



2022 Advancement Practitioner Training



Social Media Marketing (Advanced)

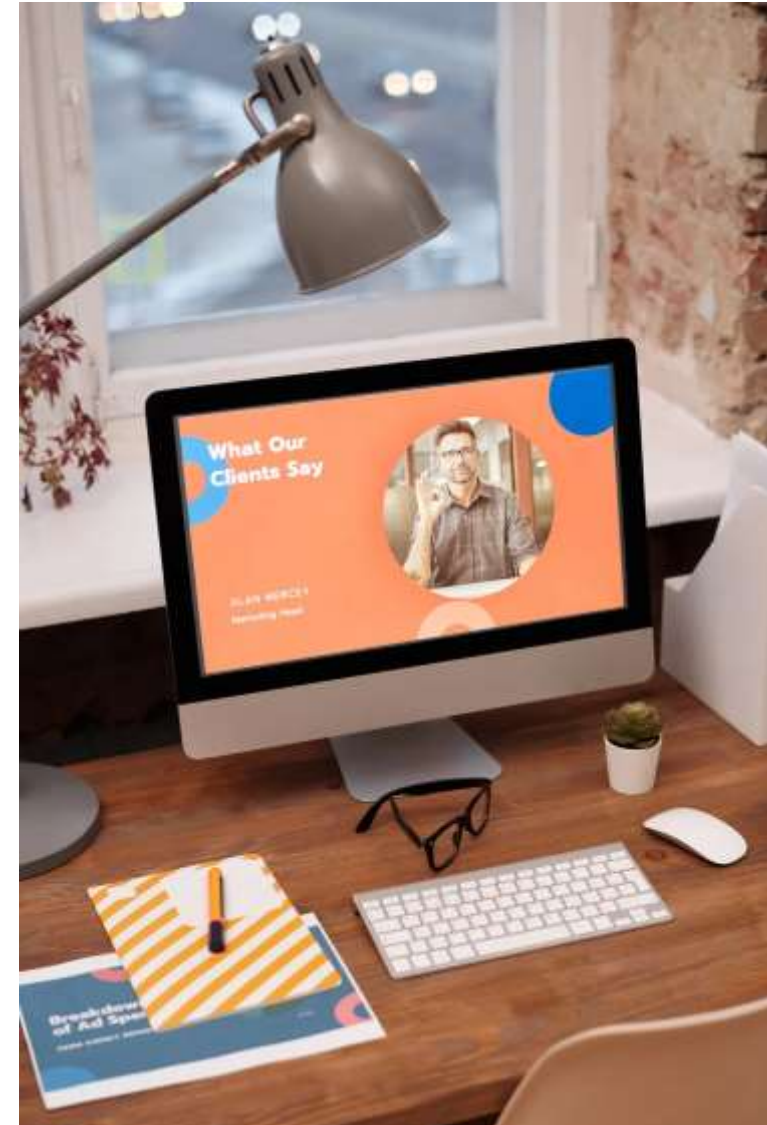
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Job Title Consultant, Trainer, Author

Organisation/School 120 Ways Publishing, Newcomers
Network, Camberwell Network

Social Media Marketing (Advanced)

- online content
- audiences, purposes and goals
- social media platforms selection
- your online presence
- social media statistics
- priority social media platforms
- social media audit and strategy
- social media housekeeping
- your online spend
- useful tools
- sharing stories
- platform specific analysis and discussion
 - School Website
 - Facebook
 - Instagram
 - LinkedIn
 - YouTube
 - Twitter
 - Google Business
 - TikTok
- paid ad campaigns tips



- All online content is publishing
- Need to know who your audience is
- Need to know where your audience is
- Need to know what they are interested in
- Need to know when they will be interested in it (time of day to post or share – consider international too)
- Need to know how they would like to engage (make it snappy, scroll stopping and worth engaging with)

This will then determine which platforms you choose to use, how you engage, how you prepare content, how you distribute the content and what reporting and analysis you will complete

Audiences, Purposes and Goals

Audiences – past, present and future

- Students
- Alumni
- Parents and Primary Carers
- Secondary Carers
- Staff, Volunteers and Board Members
- Community Members
- Suppliers and Service Providers
- Government

Purposes

- Awareness
- Consideration
- Decision – remember to include a Call to Action CTA
- Retention
- Advocacy

Goals

- Specifics for each platform by agreed date
- Content consistency, Regular engagement, Relevant reporting



Social Media Platforms Selection

- Database size and reach
- Accessing your niche audience (is it aligned?)
- Building digital asset (lifetime value)
- Building recency and relevancy (dynamic value)
- Building findability (search engine optimisation SEO for name and keywords)
- Spend (both time and dollars) and return on Investment (worthwhile or vanity only)
- Measurable (and building the goodwill)
- Scalable (ideally)
- Risk associated with algorithm changes (may only be good for a specific duration) and other risks

Quick overview at <https://www.yellow.com.au/business-hub/choosing-the-right-social-platform-for-your-business>

Your Online Presence

- To get website traffic, you need a website, active presence on social media, links on other sites and reviews
- Consider publishing content on your website first and then sharing on social media so you have a full archive



Is now the time to update your other online listings? White Pages, Yellow Pages, True Local, School Guides can add website link and include all campus addresses

Social Media Statistics - Statista

Social media users as a percentage of the total population Australia 2015-2022

Published by [Statista Research Department](#), Aug 3, 2022



There has been a continued upward trend in the population share of active social media users in Australia. As of February 2022, approximately 82.7 percent of the Australian population were active users compared to just 58 percent in 2015.

Preferred social media brands and most popular activities

Facebook was the [most popular social media brand](#) in Australia in 2019, with 56 percent saying they used the platform the most often. Elsewhere, 21 percent said they used Instagram and six percent used Snapchat.

Social media is used by Australians for a [variety of activities](#). The most popular use is as a means of communication, with over half of users regularly sending private messages and 50 percent commenting on posts. Active users also post pictures and videos, with 38 percent of users saying they have posted visual content.

When do Australians use social media?

In 2018, most [social media use](#) took place during Australians free time; 61 percent said they used social media platforms in the evening, 59 percent were first thing in the morning users, and 42 percent said they logged on during breaks.

Interestingly, when it comes to users being banned from social media, just over half said in 2019 that they somewhat agree that [bans are ineffective](#).

Hide

Social Media Statistics – We Are Social

By the end of 2021, 82.7% of Australians were active on social media, an annual growth of nearly 1 million users. As time spent on social media increased to 1h and 57m per day it became the second most popular media activity for Australians after watching television.



This increase was driven primarily by TikTok, now a social media staple of 32% of the 16-64 set. Australian TikTok users scroll through the app for 23.4 hours per month – a whopping 40% jump since the beginning of 2021. Meanwhile, the Facebook – ahem, *Meta* – properties either stalled or shrunk their social growth: Instagram grew 3% while Facebook and Whatsapp dropped 3% and 4% respectively.

<https://wearesocial.com/au/blog/2022/01/digital-2022>

Social Media Statistics – Social Media News



Social Media Statistics Australia – July 2022

1. Facebook – 18,000,000 Monthly Active Australian Users (steady)
2. YouTube – 17,500,000 Unique Australian Visitors per month (UAVs)
3. WhatsApp – 12,000,000 Active Australian Users
4. Instagram – 10,000,000 Monthly Active Australian Users (FB/ Instagram data)
5. LinkedIn – 6,500,000 Monthly Active Australian Users approx
6. Snapchat – 6,400,000 Monthly Active Australian Users (Snapchat data)
7. WordPress.com – 6,100,000
8. Twitter – 5,800,000 Monthly Active Australian Users approx
9. Tinder – 4,000,000 Australian users (my estimation)
10. Tumblr – 3,700,000
11. WeChat - 2,900,000 Monthly Active Australian Users approx – (my estimation)
12. TripAdvisor – 2,800,000
13. Yelp – 1,500,000
14. Blogspot- 1,200,000
15. TikTok – 1,100,000
16. Hinge – 1,000,000
17. Flickr – 450,000
18. Pinterest – 290,000
19. Reddit – 110,000
20. MySpace – 70,000
21. RenRen – 70,000 Monthly Active Australian Users approx – (my estimation)
22. StumbleUpon – 39,000
23. Weibo – 35,000 Monthly Active Australian Users approx – (my estimation)
24. Digg – 10,000
25. Foursquare/Swarm – 9,000
26. Periscope – 9,000
27. Delicious – 7,000

Google Plus has been shut down worldwide

Stats Source: Vivid Social – Social Media Agency.

<https://www.socialmedianews.com.au/social-media-statistics-australia-july-2022>

Social Media Statistics – HubSpot

HubSpot Blogs Newsletters Videos Podcasts Resources HubSpot Products

MARKETING | 10 MIN READ

80+ Essential Social Media Marketing Statistics for 2022

Written by Flori Needle

Execute a better social media strategy with this free social media calendar and planning template

Get it Now



Social media is everywhere and over the last two decades, it's become one of the primary marketing channels.

With a solid chunk of the world's population on social media, it's critical that your business has an **effective social media strategy** that helps you reach your intended audience.

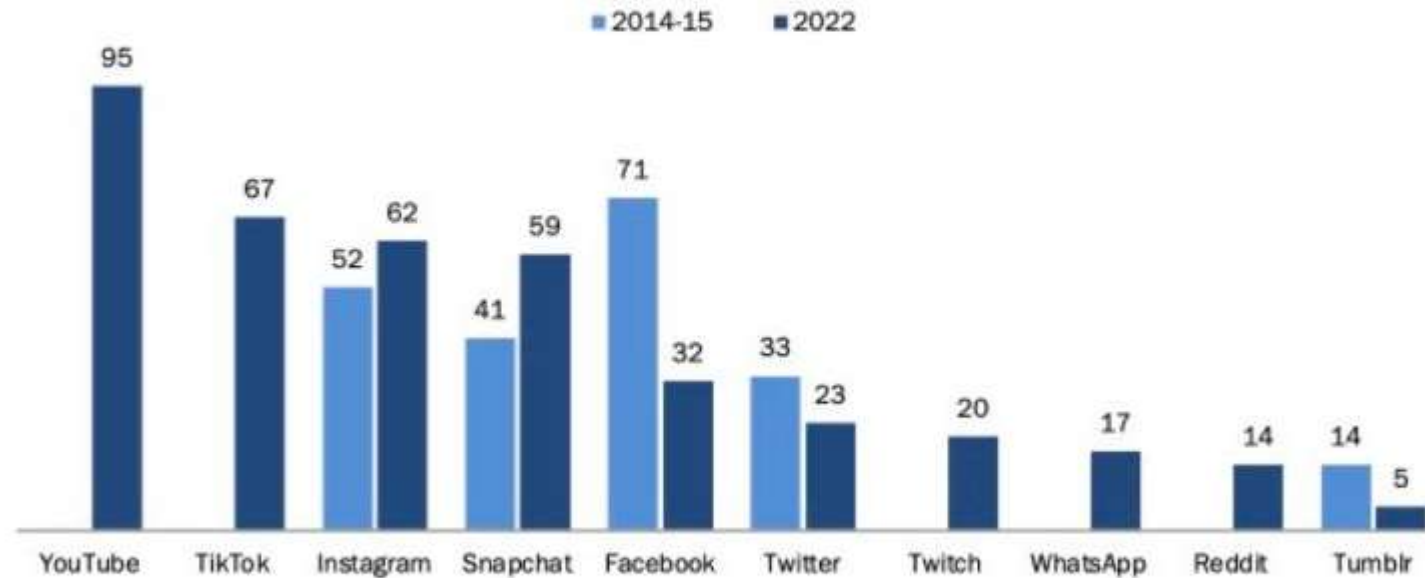
Here, we've compiled a list of essential social media stats to ensure you know where to focus your marketing efforts in 2022 to get the highest ROI.

[Download Now: Social Media Trends in 2022 \[Free Report\]](#)

Social Media Statistics – Pew Research Center

Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now

% of U.S. teens who say they ever use each of the following apps or sites



Note: Teens refer to those ages 13 to 17. Those who did not give an answer or gave other responses are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

Source: Survey conducted April 14-May 4, 2022.

Teens, Social Media and Technology 2022

PEW RESEARCH CENTER



<https://www.youtube.com/watch?v=f9TrE3W4HwE>

Priority Social Media Platforms

Priority

- Facebook Page
- LinkedIn School Page
- Google Business Profile
- YouTube Channel

Optional

- Instagram
- Facebook Group or Messenger or WhatsApp
- TikTok
- Twitter

Discuss

- Vimeo – no search results – suggest add to YouTube
- Pinterest – more for images – but gets Google results
- Snapchat – more for teenagers and communications



Social Media Audit and Strategy

- <https://sproutsocial.com/insights/social-media-audit> (comprehensive templates)
- <https://blog.hootsuite.com/social-media-audit-template> (need to share details)
- All profiles up to date, fully completed, consistent logos, descriptions (please do not overlook this – you are being watched 24/7! Find any old / unused / created by someone else accounts in your name and organise for them to be closed (one enterprise had six YouTube channels – can you beat that?))
- Develop a Digital Strategy (with template and links etc)
<https://www.business.vic.gov.au/marketing-and-sales/eCommerce-and-digital-technology/setting-up-an-online-presence/digital-strategy-template-and-examples>
- Develop a Social Media Strategy <https://sproutsocial.com/insights/social-media-for-education>
- Be aware of your current Social Media Strategy – does it need a review, have you even seen it, is it realistic, are you spending too much time reporting and not enough time getting results, do you make sure that each activity generates a result, is everyone safe? <https://www.esafety.gov.au/educators/toolkit-schools>
- Consider this, if you only had a budget of \$300 for the month, what would you do to make sure that you got a measurable return on your investment? Both organic and paid content need to be effective

Social Media Housekeeping

- please update your website with all of your social media links (including YouTube, Twitter etc)
- ensure three administrators for all social media accounts (including one from IT)
- consider using a specific school phone for mobile content – transferred when on holidays

Terminology

- Post – content that you prepare and share on social media
- Hashtag - #word can be a Subject, a Name or a Statement (click to see more)
- @Mention – also known as a ping, notification – used for a person or an enterprise (notifies)
- Short form video – usually shot in portrait mode, shorter length – YouTube Shorts, Instagram Reels and TikTok videos
- Stories – sends more notifications to followers but usually do not last as long
- Digital Asset Value – appears in search results beyond date of publication or in the newsfeed for its own cycle
- Include QR codes in presentations for ‘instant’ follows and subscribes – but also provide URL link

Social Media Housekeeping

- Does the website department talk to the social media department?
- Do the marketing, communications, admissions, alumni, community relations, fundraising and careers departments all share the same school social media profiles – and if so, how do you engage, create, distribute and re-use in a collaborative and cooperative way?
- How do you manage complaints, bad reviews, risks, incidents (ie photo of previous teacher now in jail)?
- Do you have a social media policy and have you read it and do you abide by it?
- Do you have a style guide for social media content? TOPICS // Keywords, #hashtags, @mentions, links strategy, native or live uploads, captions on videos
- What does your own personal social media look like? Is it time for an update?
- What essential social media statistics are you keeping?

<https://sueellson.com/downloads/basic-social-media-statistics-spreadsheet> (keep all post links)

Your Online Spend

- Time
- Dollars
- Consistency
- Results



Think about

- 1) **Reactions** – not just likes but other reactions as well
- 2) **Engagement** – is it scroll stopping, do you receive comments and how long are they, do you respond to comments?
- 3) **Virality** – does your content go beyond your followers within the platform?
- 4) **Search results** – does your content appear in internet searches?
- 5) **Outcomes** – do you get event registrations, enrolments, enquiries, alumni returning?

Not everything is measurable, not everything can be done online – for example, if you provided an on campus afternoon tea for parents of students from feeder schools, how many enrolments would that generate?

The money would also be spent in the community not sent to large multinational social media platforms. Think ethics.

Useful Tools

- **Image creation** <https://www.canva.com> – for creating brand kit, style guides, content pro formas – Australian \$165 per year – basic video included
- **Video creation** <https://biteable.com> for creating video with templates, royalty free music, stock footage – Australian \$69 per month
- **Platform Specific Creation and Scheduling tools** – available for Facebook & Instagram (Meta Business Suite), Twitter, YouTube, TikTok but not LinkedIn or Google Business (yet) – remember that the Mobile Apps are different to the Desktop/Laptop Version
- **Third Party Scheduling tools** – look for ones that allow items to be prepared, approved and distributed to multiple platforms with platform specific formats including all that you use (so nothing done manually) including Google Business and good reporting



Sharing stories

- one tip any one of these – paid or unpaid process
 - School Website
 - Facebook
 - Instagram
 - LinkedIn
 - YouTube
 - Twitter
 - Google Business
 - TikTok

Platform – School Website



- Includes all social media links in header or footer as well as links on Contact Page
- Place to publish content first and then share on social media
- Necessary to have an archiving process rather than delete all content each year
- To gain search engine results, need an active social media presence as well
- Consider use of QR codes on real estate signs to bring people to the Contact page
- Make sure all page and post content is well titled so it can appear in internet search results
- Remember, a school is a high Domain Authority (DA) website and linking to another page of your website or to another external website is valuable in terms of Search Engine Optimisation (SEO)

Melbourne Girls Grammar School <https://www.mggs.vic.edu.au>

Platform – Facebook

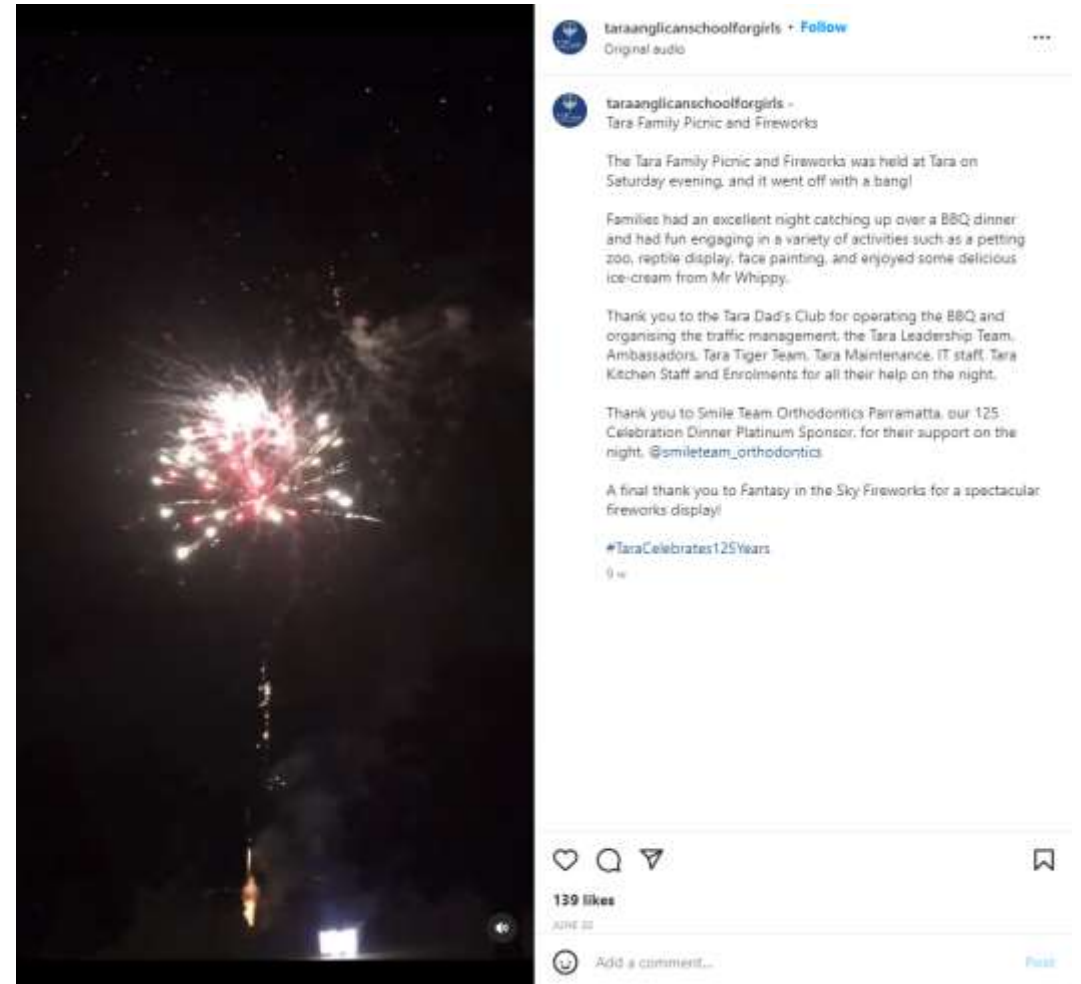
- Include all website social media links on your profile and make sure it is at https:// not http://
- Can list events on Facebook Page (maybe helpful for reaching the local community)
- Can turn reviews on or off
- Content – images that tell a story on their own will support your post – faces, signs, buildings, action shots – more text description
- Can post using Meta Business Suite and schedule and post to Instagram at the same time (also connect to Instagram)
- Ensure you list related Facebook Pages or Groups on the Facebook Page and all social links on Profile



<https://www.facebook.com/LoretoCollegeBallarat/posts/pfbid0AR4GEb1BmeriUb5w7fJfjzdWSc6e1ftAzFRmpu2omffhGvYkxKLVYfFX1uHE9YEzI>

Platform – Instagram

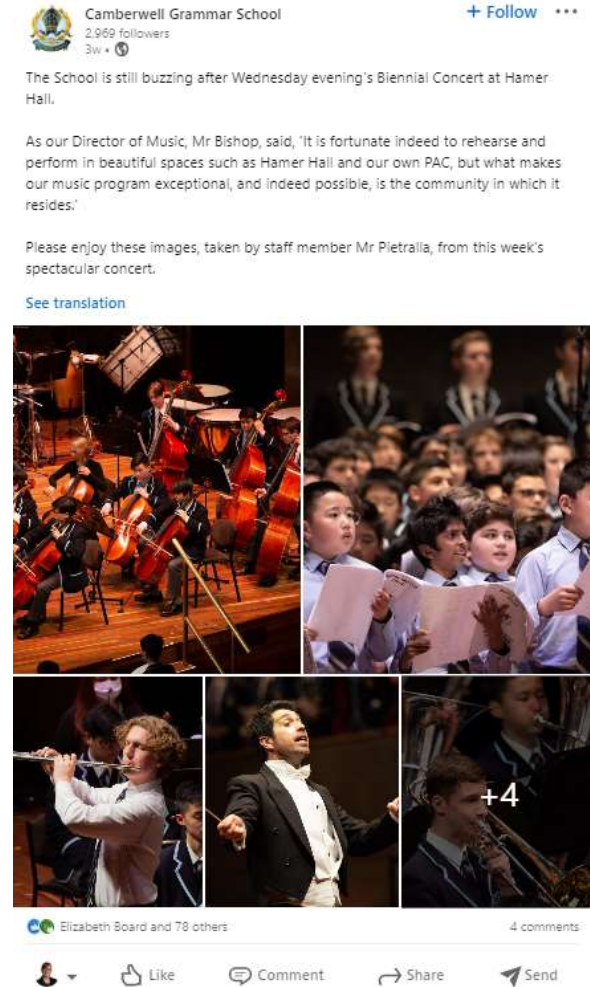
- images square
- video portrait – reels auto replay therefore likely to be more views than videos
- check where you are tagged
- see who engages / comments / follows you
- +New = see archive of stories, can Highlight
- add Shop to your profile (maybe merchandise) so you can tag products
- QR code to Follow – many more options on Instagram on phone app compared to desktop – can use Meta Business Suite as well to post on Facebook and Instagram



<https://www.instagram.com/p/Chtj8vIOtCT> Tara Anglican School for Girls - Reel

Platform – LinkedIn

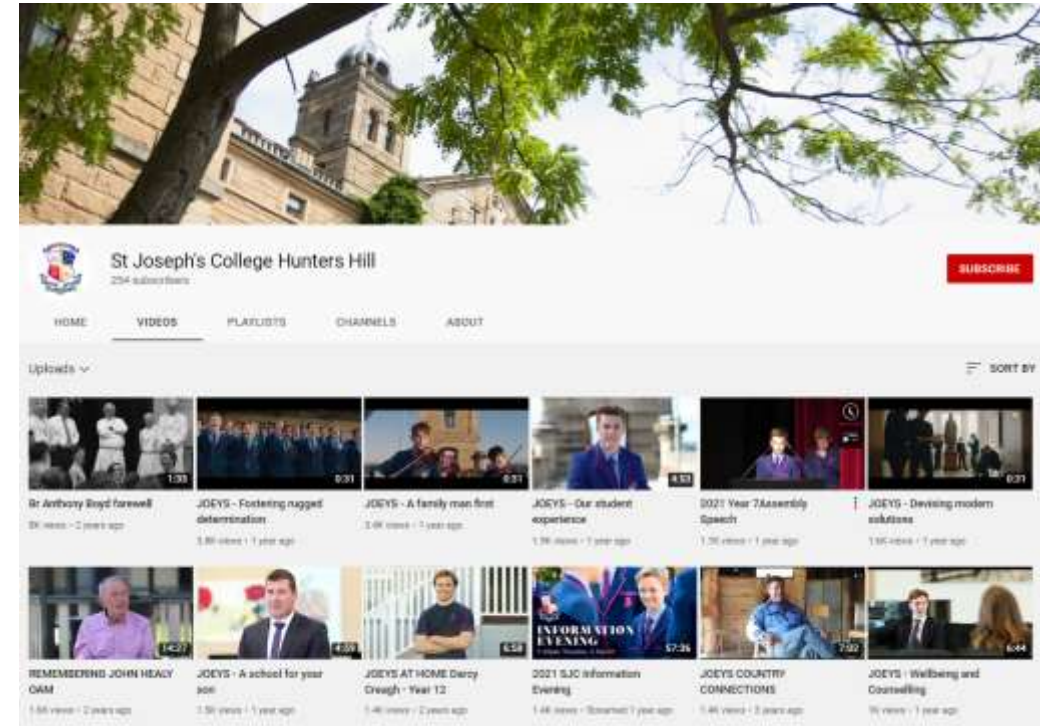
- convert Company to School Page
<https://www.linkedin.com/help/linkedin/ask/CP-primary>
so students / alumni can list in Education section of their LinkedIn Profile
- update LinkedIn Profile before leaving school or in first year of college / university – can include subjects studying / completing
- ensure senior leaders have updated profiles
- compare Employees / Followers / Alumni increasing yearly
- If you consider a Group, it may not be easy to convince people to join or engage Toorak College Empower Network
<https://www.linkedin.com/groups/13649867>
- <https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities> (lots of links and references)



https://www.linkedin.com/posts/camberwell-grammar-school_the-school-is-still-buzzing-after-wednesday-activity-6961206793142226945-CpJJ – lots of followers and employees, 25 alumni

Platform – YouTube

- landscape videos – title very important, thumbnails, sort into playlists (create a Playlist for your videos on other YouTube channels) and embed on your website in blog posts or pages
- portrait <60 second videos YouTube Shorts – auto replay but no description or details to redirect back to school website
- set up Playlists for different school departments
- remove duplicate YouTube Channels and make sure all comments must be approved before publication
- One video a month = Google Search Results for your school, college or university name and edit captions and consider copy/paste transcript into description (including names)
- Bring videos from Vimeo to YouTube and get Google Search results as YouTube is owned by Google and **fill in About Page**



<https://www.youtube.com/watch?v=m8W4ITwYL40> Br Anthony Boyd Farewell
St Joseph's College Hunters Hill

Platform – Twitter

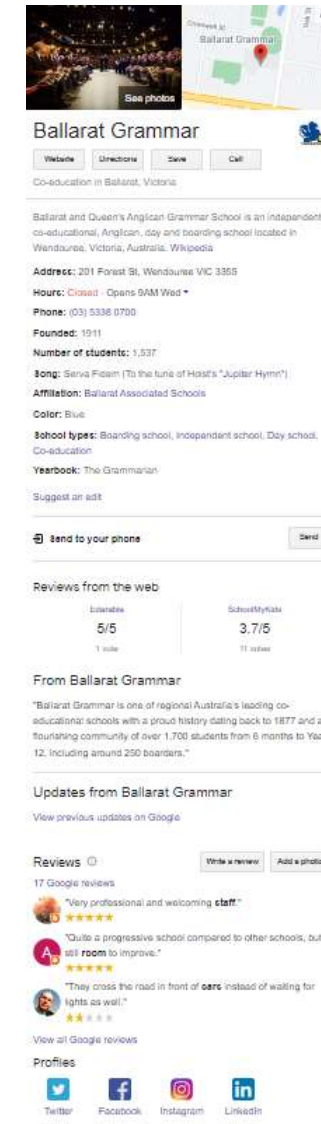
- popular with the media, journalists, celebrities, artists, experts, academics etc
- three tweets per week provides Google Search Results tiles
- watch stats – Tweets / Followers / Following
- many schools have dormant accounts – no Tweets for a long time – aim at least one a week
- many schools usually have an ‘advocate’ who uses it e.g. Sports but often not listed on the school website
- maximum of four photos, can include video up to two minutes 20 seconds and threads for longer announcements
- Review followers and consider following and getting blue tick verification <https://help.twitter.com/en/managing-your-account/about-twitter-verified-accounts>



https://twitter.com/MGGS_SouthYarra/status/1563020916401004545

Platform – Google Business

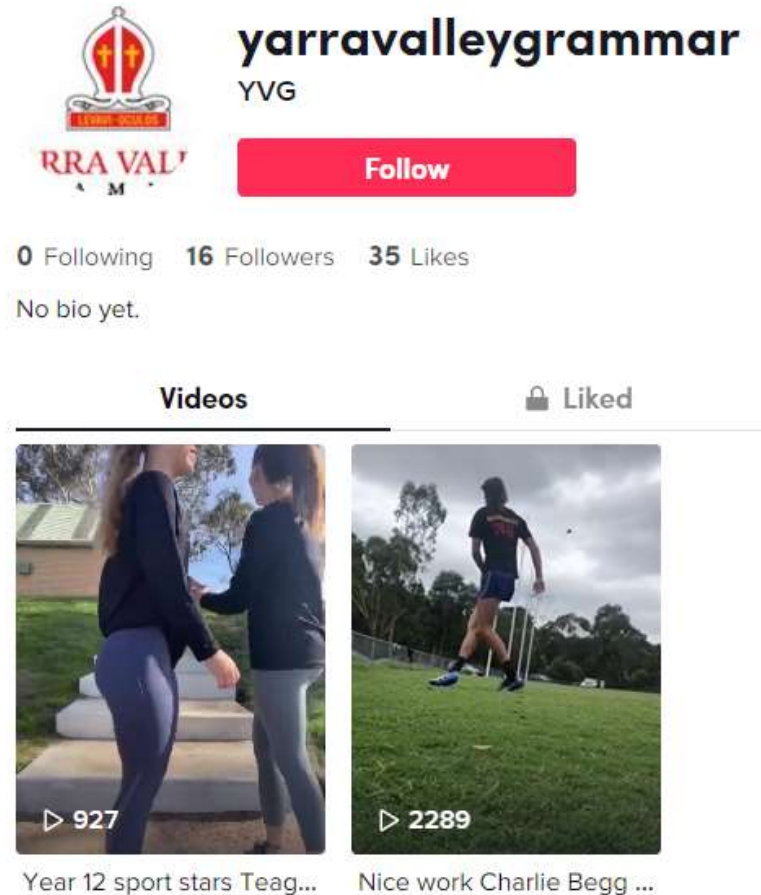
- Add to same Google Account for Google Analytics, Google Search Console, Google Alerts via signing in at <https://business.google.com>
- ensure all details completed – see how many social media profiles your school has been found for
- respond to reviews – ask people to review and add photos and also register for <https://localguidesconnect.com> so your school can write reviews
- share regular Posts to advise Google of new content on your website and let the Google robot index your school website
- see how other content can be auto-indexed – like Events
- be aware that photos may be re-used
- update Wikipedia listing



Platform – TikTok

- consider claiming the identity for your school (lots of ‘false’ accounts being created)
- for security reasons, may need to use a separate school phone and be aware desktop version is very limited compared to mobile app
- can share from TikTok to Instagram (but has watermark)
- some people use trend music to capture the current wave
- auto-replays when opened – need to swipe or slide to move on
- people follow according to interest rather than knowing the person
- film in portrait mode – lots of add ons available via the app
- lot less schools on TikTok and YouTube Shorts than Instagram but could re-use same video on all three

<https://www.finalsite.com/blog/p/~board/b/post/should-my-school-use-tiktok>



<https://www.tiktok.com/@yarravalleygrammar>

Paid Ad Campaigns Tips

- Ensure organic free content is performing well and you are consistently sharing content, at least weekly and everything listed here is done BEFORE paying for ads
- Ensure that the audience you wish to target can be reached by a paid campaign (boosts can be 'cheap' but ineffective) – results > views – some audiences will not be big enough for a campaign (LinkedIn 300+)
- Seek the professional advice of a social media platform advertising expert – who can ensure that all parts of your website (including installing a pixel), content and strategy will get you results
- Set test budgets before ongoing budgets – prove what works before allocating an ongoing budget and ask yourself if it is the best use of funds – perhaps more free content across more channels assisted by paid staff could provide a greater return on investment



Summary

- What is something you can implement within three business days?
- What will you investigate further for your school?
- What ways do you believe social media can help you with marketing?

(record on whiteboard and participants take photo)



Stay connected to Educate Plus!



<https://www.facebook.com/EducatePlus>

<https://www.instagram.com/educateplus>

https://twitter.com/Educate_Plus

<https://www.linkedin.com/company/educateplus>

<https://www.linkedin.com/groups/13972504> New Zealand Chapter Group

<https://www.youtube.com/channel/UCraRdiEmuww6WS8f303bTA>

<https://vimeo.com/educateplusvideo>

<https://soundcloud.com/user-965980990>

Google Review <https://search.google.com/local/writereview?placeid=ChIJRU6SG7-nEmsRumIdx8HQmsc>

Get your Google Place ID at <https://developers.google.com/maps/documentation/places/web-service/place-id>

Feel free to get in contact!



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network of
advancement
professionals