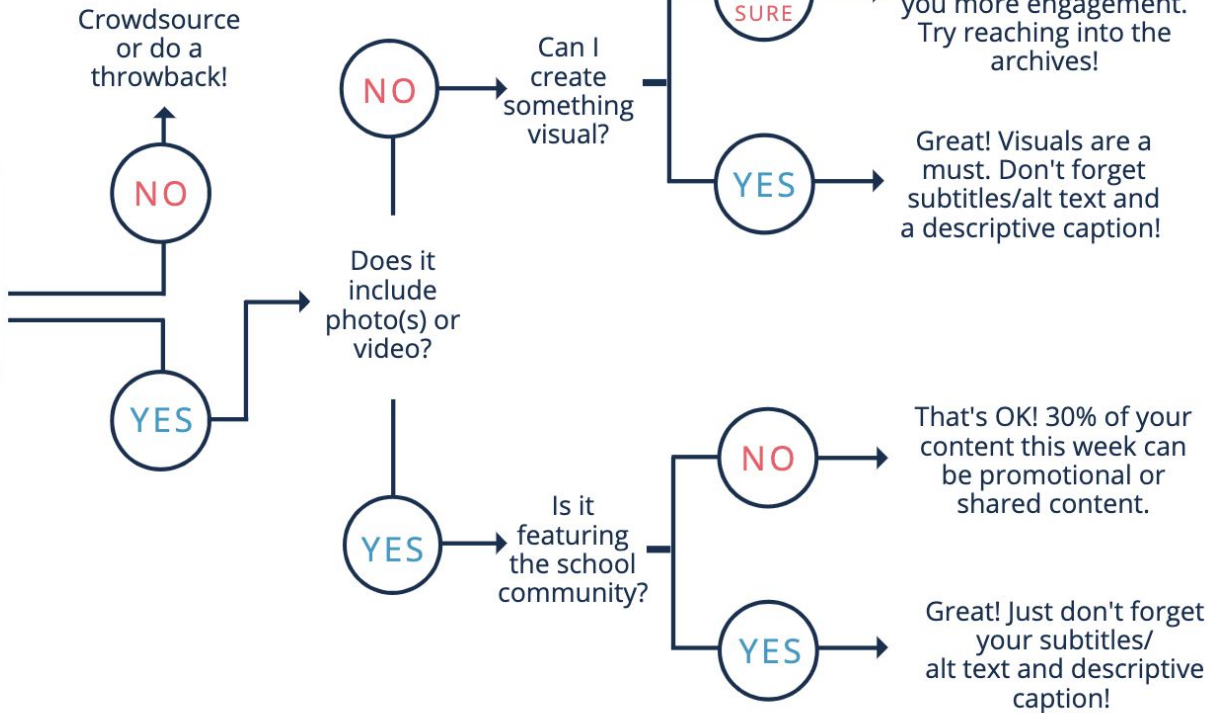▸ Often shorter in length

BOTH

▸ Essential for engaging and informing your community

▸ Great tools for **email**, **social media**, and your **website**

▸ Humanize your school or district

Connecting your community **when you don't know what to post**

DO I HAVE CONTENT TO SHARE?

Crowdsource or do a throwback!

NO

YES

Does it include photo(s) or video?

Can I create something visual?

NO

I'M NOT SURE

That's OK! Just remember that photos/videos will get you more engagement. Try reaching into the archives!

YES

Great! Visuals are a must. Don't forget subtitles/alt text and a descriptive caption!

YES

Is it featuring the school community?

NO

That's OK! 30% of your content this week can be promotional or shared content.

YES

Great! Just don't forget your subtitles/ alt text and descriptive caption!

Type of content	Relevant next week?	Relevant next year?	How to make it evergreen
Event Promo for next week	✔️	❌	Use photos/video from the event for throwbacks or for a promo for the next event
Student/faculty highlight	✔️	❌	Collage together to look back on exemplary students and teachers from the past
Blog about parenting	✔️	✔️	Reshare when relevant; try to offer a new take on it
Live stream of morning announcements	❌	❌	Save footage for b-roll; upload to YouTube as an archive

Expanding your community
when you don't have a large budget

Try boosting content that you already know works!
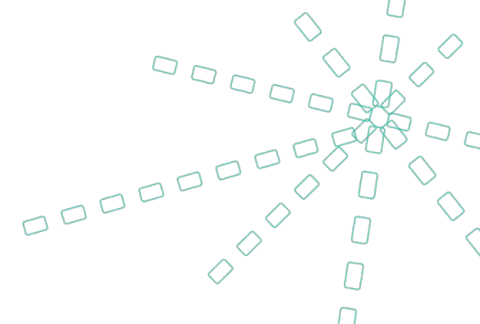
- ▸ **Dip your toes in the advertising waters**
- ▸ **Great for brand awareness and top of the funnel content (blogs, "about" your school, etc.)**
- ▸ **Is limiting from a targeting standpoint**

Reach More People With This Post
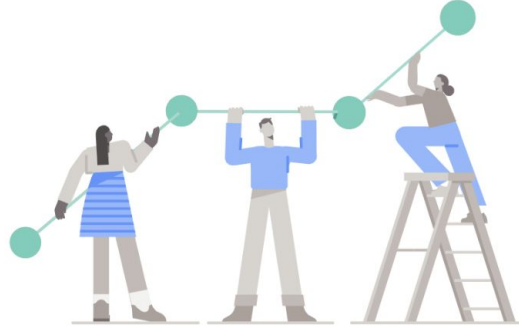You could reach up to 908 people daily by boosting your post for $10.

124
People Reached

7
Engagements

Boost Post

Use the Facebook Pixel

- ▶ **Collect real data about those who are interacting with your website**
- ▶ **Improve conversion rates**
- ▶ **Reach more relevant audiences in your community**

Connect a Data Source to Get Started
By connecting a data source you can send information from any place where your customers interact with your business. This information can then be used to create audiences and run ad campaigns.

Connect a Data Source

Questions?

Post in the Summer Camp Facebook Group
& Bring to the Live Networking Sessions!

Thursday, 13 August

9AM | 12PM | 9PM EDT (NYC TIME)