

# Marketing Your School in Social, Search and AI Chat



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# Details

How can you ensure that your school appears in all three online channels – social media, search engine results pages and generative AI chat results without paying for sponsored content?

Whilst only 16% of internet users are actively using chat for gathering information, the numbers are steadily increasing.

Other users are still using social media and search engines, so you need to ensure that your school's online marketing strategy maintains a presence in all three channels – for your location, school name and primary keywords.

How can you be found in both databases and datasets?

How can you increase the probability of your content being indexed or scraped?

Which search engine optimisation techniques are standing the test of time?

**How many of you are using AI chat tools on a daily basis?**

**Anything other than ChatGPT, Microsoft Copilot or Google Gemini?**

# Previous CDN Presentations

6 March 2018 **Social Media Masterclass**

<https://sueellson.com/blog/social-media-masterclass-for-the-catholic-development-network>

18 September 2019 **LinkedIn For You And Your School**

<https://sueellson.com/blog/linkedin-for-you-and-your-school-for-the-catholic-development-network>

26 June 2024 **Social Media and AI Marketing for Catholic Schools**

<https://sueellson.com/wp-content/uploads/20240626-catholic-development-network-social-media-and-ai-marketing-by-sue-ellson.pdf>

29 November 2024 **Marketing Your School in Social, Search and AI Chat**

<https://sueellson.com/wp-content/uploads/20241129-catholic-development-network-marketing-your-school-in-social-search-and-ai-chat-by-sue-ellson.pdf>

**LinkedIn for Schools, Colleges and Universities**

<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# Case Study



## AI Top 10 LinkedIn Specialists, Consultants and Trainers

Collated by John Espirian 11 October 2024



<https://sueellson.com/blog/artificial-intelligence-ai-branding-and-linkedin-top-10>

# Marketing Your School Online

## ✓ Search

- Google
- Bing

## ✓ Social Media

- YouTube
- Facebook
- LinkedIn

### Others

- depends audience

## ✓ Generative AI

- ChatGPT
- Microsoft Copilot
- Google Gemini

### Others

- Claude
- Perplexity

# Calculations

## ✓ Search

- Algorithms
- Databases
- Websites
- Social Presence
- Online Reviews
- Directories

## ✓ Social Media

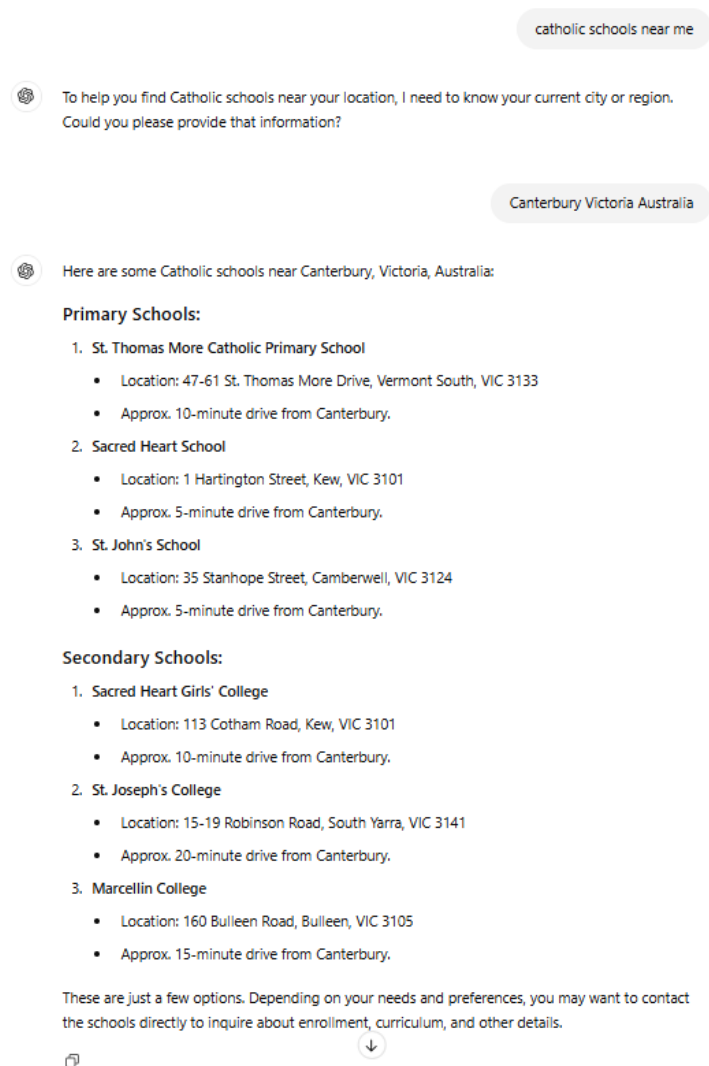
- Algorithms
- Profile Quality
- Content Quality
- Engagement
- Consistency
- Megalomaniac  
(more people,  
more often,  
for longer)

## ✓ Generative AI

- Dataset
- Machine Learning
- Natural Language Processing
- Rapidly Adapting
- Search now included

# Case Study – Catholic Schools Near Me

## Chat GPT



The screenshot shows a chat window with a white background and rounded corners. At the top, there is a search bar containing the text "catholic schools near me". Below the search bar, a grey speech bubble contains the text: "To help you find Catholic schools near your location, I need to know your current city or region. Could you please provide that information?". Below this, another search bar contains the text "Canterbury Victoria Australia". A second grey speech bubble contains the text: "Here are some Catholic schools near Canterbury, Victoria, Australia:". This is followed by two sections of text. The first section is titled "Primary Schools:" and lists three schools with their locations and approximate drive times from Canterbury. The second section is titled "Secondary Schools:" and lists three schools with their locations and approximate drive times from Canterbury. At the bottom of the chat window, there is a small text box containing the text: "These are just a few options. Depending on your needs and preferences, you may want to contact the schools directly to inquire about enrollment, curriculum, and other details." Below the text box are two small icons: a square and a downward-pointing arrow.

catholic schools near me

To help you find Catholic schools near your location, I need to know your current city or region. Could you please provide that information?

Canterbury Victoria Australia

Here are some Catholic schools near Canterbury, Victoria, Australia:

**Primary Schools:**

- St. Thomas More Catholic Primary School**
  - Location: 47-61 St. Thomas More Drive, Vermont South, VIC 3133
  - Approx. 10-minute drive from Canterbury.
- Sacred Heart School**
  - Location: 1 Hartington Street, Kew, VIC 3101
  - Approx. 5-minute drive from Canterbury.
- St. John's School**
  - Location: 35 Stanhope Street, Camberwell, VIC 3124
  - Approx. 5-minute drive from Canterbury.

**Secondary Schools:**

- Sacred Heart Girls' College**
  - Location: 113 Cotham Road, Kew, VIC 3101
  - Approx. 10-minute drive from Canterbury.
- St. Joseph's College**
  - Location: 15-19 Robinson Road, South Yarra, VIC 3141
  - Approx. 20-minute drive from Canterbury.
- Marcellin College**
  - Location: 160 Bulleen Road, Bulleen, VIC 3105
  - Approx. 15-minute drive from Canterbury.

These are just a few options. Depending on your needs and preferences, you may want to contact the schools directly to inquire about enrollment, curriculum, and other details.



# Case Study – Catholic Schools Near Me

## Microsoft Copilot

Conversations are used to train AI. Opt out in your Copilot [settings](#) or [Learn more](#).

catholic schools near me

I found some information about Catholic schools in your area <sup>1</sup>. Here are a few options:

1. **St. Kevin's College** in Toorak <sup>2</sup>
2. **Loreto Mandeville Hall** in Toorak <sup>2</sup>
3. **Sacred Heart School** in Kew <sup>2</sup>
4. **St. Joan of Arc School** in Brighton <sup>2</sup>
5. **St. Dominic's School** in Camberwell <sup>2</sup>

Would you like more details about any of these schools, or are you looking for something specific?

<sup>1</sup> [vcea.catholic.edu.au](https://vcea.catholic.edu.au)

<sup>2</sup> [mychoiceschools.com.au](https://mychoiceschools.com.au)

# Case Study – Catholic Schools Near Me



catholic schools near me

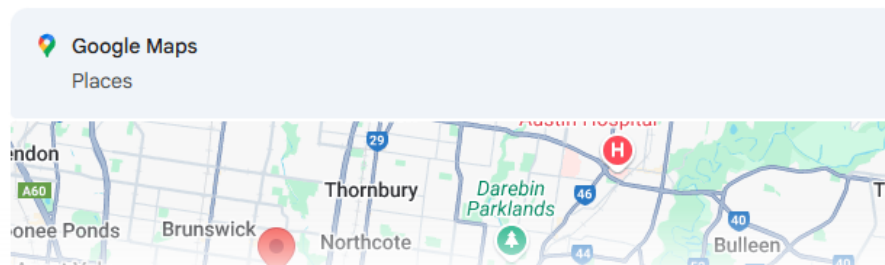
Regenerate draft ↻



Google Maps ▾

Here are some Catholic schools near you:

- [St Joseph's School, Hawthorn](#) at 571 Glenferrie Rd, Hawthorn VIC 3122, 1.1 km away. It has a 3.8 star rating on [Google Maps](#).
- [Trinity Catholic School](#) at 57 Davison St, Richmond VIC 3121, 1.6 km away. It has a 4.2 star rating on [Google Maps](#).
- [Our Lady of Good Counsel Primary School](#) at 12 Whitehorse Rd, Deepdene VIC 3103, 3.5 km away. It has a 4.5 star rating on [Google Maps](#).
- [Our Lady of Lourdes Catholic Primary School](#) at 7 Wynnstay Rd, Prahran VIC 3181, 3.8 km away. It has a 4.7 star rating on [Google Maps](#).
- [Our Lady Help of Christians School](#) at 26 Miller St, Brunswick East VIC 3057, 6.4 km away. It has a 4.1 star rating on [Google Maps](#).



## Google Gemini

# Case Study – Catholic Schools Near Me

## What have we learnt?

- All three gave different results
- They all used different data sources
- Results are not always referenced
- Directories may be referenced
- Some require more specific information (location) first
- Social media profiles were not mentioned
- Only Google Gemini gave a link to the school's website
- None of them gave me the closest Catholic school

# So what are our options?



- Search
- Social
- AI Chat

# Search Options

## ✓ Search

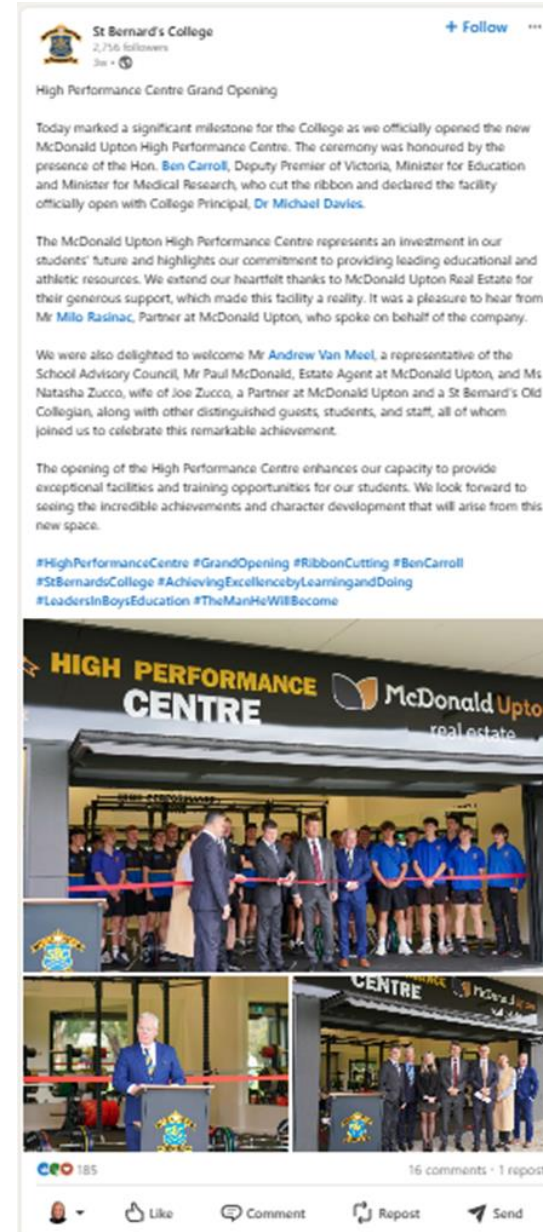
- title on every page or post
- domain authority of the website
- domain age
- age of content (old and new)
- frequency of new content
- quality of content
- variety of content
- viewing time of content
- past search results for the content
- number of external references (linked)
- number of words, images, videos, resources
- variety of markup used
- must have About, Contact, Privacy Policy pages
- popularity of content (lots of reactions or comments)
- recency of content
- links – internal, external, reciprocal backlinks
- formatting
- language
- universal design
- accessibility
- location of server where website is hosted
- location of person completing search query
- full blog archive (e.g. keep past events)
- **at least, ensure your school appears in local search**

# Social Options

## ✓ Social

- target audience
- popularity of platform
- indexing in Search engines
- frequency of new content
- quality of content
- variety of content – story images, video
- scroll stopping content
- viewing time of content
- past engagement results for the content
- your engagement ratio (posts versus comments)
- #hashtags
- @mentions – notifications and response
- 'listening' versus 'speaking'
- are you keeping people on the platform or linking externally?
- always consider user experience not just going 'viral'

[https://www.linkedin.com/posts/stbernardscollege\\_highperformancecentre-grandopening-ribboncutting-activity-7257979853554016256-X881](https://www.linkedin.com/posts/stbernardscollege_highperformancecentre-grandopening-ribboncutting-activity-7257979853554016256-X881)



The screenshot shows a LinkedIn post from St Bernard's College, which has 2,716 followers. The post is titled "High Performance Centre Grand Opening" and is dated 3m +. The text of the post describes the significance of the new McDonald Upton High Performance Centre, mentioning the presence of Hon. Ben Carroll, Deputy Premier of Victoria, Minister for Education and Minister for Medical Research, who cut the ribbon and declared the facility officially open with College Principal, Dr Michael Davies. The post also mentions the investment in the students' future and the commitment to providing leading educational and athletic resources. It extends heartfelt thanks to McDonald Upton Real Estate for their generous support, which made the facility a reality. It was a pleasure to hear from Mr Milo Rasinac, Partner at McDonald Upton, who spoke on behalf of the company. The post also mentions the welcome of Mr Andrew Van Meel, a representative of the School Advisory Council, Mr Paul McDonald, Estate Agent at McDonald Upton, and Ms Natasha Zucco, wife of Joe Zucco, a Partner at McDonald Upton and a St Bernard's Old Collegian, along with other distinguished guests, students, and staff, all of whom joined us to celebrate this remarkable achievement. The opening of the High Performance Centre enhances our capacity to provide exceptional facilities and training opportunities for our students. We look forward to seeing the incredible achievements and character development that will arise from this new space. The post includes several hashtags: #HighPerformanceCentre, #GrandOpening, #RibbonCutting, #BenCarroll, #StBernardsCollege, #AchievingExcellencebyLearningandDoing, #LeaderInBoysEducation, and #TheManHeWillBecome. There are three images: a large photo of the ribbon-cutting ceremony, a photo of a man speaking at a podium, and a photo of a group of people standing in front of the building. The post has 16 comments and 1 repost. The interaction bar at the bottom shows icons for Like, Comment, Repost, and Send.

# Generative AI Options

## ✓ Generative AI

- amount of your website content
- other websites with your content
- quality of other websites with your content
- publishing consistency on social media (including what is indexed)
- online reviews (including on your own website)
- what it can 'compute' based on the dataset
- quality references (book ISBN)
- platform specific priorities (Google Maps for Google Gemini)
- think 'probability' and how to increase it
- think 'indexability' and how to increase it
- imagine a world where there are **NO websites**



# Future Suggestions

## ✓ Future Suggestions

- publish content on your website (and keep it there as long as possible)
- publish content on other websites (preferably reputable ones)
- share news of your content on social media
- link to social media shares on your website
- get online reviews on your website, Google and Facebook
- ensure all free directory listings are up to date
- make content universally accessible (alt text for images, subtitles or captions on video)
- text, images and video (all properties labelled effectively)
- consistency **from now on – no time is wasted – never too late**
- follow the steps listed at <https://sueellson.com/wp-content/uploads/20240626-catholic-development-network-social-media-and-ai-marketing-by-sue-ellson.pdf>



# Questions



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