



Social Media and AI Marketing

26 June 2024

11:15am – 12:15am

Studios 3 and 4

Catholic Leadership Centre

228 Victoria Parade East Melbourne 3002

<https://cdn.edu.au/seminars/2024-term-2-seminar-metropolitan>

Is your school appearing in multiple social, search and AI chat results?

How can you use AI to write and optimise your social media marketing?

What can you systemise and optimise with your multimodal online text, images and video?

Which platforms provide the most strategic marketing value and how can you grab the attention of your audience?

This session will cover the theory and practice of organic unpaid online marketing and will showcase individual examples from attending schools.

Comprehensive notes will be provided to all participants.

Biography – Sue Ellson

Sue Ellson GK BBus MPC PCDA A ASA WV SPN MEdPlus AWS is a former banker who has been in the online world since 2001 when she launched her first website newcomersnetwork.com. She joined LinkedIn in 2003. She has written and published five non-fiction books on the topics of LinkedIn, careers, business, marketing and gigsters and is regularly quoted in the media. She provides independent consulting, training and advisory services to a variety of individuals and enterprises worldwide and has been supporting education providers since 2014. <https://sueellson.com>
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Please note – views in this document are my own and this information is of a general informative nature and is not professional advice for your personal circumstances. I am discussing theory that you can understand and apply and some tactics. I am focusing on the FREE options available via the platforms (not paid advertising).

1. Introductions

- 1) Your Name, Role and School
- 2) If you are using AI tools right now and if so, which ones?
- 3) What you would like to learn today (within reason!)

2. Existing Terminology and Artificial Intelligence Terminology

Let's understand some of the terms we need to know to understand what AI is all about
<https://sueellson.com/blog/existing-terminology-and-artificial-intelligence-terminology/>

Existing Terminology	AI Terminology
<p>Databases – a database is an organized collection of data stored and accessed electronically through the use of a database management system</p> <p>* remember garbage in garbage out and aim for a single source of truth (not multiple single use spreadsheets)</p>	<p>Dataset - is a collection of data. In the case of tabular data, a data set corresponds to one or more database tables, where every column of a table represents a particular variable, and each row corresponds to a given record of the data set in question</p> <p>* much larger amount of information that can be queried in more ways</p>
<p>Query Language - also known as data query language or database query language, is a computer language used to make queries in databases and information systems. A well known example is the Structured Query Language (SQL)</p> <p>* enables you to create a query to get the results you need</p>	<p>Prompt - prompt is natural language text describing the task that an AI should perform</p> <p>* many 'chat prompts' that are being recommended to help you get the results you need - the better the prompt, the better the response</p>
<p>Algorithm - is a finite sequence of rigorous instructions, typically used to solve a class of specific problems or to perform a computation</p> <p>* based on multiple factors and often changed by a platform to meet their 'megalomaniac' needs, not the consumer's needs</p> <p>**megalomaniac – more people, more often, more time (applies to search engines and social media platforms)</p>	<p>Machine Learning - umbrella term for solving problems for which development of algorithms by human programmers would be cost-prohibitive, and instead the problems are solved by helping machines 'discover' their 'own' algorithms without needing to be explicitly told what to do by any human-developed algorithms</p> <p>* beware those that don't follow important rules and create unintended consequences like biases towards certain outcomes (ie Western English not aware of cultural nuance)</p>

<p>Internet or Website Browser - A web browser is an application for accessing websites. When a user requests a web page from a particular website, the browser retrieves its files from a web server and then displays the page on the user's screen. Browsers are used on a range of devices, including desktops, laptops, tablets, and smartphones</p> <p>* need digital asset value and digital currency value via continuous contributions</p>	<p>App - an application, especially as downloaded by a user to a mobile device</p> <p>* allows people to complete tasks within a 'closed' environment' and not leave the app to go back to a web browser search e.g. People using a search on TikTok or YouTube rather than going to online search and getting a result from there</p>
<p>Web Browser Extension - a software module for customizing an internet website browser</p> <p>* be selective as they can collect or mine data and conflict with other extensions</p>	<p>Chatbots - a software application or web interface that aims to mimic human conversation through text or voice interactions</p> <p>* can learn over time but beware if operated by a third party (ie Facebook)</p>
<p>Search Engine Results Pages SERPs - The page that a search engine returns after a user submits a search query. In addition to organic search results, search engine results pages (SERPs) usually include paid search and pay-per-click (PPC) ads</p> <p>* need to adapt to changing algorithms</p>	<p>Chat Experience Results Page CHERPs - the generative (probability style) AI result you see after you enter a prompt on Google Gemini, Microsoft Bing, ChatGPT or any other generative AI platform</p> <p>* based on large datasets, more likely to include website content not every piece of your social media content – publish on your website first!</p>
<p>Predictive Text - is an input technology that facilitates typing on a device by suggesting words the user may wish to insert in a text field</p> <p>* relies on regular use phrasing and can 'dumb down' language but learns what you use regularly</p>	<p>Embedded Artificial Intelligence is the application of machine and deep learning in software that can be programmed to provide both predictive and reactive intelligence, based on the data that is collected and analysed.</p> <p>* relies on quality of datasets and programming used and it can 'learn' your style preferences over time (and likes emotional language – please, thank you)</p>
<p>Universal Design - the design of buildings, products or environments is done in a way to make them accessible to people, regardless of age, disability or other factors</p> <p>* viewed on the basis of accessibility after creation</p>	<p>Design for All - ensures that everything that is designed and made is accessible, convenient for everyone in society to use and responsive to evolving human diversity</p> <p>* whilst a feature may be designed for someone with a disability, it helps everyone use it more effectively e.g. voice to text</p>

Large Language Model (LLM) is a language model characterized by its large size. Their size is enabled by AI accelerators, which are able to process vast amounts of text data, mostly scraped from the Internet. It doesn't rely on a weighted algorithm pre-prepared database.

Natural Language Processing (NLP) is an interdisciplinary subfield of linguistics and computer science. It is primarily concerned with processing natural language datasets, such as text corpora or speech corpora, using either rule-based or *probabilistic* machine learning approaches. It doesn't rely on a weighted algorithm to provide a result.

Generative Artificial Intelligence is artificial intelligence capable of generating text, images, or other media, using generative models. Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics. You are asking the AI to do something for you.

Regenerate AI - Regenerative AI systems continuously learn, adapt, and improve based on feedback, making them highly resilient and responsive however, they may learn on the 'wrong' information and most of your work is 'tracked' and you need to be signed in. Essentially, you start with a Generative AI result and then you can choose to Regenerate either automatically or with further instructions.

Bias Machine Learning bias, also known as Algorithm bias or AI bias, is a phenomenon that occurs when an algorithm produces results that are systemically prejudiced due to erroneous assumptions in the machine learning (ML) process.

Australia's AI Ethics Principles

<https://www.industry.gov.au/publications/australias-artificial-intelligence-ethics-framework/australias-ai-ethics-principles>

- **Human, societal and environmental wellbeing:** AI systems should benefit individuals, society and the environment.
- **Human-centred values:** AI systems should respect human rights, diversity, and the autonomy of individuals.
- **Fairness:** AI systems should be inclusive and accessible, and should not involve or result in unfair discrimination against individuals, communities or groups.
- **Privacy protection and security:** AI systems should respect and uphold privacy rights and data protection, and ensure the security of data.
- **Reliability and safety:** AI systems should reliably operate in accordance with their intended purpose.
- **Transparency and explainability:** There should be transparency and responsible disclosure so people can understand when they are being significantly impacted by AI, and can find out when an AI system is engaging with them.
- **Contestability:** When an AI system significantly impacts a person, community, group or environment, there should be a timely process to allow people to challenge the use or outcomes of the AI system.
- **Accountability:** People responsible for the different phases of the AI system lifecycle should be identifiable and accountable for the outcomes of the AI systems, and human oversight of AI systems should be enabled.

3. Where can your school be found online?

Message, Media, Market – what have you chosen?

3.1 Social Media Search Results

'TikTok Beats Google as the Top Search Engine for Gen Z'

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

Think about this in terms of your various target audiences – where do they do their searching – do they do it within their preferred platform or does the platform algorithm detect their interest and serve it to them via tracking cookies or pixels they have installed on their website?

3.2 Search Engine Results Pages

<https://www.businessinsider.com/microsoft-bing-google-search-better-artificial-intelligence-2023-2>

'Google has dominated search for the past two decades. It accounts for about 93% of the global search-engine market, while Bing accounts for about 3%, according to Statcounter, a web analytics service.

3.3 Chat Results Pages

If Microsoft's multibillion-dollar bet on OpenAI pays off, the new Bing search engine could knock Google from its perch.' Microsoft is an Open AI Investor. 9 February 2023

<https://www.computerworld.com/article/3687988/bing-vs-google-the-new-ai-driven-search-wars-are-on.html>

Thanks to Microsoft decision to integrate OpenAI's ChatGPT with Bing, the search engine wars are back with a vengeance. According to a UBS study, ChatGPT reached 100 million active users just two months after launch, making it the fastest-growing consumer application ever.

Microsoft invested \$10 billion in OpenAI. If being right means more than just getting a fast answer, treat both ChatGPT and Bard — and the new model Bing and Google — with great caution. 13 February 2023

ChatGPT is also being added to enterprise applications (Azure with Microsoft) for in-house use of chatbots with in-house information. Microsoft Copilot is free and accessible to all.

BE WARNED: Both Bing and Gemini require you to be signed in and they collect data

Alexa, Cortana and Yahoo all use Bing as well <https://www.searchenginejournal.com/seo-bing-vs-google/223363/#close>

Chat GPT-5 – prediction only

Given that GPT-5 is still potentially months away, we can only speculate what it will bring to the table. But thanks to Google and open-source AI projects, we have a pretty good idea about where the industry's headed next. Here are some of the most anticipated improvements that GPT-5 or ChatGPT 5 will bring to the table:

- **Multimodal capabilities:** GPT-4 can already handle image and text inputs, but we're still waiting on the video modality. We've already seen Google start to experiment with multimodal AI with its Gemini model. It's only a matter of time before competition forces OpenAI to innovate as well.
- **More truthful:** A next-generation language model like GPT-5 could increase its training dataset size and variety. Even though GPT-4 fares better than its predecessors, it doesn't know a lot about obscure scientific concepts and lesser-known subjects. And in the absence of knowledge, large language models tend to hallucinate or respond with made-up information.
- **Artificial general intelligence (AGI):** Imagine if you could assign menial tasks or jobs to AI. That could become a reality with GPT-5 if OpenAI continues to work on integrations with third-party services. For example, you could ask an autonomous agent to buy groceries based on your budget and dietary preferences. It would automatically search the internet for recipes, shop for the required ingredients, and have them delivered to you. This would bring us one step closer to [artificial general intelligence \(AGI\)](#).

<https://www.androidauthority.com/gpt-5-chatgpt-release-date-rumors-features-3337892/>

Not just keywords, social, topics, multiple factors – your WEBSITE is the only thing YOU OWN.



<https://business.google.com>

<https://www.bingplaces.com>

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

<https://linkedin.com>

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

<https://get.yellow.com.au/yellow-online>

<https://business.whitepages.com.au/products/listing>

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

Search Engines expect – a website that is updated frequently and provides a fast and good experience for visitors, an active social media presence, online reviews, listings and links on other websites – how many of these do you have (or need to do)?



3.4 API, App or other Integrated Software as a Service SaaS Solutions

An Application Programming Interface (API) is a way for two or more computer programs to communicate with each other. Several companies integrate other services within their Application or SaaS offering, if the provider gives them access via an API.

LinkedIn can be used to 'sign in' to some SaaS offerings but one thing it has restricted is access to all of the LinkedIn Members details as someone could 'copy' the offering and destroy the value of LinkedIn.

Most good quality SaaS offerings have multiple integrations with well known, tried and tested platforms so that it can be 'bolted on' to what you are already using rather than require a data migration or development of another duplicate database (remember, aim for one source of truth).

Adding the functionality of tailored AI to a software solution can increase its functionality and if you can liaise with the developers, you may even be able to 'get what you asked for.'

For example, let's say your local council created a listing of all local businesses registered in the council area with additional information about their website, email etc, these locations could be geocoded onto an online map so that as you hover over each geographic location, it could pop up with the details of that business but you could also perform queries for every business meeting additional criteria from the original data set.

In other words, if you want to be included on the regularly used sources of truth and high domain authority websites where you can help feed the datasets that are used in these computations.

4. Online Marketing Strategy

You need to be found via the following criteria

1. Location
2. School Name
3. Principal / Staff / Board Names
4. Primary Keywords – Catholic School
5. Specific Keywords – Girls or Boys, Year Levels etc
6. Sales

Think about voice activated or AI generated results and how you can land in those results. Now, to maintain your digital currency, you can

1. Ensure all of your digital real estate, social media and listings are up to date
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 you can include these links on your website)
4. Engage on social media regularly (add reactions and comments)
5. Ask for reviews and respond to them promptly

5. Website Development

- **What to do before you speak to a website designer** (so that you understand the principles of producing content online) <https://www.linkedin.com/pulse/what-do-before-you-speakwebsite-designer-sue-ellson>

- **How Much Should I Pay For A Website And What Should Be Included In The Website Design Proposal?** (if you are ready to start creating your own archive of published content) <https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-includeddesign-proposal-ellson>

- **What to do before you upgrade or redesign your website** (before you lose what you have gained) <https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-yourwebsite-sue-ellson>

WordPress Plugins for Optimisation

- Bing Webmaster Url Submission by Bing Webmaster (To let Bing know you have new content)
- Microsoft Clarity by Microsoft (Microsoft's version of Google Analytics)
- Site Kit by Google (Install Google Analytics and other Tools)
- Yoast SEO by Team Yoast

Website Goals

- Website speed (the time it takes to load) - less than four seconds.
- Bounce rate (the percentage amount before they leave your website and go back to search results) - less than 55%
- Time on your website - greater than two minutes
- Pages per visit to your website - more than two pages
- Good mix of acquisition - organic, direct entry of URL, social media and referrers

6. Target Audience, Buyer Stages, Monitoring

Create your ideal target audiences – age, stage, demographics, behaviours, platforms, preferences etc. Understand that your content and activity needs to support each stage of the buying process

1. Awareness, Information, Education
2. Consideration
3. Decision
4. Retention
5. Advocacy - encourage people to keep referring to you

Monitor, daily, weekly, monthly, quarterly for Engagement, Content, Reporting?

<https://sueellson.com/downloads/basic-social-media-and-website-statistics-spreadsheet>

Be aware that you will still need to abide by the User Agreement for each platform – and in the case of LinkedIn, you can systemise your processes, but you cannot Automate your activity on the platform.

If automation is detected, or 'bad behaviour' outside of guidelines, you can lose access immediately, without warning.

It is prudent to have at least three admins, a separate school phone and download your data / activity from each platform at least every six months.

7. Online and Social Media Updates

7.1 Google Business

<https://business.google.com>

Thomas Carr College
2.5 ★★★★★ = 117 Google reviews
Co-education in Tarnet, Victoria

Thomas Carr College is a Roman Catholic co-educational day school in Tarnet, Victoria, Australia. It is named after Thomas Joseph Carr, the second Roman Catholic Archbishop of Melbourne. Wikipedia

Address: 35 Thomas Carr Dr, Tarnet VIC 3029
Principal: Rose Connolly
Campus: Suburban
Founded: 1997
Motto: They Will Shine
Colors: White, Red, Navy Blue
School fees: \$4,980 per annum + \$350 family levy fee
Hours: Closed - Opens 8am Tue
Phone: (03) 8734 2444
Coordinates: 37°30'50"S 144°42'11"E / 37.84722°S 144.70028°E

Reviews (117 Google reviews)

- "They raised the price of potato cokes. Why"
- "I wish I could give them 0 rating for teacher behaviour to student and parents."
- "Love the students for taking up the initiative to scent the lovely bathrooms."

Profiles
YouTube Facebook LinkedIn

From Thomas Carr College
"Catholic Secondary College"

Updates from Thomas Carr College
View previous updates on Google

Your business on Google Profile strength Complete info

Edit profile Read reviews Messages Photos Performance Advertise

Edit products Edit services Bookings Q & A **Add update** Ask for review

Edit Profile – include all of the location details and select Categories (up to 10) and add in links to all of your Social Media Profiles

Add Update – regularly share your news to notify Google when you have new content on your website

Ask for Reviews – can provide a link for reviews but also make sure you answer them promptly

Thomas Carr College
<https://posts.gle/jL5w5o>

Updates

Recent updates

Thomas Carr College (Aug 21, 2021)

YEAR 7 2025 ENROLMENTS

APPLICATIONS CLOSE FRIDAY 18 AUGUST 2021. PLACES FILLING FAST!

Year 7 2025 Enrolments are closing on Friday 18 August 2021. Places are filling fast!

Applications are available via our website, phoning the College on (03) 8734 2444 or via email enrolment@thomascarr.vic.edu.au

[Learn more](#)

7.2 Bing Places

<https://www.bingplaces.com>

Microsoft Bing search results for "thomas carr college". The search bar shows "thomas carr college" and the results page displays the college's website link, a description, and various sections like Parents, History, and Student Engagement. A right-hand panel shows a map, photos, and contact information for the college.

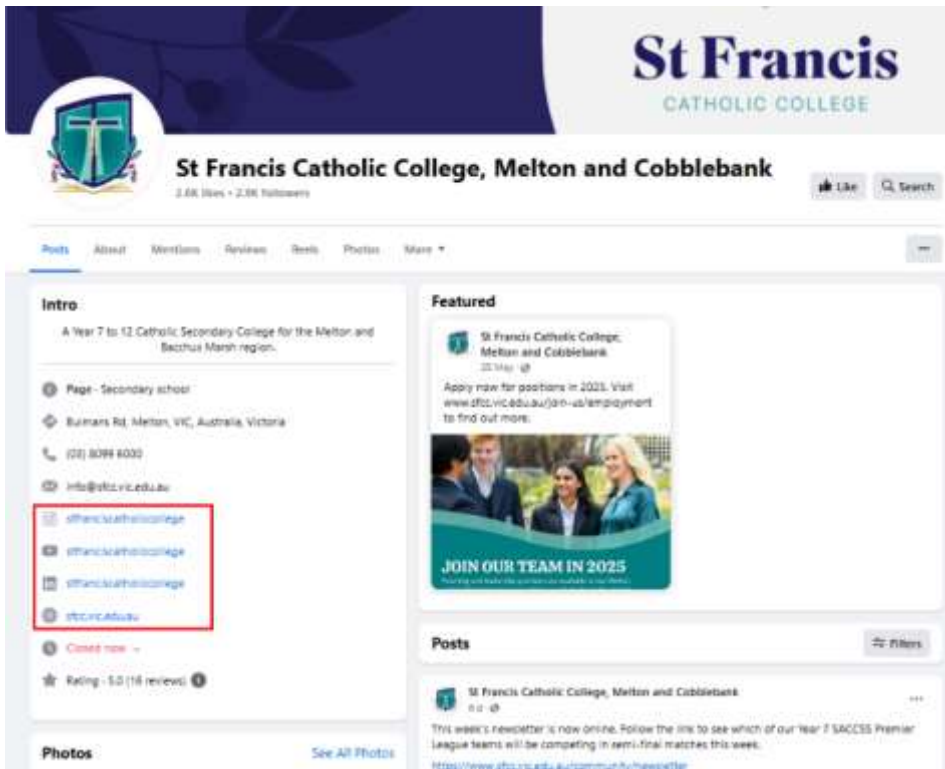
Bing places for business dashboard. It shows a "Home" header, a "Contact information" section with fields for Contact, Phone, and Email, and buttons for "Manage chain businesses", "Add new business", and "Register a chain business". There is also a "Get started" button at the bottom.

Bing Places – include all of the location details, relies on Facebook reviews and website plugins to inform the chat results.

Make sure you create your Bing Places account with your Microsoft Account (not your Google Account) as using your Google Account means that they can delete your Google identity. Remember that Bingplaces is a Microsoft Product.

7.3 Facebook

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



Facebook Page – add in extra links, consider Featured post, post consistently, turn on Reviews and have in top menu, respond promptly

<https://www.facebook.com/sfccmeltoncobblebank/posts/pfbid0Y4aiXbTMkH7WLgK1NYLxPKUrrC7Wiv3GpGGpqXHZuZbNPAfNLRoXMKDIDYUQv0Lk/>

Short two liner, @mention, picture tells a story, Cricket Victoria Logo, faces you can see if you recognise

7.4 Instagram

<https://www.instagram.com/sbc1942>

sbc1942 [Follow](#) [Message](#) [+](#) [...](#)

939 posts 3,434 followers 63 following

St Bernard's College
Education
Achieving Excellence by Learning and Doing
41 Rosehill Road, Essendon, Victoria, Australia 3040
www.sbc.vic.edu.au

WORLD'S GREATEST SHAVE
SBC Shave

RU OK?
R U OK

POSTS REELS TAGGED

St Bernard's College
2025 ITALY STUDY TOUR
Expression of Interest Information Night
Date: Wednesday, 17 July 2024
Time: 7:00 pm - 8:00 pm
Venue: Peter Hogan Boardroom
ACHIEVING EXCELLENCE BY LEARNING AND DOING

ST BERNARD'S COLLEGE
CANTEEN
Coming Soon
Student ID Card Payment
ACHIEVING EXCELLENCE BY LEARNING AND DOING
St Columba's College & St Bernard's College

Instagram – Add Links via App, mix Posts, Reels and Highlights

<https://www.instagram.com/reel/C6-YawkJS1p>

Great that it was created by students, includes subtitles on video, informative description



sbc1942 [Follow](#)

756 likes

11 comments

Like

7.5 LinkedIn

<https://www.linkedin.com/school/academy-of-mary-immaculate>

Academy Of Mary Immaculate
Known as the 'city school for girls', AMI is a safe and diverse secondary school for the young women of tomorrow.
Education: Administration Programs - Fitzroy, Victoria - 778 followers - 369 alumni

Gregory & 27 other connections follow this page

Message Following

Home About Posts Jobs Alumni Insights

Overview

An education from Academy of Mary Immaculate is a uniquely Melbourne experience.

Academy of Mary Immaculate is the oldest girls' secondary college in Victoria, and our commitment to girls' education is underpinned by the future role young women will play in Australia and the world.

Our contemporary focus draws on our foundations in the Mercy tradition, while our vision and values shape the school's daily life and results in a friendly and supportive learning environment.

Our education philosophy supports each girl to find her voice, be her own leader, and empower leadership in her fellow students. – Sr Mary Moloney, Principal

Our vision is to be a premier learning community recognised for developing young women of integrity and purpose who are empowered by the values of Mercy, creativity, and social justice in pursuit of academic and personal success.

We aspire to be valued as an authentic and inclusive community faithful to the teachings of Jesus, the mission of the Catholic Church, and the spiritual tradition of the Sisters of Mercy.

The Academy of Mary Immaculate is a safe and diverse place for the young women of tomorrow to find their career path. Join us for a Talk & Tour and discover the difference for yourself.

<https://linktr.ee/amimelb>

Website
<https://www.academy.vic.edu.au/>

Phone
03 9412 7100

Academy Of Mary Immaculate
778 followers
10mo · 📹

As the city school for girls Academy students seized the moment to be the only school in the public gallery for the Inauguration of Her Excellency Professor the Honourable Margaret Gardner AC as the 30th Governor of Victoria at ...more

See translation

21 1 report

Like Comment Repost Send

LinkedIn - ensure you are a School
<https://www.linkedin.com/company/catholic-regional-college>
request Company Page to School Page at
<https://www.linkedin.com/help/linkedin/ask/CP-primary>

Ensure 80% of students list your school in their Education Section before they leave (so you can have more Alumni than Followers) *from now on*. Make sure you fill in all sections on Edit Page including Commitments.

150+ Followers and can create a LinkedIn Newsletter and Autosubscribe invitation when people Follow the Page

Ask to Click Bell – ALL POSTS

Academy Of Mary Immaculate
778 followers
10mo · 📹

As the city school for girls Academy students seized the moment to be the only school in the public gallery for the Inauguration of Her Excellency Professor the Honourable Margaret Gardner AC as the 30th Governor of Victoria at ...more

See translation

21 1 report

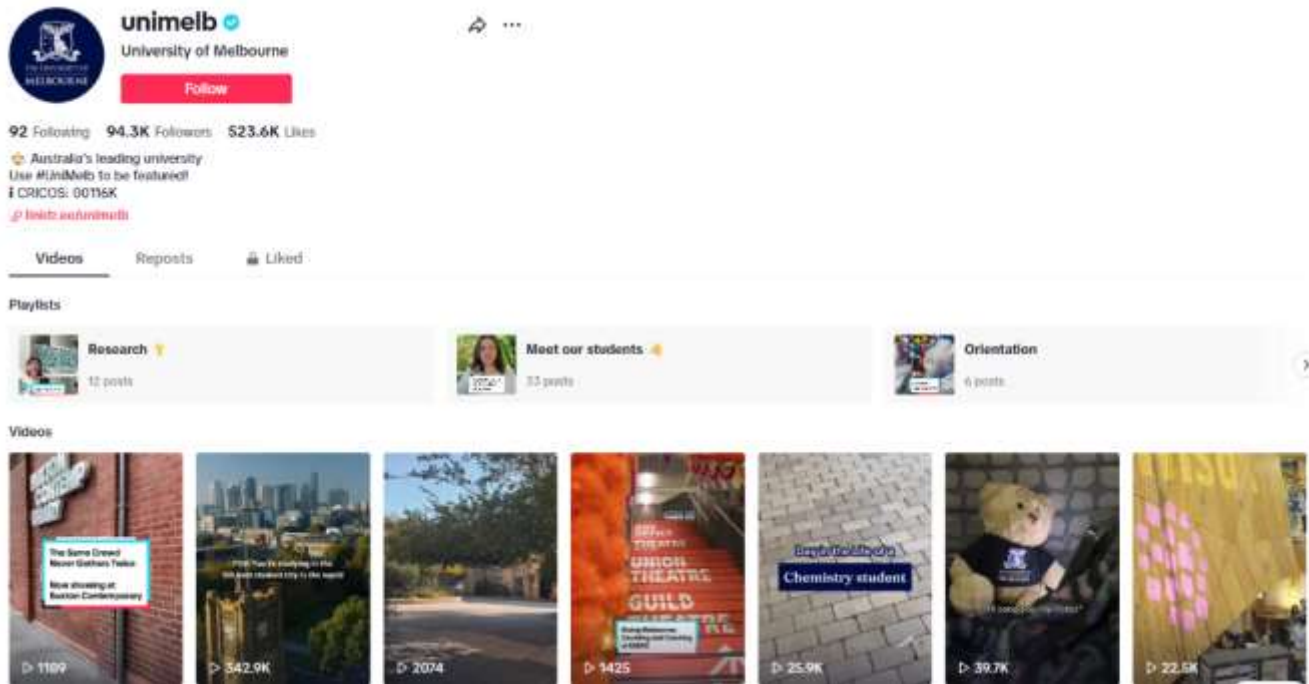
Like Comment Repost Send

<https://www.linkedin.com/posts/academy-of-mary-immaculate-amimelb-cityschoolforgirls-livelearning-activity-7095719017490911233-igZK>

Great first visual, great text reminder 'city school' and event

7.6 TikTok

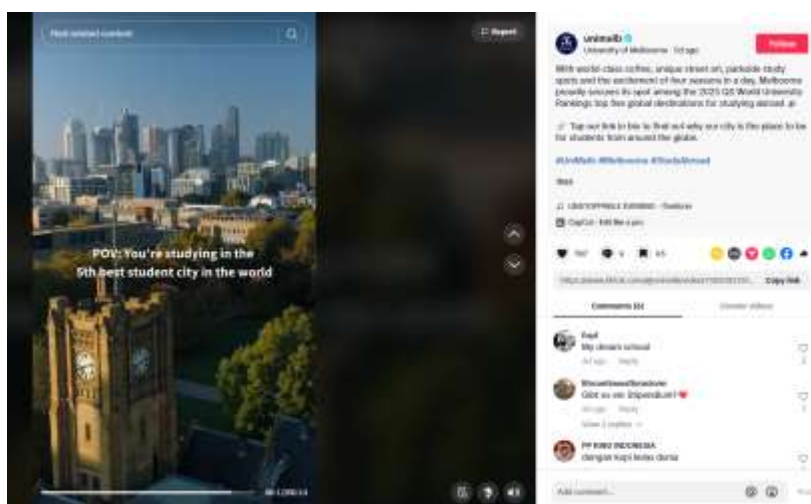
<https://www.tiktok.com/@unimelb>



TikTok - Very addictive machine learning, uses music trends, tries to connect with your friends on other platforms and allows reposting to other platforms with their watermark and bypasses music copyright.

Gen Z are more likely to search on TikTok than Google. Posting early in the day appears to work well (for local audience).

Sadly, most of the Catholic Schools I looked for had fraudulent accounts in the name of your school – so you really need to create your own Verified account and then report these accounts and aim to have them removed.



<https://www.tiktok.com/@unimelb/video/7382002251218291986> Aerial, music, 13 seconds

7.7 Twitter / X

<https://x.com/MazenodVIC>

Mazenod College
388 posts

Mazenod College
@MazenodVIC

Mazenod College is one of Victoria's leading Catholic Colleges based in the South Eastern suburbs.

Education Mulgrave, Melbourne mazenod.vic.edu.au
Born February 7, 1967 Joined July 2016

95 Following 206 Followers
Not followed by anyone you're following

Posts Replies Media

Mazenod College @MazenodVIC · Jun 19

Tune in to the ACC YouTube livestream today at 12:00PM AEST to watch our Senior Football Team go up against St Joseph's in the Division 2 Grand Final!

youtube.com
St Joseph's vs. Mazenod - ACC Division 2 Football - €
For more info on the ACC you can visit our website:
<https://www.accvic.au> To follow us on all platforms...

Twitter / X - Tweets are indexed in Google immediately, Lists can be created for your Following Categories, Trending Topics can help you Newsjack. Often not listed on school websites or maintained regularly but if you Post three times a week you get great screen real estate in Google Search

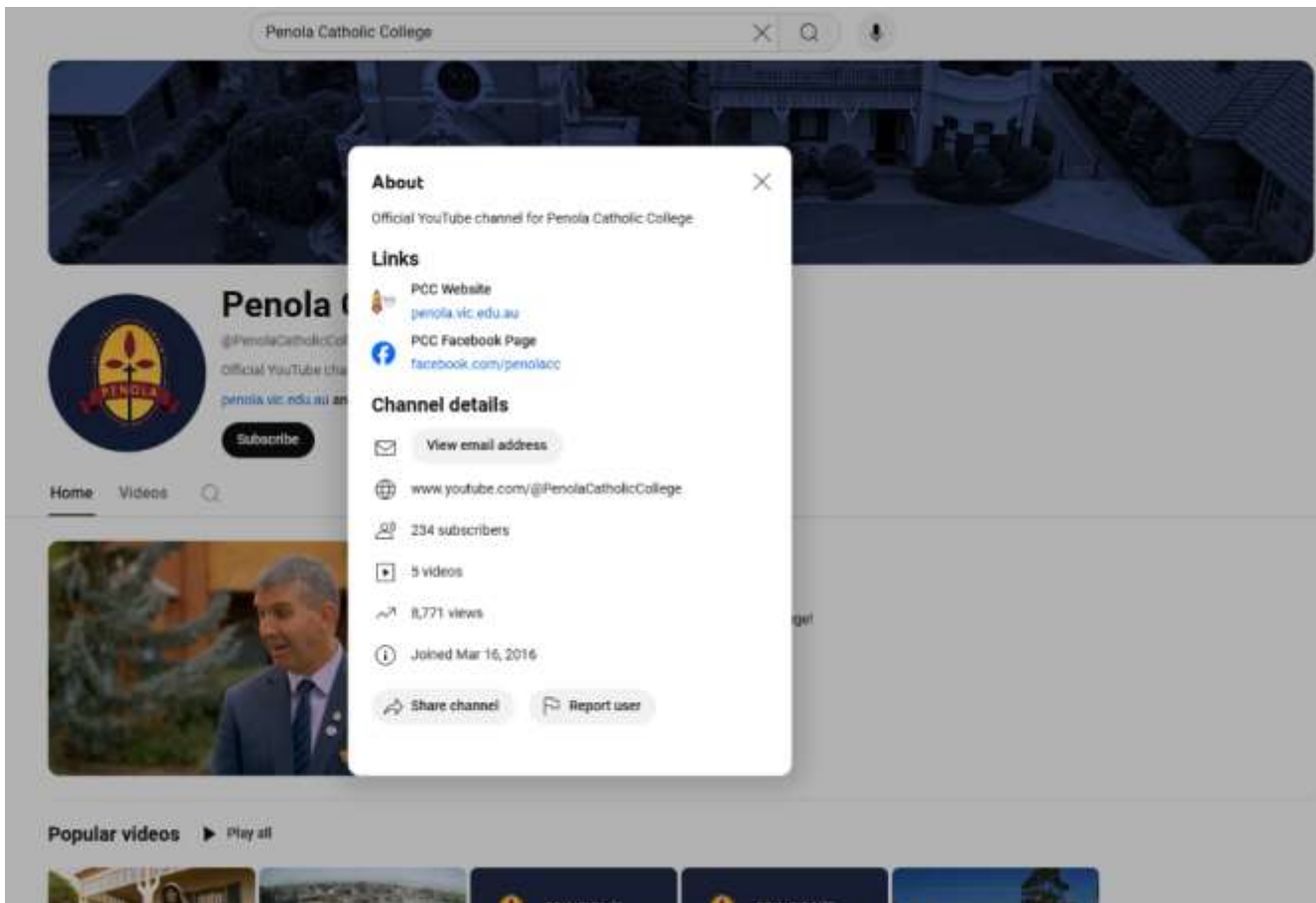


<https://www.google.com/search?q=city+of+m Melbourne>

Uses bit.ly links to track engagement, all posts have image and emojis

7.8 YouTube

<https://www.youtube.com/@PenolaCatholicCollege>



YouTube – Optimised for Google Search Results, sophisticated recommendations, constantly updating and emulating other platforms and auto replays (Shorts in Portrait mode < 60 seconds), can create Playlists, Podcast Section, Community Section allows written Posts – but cannot have copyrighted music. Encourage you to edit subtitles so the CC button shows and include good video titles and descriptions. Make sure if you purchase or create video content, you add it to your YouTube Channel (not have it hosted on someone else's channel). Change the @handle and add links.



Penola Catholic College

2,852 views • 7 years ago

Check out what's on offer at Penola Catholic College!

<https://www.youtube.com/watch?v=7q4NuJ4x7fU> – good summary, voiceover, length, visuals, students included, history, story, VCE and VET, learning facilities, book tour

8. General Social Media Guidelines

- **Look for alternative profiles** – and wherever possible, get them removed – can include Profiles, Pages, Groups, YouTube Channels etc
- **Ensure profiles up to date** – include phone numbers in international format +61 3 9809 0022 and make sure links are copy/pasted <https://schoolname.vic.edu.au> so that numbers and links are clickable on mobile devices
- **Images** - visible image or thumbnail of video needs to tell a story – faces are usually popular but don't forget to include signage or context options
- **Mix of content** – text, relevant emojis, images, video, polls, stories, reels, PDFs or carousels, live video (if you are game), can include links but all platforms prefer if viewers stay on the platform
- **Videos** – encourage burnt in subtitles and .srt caption files
- **Catchy start** – can consider capital letter titles at beginning of post to give it a 'topic'
- **Conversation starter** – encourage people to engage, release 'new' information with statistics, be friendly and professional (not personal), information, education, celebration
- **Keep a record** – keep links to your Posts – with date, title, link so that you can re-access easily or re-use as needed
- **Ask** – people to Follow you all the time (have QR codes at events, on signboards etc) and ask for Reviews (Google and Facebook)
- **Use tools** – include @mention notifications, #hashtags (include your school) can be used for names, subjects or statements, Alternative Text, Captions to make it universally available
- **Engage** – never underestimate the value of Following and Engaging with Feeder School Content, Stakeholders, Suppliers, Council, Local Community Groups, Staff, Parents (who have @mentioned you or who you Follow and choose NOTIFY on)
- **Blog Posts**
 - An excellent Title / Headline (most important search feature – 70% of success)
 - Think about Voice Activated Search queries not just typed queries
 - One Heading 1
 - One or more Heading 2
 - An image – with good file name ie emergency-procedures-red-fire-truck-300-225.jpg and Title and Alt Text set as title of page (if possible) and above 200x200 pixels for social media
 - 300 or more words
 - Video can help (add to YouTube not Vimeo for extra Google Juice)
 - Links, interlinks (other content in your site), external links (open in new tab), backlinks (you link to them and they link to you)
 - Tags, keywords, meta description (include title) in SEO Snippets
 - Call to action – what do you want them to do?
 - Proof / check to confirm all done, save, publish

Any others that have worked well for you?

9. Generative AI – Google Gemini, Microsoft Bing, ChatGPT, Claude

Be logged in to Google Gemini at <https://gemini.google.com/app> - with your Google Account

Be logged in to Microsoft for Bing <https://www.bing.com> – can switch between Search and Chat – be very conscious of the referencing and if that is adequate for your purpose

Be logged in to ChatGPT <https://openai.com/blog/chatgpt> - create your prompts and regenerate as needed

Alternative is Claude <https://claude.ai/>

- ChatGPT is a language model
- DALL-e is an image generator from a text description
- API allows you to integrate ChatGPT into an application you design

These tools help you go from a blank page to a starting point – they are not entirely copy and paste but with effective prompts, they can generate a good first draft or improve an existing draft.

Be aware of:

- American spelling
- Western English bias (using English LLM rather than multiple languages, multiple cultures)
- still learning to give top quality responses
- has thumbs up to help indicate quality results
- can regenerate another version
- keeps an ongoing record of your prompts
- follows your instructions – better instructions, better results
- does not allow for local protocols (ie Australian resumé versus a US resumé)
- not scientific based on facts, based on 'likelihood' of LLM and NLP
- can export to a CSV file and then import into another program like Canva

Example: 'The cat sat on the...' – would you use 'mat' or maybe 'chair' or 'roof'?

10. Popular AI Tools

Whilst the concept of AI has been around for many years, it has really only gained significant recognition since the end of 2022 with the first release of ChatGPT.

Products owned by Microsoft, including LinkedIn, are incorporating AI elements.

That said, there are many individual SaaS products that are gaining recognition for marketing a business.

Before you considering releasing your data, time, money, learning etc to these resources, please make sure that they

- Integrate with your other tools (replace rather than duplicate)
- Have sufficient backup, security, safety, ethical controls – don't upload client data!
- Allow you to achieve the results you are seeking (otherwise wait a little while and use part of the existing tools and wait for more battle testing to be completed)
- Consider the chances of the product scaling and becoming cost prohibitive or stopping altogether because the creator has moved on to another idea
- Keep an eye on the number of subscriptions you have – maybe one more expensive one can replace three cheaper ones and get you closer to your desired results
- Make sure you do not contravene any platform user agreements and risk having your account deleted or closed without warning (make sure you know how to back up your profile data – download your platform archives regularly)

Canva – As an Educational Institution you can have free access – good to set up Templates. There are some amazing tools to help streamline your content production and distribution including:

- Import text and auto populate a template and prepare multiple designs at once
- Edit your videos (I use Clipchamp to add Subtitles)
- Describe your designs with alternative text
- Translate multiple pages at once
- Upload your own images, audio, video
- Utilise multiple templates
- Create your own brand kit – colours, fonts, styles etc
- **Canva for teams** to help standardise content (free for Nonprofits, and Educational Institutions)

Australian Made <https://www.canva.com>

Mailchimp – whilst most people think of Mailchimp as email newsletters, it has a lot more AI features now including how to improve your content with AI for better read rates
<https://mailchimp.com>

Grammarly – can be added to so many of your systems, including your social media platforms – very helpful to sharpen your writing, especially if English is not your first language. Also has a free version
<https://www.grammarly.com>

Pictory – allows you to create video content for social media including making shorter videos out of a long video <https://pictory.ai>

Summarize – allows you to create a summary of a YouTube video with time stamps for adding to the description of your video or website blog post <https://www.summarize.tech>

Clipchamp – Free Video Editor Tool now part of Microsoft <https://clipchamp.com/en> - great for adding your own format captions without a paid program or using your phone

Video Chop Up Tools - <https://clip.opus.pro/dashboard> and <https://www.getmunch.com>

But these require a fee - or manually via Canva or other video editing software
Remember, there will be a cost with many of these platforms, but, if they save you the labour cost and allow you to do things yourself in a timely manner, they may be worthwhile

Some other links with 'top AI choices' include:

<https://www.elegantthemes.com/blog/marketing/best-ai-marketing-tools>

<https://blog.hubspot.com/marketing/ai-marketing-tools> (**Hubspot** has been in this space a long time and **Jasper** (an AI copilot) is mentioned again here)

Business Blueprint offers a list of tools that they recommend at
<https://businessblueprint.com/tools>

Likewise, you can search online for lists of web browser extensions that use AI to market your business. Some of these are more productivity focused (meetings, scheduling etc) rather than straight marketing tools but you still must abide by user agreements if using on social media.

It is good to have a LOOK at these tools and see what options are available, but BEFORE you start implementing them in your business, go back to your target audience, what you are trying to do with them and how you will measure it.

For example, I could get assistance with writing my comments on LinkedIn Posts in my newsfeed. However, it would be against the LinkedIn User Agreement to do this and I do not believe it would provide the tailored type of personal message I would like to send to people I know and like to support on LinkedIn. These tools do not know the detail of all of the conversations or past interactions I have had online or in person with the individual so for now, I would prefer to write fewer comments that are personalised rather than many that are not personalised.

However, for my busy clients who want to focus on their mission, not social media, setting up systems to automatically post content on a regular basis on a six week or 12 week cycle that is essentially generated in one session and scheduled makes a LOT of sense.

11. Please buddy up!

Consider pairing up with someone from this training and meet up (online or in person) in two weeks time to discuss what you have completed from this workshop! Connect using the LinkedIn App on your phone now!

<https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>

HEAPS MORE at <https://sueellson.com>

12. What has been most helpful to you today?

13. What do you plan to do first within the next 72 hours and two weeks?

72 hours (3 days) _____

Two weeks _____

14. Say Thank you

Say Thank You to Sue Ellson <https://g.page/sue-ellson-author/review>

Say Thank You to the Catholic Development Network with a post
<https://www.facebook.com/CDNNetwork>

Quick questions via email most welcome sueellson@sueellson.com

15. Additional Tools

LinkedIn Audit for Schools <https://anyflip.com/fubq/ktvk>

Catholic Development Network LinkedIn for You and Your School
<https://www.youtube.com/watch?v=blfsTpiCiQw>

My notes and follow up points
