

#CharterChat Tell Your School's Story

presented by Courtney Fisher



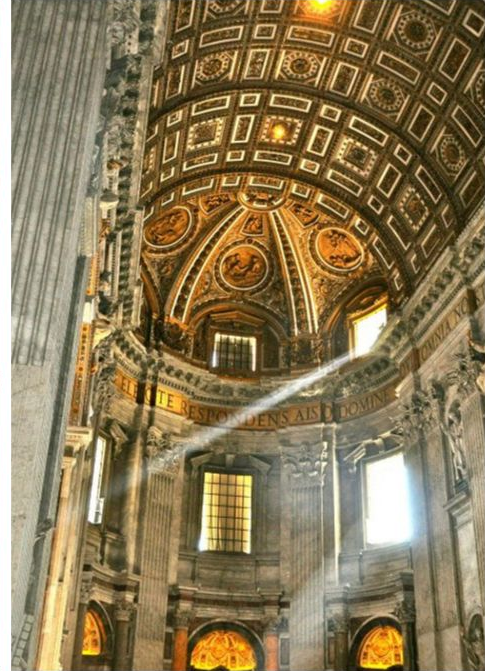
My Story



MY UNIVERSITY



MY BACKGROUND



MY HOBBY

My Sage Oak Story

COMMUNICATION



Internal & external:
email, public relations,
branding, business
services

SOCIAL MEDIA/ MARKETING



Social media and print
advertising

GRAPHIC DESIGN



Presentations, flyers,
social graphics,
postcards, posters,
promotional items

WEBSITE



Events, tabs, pages,
content, news updates

**Why is it important to tell
your school's story?**

Why Social Media?



FACEBOOK

1.56 billion daily
active users



INSTAGRAM

500 million daily
active users



TWITTER

126 million daily
active users



LINKEDIN

100 million daily
active users



FACEBOOK

60 million businesses use Facebook.

(Brandwatch)

Largest social media platform in the world with the most diverse audience.

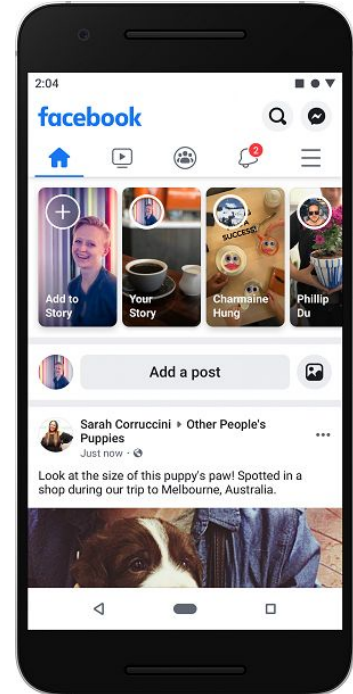
Best Uses:

Storytelling, company updates, important news, useful links, advertising.

Facebook Groups

“The future is private.”

- Facebook algorithm change by 2020
- Navigation tabs (public to private spaces)
- Groups content/activity
- Personalized feed
- “Meet New Friends” - shared communities (school, workplace, city)
- New group features (health, gaming, buying and selling)





INSTAGRAM

25 million businesses use Instagram.
(Hootsuite)

A mobile, visual platform where engagement is high and followers are brand-loyal.

Best Uses:

Visual storytelling, high quality photo and video, engaging content.



TWITTER

70% of small businesses are on Twitter. (Search Engine People)

Interactive platform for sharing short updates, links, and being part of the conversation.

Best Uses:

Short snippets of relevant content (hashtag heavy), quickly spreading the word, interacting with similar users.



LINKEDIN

30 million companies use LinkedIn with
20 million open job listings.
(Omnicores Agency)

Professional networking platform used for promoting your business, job openings, and connecting with industry leaders.

Best Uses:

Networking, job postings, industry-specific content, information about company culture.

Which social media platform is your favorite?

Facebook **208334**

Instagram **209117**

YouTube **209124**

Twitter **209161**

LinkedIn **209164**

Social Media Strategy

- **Social media “mission statement”**

Social Media Strategy

- **Social media “mission statement” (overall objective)**
 - Educate current and prospective families about personalized learning
 - Tell success stories of students and teachers

Social Media Strategy

- Social media “mission statement”
- **Goals**

Social Media Strategy

- Social media “mission statement”
- **Goals**
 - Brand Awareness
 - Storytelling
 - Building Community
 - Audience Growth
 - Providing Resources

Social Media Strategy

- Social media “mission statement”
- Goals
- **Target Audience**

Social Media Strategy

- Social media “mission statement”
- Goals
- **Target Audience**
 - Age
 - Location
 - Interests

Social Media Strategy

- Social media “mission statement”
- Goals
- Target Audience
- **Budget**

Social Media Strategy

- Social media “mission statement”
- Goals
- Target Audience
- **Budget**
 - Engagement
 - Page Likes
 - Website Click Ads

**Write down your social media
mission statement & goals.**

Social Media Strategy

- **Social media “mission statement”**
 - Educate current and potential families about personalized learning
 - Tell success stories of students and teachers
- **Goals**
 - Brand Awareness
 - Storytelling
 - Building Community
 - Audience Growth
 - Providing Resources

Social Media Content Calendar

October 2019							KEY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

- **G-Suite:** Google Docs, Google Sheets, Google Calendar
- **Productivity tools:** [Asana](#), [Trello](#), [Evernote](#)

ACCOUNT	DATE	MESSAGE	LINK	CHARACTER COUNT
	1/18/20 20:45			0
	1/19/20 15:00			0
	1/20/20 09:15			0
	1/21/20 03:30			0
	1/21/20 21:45			0
	1/22/20 16:00			0
	1/23/20 10:15			0
	1/24/20 04:30			0
	1/24/20 22:45			0
	1/25/20 17:00			0
	1/26/20 11:15			0
	1/27/20 05:30			0
	1/27/20 23:45			0
	1/28/20 18:00			0
	1/29/20 12:15			0

Social Media Content

- Post 1-3 times per week

Social Media Content

- Post 1-3 times per week
- Refer to your social media strategy

Social Media Content

- Post 1-3 times per week
- Refer to your social media strategy
- Student/Teacher/Leadership highlights

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- School holidays, fun holidays

Social Media Content

- Post 1-3 times per week
- Refer to your social media strategy
- Student/Teacher/Leadership highlights
- School holidays, fun holidays
 - Teacher Appreciation Week, Constitution Day, Read Across America Day, Pi Day, Poetry Month

Social Media Content

- Post 1-3 times per week
- Refer to your social media strategy
- Student/Teacher/Leadership highlights
- School holidays, fun holidays
- Family-friendly activities/educational blog posts

Social Media Content

- Post 1-3 times per week
- Refer to your social media strategy
- Student/Teacher/Leadership highlights
- School holidays, fun holidays
- Family-friendly activities/educational blog posts
 - STEM activities
 - Educational podcasts or apps
 - Crafts/projects
 - Local/National parks or historic sites

Blogs & Resources

- Hubspot - [Social Media Content Calendar](#)
- [Social Media Today](#)
- [Mobile Marketer](#)
- [Marketing Dive](#)
- Hashtags [#SchoolChoiceWeek](#), *#CharterSchool*, *#PersonalizedLearning*

Sage Oak Story

What makes a good story?



100 Reactions, 5 Shares



**Write down one new campaign
hashtag for your school.**

Tracking Results

- Vocabulary
- Insights
- Results



Social Media Vocabulary

Terms to know when tracking results:

- 1. Reach**
- 2. Actions**
- 3. Impressions**
- 4. Reactions**

Social Media Vocabulary

Terms to know when tracking results:

1. **Reach:** The number of people who had any posts from your Page on their screen (organic or paid promotions)

Social Media Vocabulary

Terms to know when tracking results:

1. Reach
2. **Actions:** The number of clicks on your Page's contact info and call-to-action button 

Social Media Vocabulary

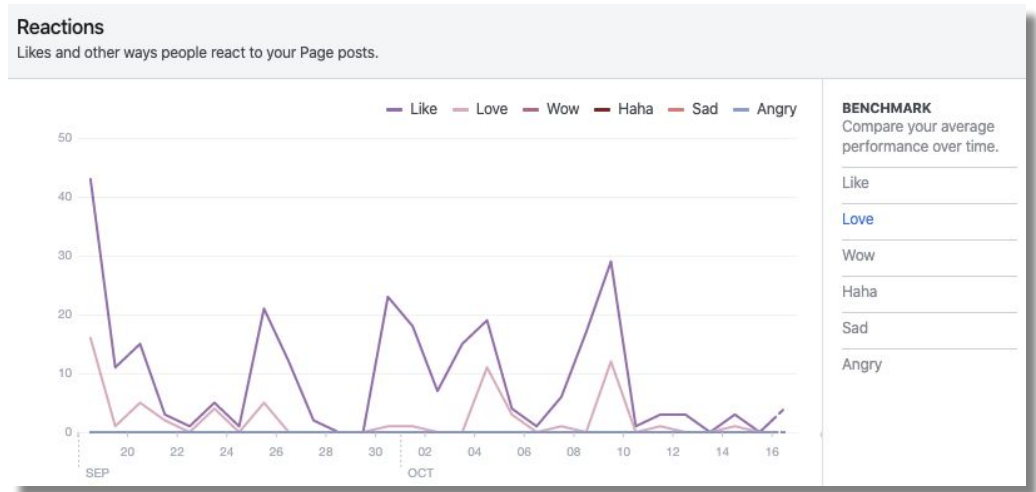
Terms to know when tracking results:

1. Reach
2. Actions
3. **Impressions:** The number of times your ad is seen on a screen

Social Media Vocabulary

Terms to know when tracking results:

1. Reach
2. Actions
3. Impressions
- 4. Reactions:** Interactions with your page posts



Facebook Insights

- Page Likes and Reactions
- People: fans, followers, people reached & people engaged (age, gender, and location)
- Stories, video, ads

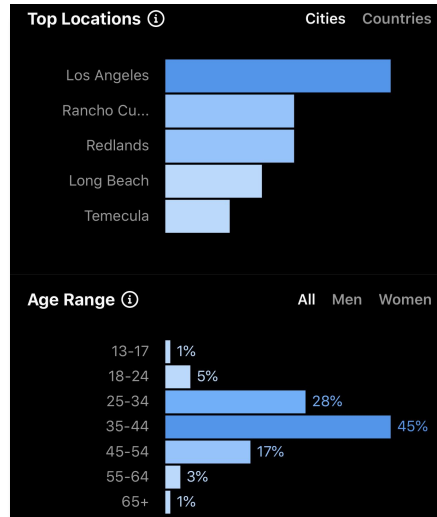


City	Your Fans
Los Angeles, CA	96
Redlands, CA	63
Yucaipa, CA	52
Rancho Cucamonga, CA	49
Riverside, CA	46
Long Beach, CA	36
Temecula, CA	36



Instagram Insights

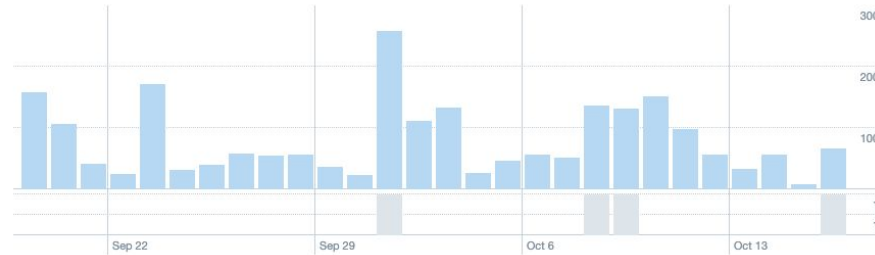
- Followers, unfollowers
- Location, age range, gender
- Hours/days when your followers are most active
- Stories




Twitter Insights

- Profile visits
- Tweet impressions
- Top tweets, mentions, follower

Your Tweets earned **2.4K impressions** over this **28 day** period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 Sage Oak Charter Schools @SageOakEdu · 47m Sage Oak continues to make positive changes, grow, and reach new milestones each year! Check out this snapshot of our year so far. To learn more about Sage Oak, visit sageoak.education . 🌳				45	2	4.4%
#SageOakCharterSchools #CharterSchool #PersonalizedLearning #SageOak #Homeschool pic.twitter.com/ajWbimYwzU View Tweet activity						



iPhoneography

TIPS & TRICKS

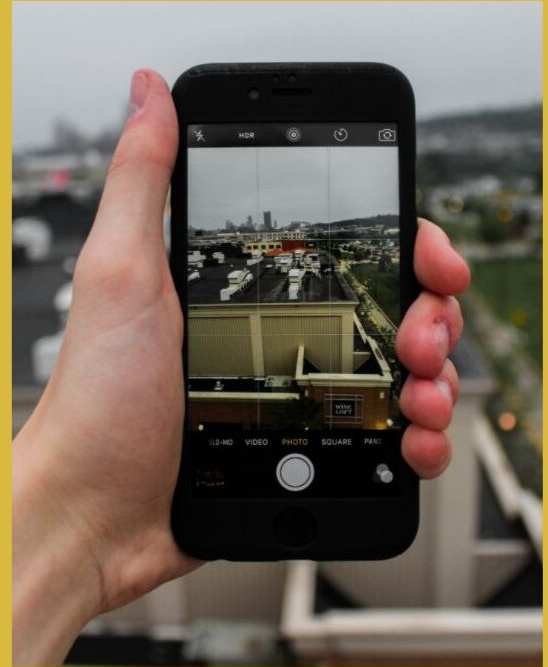
SHOOT photos horizontally.



iPhoneography

TIPS & TRICKS

SHOOT photos horizontally.
Turn on the GRID feature.



iPhoneography

TIPS & TRICKS

SHOOT photos horizontally.
Turn on the GRID feature.
Use the EXPOSURE meter.



iPhoneography

TIPS & TRICKS

SHOOT photos horizontally.
Turn on the GRID feature.
Use the EXPOSURE meter.
Avoid using your ZOOM.



iPhoneography

TIPS & TRICKS

SHOOT photos horizontally.

Turn on the GRID feature.

Use the EXPOSURE meter.

Avoid using your ZOOM.

Tap/Lock FOCUS.



FOLLOW SAGE OAK



FACEBOOK

@SageOak
CharterSchools



INSTAGRAM

@SageOakEdu



TWITTER

@SageOakEdu



LINKEDIN

Sage Oak
Charter Schools

QUESTIONS?

CFISHER@SAGEOAK.EDUCATION