

## Catholic Development Network

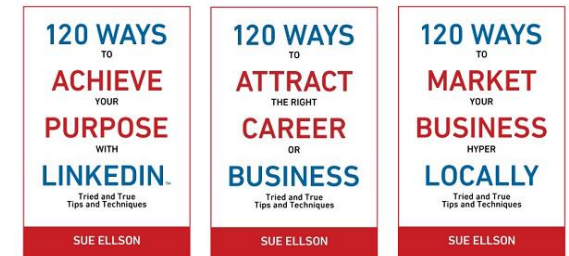
St Peter's College, East Campus  
55 MacKillop Way Clyde North Victoria 3978

6 March 2018  
11:15am – 12:00pm

Social Media Masterclass with [Sue Ellson](#)

# Sue Ellson

- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 13,000 Connections, 831 profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self published three books –
  - 120 Ways to Achieve Your Purpose With LinkedIn
  - 120 Ways To Attract The Right Career Or Business
  - 120 Ways to Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development



# Sue Ellson – Voluntary Work

- 2001 – now Free Presentations, Training, Events and Social Enterprises Newcomers Network & Camberwell Network
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2007 – 2015 Convenor, International Human Resources Network Victoria and Councillor Victorian State Council The Australian Human Resources Institute (AHRI)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1992 – 1993 Inaugural Secretary/Treasurer and Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee
- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettsville Park Football Club



# Today

- Overview of social media data
- General principles
- What can you control?
- Warnings
- What could you do for your school?  
LinkedIn, Facebook, Twitter,  
Instagram, YouTube, Google+
- What is a minimum?

JAN  
2018

# AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**24.61**  
MILLION

URBANISATION:  
**90%**

INTERNET  
USERS



**21.74**  
MILLION

PENETRATION:  
**88%**

ACTIVE SOCIAL  
MEDIA USERS



**17.00**  
MILLION

PENETRATION:  
**69%**

MOBILE  
SUBSCRIPTIONS



**31.92**  
MILLION

PENETRATION:  
**130%**

ACTIVE MOBILE  
SOCIAL USERS



**15.00**  
MILLION

PENETRATION:  
**61%**

we  
are  
social

we  
are  
social

24

**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we  
are  
social



**In Australia 2018 – Active Monthly Users**  
**LinkedIn 4M, Facebook 15M, Instagram 9M,**  
**Twitter 3M, Snapchat 4M**

Source: <https://www.socialmedianews.com.au/social-media-statistics-australia-january-2018>

Also read June 2017 Sensis Report <https://www.sensis.com.au/asset/PDFdirectory/Sensis-Social-Media-Report-2017.pdf>

## General Principles

- Engagement Rates
- Conversion Rates
- Return on Investment (ROI)
- Define, Measure, Prove (beyond enrolments – efficiency, education in....)
- Algorithm changes – Google & Social
- Ad Blockers
- Artificial Intelligence – Data Analysis of Behaviour and Emotion and Integration with CRM
- Speed of Innovation – Search to Social
- Messenger Apps, Social Commerce, ChatBots
- Personalisation, Mobile Use Increasing Trust

## What can you control?

- Content of your website (archiving?)
- Quality of your social media profiles (logos, copy)
- Settings on social (approved comments only)
- Timeliness of your response (email, chat, messenger)
- Response to reviews (always polite)
- Collection of statistics (for analysis and review)
- Content marketing plan, scheduling (time allocation)



## Warnings

- Copyright – images and text (collections increasing)
- Be consistent (multi-tracking)
- Can't keep or access details of Followers (except on LinkedIn)
- Lifetime versus Dynamic Value (lose content)

Anything else you can share?

## What could you do for your school?

- LinkedIn
- Facebook
- Twitter
- Instagram
- YouTube
- Google +



- Create a Company Profile  
<https://www.linkedin.com/company/setup/new/>
- Create a University (School) Profile  
<https://www.linkedin.com/help/lms/answer/40128/creating-a-linkedin-university-page>
- Update your Principal's LinkedIn Personal Profile as a Pro Forma (see <https://www.linkedin.com/in/kimbence>)
- Invite all students in Years 11 and 12 to create a LinkedIn Profile and include their Education at your school
- Invite all alumni to update their LinkedIn Profiles
- Encourage employee and student advocacy  
<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

# facebook

- Create (or update) your Facebook Page (video banner and others)
- Consider Live or Native Video (carefully)
- Develop Facebook Messenger and Response Strategy
- Decide whether to turn Reviews on or off
- Decide what your main call to action will be
- Review your Facebook Identities (including Groups) as some may be worth closing
- Encourage engagement soon after posting (to increase virality) – Likes (1 brownie point, Comments 5 brownie points, Shares 10 brownie points)
- Posting Events (can link to tickets)
- Be warned about advertising – is it generating a response???



- Create (or update) your Twitter Profile
- Consider video (2 minutes and 20 seconds), multiple photos per tweet
- Consider creating a List of teachers / alumni
- Consider Likes (Hearts) rather than replies
- Use it as a curation tool
- Decide if you want to receive Direct Messages
- Consider Muting, Blocking or Reporting any Followers you may deem inappropriate
- Be strategic in who you Follow and include local council, libraries etc to help you in local search results



- Create (or update) your Instagram Profile (mobile phone only)
- Consider video (60 seconds)
- Consider consistent hash tag #yourschool
- Consider mix of curated (formatted) and on-the-spot
- Post to Instagram before Facebook (seems to work better)
- Track referrals from Instagram (go to a specific website/redirect page)
- Support local events or organisations you support



- Create (or update) your YouTube Channel (school name not someone else)
- Consider AutoPlay Video on your Channel
- Make sure ALL videos only show APPROVED comments
- Make sure all videos have excellent search query titles
- Make sure all videos include a description and a text link to the school
- Repurpose on relevant pages on your website, social media
- Encourage people to Subscribe to your Channel
- Consider lifetime interest content (old school annual events or performances, special guest events, student productions)



- Create a 'Person' on Google Plus <https://plus.google.com> – perhaps in the name of the 'first principal' so that all Google Identities will be linked to it including Google Analytics, Webmaster Search Console, Alerts (run by the IT department)
- Update the 'Profile' with Links to everywhere the School has an online presence
- Create (or Update) a Business Brand Location Account <https://business.google.com/create>, verify and RESPOND to all reviews (politely)
- Set up regular posts once per week
- Add in videos, photos as much as can to your Location
- Set up Google Business Site (but not first in Search Results)



## What is a minimum?

- Keep your website up to date
- Keep your main social media profiles up to date and complete
- Verify all of your social media settings on a regular basis
- Post to all of your social media at least once per month
- Respond to all comments and enquiries as soon as possible
- Respond politely to all reviews as soon as possible
- Determine what you want to measure and do it, review and adjust
- Consistency more important than 'newness'
- Videos and images are more popular than text
- Include 'instructions' or 'call to action' where appropriate



## Sue Ellson

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**Door Prize**

**First Name and Email Address (or business card)**

**To Win a Book and receive  
Goodie Bag (including EducatePlus links)!**