



2023

Advancement
Practitioner
Training

Social Media Marketing (Advanced)

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Job Title Consultant, Trainer, Author

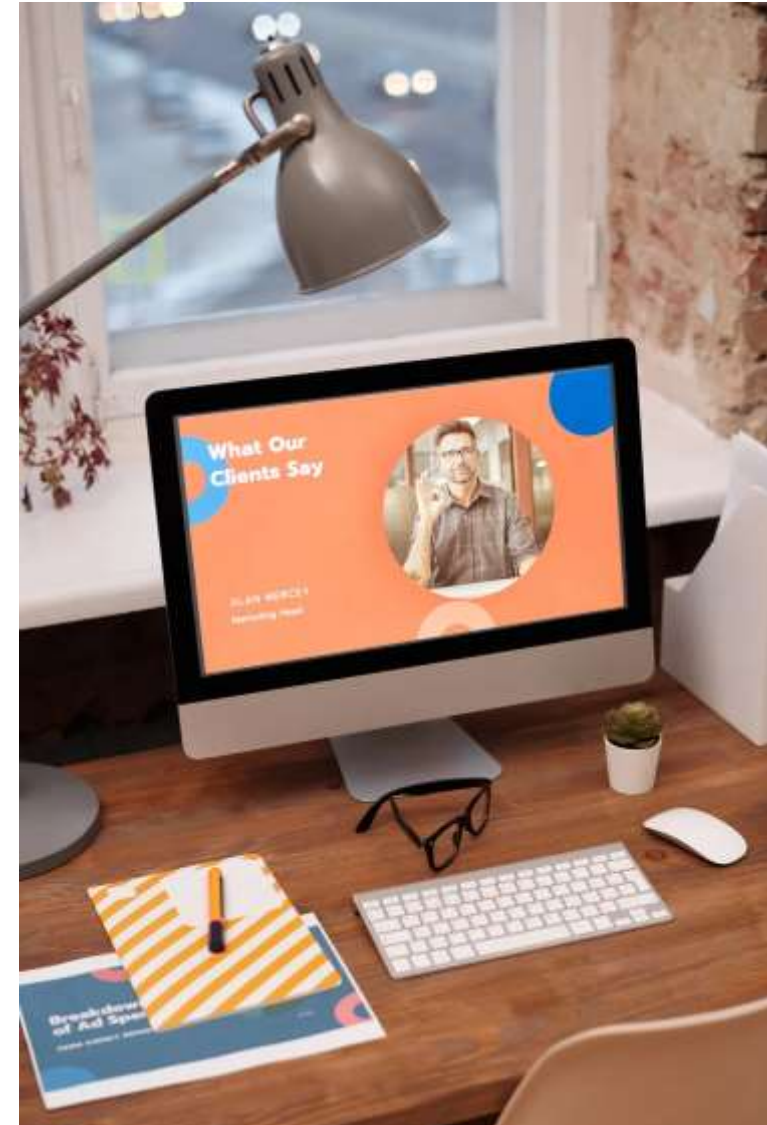
Organisation/School 120 Ways Publishing

Date 27 March 2023, UTS, Sydney



Social Media Marketing (Advanced)

- survey responses
- 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



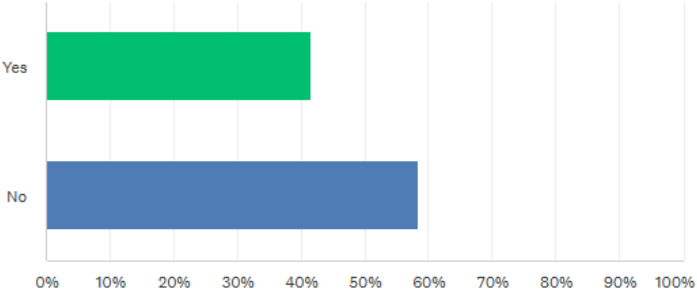
Social Media Marketing (Advanced)



Survey Monkey Results – let’s discuss

Q10 🗨️
Is your Marketing Director/Manager (or similar) part of the School Executive team?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	41.67%	5
No	58.33%	7
TOTAL		12

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Survey Monkey Results

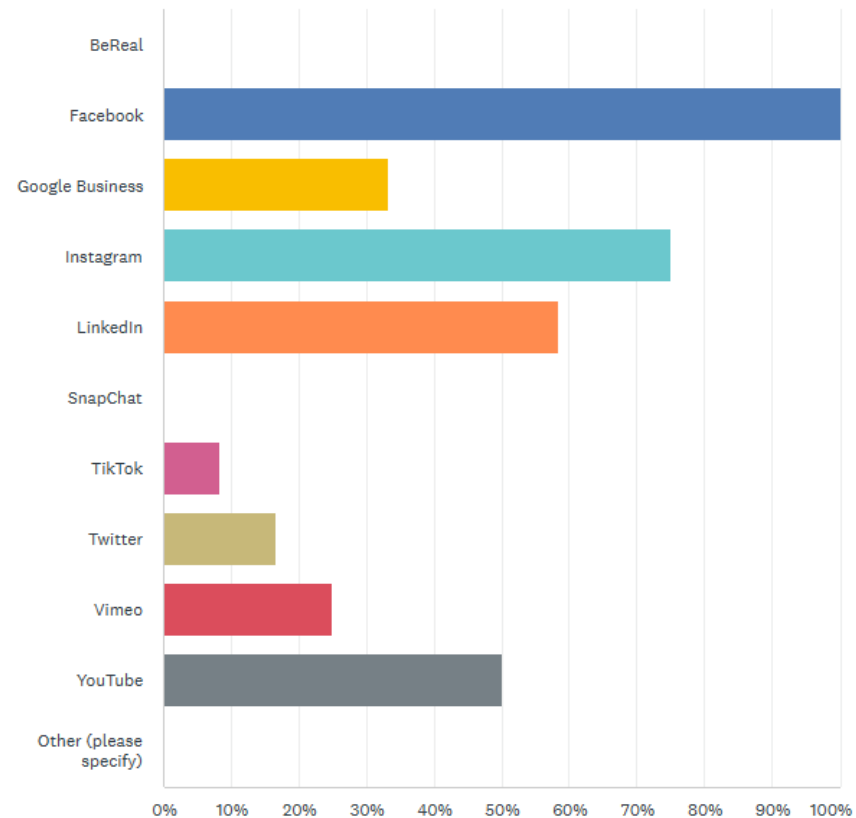
ANSWER CHOICES	RESPONSES	
BeReal	0.00%	0
Facebook	100.00%	12
Google Business	33.33%	4
Instagram	75.00%	9
LinkedIn	58.33%	7
SnapChat	0.00%	0
TikTok	8.33%	1
Twitter	16.67%	2
Vimeo	25.00%	3
YouTube	50.00%	6
Other (please specify)	Responses 0.00%	0
Total Respondents: 12		

Q15



Which of the following social media channels does your institution actively use?

Answered: 12 Skipped: 0



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Survey Monkey Results

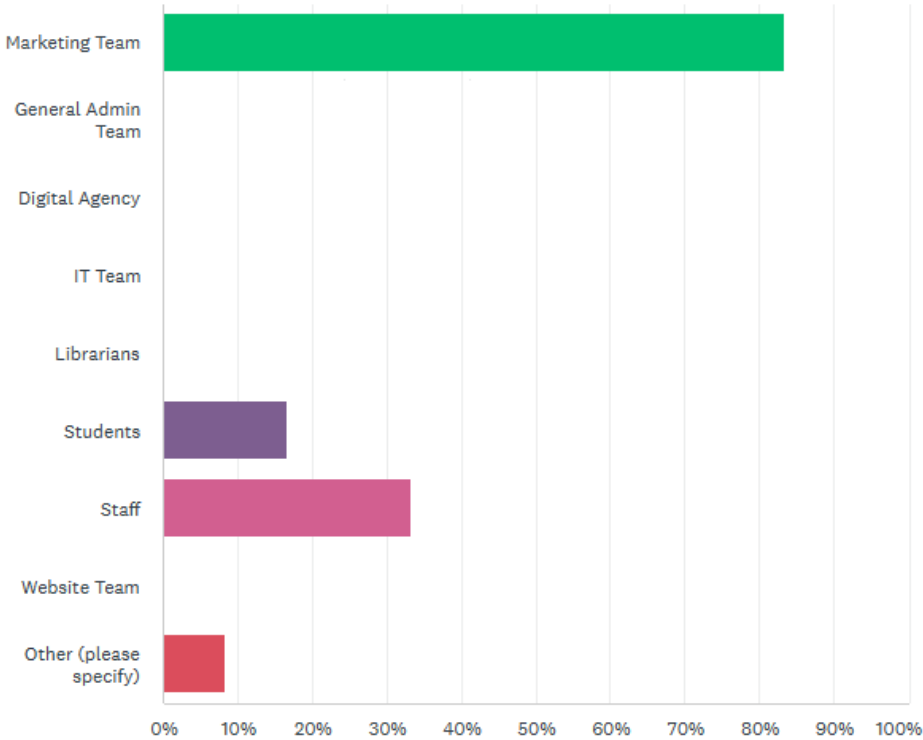
ANSWER CHOICES	RESPONSES	
Marketing Team	83.33%	10
General Admin Team	0.00%	0
Digital Agency	0.00%	0
IT Team	0.00%	0
Librarians	0.00%	0
Students	16.67%	2
Staff	33.33%	4
Website Team	0.00%	0
Other (please specify)	8.33%	1
Total Respondents: 12		

Q16



Where does most of the content you publish on social media come from?

Answered: 12 Skipped: 0



Social Media Marketing (Advanced)

Survey Monkey Results

Searches are based on location first – where the searcher is when they search

Need to be found for

1. Type of school and location
2. Name of school
3. Type of school by broader location (region including suburb/location names, state, country etc)

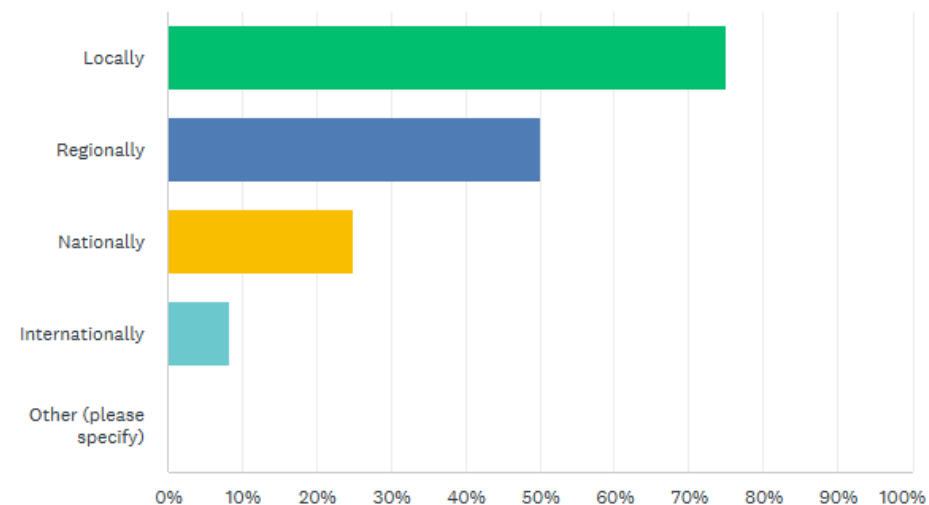
(ie **Siena College Catholic Girls School Camberwell Melbourne** as the Title of the website)

Q18



Where do you market your institution?

Answered: 12 Skipped: 0



ANSWER CHOICES	RESPONSES
Locally	75.00% 9
Regionally	50.00% 6
Nationally	25.00% 3
Internationally	8.33% 1
Other (please specify)	Responses 0.00% 0
Total Respondents: 12	

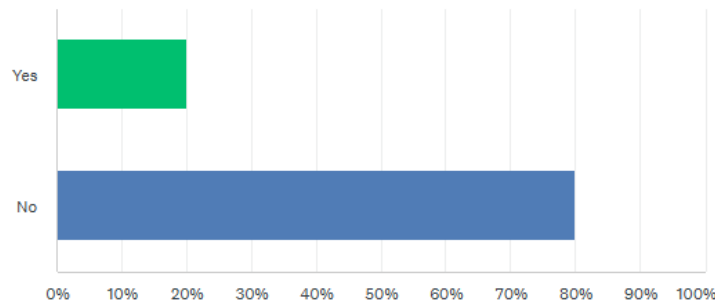
Social Media Marketing (Advanced)

Survey Monkey Results

Q21

How do you measure the return on investment of the Marketing budget?

Answered: 10 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	20.00%	2
No	80.00%	8
TOTAL		10

Comments (2)

How could you do this?

1. Increase in Followers, Reactions, Engagements, Enquiries
2. Increase in traffic to the school's website
3. Increase in enrolments (always ask how they found your school)
4. Regular or increased event attendances if you promote events online
5. Posting consistency

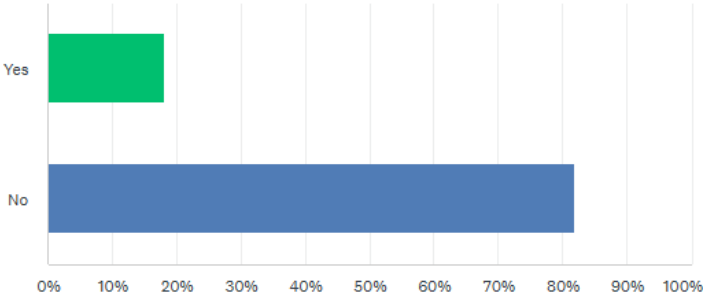
Survey Monkey Results

Q22



Does your Marketing Plan include profiling families?

Answered: 11 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	18.18%	2
No	81.82%	9
TOTAL		11

Comments (0)

Social Media Marketing (Advanced)

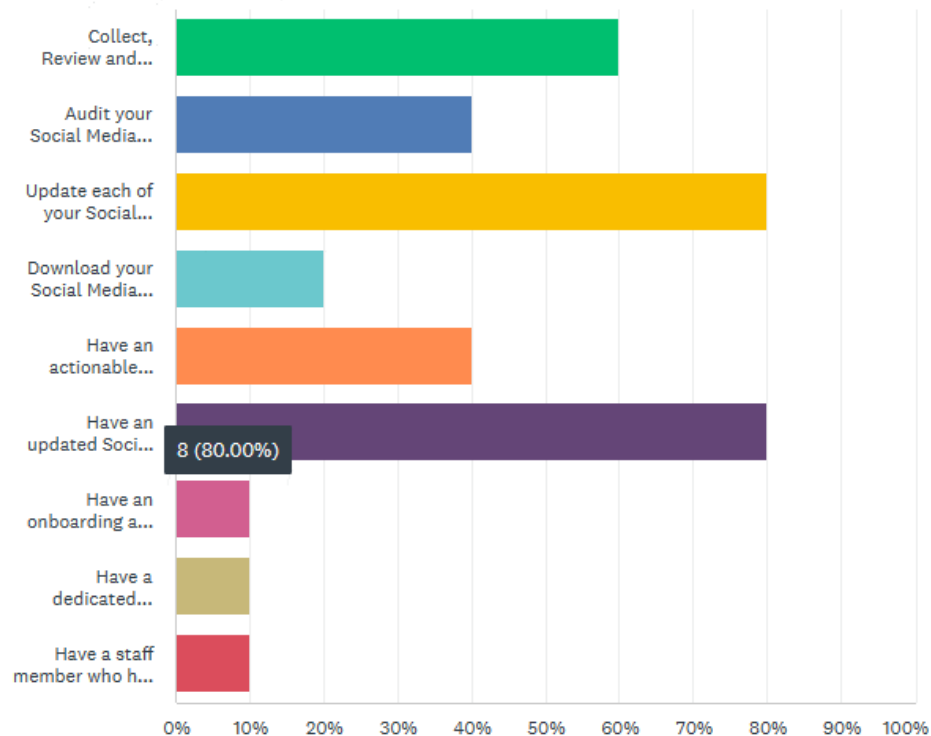
Survey Monkey Results

Q24



Does your Marketing team do any of the following?

Answered: 10 Skipped: 2



ANSWER CHOICES	RESPONSES
Collect, Review and Analyse your Social Media Marketing results?	60.00% 6
Audit your Social Media Marketing activities?	40.00% 4
Update each of your Social Media profiles and settings annually?	80.00% 8
Download your Social Media Data quarterly?	20.00% 2
Have an actionable Social Media Crisis Management Plan?	40.00% 4
Have an updated Social Media Policy that has been shared with all staff and students?	80.00% 8
Have an onboarding and offboarding process for anyone involved with Social Media?	10.00% 1
Have a dedicated mobile device for School Social Media profiles?	10.00% 1
Have a staff member who has completed Media Spokesperson training?	10.00% 1
Total Respondents: 10	

- 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 – including ambassadors

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 security risks

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

Your Online Presence

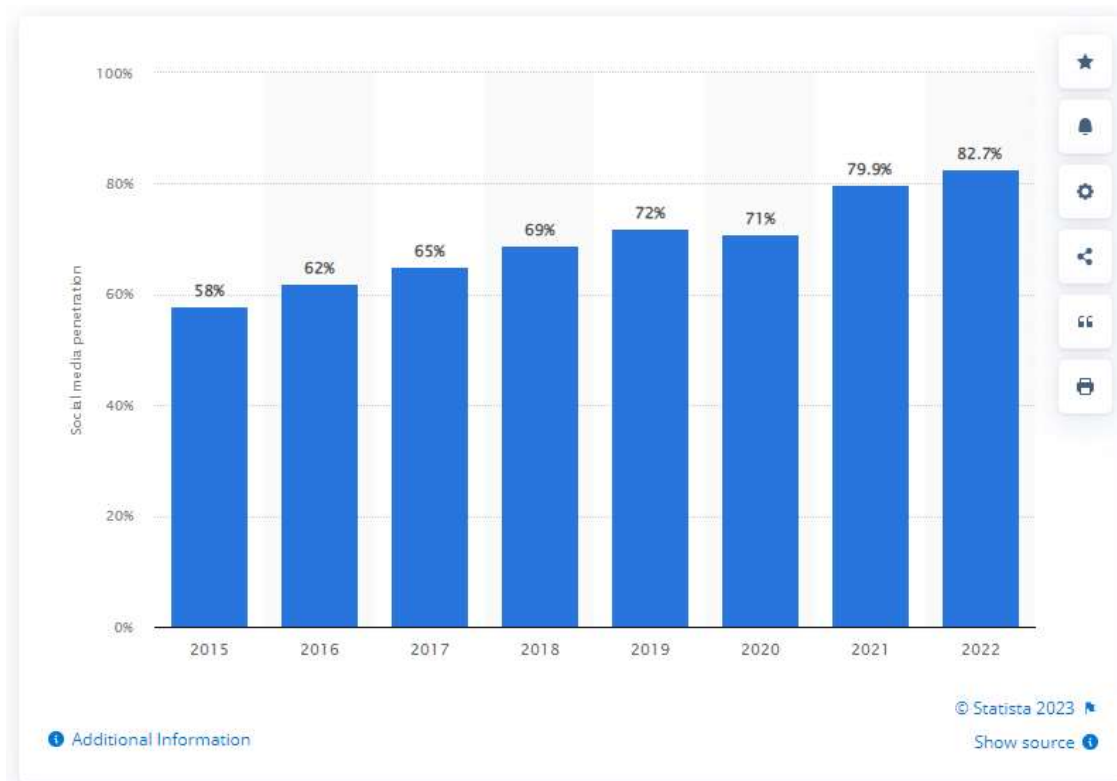
- To get website traffic, you need a website, active presence on social media, links on other sites and reviews
- Consider publishing content on your website first and then sharing on social media so you have a full archive



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

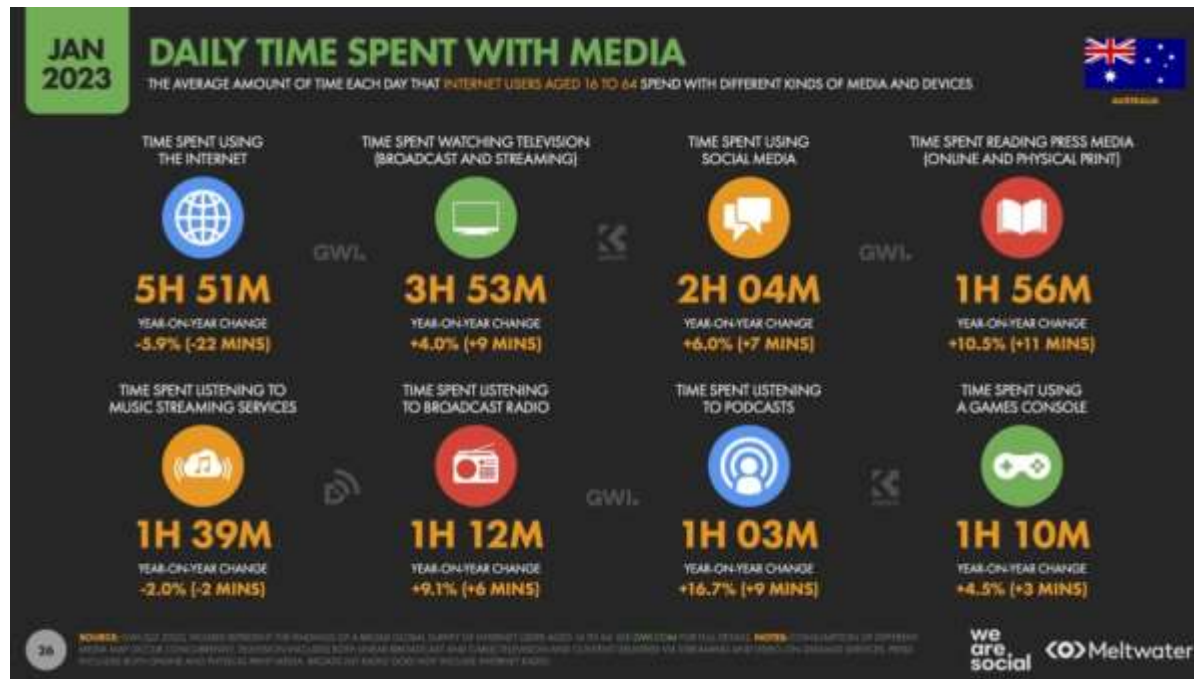
Social Media Statistics - Statista

Active social media users as percentage of the total population in Australia from 2015 to 2022



<https://www.statista.com/statistics/680201/australia-social-media-penetration> 3 January 2023

Social Media Statistics – We Are Social



“Digital 2023 Australia found that the average Australian is actually using the internet slightly less. The figures show our daily dose of connectivity is clocking in at 5hr and 51m, which represents a 5.9% decrease (22 minutes) compared to the previous year.

On the other hand, the average daily time spent using social media has increased by 6% to 2hr and 4min (+7 minutes). So interestingly, although we are spending less time connected to the interwebs, our social media consumption continues to rise, with almost 1 in every 3 minutes spent online now attributable to social media activities.”

<https://wearesocial.com/au/blog/2023/02/digital-2023-australia-1-in-3-australians-use-social-networks-for-brand-research/> 9 February 2023

Social Media Statistics – Social Media News



Social Media Statistics February 2023

1. Facebook – 18,500,000 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. TikTok – 2,000,000
14. Yelp – 1,500,000
15. Blogspot - 1,200,000
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

Stats Source: Vivid Social – Social Media Agency.

(All figures represent the number of Unique Australian Visitors [UAVs] to that website over the monthly period – unless otherwise stated above. Facebook Data includes users of desktop, mobile, application and messenger services).

<https://www.socialmedianews.com.au/social-media-statistics-australia-february-2023>

Social Media Statistics Australia – February 2018

1. Facebook – 15,000,000 Monthly Active Australian Users (steady)
2. YouTube – 15,000,000 Unique Australian Visitors per month (UAVs)
3. Instagram – 9,000,000 Monthly Active Australian Users (FB/ Instagram data)
4. WordPress.com – 5,700,000
5. WhatsApp – 5,000,000 Active Australian Users
6. LinkedIn – 4,200,000 Monthly Active Australian Users approx.
7. Snapchat – 4,000,000 DAILY Active Australian Users (Snapchat data)
8. Tumblr – 3,800,000
9. Twitter – 3,000,000 Monthly Active Australian Users approx.
10. Tinder – 3,000,000 Australian users (my estimation)
11. TripAdvisor – 2,800,000
12. WeChat - 2,750,000 Monthly Active Australian Users approx. – (my estimation)
13. Yelp – 1,500,000
14. Blogspot - 1,300,000
15. Flickr – 480,000
16. Pinterest – 290,000
17. Reddit – 110,000
18. MySpace – 75,000
19. RenRen – 70,000 Monthly Active Australian Users approx. – (my estimation)
20. Google Plus – 55,000 Monthly active Australian users approx. – (my estimation)
21. StumbleUpon – 39,000
22. Weibo – 30,000 Monthly Active Australian Users approx. – (my estimation)
23. Foursquare/Swarm – 10,000
24. Digg – 10,000
25. Periscope – 9,000

Stats Source: Vivid Social – Social Media Agency.

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

Social Media Statistics – HubSpot

The HubSpot Blog's 2023 Marketing Strategy & Trends Report: Data from 1,200+ Global Marketers

Discover the trends and winning tactics brands should focus on in 2023, and what will change after 2022 with data from 1,200+ global B2B and B2C marketers.

Written by: [Maxwell Iskiev](#)



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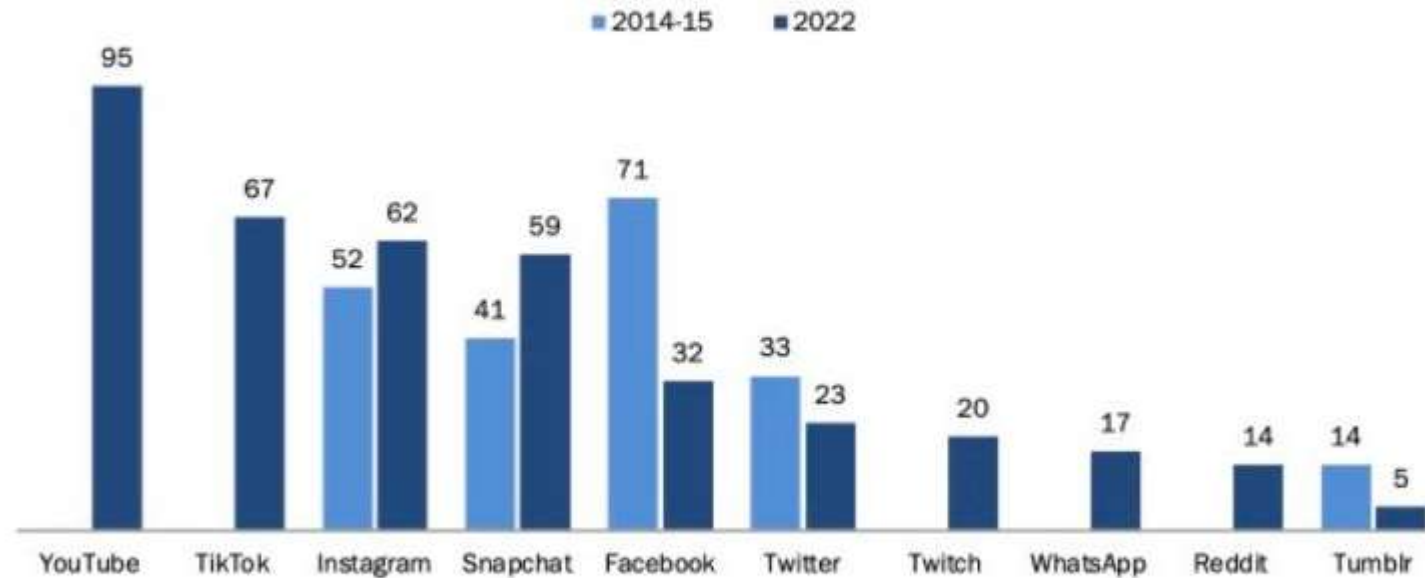
Updated: 10/31/22 Published: 10/31/22

<https://blog.hubspot.com/marketing/hubspot-blog-marketing-industry-trends-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, Facebook and 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 – when you take photos or videos, take LOTS in portrait and landscape mode and main part of your story in the centre of the image
- 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 as these may be more popular with the algorithm
- 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 Canva Pro \$164.99 per year – basic video included
- **Video creation** <https://biteable.com> for creating video with templates, royalty free music, stock footage – Australian \$69 per month (can also do in Canva)
- **Platform Specific Creation and Scheduling tools** – available for Facebook & Instagram (Meta Business Suite), LinkedIn, Twitter, YouTube, TikTok but not 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 – share with your desk partner to your left or make a three person group
 - 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 – check copyright date!
- 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>

Lakes Grammar <https://www.lakes.nsw.edu.au>

Platform – Facebook

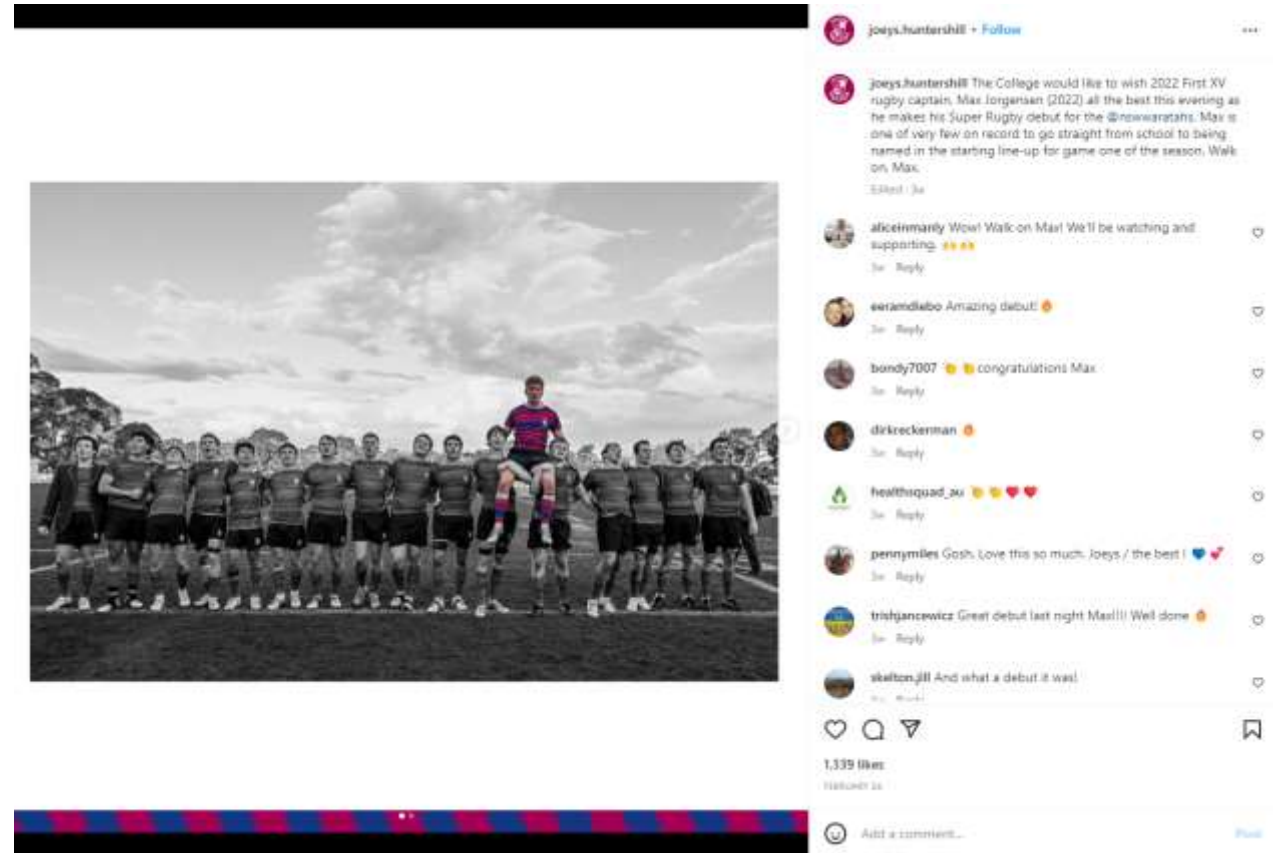
- Include all website social media links on your profile and make sure it is at https:// not http://
- Can list events on Facebook Page (maybe helpful for reaching the local community)
- Can turn reviews on or off – aligned with Bing Search Results
- Content – images that tell a story on their own will 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/AschamSchool/posts/pfbid033DfBSh9CxQiSetZwax6SVomtLj41b9WzSmKa9iYBKfydxkyWd9eX3fkPzU2oj9MwI>

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/CpCFoRBIZws/> 1,339 Likes

https://www.instagram.com/reel/Ciiz_3rv0Eu/ 1957 relay team 8,430 views 727 Likes

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 (Lakes Grammar, Marist-Sion College, Monte Sant' Angelo Mercy College)
- update LinkedIn Profile before leaving school or in first year of college / university – can include subjects studying / completing 80% of students
- Add lead generation form and About Commitments – to complete!
- 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/downlands-college_embraceequity-iwd2023-embraceequity-activity-7039038965986840577-MhVp/

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 and where your school has been featured elsewhere
- 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**

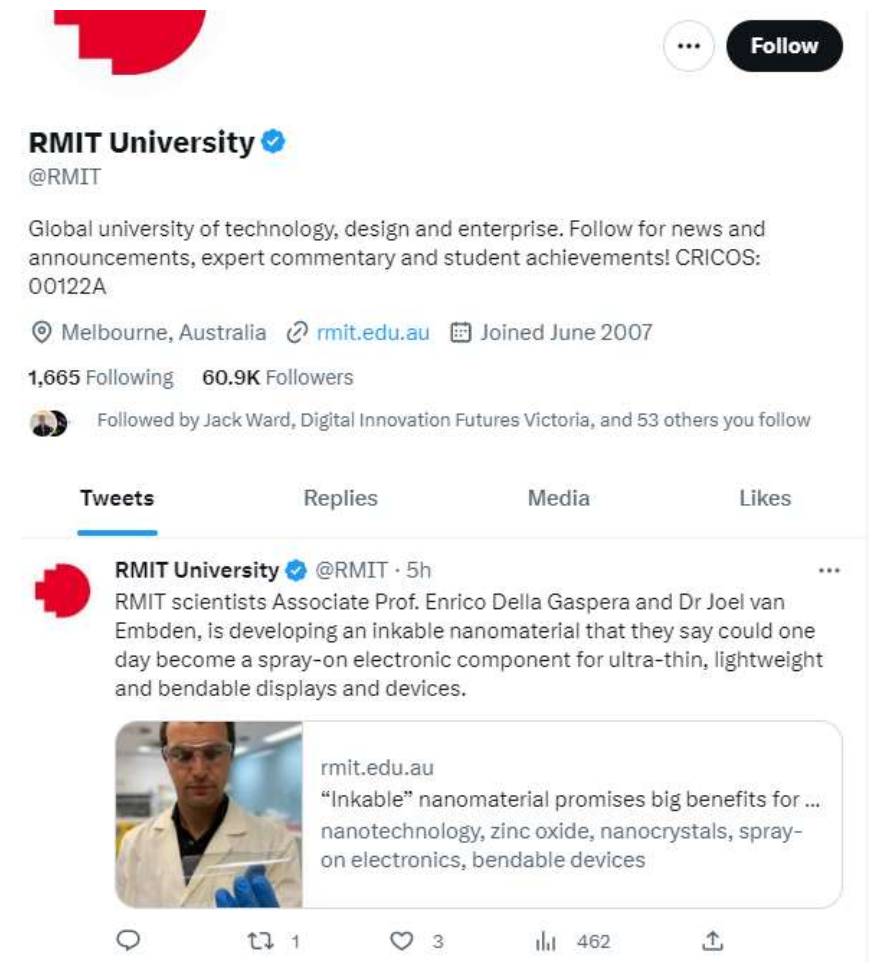


Scotch College Rowing 2018
Scotch College WA
512 subscribers
Like
Share
Download
Clip
Save
17K views · 4 years ago
A snapshot of the 2018 Scotch College Rowing squad. Video by inhouse Entertainment. Archival footage supplied by the Scotch Heritage Centre. Show more.

https://www.youtube.com/watch?v=h-Be_QhVbIY Scotch College Rowing 2018 17K Views
512 Subscribers, multiple playlists

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, 280 characters
- 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 getting blue tick verification <https://help.twitter.com/en/managing-your-account/about-twitter-verified-accounts>

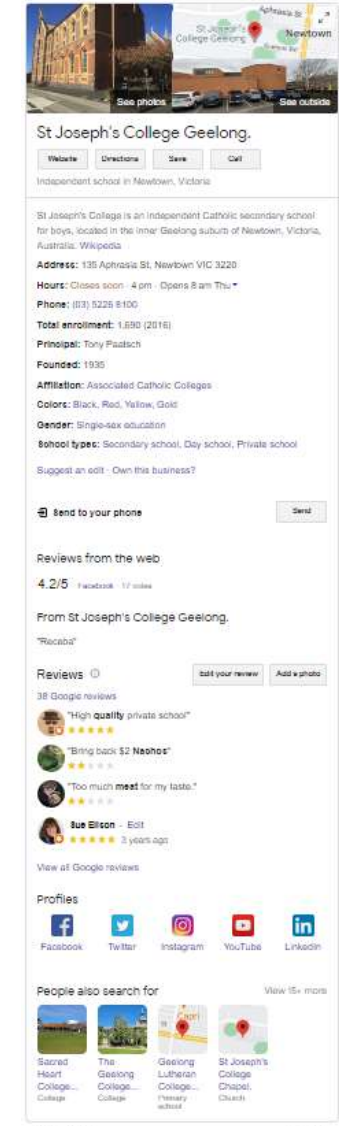
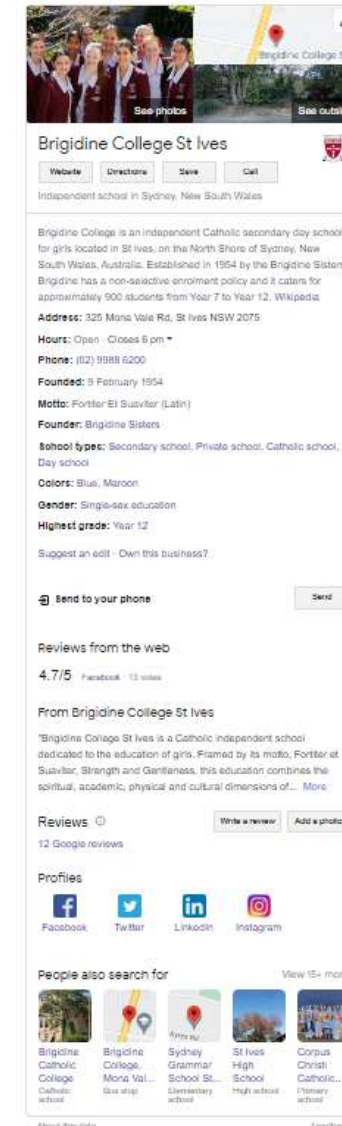


The screenshot shows the Twitter profile of RMIT University (@RMIT). The profile includes a red logo, a 'Follow' button, and a bio: 'Global university of technology, design and enterprise. Follow for news and announcements, expert commentary and student achievements! CRICOS: 00122A'. It also lists the location as Melbourne, Australia, the website as rmit.edu.au, and the date joined as June 2007. The profile has 1,665 following and 60.9K followers. Below the profile is a tweet from RMIT University (@RMIT) posted 5 hours ago. The tweet text reads: 'RMIT scientists Associate Prof. Enrico Della Gaspera and Dr Joel van Embden, is developing an inkable nanomaterial that they say could one day become a spray-on electronic component for ultra-thin, lightweight and bendable displays and devices.' The tweet includes a photo of a scientist in a lab coat and a link to rmit.edu.au. The tweet has 1 reply, 3 likes, and 462 retweets.

<https://twitter.com/RMIT/status/1638310826292420609>

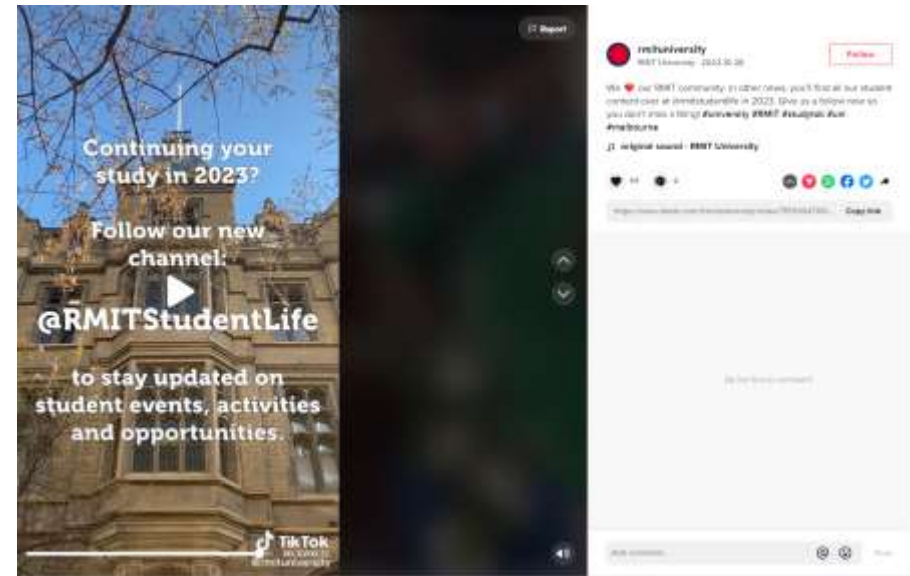
Platform – Google Business

- 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 and create Bing Places Listing for Microsoft Edge Searches <https://www.bingplaces.com>



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 and Facebook Reels but could re-use same video on all four
<https://www.finalsite.com/blog/p/~board/b/post/should-my-school-use-tiktok>



<https://www.tiktok.com/@rmituniversity/video/7159364741046062337>

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, content and strategy will get you results (remember pixel blocking now)
- 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)



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