**Quick Wins for AI and Social Media**

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At the June Seminar Day, Sue Ellson provided a comprehensive workbook that you can download via our Resources page. To summarise it succinctly:

**Artificial Intelligence AI**

Artificial Intelligence is scraping the internet and if your content is not on your website and ‘scrapable,’ then you run the risk of your school not appearing in chat experience results. Having a strategy for managing current and archival content on your school website in a logical way is essential.

**Search Engines**

Likewise, if you want to continue appearing in online search results, you need to talk to the search engines. Ideally, make sure your school owns and manages your Google Business Listing (and enter your social links) and your Bingplaces listing (owned by Microsoft which owns ChatGPT and uses it in Microsoft Copilot).

**Social Media**

Be aware that there are now many people who do not use a search engine at all. For example, if they buy a new puppy, they will look for information on looking after their new puppy on TikTok or YouTube. So whilst publishing on your website is the first priority, sharing that content on social media is vital so that it can be found elsewhere.

**Engagement Strategy**

Remember that social media is a Megalomaniac. It wants more people on the platform more often and for longer. So reacting to other people’s content and commenting on it is very important. If you only speak (post) and don’t listen (engage), your content will not travel as far.

**Content Strategy**

Including subtitles or captions on video is very important so that people can view your video content without sound (this can be done for free in MS Clipchamp). Likewise, constructing a post that includes a topic, a great lead in, includes @mentions and #hashtags (including your school hashtag) and lots of white space (a sentence is a paragraph now to be mobile friendly). Mixing up the type of content you share (image, video, polls, PDFs etc) is essential.

Essentially, whatever you publish and wherever you publish it, consistency is key. Make sure your online profiles are fully updated at least once every six months. One post a week on each platform is better than four posts in one week and nothing for a month. Systemising your content creation is essential and using a style guide will save you so much time.

Do not assume that investing more money with big platforms will lead to better results. If you spent $5,000 at three local feeder schools by hosting an afternoon tea and perhaps a small award for one of the current students, this is more likely to generate enrolments than an online advertising campaign. It also provides far better value and recognition for your school and your local community.

However, when that prospective parent or carer decides to consider your school, they will check you out online, so make sure they can do their due diligence on their platform of choice, in their own time and make the right decision for their child!

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