



2024

Advancement Practitioner Training



Social Media Marketing (Advanced)

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Organisation / School 120 Ways Publishing

Date 18 March 2023, Amora Hotel, Brisbane

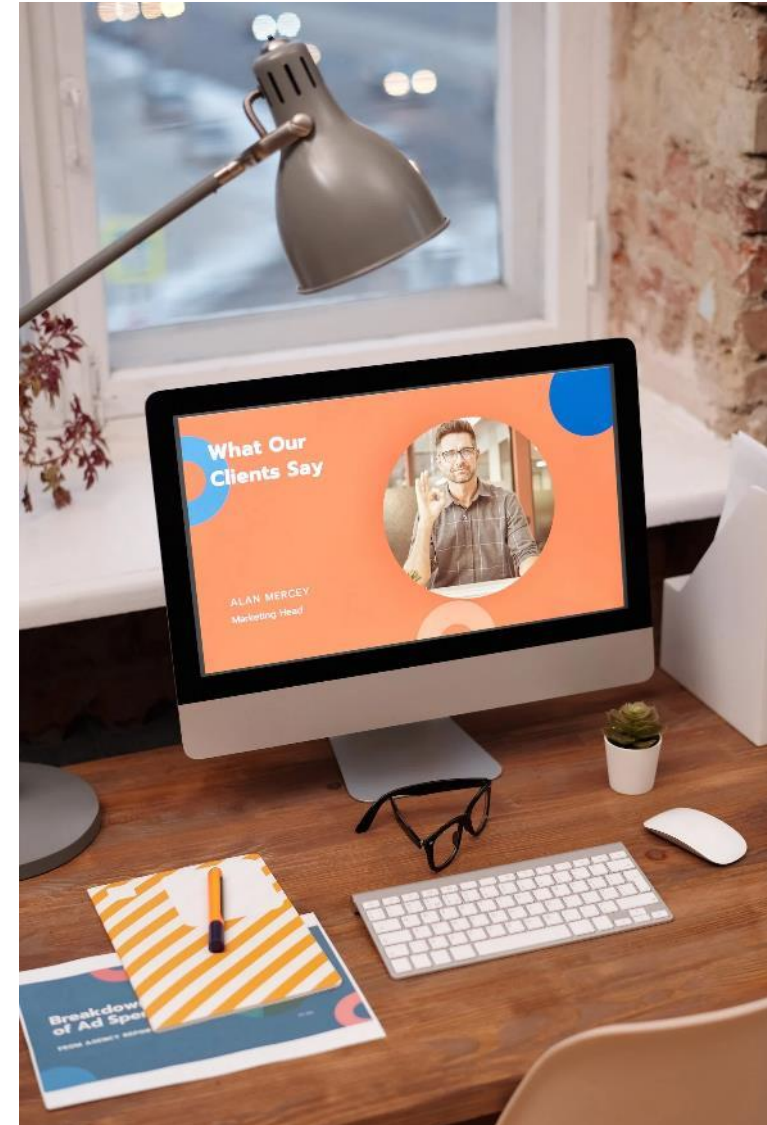
Social Media Marketing (Advanced)

- Roadmap slides available for you to reflect and take action and you can share them!
<https://sueellson.com/blog/educate-plus>
- Please record what is important to you during this session
- Consider finding three action steps
- Includes Theory and Examples
- Found, Fabulous, Forever
- Questions welcome now or later



Social Media Marketing (Advanced)

- Past Online Presence
- Human Presence
- Future Online Presence
- Chat Results x 3
- Search Results versus Chat Results
- Social Media Statistics
- Audiences, purposes and goals
- Priority social media platforms
- Social media audit and strategy
- Social media housekeeping
- Your online spend
- Useful tools
- Platform Examples
 - School Website
 - Facebook
 - Instagram
 - LinkedIn
 - Twitter
 - YouTube
 - TikTok
 - Google Business
- paid ad campaigns tips



PAST ONLINE PRESENCE

Government
ACECQA, ACARA
Media
Stakeholders
Community / School

Yellow Pages
White Pages
True Local
Local Council



Google Business
Bing Places
Facebook
LinkedIn
YouTube

Google Reviews
Facebook Reviews
True Local Reviews
Portal Reviews

Social Media Strategy – Search Results



Places where your school (and your campuses) need to be correctly and completely listed

<https://business.google.com> (suggest you have one Gmail address for your school for all Google Properties)

<https://www.bingplaces.com>

<https://www.facebook.com/pages/create> (turn on Reviews that appear in Bing)

<https://linkedin.com>

<https://www.youtube.com> (change your Handle to <https://www.youtube.com/@yourschoolname>)

<https://www.localguidesconnect.com> (for giving Google Reviews and earning points)

<https://www.truelocal.com.au/add-business>

<https://get.yellow.com.au/yellow-online> (free link to your school website high Domain Authority website)

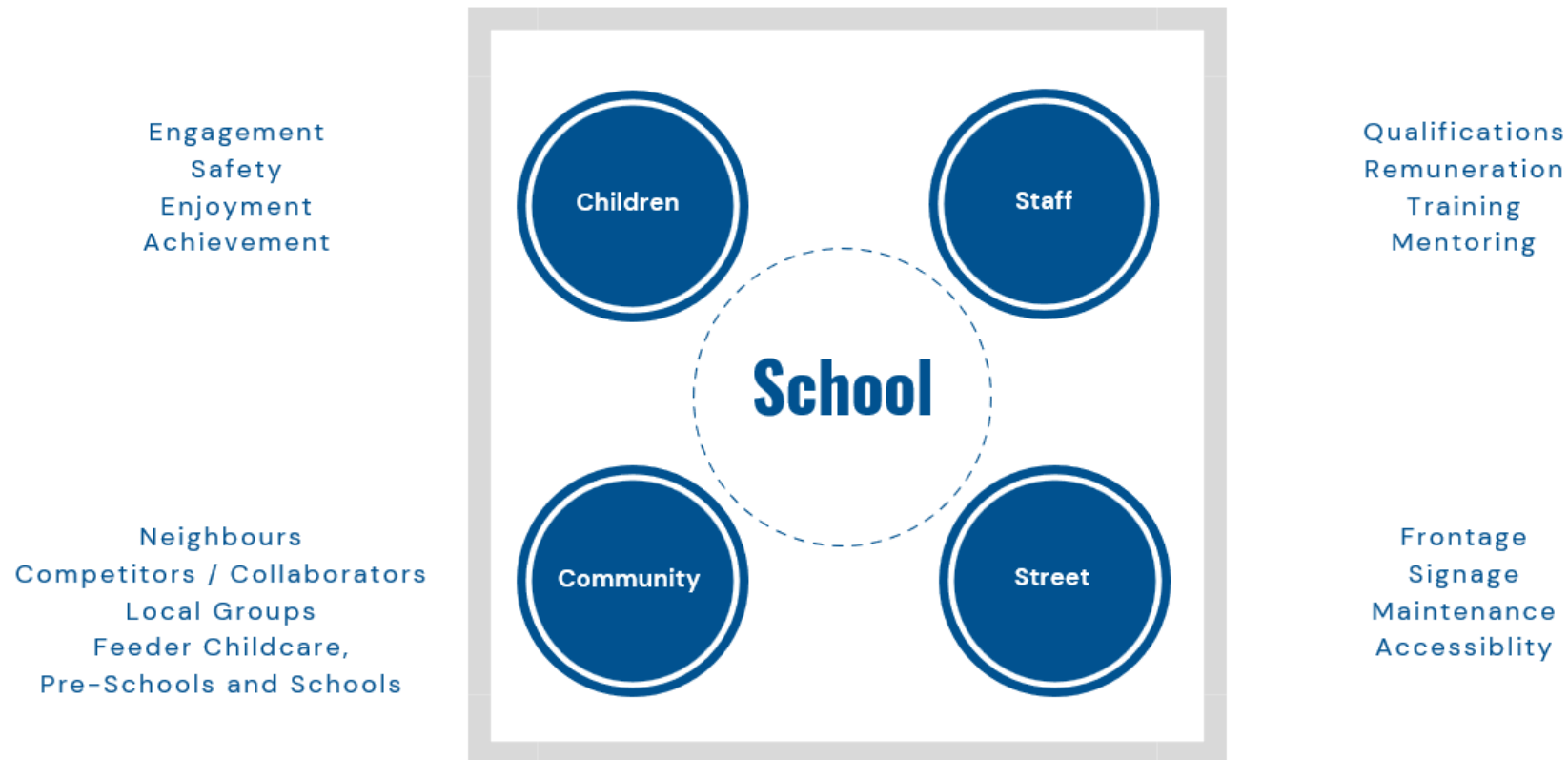
<https://business.whitepages.com.au/products/listing> (free link to your school website high DA website)

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)

(e.g. Siena College Catholic Girls School Camberwell Melbourne as the Title of the website)

HUMAN PRESENCE



How do you include your website and social media profiles in these channels?

QR codes on sign boards? <https://www.qr-code-generator.com> or trackable via <https://bitly.com/pages/pricing>

Social Media Strategy – Before and After

Database

Algorithm

Paid Ads

Multiple Datasets

Natural Language
Processing (NLP)

Large Language
Model (LLM)

Embedded AI

Prompted AI

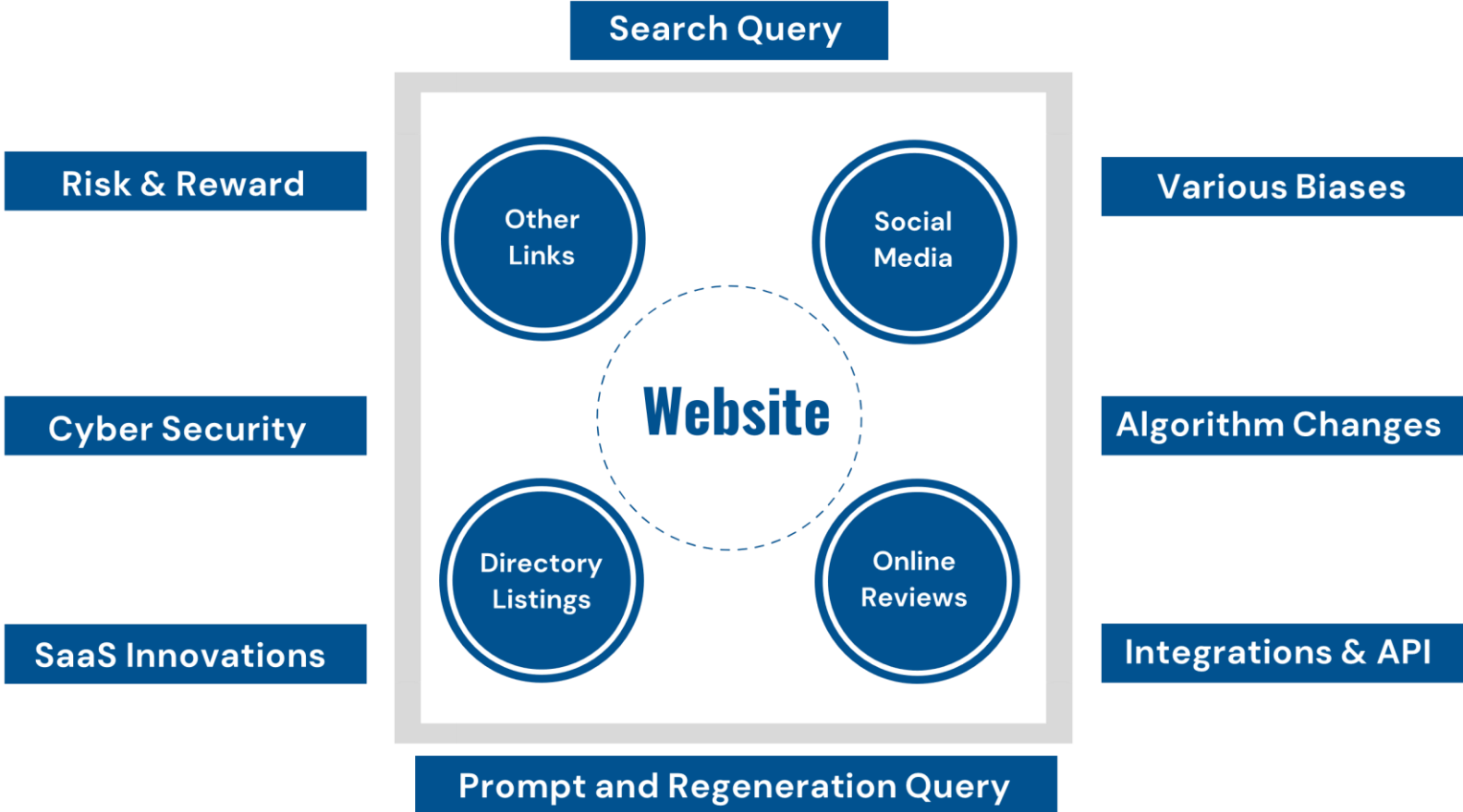
Generative AI

Fast Processing

Low Commonsense

Exponential

FUTURE ONLINE PRESENCE



Social Media Strategy – Chat Results

Google

 Microsoft Bing

 OpenAI

Gemini

 Copilot

 ChatGPT

<https://gemini.google.com>

<https://www.bing.com/chat>

<https://chat.openai.com>

How does your school perform in these three chat experiences?

These all rely on content from your school website so your website needs to answer chat user questions

I suggest that you continuously publish content on your website first and then share it on all of your socials

I also suggest copy/pasting links to all archival quality content to <https://archive.org/web>

Google Gemini Chat Results

Prompt: three best independent schools in Brisbane



three best independent schools in Brisbane

Show drafts



Defining "best" for schools can be subjective as it depends on various factors like your child's strengths, interests, and learning style. However, based on academic performance on the 2023 Better Education ratings, here are three consistently high-ranking independent schools in Brisbane:

1. Brisbane Grammar School (BGS) - Established for boys in 1868, BGS is known for its strong academic record and sporting achievements. It offers a well-rounded education with a focus on developing critical thinking and leadership skills.



Brisbane Grammar School, Brisbane

2. Brisbane Girls Grammar School (BGGs) - The sister school to BGS, BGGs is a renowned all-girls school with a focus on academic excellence, cultural awareness, and social responsibility.



BRISBANE GIRLS GRAMMAR SCHOOL

Brisbane Girls Grammar School, Brisbane

3. Somerville House - Founded in 1889, Somerville House is a prestigious all-girls school offering a holistic education that emphasizes academic achievement, personal growth, and creativity.



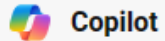
Somerville House, Brisbane

These are just a few of the many excellent independent schools in Brisbane. It's important to consider your child's individual needs and preferences when making a decision about which school is right for them. Here are some resources that can help you with your school search:

The Association of Independent Schools of Queensland: [invalid URL removed]
[invalid URL removed]

Microsoft Bing Chat Results

Prompt: three best independent schools in Brisbane



Copilot

Certainly! Here are **three notable independent schools in Brisbane**:

1. Stuartholme School:

- Stuartholme is a renowned private girls' school in Brisbane, known for its **excellence in education** and empowering young women. Their unique blend of tradition and technology, spirit and spirituality, and community and individuality provides a **defining education** for students. Located at **365 Birdwood Terrace, Brisbane, Queensland 4066**, you can reach them at **(07) 3369 5466**. Visit their website [here](#)¹.

2. St. Laurence's College:

- St. Laurence's College is a leading boys' school in Brisbane, providing education to boys in Years 5 to 12 in the tradition of Edmund Rice. With over 200 staff members across various roles, they offer a comprehensive educational experience. You can find them at **82 Stephens Road, Brisbane, Queensland 4101**, and their contact number is **(07) 3010 1111**. Explore more on their website [here](#)².

3. Brisbane Grammar School:

- Brisbane Grammar School, located in Spring Hill, is an independent, non-denominational, day and boarding school for boys. Established in 1868, it is the oldest secondary boys' school in Brisbane. The school has a non-selective enrollment policy and caters to approximately 1500 students from Years 5 to 12. You can find them at **24 Gregory Terrace, Brisbane, Queensland 4000**, and their phone number is **(07) 3834 5200**. Learn more on their website [here](#)³.

These schools offer diverse educational experiences and have made significant contributions to the Brisbane community. 🎓 🏡

Open AI ChatGPT Chat Results

Prompt: three best independent schools in Brisbane



ChatGPT

As of my last update in January 2022, here are three well-regarded independent schools in Brisbane, Australia:

1. **Brisbane Grammar School:** Established in 1868, Brisbane Grammar School is one of the oldest and most prestigious independent schools in Queensland. It offers education for boys from Years 5 to 12. The school has a strong academic focus and offers a wide range of extracurricular activities.
2. **Brisbane Girls Grammar School:** Founded in 1875, Brisbane Girls Grammar School is a leading independent school for girls, catering to students from Years 7 to 12. It has a reputation for academic excellence and offers a supportive learning environment with a focus on holistic development.
3. **St. Joseph's College, Gregory Terrace:** Known simply as "Terrace," St. Joseph's College is a Catholic day school for boys from Years 5 to 12. Established in 1875, Terrace has a rich tradition of academic achievement and offers a diverse range of co-curricular activities including sports, music, and debating.

These schools are highly respected in Brisbane for their academic standards, extracurricular offerings, and overall quality of education. However, it's always a good idea to conduct further research and visit the schools to determine which one best aligns with your child's needs and preferences.

Search versus Chat Results

Search Query or Chat Prompt: three best independent schools in Brisbane

Search Engine	Result 1	Result 2	Result 3
Google (result from Art of Smart ATAR Results)	Brisbane Grammar School	Brisbane Girls Grammar School	St Aidan's Anglican Girls' School
Microsoft Bing (Bingplaces listings)	Stuartholme School	St Laurence's College	Brisbane Grammar School

Chat Platform	Result 1	Result 2	Result 3
Google Gemini	Brisbane Grammar School	Brisbane Girls Grammar School	Somerville House
Microsoft Bing Copilot	Stuartholme School	St Laurence's College	Brisbane Grammar School
Open AI ChatGPT	Brisbane Grammar School	Brisbane Girls Grammar School	St Joseph's College

Social Media Strategy – In Platform Results

How does your school perform within each Social Media Platform?

‘TikTok Beats Google as the Top Search Engine for Gen Z’

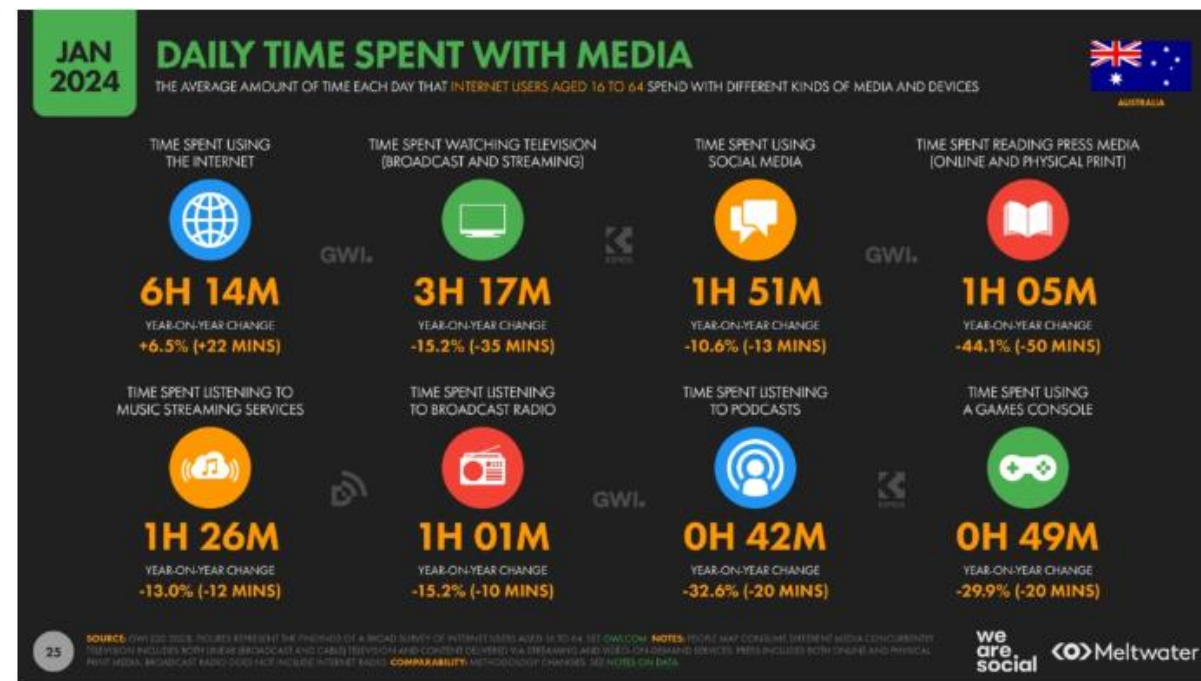
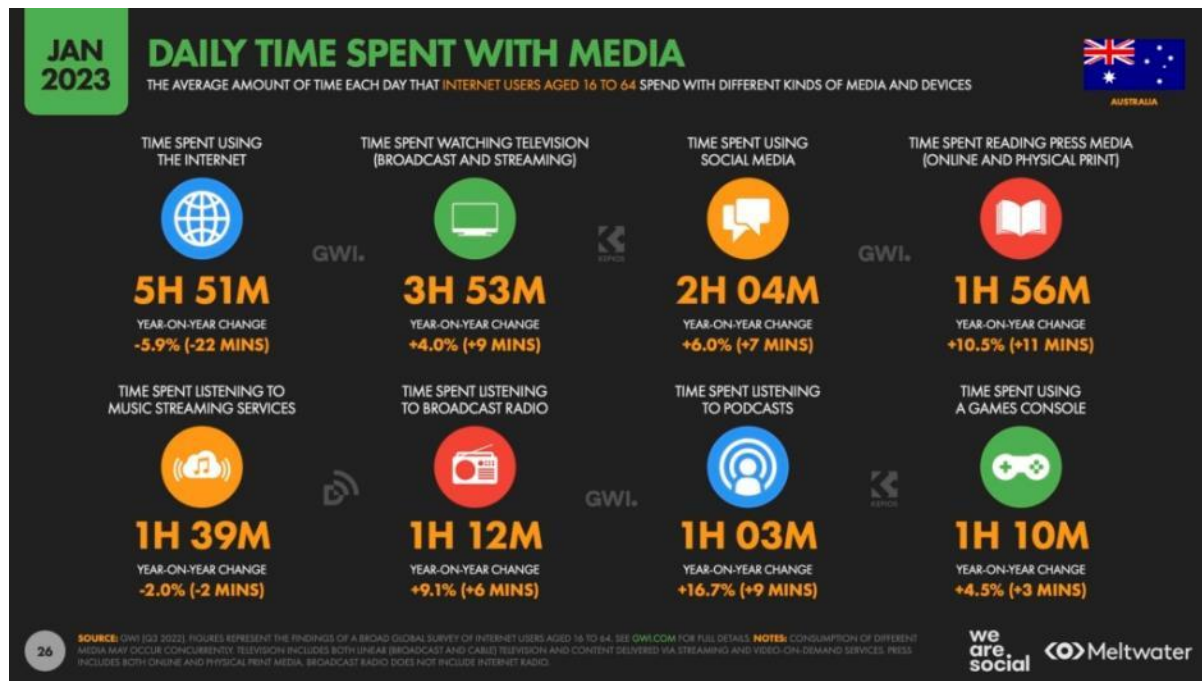
<https://segmentify.com/blog/tiktok-as-search-engine-vs-google>

‘Digital 2024 Australia reports that TikTok has the highest average time per Android user of any social app, with 42 hours and 13 minutes per month – equating to almost **one and a half hours per day using the platform.**

In second place is YouTube, with the average user spending 21 hours and 36 minutes per month on its Android app.’

<https://wearesocial.com/au/blog/2024/02/digital-2024-australia-highlights-a-power-shift-towards-social-media/>

Social Media Statistics – 2023 versus 2024



“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.

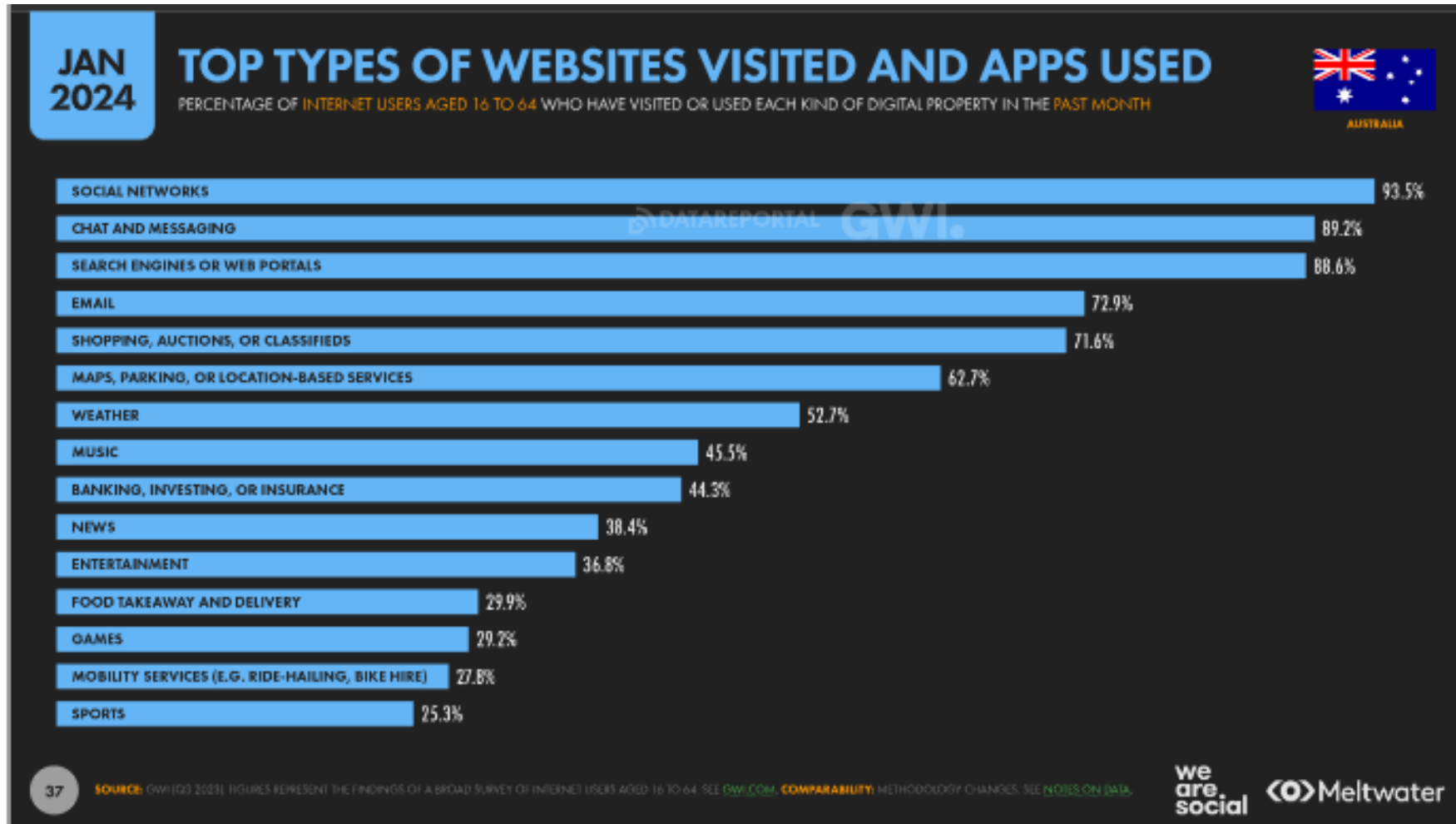
On the other hand, the average daily time spent using **social media has increased by 6% to 2hr and 4min (+7 minutes)**. So interestingly, although we are spending less time connected to the interwebs, our social media consumption continues to rise, with almost 1 in every 3 minutes spent online now attributable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

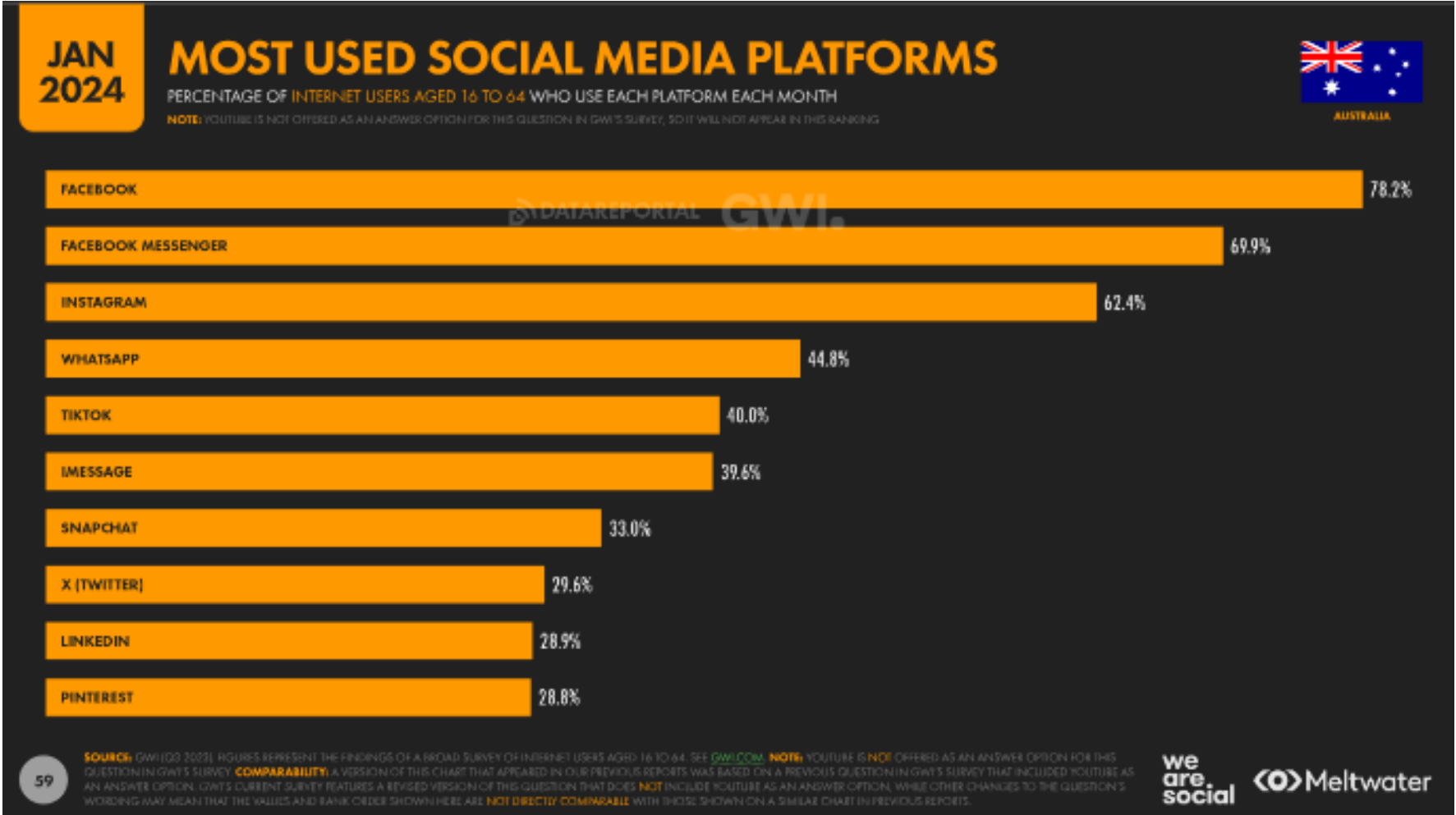
“Digital 2024 Australia reports daily time spent on media reflects how prominent digital is for Australians aged 16 to 64, who now spend an average of 6 hours and 14 minutes using the internet each day, and **1 hour and 51 minutes on social media**. Conversely, there is a notable decline in time spent watching broadcast and streaming TV (-15%), reading online and press content (-44%), streaming music (-13%), listening to broadcast radio (-15%) and podcasts (-33%), and using game consoles (-30%).

<https://wearesocial.com/au/blog/2024/02/digital-2024-australia-highlights-a-power-shift-towards-social-media> 21 February 2024

Social Media Strategy – Online Preferences



Social Media Strategy – Platform Preferences



Social Media Statistics – Social Media News



Social Media Statistics February 2024

1. Facebook – 19,000,000 Monthly Active Australian Users (steady)
2. YouTube – 18,000,000 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. X, formerly Twitter – 6,000,000 Monthly Active Australian Users approx.
8. WordPress.com – 5,100,000
9. TikTok – 4,200,000
10. Tinder – 4,000,000 Australian users approx.
11. Tumblr – 2,700,000
12. WeChat – 2,900,000 Monthly Active Australian Users approx – (my estimation)
13. TripAdvisor – 2,800,000
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
26. Periscope – 9,000
27. Delicious – 7,000

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-2024>

Social Media Statistics February 2023

1. Facebook – 18,500,000 Monthly Active Australian Users (steady)
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Stats Source: Vivid Social – Social Media Agency.

<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>

Audiences, Purposes and Goals

Audiences – past, present and future

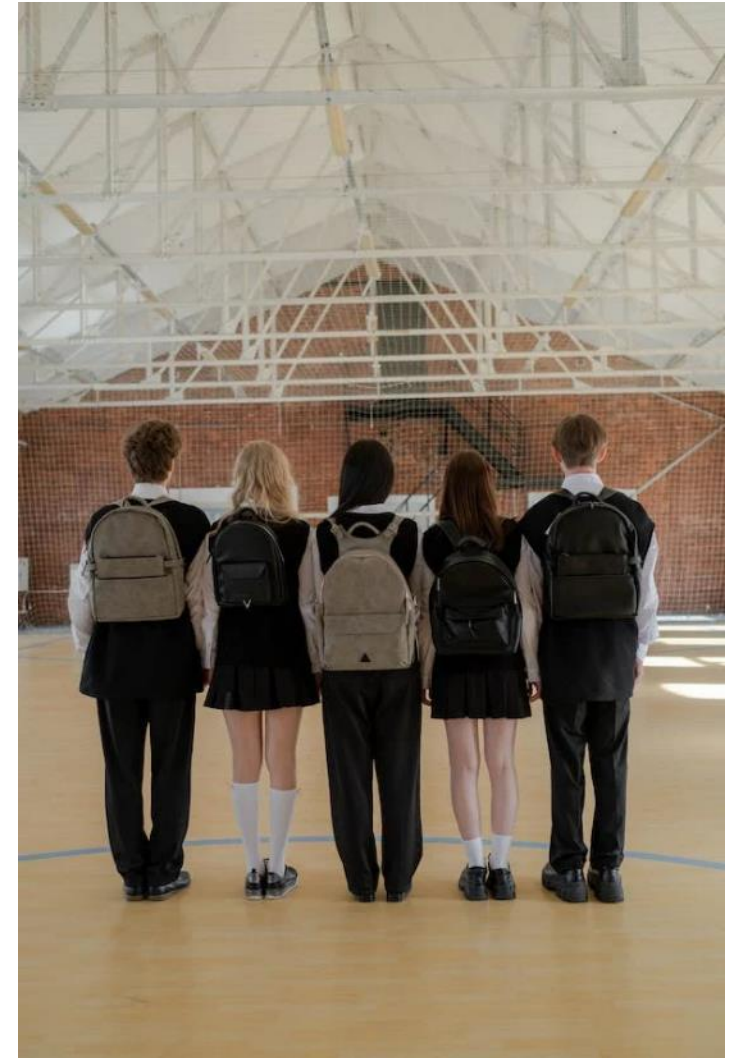
- Students
- Alumni
- Parents and Primary Carers
- Secondary Carers
- Staff, Volunteers and Board Members
- Community Members
- Suppliers and Service Providers
- Government

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
- Dynamic Value (currency) and Lifetime Value (digital asset)



Priority Social Media Platforms

Priority

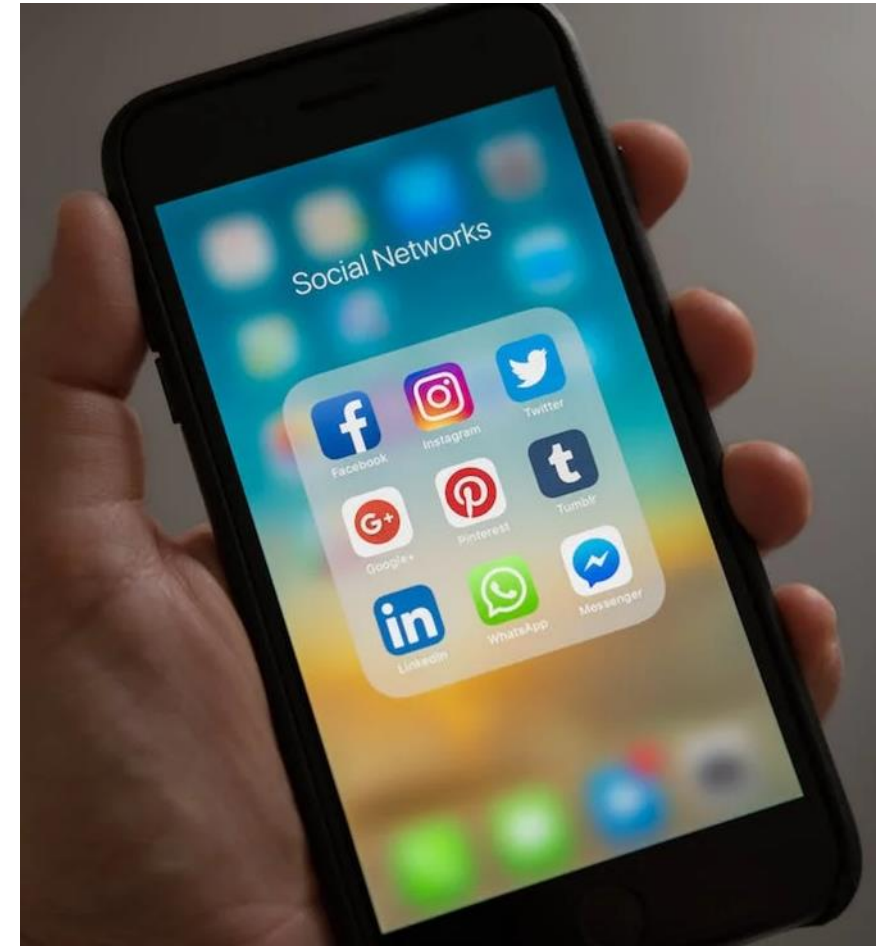
- Facebook Page
- LinkedIn School Page
- Google Business Profile
- Bing Places Profile
- YouTube Channel
- Instagram

Consider

- TikTok

Discuss

- Twitter – content indexed in Google
- Vimeo – no search results – but okay for licensed content
- Pinterest – more for images – but gets Google results
- Snapchat – more for teenagers – but in regular use



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 and not just the Marketing Department creating content...
- 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 paid ads budget of \$1,000 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 and Reporting

- 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 leave
- Keep a record of what you have done (Reactions, Comments, Posts) and totals (Followers, Subscribers) but aim for consistency rather than seeking viral miracles

Terminology

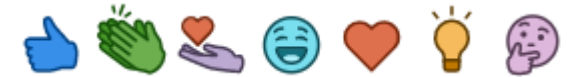
- Post – content that you prepare and share on social media
- Hashtag - #word can be a Subject, a Name or a Statement (click to see more)
- @Mention – also known as a ping, notification – used for a person or an enterprise (notifies)
- Short form video – usually shot in portrait mode, shorter length – 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-and-website-statistics-spreadsheet> (keep all post links)

Your Online Spend

- Time
- Dollars
- Consistency
- Results



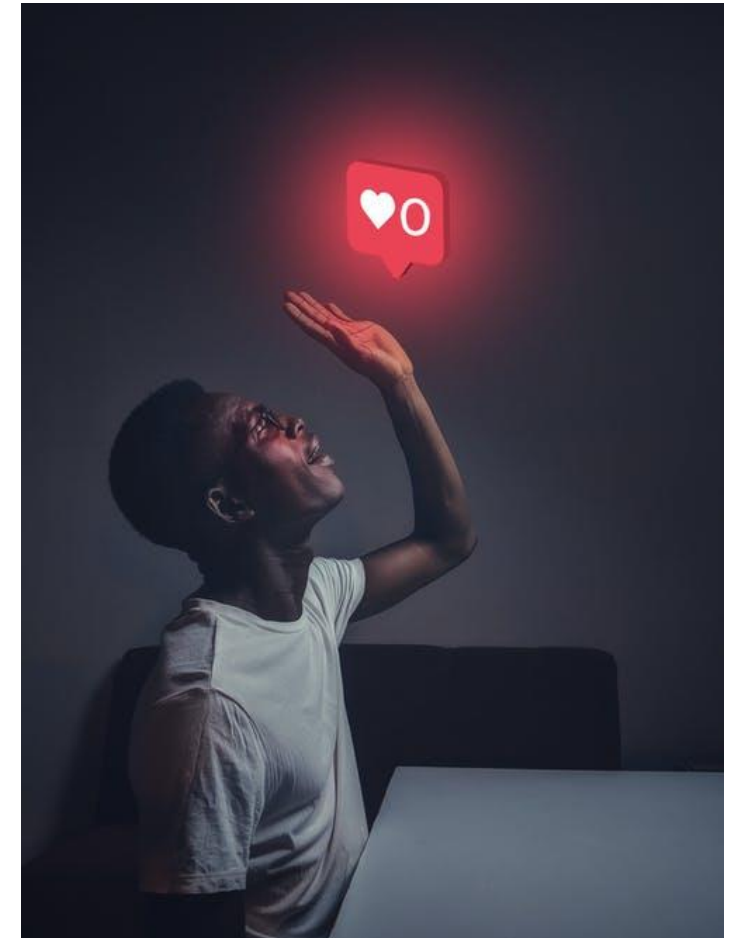
- 1) **Reactions** – not just likes but other reactions as well as these may be more popular with the algorithm
- 2) **Engagement** – is it scroll stopping, do you receive comments and how long are they, do you respond to comments?
- 3) **Virality** – does your content go beyond your followers within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

Social Media – you need to ‘listen’ as well as ‘speak’

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
- **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 offer good reporting
- **Which AI tools are you using for your social media role?** – be aware of security of data, ethics and brand alignment



Social Media People



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

The Guy who decides school <https://www.youtube.com/watch?v=EdIp-F9Gvyw>

Schools

Burgmann College	https://burgmann.anu.edu.au
Cabra Dominican College	https://www.cabra.catholic.edu.au
Chevalier College	https://www.chevalier.nsw.edu.au
Citipointe Christian College	https://citipointe.qld.edu.au
Edinburgh College	https://edinburghcollege.vic.edu.au
John Paul College	https://www.jpc.qld.edu.au
Portside Christian College	https://www.portside.sa.edu.au
Scotch College	https://www.scotch.vic.edu.au
Sheldon College	https://www.sheldoncollege.com
St Aidan's Anglican Girls' School	https://www.staidans.qld.edu.au
St Columban's College	https://www.stc.qld.edu.au
St Laurence's College	https://www.slc.qld.edu.au
St Margaret's College	https://stmargarets.school.nz
St Mary's College, Ipswich	https://www.stmarys.qld.edu.au
St Thomas More College	https://www.stmc.qld.edu.au
Wesley College, South Perth	https://www.wesley.wa.edu.au
William Carey Christian School	https://wccs.nsw.edu.au
Xavier College	https://xavier.vic.edu.au

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 – post consistently
- 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 where you have all social links
- TITLE all page and post content so it can appear in internet search results (name of school and details)
- 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)

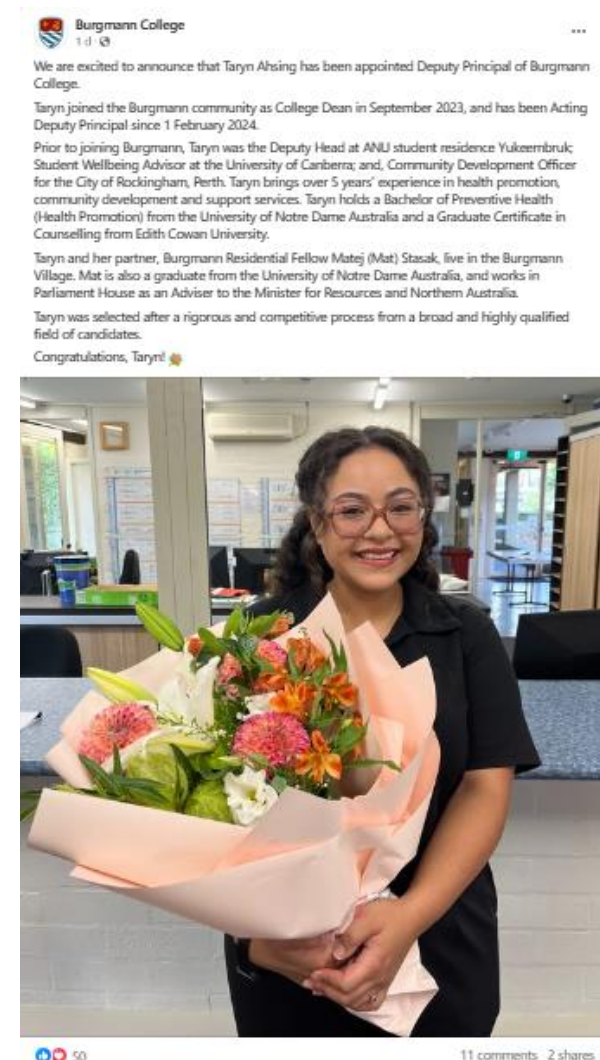
Sheldon College <https://www.sheldoncollege.com>

Edinburgh College <https://edinburghcollege.vic.edu.au>

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

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 – need turned on for 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



Platform – Instagram

- images square
- video portrait – 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/C3PfZHHywU>

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 80% of students
- Add lead generation form and About Commitments
- 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)

 **John Paul College** + Follow ...
3,349 followers
1w • 

CELEBRATING INTERNATIONAL WOMEN'S DAY ❤️ | Today, the world comes together to celebrate International Women's Day (IWD), to acknowledge women's accomplishments and to reinforce a commitment to raising awareness on gender equality. Our IWD breakfast brought together students, staff and the wider JPC community. Students from our IWD committee enlightened us on the significance of this day. We thank our guest speaker and JPC Alumnus, Dr **Yvonne Woo, PhD**, for sharing her inspiring speech today.
[#JPCqld](#) [#JPCpride](#) [#JPCfamily](#) [#InternationalWomensDay](#) [#IWD2024](#)

[See translation](#)



  25 2 comments • 1 repost

<https://www.linkedin.com/feed/update/urn:li:activity:7171746473158623232/>

Platform – Twitter

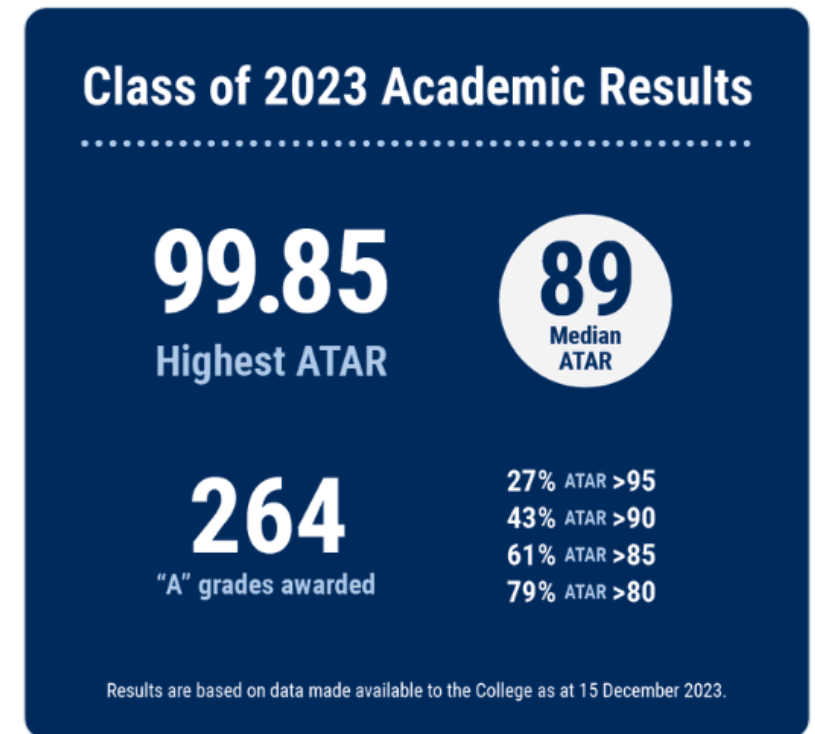
- popular with the media, journalists, celebrities, artists, experts, academics etc
- three tweets per week provides Google Search Results tiles
- watch stats – Tweets / Followers / Following
- many schools have dormant accounts – no Tweets for a long time – aim at least one a week, 280 characters
- 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



sheldoncollege @sheldoncollege · Dec 15, 2023

ATAR Results | Our sincere congratulations to the Class of 2023 on their outstanding QCE and ATAR results. We know they will have great success in their future career paths.

#SheldonCollege #ClassOf2023



<https://twitter.com/sheldoncollege/status/1735526907834257749>

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, make sure all comments approved before publication
- One video a month = Google Search Results, one video per website page of content, edit subtitles (captions) and consider copy/paste transcript into description
- Consider bringing videos from Vimeo to YouTube and get Google Search results as YouTube is owned by Google and fill in About Page with all your other links and change handle



Annual Appeal 2024. It's her turn - balanced foundations, bright futures.

St Margaret's College, Christchurch, New Zealand
615 subscribers

Subscribe

2

Share

Download

Save

...

259 views 2 weeks ago

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

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>

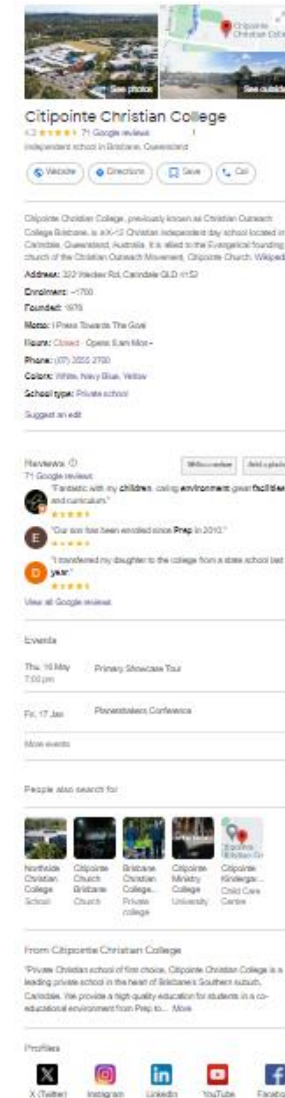


Hear from Alyssa about h...

<https://www.tiktok.com/@rmituniversity/video/7278531659127917832>

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>



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



Next Steps

1. Ensure all of your digital real estate, social media and listings are up to date (audit)
2. Publish content on your website or high domain authority website FIRST
3. Share content on all of the suitable social media channels you have (and include the post links on your website)
4. Engage on social media regularly (add reactions and lengthy comments)
5. Ask for reviews and respond to them promptly
6. Keep a link record of all content published and the most relevant statistics only

Aim to be Found, Fabulous, Forever

Any questions?

Stay connected to Educate Plus



<https://www.facebook.com/EducatePlus> 962 Likes 1K Followers

<https://www.instagram.com/educateplus> 311 Followers

https://twitter.com/Educate_Plus 483 Followers

<https://www.linkedin.com/company/educateplus> 3K Followers

<https://www.linkedin.com/groups/13972504> New Zealand Chapter Group 107 Members

<https://www.youtube.com/channel/UCraRdiEMuwv6WS8f303bTA> 9 Subscribers 11 Videos

<https://vimeo.com/educateplusvideo> 95 Videos

<https://soundcloud.com/user-965980990> 8 Followers, 54 Tracks

Google Review <https://search.google.com/local/writereview?placeid=ChIJRU6SG7-nEmsRumldx8HQmsc>

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





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