Social Media & Digital Marketing

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Why Social Media?

Having a social media account for your school is a good idea for many reasons:

1. Increase in student applications – posting content to your social media accounts will act as an advert for your school. Potential students (mostly their parents) will see the good things about your school and want to apply if they are in your area.

2. Showcase your school's talent and work – pictures or videos from any school productions/pieces of work is a good way to show your current students representing the school.

3. Communicate with other schools in the area – particularly if you are part of a Trust, this is a good way to communicate this to your followers.

4. Make partnerships with people through connections – specifically if you're looking for other companies to partner with to improve your school (e.g. IT solutions, new building etc.), they can appear on ads.

5. Promote upcoming school events – posting about parents' evenings and open evenings will help remind people of the wider community about important events (be with what you do share as this will be available to the public), this is particularly useful if you don't have a regular newsletter or bulletin for parents.

6. It's good for parental engagement – to further emphasise the previous point, parents will enjoy being kept updated by the schools in such a simple way.

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Questions to bear in mind:

When you create your social media account there are a few questions to answer that will help you make your account secure and suited to your school's needs:

1. Do you intend to have your students involved?
2. Do you want to allow comments on your posts?
3. What are you intending to share on these accounts?
4. Are you going to allow other accounts to share your posts?
5. Will you be a business or personal account?*

*Info to help you decide:

Ⓑ Business:
- Ability to "Boost" posts (pay to promote)
- Audience insights feature is available
- Public for everyone to see/follow

Ⓟ Personal:
- Ability to turn your account private (excl. Facebook & LinkedIn)
- Your content may not show up in searches

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Social Media sites & their demographics:

- **Facebook:** Ages 25-34 (largest age group), 43% female & 57% male. On Facebook you can make a post using text as well as images and videos. you can also share other people's posts (repost to your page).

- **Instagram:** Ages 25-34 (largest age group with 18-24 close behind), 48.4% female & 51.8% male. Instagram's main purpose is to share photos along with a caption. You can also tag other accounts in your photos. There is a new update that allows you to "pin" a post to the top of your profile.

- **Twitter:** Ages 18-29 (largest age group), 38.4% female & 61.6% male. Twitter lets you write a 280 character post, called a "tweet", where you can also add photos, videos and links. You can ReTweet (RT) other people's tweets and they can RT yours.

- **LinkedIn:** Ages 25-34 (largest age group), 48% female & 52% male. The most common use for LinkedIn is for professionals and businesses. You can create posts of just text, however, posts with images attached tend to perform a lot better.

- **YouTube:** Ages 15-35 (highest reach), 46% female & 54% male. This allows you to post videos for others to view. For unverified users the video limit is currently 15 minutes long.

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Comparison:

	Twitter	Instagram	Facebook	LinkedIn	YouTube
Can disable comments/replies	✔	✔	✘	✔	✔
Can make your account private	✔	✔	✘	✘	✘
"Business" account option available	✘	✔	✔	✔	✘
Can post images	4 /post	10 /post	80 /post	9 /post	✘
Character limit for each post	280	2,200	63,206	3,000	✘

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What are the risks?

There are some risks to having a social media account for your school, however there are precautions that you can take when creating your account which will be covered later. Some of the risks involve:

1. Account impersonation (most commonly accounts made by students who make a "parody" account), this can put your school's reputation at risk.
2. Some social media platforms don't have the feature to disable comments (Facebook) so you must make sure to monitor comments frequently and take action on any inappropriate comments.
3. You have to be extremely vigilant with what you post in terms of safeguarding and GDPR, make sure you check which students have consent and the ones that don't, shouldn't be featured.
4. Passwords have to be secure, otherwise you risk your account getting hacked and that person having access to all your personal info that isn't visible on your page. This can be highly detrimental to a school's reputation.

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How can we help?

Included in our Digital Marketing service we will provide you with the best support we can to help your school(s) reach the desired goal. This includes, but is not limited to:

- Advice on best practice for a professional social media presence
- Dealing with impersonation, inappropriate and offensive comments
- Creating and editing posts suitable for sharing on different types of social media platforms.
- Collecting data about each post for evidence of performance.

If you're thinking about starting social media for your school or experiencing issues with your current social media accounts then give us a call or email and we can talk you through it in more detail and discuss specifics.

Call: 01234 798212
Email: contactus@partnership.education

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