

# How to Audit your Online Presence and Understand your Current Performance!

Sue Ellson

Friday 6 September 2019

12:00pm – 12:45pm

Queensland Chapter Conference

Hotel Grand Chancellor, Wickham Room

23 Leichhardt Street, Brisbane City Queensland 4000

# Sue Ellson

Professional Career since 1982

Volunteering since 1991

Online since 2001

Started on social media 2003

Consulting since 2008

Author of four books

Educate Plus since 2015

in Melbourne, Sydney, Brisbane, Geelong <https://sueellson.com/presentations>

Multiple schools and universities <https://sueellson.com/clients>

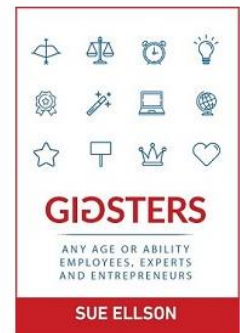
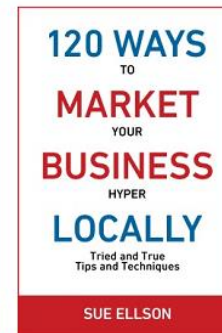
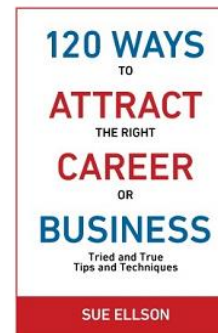
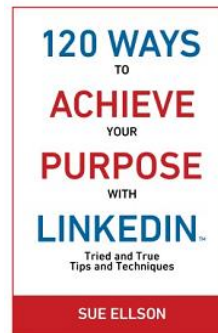
Social Enterprise – NewcomersNetwork.com CamberwellNetwork.com

Consulting – Careers, Business, Marketing, Social Media

Teaching – Centre for Adult Education Melbourne

Research – Newcomers Transition and Settlement

Interests – #readtoeachother and dancing



network of  
advancement  
professionals

# Focus

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?

Looking at the essential elements of your website, Google, YouTube, LinkedIn, Facebook, Instagram and Twitter with tips and tricks for the year ahead.

A practical session with comprehensive links for later processing.  
Sue welcomes questions before or after the session.

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# Why is it so important?

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- How do prospective families find you?
- How can you market your school?
- How can you keep in touch with alumni?
- How do you encourage fundraising?

**A strong digital presence on both  
Google and selected Social Media**

# Today

Common Sense not Common Practice  
Familiar and New  
Live Example  
Website  
Google  
YouTube  
LinkedIn  
Facebook  
Instagram  
Twitter  
Takeaways

# Examples

- Google “St Joseph’s College”
- YouTube 254  
Subscribers [https://www.youtube.com/channel/UCwmthon7CF\\_xfhPJ9C5LAWw](https://www.youtube.com/channel/UCwmthon7CF_xfhPJ9C5LAWw)
- LinkedIn School Profile 1,239 Alumni 1,685  
Followers <https://www.linkedin.com/school/st-joseph's-college-gregory-terrace>
- Facebook “St Joseph’s College Brisbane”  
<https://www.facebook.com/pages/St-Josephs-College-Gregory-Terrace/120153404724339>
- Instagram <https://www.instagram.com/stjosephscollegeterrace>
- Twitter <https://twitter.com/GregoryTerrace1>

Where do you stand now?

# Where do you stand now?

- Check Google Analytics and sources of traffic (especially if you have paid a fortune for advertising)
- Keep a record of your 'real time only' figures (number of followers, subscribers, alumni etc for each social media platform) and track over time
- Need to be able to access ALL of your previous posts (you need to copy time stamp link into a spreadsheet – can also re-use for 'next year') and keep a copy of all online content (copy/paste link at <https://archive.org/web>)
- Consider real value versus vanity value: views/comments/shares (genuine engagement, positive tone, referrals)



# What relationships do you have?

- Start as an acquaintance, visitor, lurker or stalker (look privately)
- Become 'friends' after multiple exchanges
- Become a 'customer or client' or well informed person (maybe referral or review)
- Become engaged (contribute occasionally), perhaps 'purchase' more than once
- Become an advocate (represent you elsewhere and share referrals)
- Become an ambassador (start to promote you independently as a direct task and regularly give you referrals)
- Relevant for Admissions, Alumni, Marketing, Fundraising

# Website and Social Media Platforms

# Website

- Create an excellent website title
- Fill in all user details (Google Robot sees this)
- Optimise every Page (static content) and Post (blog section)
- Add Content regularly (with a 'system' for archiving to keep adding content over time but only current information directly accessible)
- Share your content via social media and engage online 12:1
- Add your details to other websites (directories, publications)
- Reference all the other links to your content on your website
- Say thank you for all external coverage (link to it)
- Update existing content (ie Contact page socials)
- From now on...rename images, label images

# 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 will be quicker to upload)
- 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
- Add list of videos to school website

# LinkedIn

- Create a Company or preferably School 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 (use Find Nearby at all events)
- 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, True Local Reviews
- Ultimately – Consistent Quality Content (don't chase viral)

# What else is helping with posts?

- Add image or video first when posting
- Include #hashtags  
(including your school hashtag – less on FB)
- Include @tags (mention notifications)
- Include relevant emoji's
- Include real information without going to link
- Get engagement within the first hour
- Captions for videos

# How can you measure and report?

- Check and record your real time statistics
- Analyse your additional business reports
- Monitor and review your Google Analytics
- Remember that magic recipes do NOT exist
- Consider views, likes, comments and shares but it is more important to be consistent than it is to be viral
- Need to access your past content (so keep links to all posts)
- Additional free and paid online tools

# 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  
<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>
- 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>

# Takeaways

# From Now On Takeaways

- Update Social Media Profiles and Website regularly
- Understand that each platform has its own nuances and optimisation techniques
- Aim for a mix of dynamic and permanent digital asset value
- Remember that consistent quality content is key (not viral)
- Be aware of platform changes
- Say Thank You <https://g.page/sue-ellson-author/review>  
Educate Plus <https://search.google.com/local/writereview?Placeid=ChIJRU6SG7-nEmsRumldx8HQms>

# Thank you

For more information, please contact:

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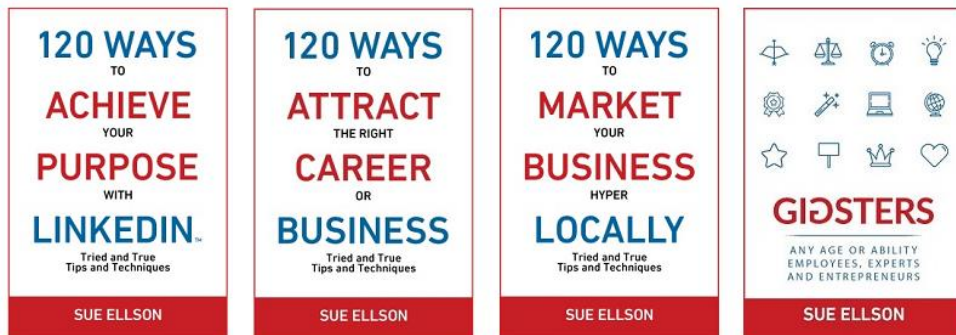
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<https://www.linkedin.com/in/sueellson>



Would like to provide digital copies of four books for your school library.



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