THE 'IGNITE' SERIES VIRTUAL FORUM 2021

Discover the 10 secrets to maximising your social media platforms.

THURSDAY 14 OCTOBER | 12PM (AEDT)

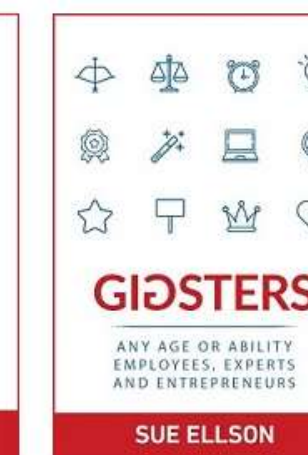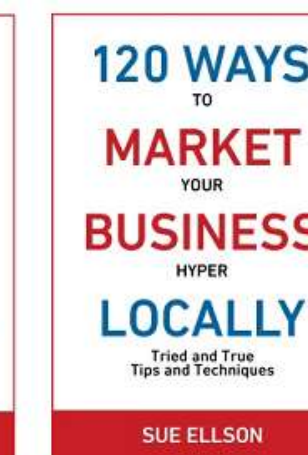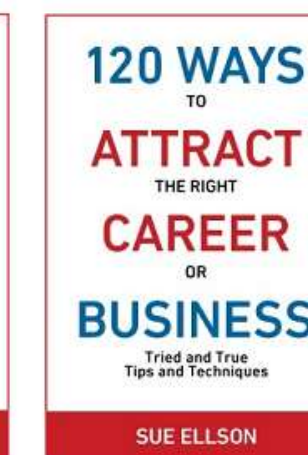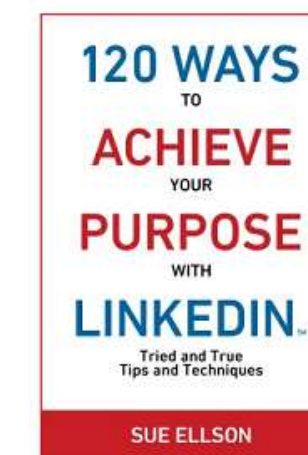BROUGHT TO YOU BY

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Social Networks

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Sue Ellson – Author, Educator, Practitioner

About me – Welcome to country – Wurundjeri Land, Kulin Nation, Canterbury, Melbourne, Victoria

- started 11 year career at Westpac in 1982 in Adelaide

- various gigs ever since 1994 in Melbourne – teach at Centre for Adult Education, Social Media College, Australian Institute of Management

- author of five books on LinkedIn, careers and business, marketing hyper locally and gigsters (people who use technology to attract aligned gigs)

- professional member of multiple professional associations – management, HR, press, career development, writing, arts

- diverse range of clients including several schools and universities, professional associations, enterprises, not-for-profits

- attend between one and for events every week to keep myself up to date

- widely published in well recognised publications, significant range of bespoke presentations

- next two books – 'Poems for lovers to read to each other' and 'Poems for me to truly be'

- enjoy walking, riding my bike (not a cyclist), 5 Rhythms dancing and writing poetry

institute of MANAGERS AND LEADERS australia | new zealand

AHRI Australian HR Institute®

MELBOURNE PRESS CLUB

CDAA CAREER DEVELOPMENT ASSOCIATION OF AUSTRALIA

asa AUSTRALIAN SOCIETY OF AUTHORS

WRITERS VICTORIA All about writers

SPN iSmallPressNetwork

ArtsHub

120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN Tried and True Tips and Techniques SUE ELLSON

120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS Tried and True Tips and Techniques SUE ELLSON

120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY Tried and True Tips and Techniques SUE ELLSON

GIGSTERS ANY AGE OR ABILITY EMPLOYEES, EXPERTS AND ENTREPRENEURS SUE ELLSON

LinkedIn for me AND MY CAREER OR BUSINESS SUE ELLSON

Strategy and Tactics

Both are incorporated in these top 10 secrets – questions welcome

Can anyone not in regional Victoria identify which school this is?

Today

1. Who is your Audience?

2. Which Social Media Platforms are worth using?

3. When did you do your last Social Media Audit?

4. What resources will you need?

5. What type of reporting will you do?

Breakout Room 5 minutes

6. How can you make your content more viral?

7. What Social Media Management (SMM) Tools will you use?

8. Have you been thinking about Paid Social Media Marketing?

9. Have you considered your Reviews Strategy?

10. What do I see most frequently?

Questions and Answers

Special Mentions

1. Views are my own based on education, experience, testing, student and client stories

2. Interactive and fun experience – ask questions along the way

3. Please type your responses in the Chat box when you see a green chat bubble question

Which school or enterprise are you representing today?

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1. Who is your Audience?

Past, Present and Future

Parents

Students

School Staff

Alumni

Local Community

Suppliers

Other Schools

1. **Demographics for each segment.** Age and stage, location, education level, relationship with the school, length of relationship, expected level of engagement

2. **What specific needs do each of these segments have?** Information, education, entertainment, engagement, relationship maintenance, status

3. **What goals do you wish to achieve for each segment?** Outline and define your goals. Consider the SMART method (Specific, Measurable, Achievable, Relevant, Timely) of goal setting and needs of each segment – can use Maslow's Hierarchy of Needs as a guide.
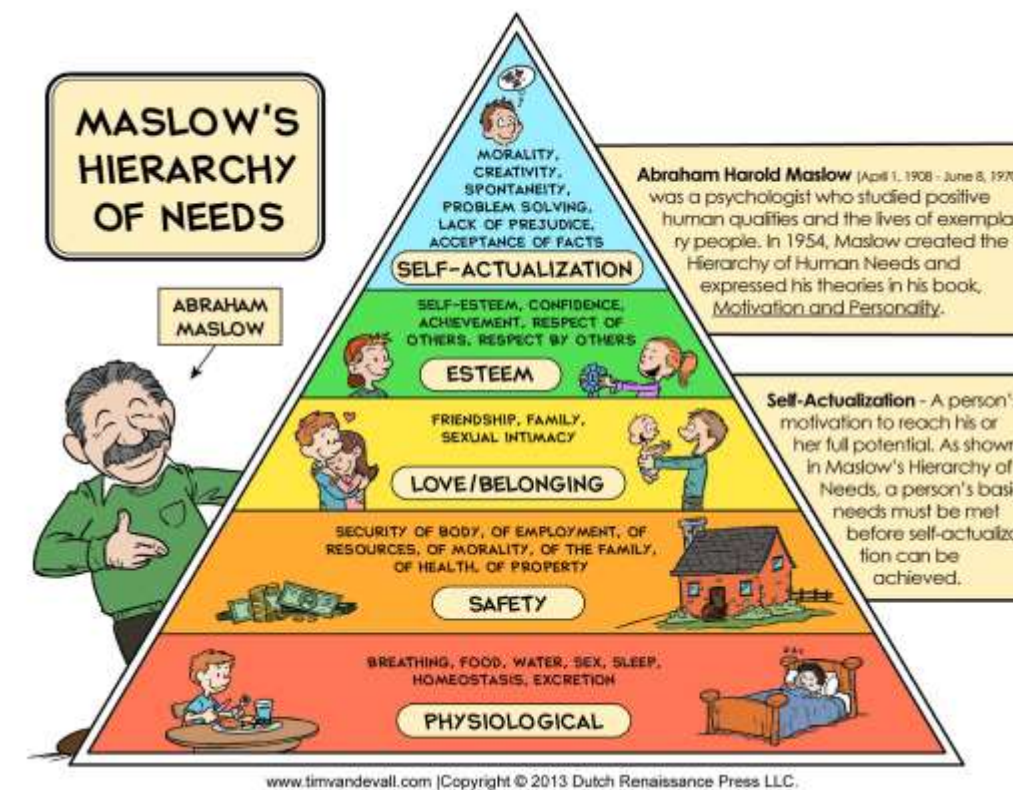
Develop a Digital Strategy (with template and links etc)
https://business.vic.gov.au/business-information/ecommerce/develop-a-digital-strategy

Use Social Media (includes videos)
https://business.vic.gov.au/business-information/marketing-and-sales/social-media/use-social-media-to-boost-business

Which segment are you NOT engaging with on social media now?

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2. Which Social Media Platforms are worth using?

1. **Assessment measures.** Size and reach of platform, suitability for audience, dynamic (current) and lifetime (forever) digital asset value, findability (search engine optimization SEO), spend, return on investment (time and money), measurable, scalable, risk of algorithm changes

2. **Specialist features.** Reliable, on-trend, multiple benefits, manageable (time, staff and resources), short or long term

3. **Essentials** – website, Google My Business, LinkedIn

4. **Reliable** – YouTube, Facebook

5. **Hype** - TikTok

6. **Google Results** – GMB, LinkedIn, Twitter

7. **Long Term** – website, Google My Business, LinkedIn, YouTube

Social Media News - Numbers for each platform – average monthly users in Australia
https://www.socialmedianews.com.au/social-media-statistics/

Yellow - Social Media Report 2020
https://www.yellow.com.au/social-media-report (Consumer Report and Business Report)

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Which platform is your school's favourite?

3. When did you do your last Social Media Audit?

1. **Quality real estate** – website that has all Social Media logos including YouTube, Twitter etc, have ALL passwords and 3+ Admins for each platform, copy/paste URL's ie https://yourschool.state.edu.au, consistent logos, images, videos, text (short and long versions), keywords, messages for your segment needs and remove duplicate profiles **PROFILE**

2. **Quality connections –** invite all of your segments to Follow or Subscribe (as many people unsubscribe from email newsletters at least, from now on) **CONNECTION**

3. **Quality content** – that you produce efficiently (batching) from various sources (may include students/different segments, co-create, collaborate) then broadcast with the relevant #hashtags (subject, name or statement) and @mentions (individuals and enterprises) – may need a Style Guide **does not need to be **perfect** but must be **CONSISTENT**

4. **Quality responses** – timely, appropriate, informative, consistent, authentic, brand congruent. Engage > Post (Engagement Ratio up to 12:1) **TRUST**

5. **Quality transactions** – ask for the 'sale' (specify what people can do next but not salesy), easy process, and excellent service **SALES / CONVERSIONS**

6. **Careful analysis and review** – keep a record of major statistics and a date, title and link to all social media posts, value, results, adjustments and improvements **RETURN ON INVESTMENT**

Social Media Audit outlines - need to give email address to gain access
https://sproutsocial.com/insights/social-media-audit

https://blog.hootsuite.com/social-media-audit-template

What did you discover from a social media audit?

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4. What resources will you need?

1. **Brand / Style Guide** – logos, original images, watermarks, colours, fonts, voice, hashtags, special policies (faces/no faces), Editorial Guidelines (per platform)

2. **Engagement Strategy** – who engages with Comments, Groups, posted Content from other stakeholders – be 'Personal Encouragers' PE

3. **Content Strategy** – will you Curate, Create, Co-Create, Collaborate? Who oversees, are others involved, does it need to be approved first and how much will you do live versus schedule? Who has control of the school mobile?

4. **Liaison Strategy** – do you need to collaborate with Marketing, Enrolments, Careers, Events, Teachers, House Leaders etc – Newsroom/Editor style?

5. **Consistency Strategy** – once a week on each Social Media Platform is better than three Posts on one platform and none on the rest

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How often do you engage with other people's content per week?

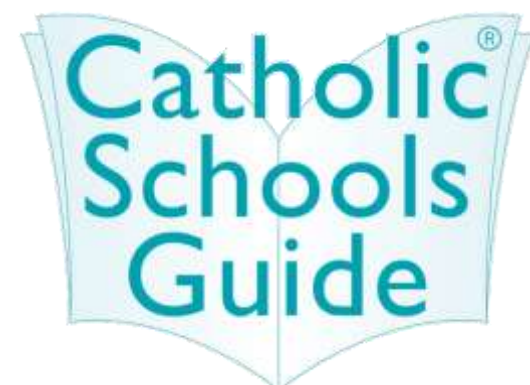https://blog.hubspot.com/blog/tabid/6307/bid/33415/the-social-media-publishing-schedule-every-marketer-needs-template.aspx

https://blog.hootsuite.com/social-media-templates (includes Editorial Guidelines Suggestions)

5. What type of reporting will you do?

1. **Basic Reporting Strategy** – for each Social Media Platform – name, link, Followers, Likes, Subscribers, Employees (LI), Tweets (T), Posts (I), Reviews (F) main worksheet, then individual worksheet for each Platform with Date, Title, Link, Comments for every Post Published in reverse chronological order (most recent first) – this enables you to capture total number from date to date, can have extra columns for Date, Reactions Number, Comments Number, Shares Number completed seven days after Post (hence why at least once a week) and is an important risk management strategy

2. **Social Media Platform Reports** – not always available for each Social Media Platform

3. **Social Media Management Tools** – may only include Content you have Posted through their scheduling tool and report on content you couldn't check through your login

How much time per week do you spend on preparing reports?

https://sproutsocial.com/insights/social-media-reporting (free download)

https://later.com/blog/social-media-report (email address required)

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Reporting Option Main Worksheet

	A	B	C	D	E	F
1	**XYZ School Social Media Profiles**	**23/03/2021**	**3/10/2021**	**Net Change 23/3 - 3/10/21**	**Next check date**	**Next check date**
2						
3	**LinkedIn Page**					
4	https://www.linkedin.com/school/xyzschool					
5	Followers	124	230	106		
6	Employees	5	8	3		
7						
8	**Facebook Page**					
9	https://www.facebook.com/xyzschool					
10	Likes	625	688	63		
11	Followers	698	772	74		
12						
13	**Twitter**					
14	https://twitter.com/xyzschool					
15	Tweets	66	72	6		
16	Following	38	93	55		
17	Followers	65	96	31		
18						
19	**Instagram**					
20	https://www.instagram.com/xyzschool					
21	Posts	76	94	18		
22	Followers	743	877	134		
23	Following	121	213	92		
24						
25	**Google My Business**					
26	https://business.google.com					
27	Posts	0	2	2		
28						
29	**Google My Business Reviews**					
30	https://g.page/xyzschool/review					
31	Reviews given	0	0	0		
32	Reviews received	0	0	0		
33						
34			**Total**			
35			**Change**	584		
36						
37						
38						

School | Website | LinkedIn | Facebook | Twitter | Instagram | GMB | GMB Reviews | ⊕

Reporting Option Various Worksheets

|	A	B	C	D	E	F	G	H	I	J
1	XYZ School Website - Record of Pages and Posts added to website									
2	https://www.xyzschool.state.edu.au									
3										
4	Date	Title	URL	Details						
5	3/10/2021	New Students 2022 Welcome Event	https://www.xyzschool.state.edu.au/blog/new-students-2022-welcome-event	Video Welcome from the Principal with logos and links to sponsors						
6										

School | **Website** | LinkedIn | Facebook | Twitter | Instagram | GMB | GMB Reviews | ⊕

	A	B	C	D	E	F	G	H	I	J
1	LinkedIn Page Posts									
2	https://www.linkedin.com/company/xyzschool									
3										
4	Date	Topic	Post Link	Posted By	Notify Employees	Date	Impressions	Reactions	Comments	Details
5	13/10/2021	New Students 2022 Welcome Event	https://www.linkedin.com/feed/update/urn:li:activity:7863530708647657472	Mary Smith	N	20/10/2021				
6										

School | Website | **LinkedIn** | Facebook | Twitter | Instagram | GMB | GMB Reviews | ⊕

	A	B	C	D	E	F	G	H	I	J	K
1	Facebook Page Posts										
2	https://www.facebook.com/xyzschool										
3											
4	Date	Topic	Post Link	Posted By	Date	Impressions	Reactions	Comments	Details		
5	13/10/2021	New Students 2022 Welcome Event	https://www.facebook.com/xyzschool/posts/4063921623719654	Mary Smith	20/10/2021				Link to School Website Post		
6											

School | Website | LinkedIn | **Facebook** | Twitter | Instagram | GMB | GMB Reviews | ⊕
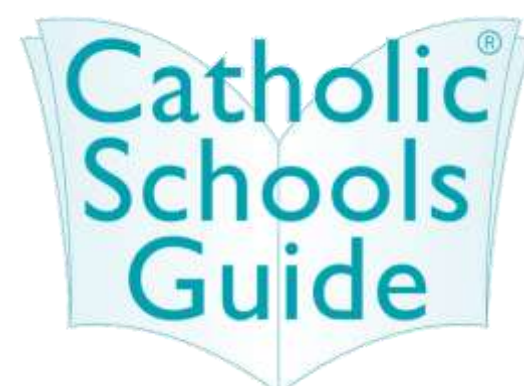
Publish on your website as a blog Post (full archive of all school stories), share on all social media in a way that is relevant for each channel, engage as Comments come through and whilst you are online, be a PE to others.

Breakout Room

5 minutes

What have you learnt so far that you can take back to your school?

What is the best strategy you can recommend to another school?

6. How can you make your content more viral?

1. **Quality** – not salesy, not too many emojis etc. Can be humorous (prefer friendly, less risky).

2. **Consistently good quality** – so it doesn't distort your reach.

3. **High dwell time** – encourage people to linger longer.

4. **Relevant introduction that is very catchy** e.g. Today… Question… TOPIC //

5. **Self contained** – provides a quick fix instantly (link for detail if going to your website).

6. **Varied** – not all a rote formula, mix it up a little, different types, styles, images, videos.

7. **Use relevant #hashtags and @mentions** when possible (but don't overdo it).

8. **Respond to all Comments** – and not just 'thanks' but as long as you can without looking ridiculous.

9. **Maintain your Engagement Ratio** – by being a Personal Encourager.

10. **Upload videos to YouTube first** – wait, edit Subtitles (Captions), download .srt file then upload your videos natively to social media (so they can appear on the 'Videos' tab) and add the .srt file so captions will be available for silent viewing and people who have disabilities.

Which segment are you NOT engaging with on social media now?

Make Posts go Viral
https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson

SEO LinkedIn Articles
https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson

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7. What Social Media Management (SMM) Tools will you use?

1. **Scheduling** – you may have Evergreen content that you publish on a regular basis or a suite of Posts leading up to an Open Day Event and to make sure they are not 'forgotten,' you schedule them (some Social Media Management Tools allow you to Approve before Posting.

2. **Curating** – some SMM Tools allow you to see all your Social Media Platform Feeds on one screen so you can curate content from other Publishers (e.g. you might see something in your Twitter Feed that would also be relevant for your audiences).

3. **Posting and Scheduling** – Facebook Business Suite allows you to Post/Schedule to either/both Facebook and Instagram from your laptop or desktop computer (instead of a phone). Some other Platforms allow you to Schedule within the Platform (e.g. Twitter). Facebook Creator Studio helps you Design Posts.

4. **Integrations** – Make sure the SMM Tool you choose can Post to ALL of the Social Media Platforms you use (including Google My Business) and preferably allow for different sized images and formats that work for each Platform – some people Auto Post from their website when they publish content and the functionality may be different (reduced).

5. **Reporting** – Some SMM Tools allow you to create more complex reports from Posts that have been sent through the SMM Tool that you can't even get from the Platform! Some may also have some 'auto' reports to speed up the data collection process for your main reporting template.

Which segment are you NOT engaging with on social media now?
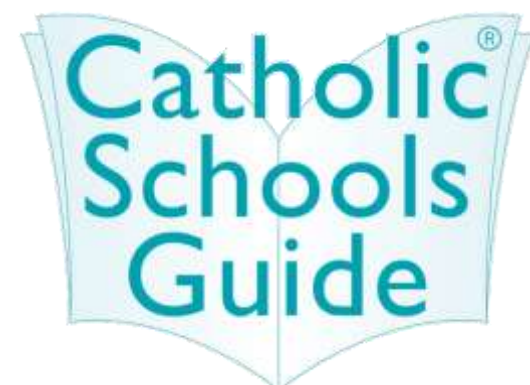
Facebook Business Suite
https://business.facebook.com

Facebook Creator Studio
https://business.facebook.com/creatorstudio/home

8. Have you been thinking about Paid Social Media Marketing?

1. **Housekeeping First** – no point paying for ads if your website does not convert. You need to get leads organically (pull/attract) BEFORE you pay (push/interrupt) for ads and ensure all links work, email forms arrive. TEST everything.

2. **Passed a Five Star Social Media Audit** – make sure you really understand how the Social Media Platforms are working for you right now – if it works for free, it could be enhanced by payment (apparently Campaigns are better than Boosts).

3. **Received Expert Training** – to make sure you achieve Conversions not Traffic. Results not Vanity. Platforms are very good at convincing you that you got your 'money's worth.'

4. **Provide Proof of a Return on Investment** – you can receive Statistics, but have you made the most of some SMM Tools allow you to see all your Social Media Platform Feeds on one screen so you can curate content from other Publishers (e.g. you might see something in your Twitter Feed that would also be relevant for your audiences). Review Reports carefully – are you reaching 12 year olds in Russia?

5. **Ethics** – could you spend your money more wisely in the community, with feeder schools, through referral networks (and not give your money to large corporates overseas)?

Have you received professional advice/training before buying ads?

Should you pay for social media ads?
https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson
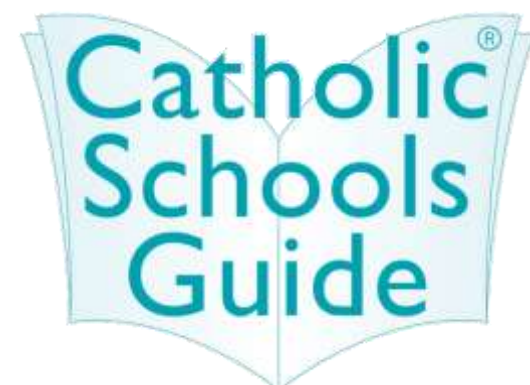
How to generate leads, sales and results from LinkedIn
https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson

9. Have you considered your Reviews Strategy?

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                          ┌─────────────────────┐
                          │    Online Search    │
                          └─────────────────────┘
   ┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
   │  Social Media   │ ⟷   │     Website     │ ⟷   │     Reviews     │
   └─────────────────┘      └─────────────────┘      └─────────────────┘
```

1. **Everything is connected** – Google now likes to sort content by Author

2. **Activity in all areas** – is required

3. **Respond to all reviews** – when you are calm and take the high road and choose sign off e.g. 'XYZ School' and install the GMB App on your school phone so you receive Questions, Reviews, Enquiries etc immediately

4. **Can turn off Facebook Reviews** – but not Google Reviews – so better to claim your GMB Profile and request more as a risk mitigation strategy and consider writing reviews for others (need your GMB, YouTube, Analytics, Local Guides Connect all on the ONE Google Account and make sure IT department can access it)

5. **Can add a Reviews Plugin on your website** – which doesn't require a login (WP Customer Reviews for WordPress)

Have you ever written a good review?

Reviews
https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse

Google Local Guides Connect – earn points and get rewarded for making reviews and be listed higher
https://localguidesconnect.com

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10. What do I see most frequently?

1. **Incomplete social media profiles** – often with http:// (former website link – please copy/paste), inconsistent logos and descriptions.

2. **Website issues** – old Copyright years e.g. 2019, forms that don't work, links that are broken (Broken Link Checker for WordPress websites).

3. **Social media profiles not listed on the website** – in particular Twitter and YouTube (either as icons and/or on the Contact Page) .

4. **Very few students choosing your school in the 'Education' section on LinkedIn** – this needs to be completed in Year 11 – 80% of students.

5. **Fearful staff not prepared to have an online presence** – remember this is your chance to showcase your achievements and dispel the naysayers.

6. **Over reliance on paid channels –** warning, rules can change at any time – spread spend across multiple avenues.

7. **Multiple Social Media Profiles** – created by rogue students, well meaning parents, others who have lost enthusiasm or left (one client had 6 YouTube Channels!).

8. **Inconsistent Posting Practice** – may be more on Facebook and less on LinkedIn or Twitter.

9. **Password flippancy** – there needs to be good management here and when someone leaves, for Admin permissions to be revoked – minimum of three Admins for all Social Media Profiles. No-one knowing how to access Google Accounts or setting up profiles incorrectly.

10. **Reports that take too long to prepare** – manually recording too many stats can take up a lot of time – focus on the essential data you need (sometimes good content just doesn't fly – not a reason to dismiss it – consistency is KEY.

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What will you DO from here?

What to do before you upgrade or redesign your website
https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson

LinkedIn for Schools, Colleges and Universities – links to multiple articles
https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities

Q & A

Online Presence
Website: https://sueellson.com
Facebook Page: https://www.facebook.com/sueellson2
Instagram: https://www.instagram.com/sueellson
Twitter: https://twitter.com/sueellson
LinkedIn: https://www.linkedin.com/company/sue-ellson
YouTube: https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A
Email: sueellson@sueellson.com
Phone: +61 402 243 271

Informative Reviews
Google: https://g.page/sue-ellson-author/review need Gmail or a Google Account
Sue Ellson Website: https://sueellson.com/reviews no login required
LinkedIn: https://www.linkedin.com/in/sueellson Recommendation (written) or Skills Endorsement (vote and easiest option)

Free Gift
My first four books can be downloaded for free by you, your staff, students and friends at https://www.researchgate.net/profile/Sue-Ellson

Thanks to Greg Campitelli at Catholic Schools Guide for this opportunity to educate you all.

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