

Educate Plus
2019 VIC/TAS Chapter Conference

General Advancement and Leadership Stream

Online Presence Audit

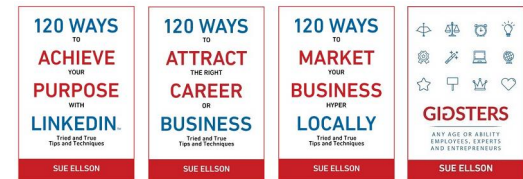
Haileybury College City Campus
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Tuesday 25 June 2019
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network of
advancement
professionals

Sue Ellson Professional

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 16,400+ Connections, 1,000+ views 90 days, 900+ search results 7 days
 2005 Member of the Australian Human Resources Institute
 2008 Independent LinkedIn Consultant and Member of Melbourne Press Club
 2010 Started GlobalMobilityNetwork.com
 2012 Started CamberwellNetwork.com
 2014 Teaching at the Centre for Adult Education
 2015 Associate Member of Career Development Association of Australia
 2015 Member of Australian Society of Authors
 2016 Teaching at General Assembly and RMIT Short Courses
 2016 Wrote and 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
 2018 Quora.com – Top Writer 2018
 2018 Member of Career Development Association of Australia (CDA) and Writers Victoria
 2018 Top 10 LinkedIn Expert in the Asia Pacific Region
 2019 Teaching, Consulting, Writing and Independent Publishing
 Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
 International research project follow up to 2004 Newcomers Network Research Project



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Sue Elson Voluntary

- 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 Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers South Australian Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2018 – now Answering questions on Quora.com
- 2001 – now Free Presentations, Training, Events for various organisations and Social Enterprises Newcomers Network and Camberwell Network



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Today

Online Presence Audit

- Where do you stand now?
- What can you do in the future?
- What gives you the best value?
- How can you measure and report on your results?
- Who takes responsibility for these tasks?

Platforms Discussed

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

Where do you stand now?

- Do you have a comprehensive **list of login details** for all administrators for all online accounts also kept with IT department? (website and social media)
- Are you aware of **all other social media accounts** with your school name? (groups, automatic locations etc and do you have the links and administrator contacts for these?)
- What **keywords are you optimising** on your school website and social media profiles?
 - school name
 - school type – girls, boys, independent, Catholic, Anglican etc
 - school years – early learning, primary, secondary etc
 - school location – suburb as well as area (i.e. Melbourne, Victoria, Tasmania)
 - school type – college, school etc
 - school Principal name – what appears (should link to page on school website, perhaps LinkedIn as well)
- Are your **logos, descriptions and URLs consistent** for all of your profiles?

Where do you stand now?

- Which social media accounts are you using?
 - <https://www.google.com/business> (can post every 7 days and have a free Google website)
 - <https://www.youtube.com> (15M average monthly users AVM in Australia)
 - <https://www.facebook.com> (15M)
 - <https://www.instagram.com> (9M)
 - <https://www.linkedin.com> (5.5M)
 - <https://twitter.com> (5.3M)
 - <https://www.socialmedianews.com.au/social-media-statistics>
- Do you have a Reviews Strategy?
 - <https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>
 - Get your Google Place ID <https://developers.google.com/places/place-id>
 - Google Review one click link
<https://search.google.com/local/writereview?placeid=ChIJLTSb4wRB1moRqR2NH-CZzKQ>
 - Decide if you want to turn Facebook Reviews on or off
 - Who replies to online reviews on social media and other sites?
- Do you have Notifications turned on for all comments and request Approval before publishing any comments or posts (especially YouTube videos)?

General Tips

- Add images before writing posts for newsfeeds
- Add captions via an .srt file when uploading videos (load to YouTube first, wait for captions, tidy up and then download .srt file)
- Include emojis in posts (if using a desktop or laptop, copy/paste from getemoji.com)
- Decide on your hashtags – consistent use one ie #yourschool, post related, niche post related, general topics
- Help people decide what to do next – tell them
- Always add value with every post
- Collect links to all posts in a spreadsheet
- Engagement ratio around 12:1
- Respond quickly and in detail (not just thanks)

Google

- Ensure you have a Google Account for the school and fill in the About Me section (separate Gmail email address)
<https://aboutme.google.com> – add in all social media links
- Ensure you have ownership of the Business Location and go through these steps
<https://www.linkedin.com/pulse/google-my-business-free-website-seo-strategies-sue-ellson>
- Ensure you have Google Analytics on the school website (attached to your Google Account)
<https://marketingplatform.google.com/about/analytics/>
- Ensure you have Google Alerts set up for your school name and principal's name
<https://www.google.com/alerts>
- Post on the Google Business Account once every 7 days
- Ensure the YouTube Account is also attached to this account
- Keep an Excel Spreadsheet list of ALL publications about the school on other websites and add each link to
<https://archive.org/web> to maintain a permanent record

YouTube

- Set up YouTube Channel with all settings (All comments must be approved, add captions, always include school link in the description, consistent Titles for each video etc)
- Set up YouTube Playlist with list of videos on other channels about the school
- Rename video files before uploading videos (save as YouTube format in MovieMaker before uploading)
- Consider consistent but brief intro and outro for official videos but also keep them short and punchy
- Fill in a comprehensive description (even transcript if a short video) and tags
- Can create separate Playlists for different school departments

LinkedIn

- Create a Company Page (if you haven't already)
<https://www.linkedin.com/company/setup/new>
- Optimise the Company Page
<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- Request a University (School) Page at
<https://www.linkedin.com/help/linkedin/ask/up-anup>
- Ensure 80% of your students include your details in the Education section of their profile before leaving your school
- Invite your existing alumni to update their LinkedIn Profile to include your school in the Education Section
- Track and monitor your alumni numbers
- <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>
- Utilise the <https://addtoprofile.linkedin.com> Developer Tool so that students can update their LinkedIn Profile

Facebook

- Update the Facebook Page (new sections have been added)
- Update the Facebook Page Cover (perhaps a video?)
- Update the Facebook Templates and Tabs
- Consider adjusting the Button on your Facebook page
- Turn on Automated Response and Messaging Settings so that it 'pops up' when people visit the page
- Facebook Live Videos have better reach
<https://www.youtube.com/watch?v=i6PixKW4BGI>
- Avoid boosting Posts – Campaigns appear to work better
- Verify your identity (tick next to your name)
- Use landscape photos and videos
- Add school events to Facebook

Instagram

- Use a separate phone for Instagram
- Consider Instagram Stories and selecting Highlights
- Create an Instagram Nametag
- It seems shares from Instagram to Facebook work better than the other way around – may like to link to Facebook and Twitter
- Set up Quick Replies in Business section
- Verify your identity (tick next to your name)
- Use portrait photos and videos

Twitter

- Likes video <2 minutes, 20 seconds
- Likes pictures then links
- Can tag who is in photo
- Make sure you use hashtags
- Consider using emojis
- As with other social media, pictures with faces and text can perform well, make copy mobile friendly can have up to 280

What gives you the best value?

- Dynamic Value – newsfeed – provide consistently good quality content on a regular basis with content designed for that platform
- Lifetime Value – YouTube videos, LinkedIn Articles (can be search engine optimised)
- SEO Value – Google Posts, Good URLs and Titles of pages on school website
- Reviews Value – Google Reviews

How can you measure and report?

- Check and record your real time statistics
- Analyse your additional business reports
- Monitor and review your Google Analytics
- Consider views, likes, comments and shares but it is more important to be consistent than it is to be viral
- Remember that silver bullets do NOT exist
- Need to access your past content

Who takes responsibility?

- IT department for managing access and updating logins when staff arrive or leave
- Board and Management for style guidelines
- Individual staff for their own profiles
- Marketing and Communications to ensure consistency
- All staff to engage, curate and create <https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

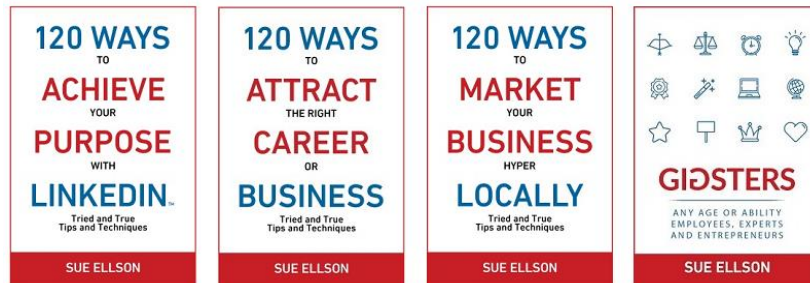
Discussion - Your Examples

Related to Admissions, Alumni and
Community Relations, Fundraising,
Marketing and Communication

Thank you

LinkedIn Find Nearby and Scan Code Demonstration

- Slides, Audio and Video
- Invitation to Connect on LinkedIn
- Links to add first three digital books to your school library
- Questions sueellson@sueellson.com



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