



2025 Advancement Practitioner Training

Advanced Social Media Marketing

Presenter Name Sue Ellson

Job Title Founder and Director

Organisation/School 120 Ways Publishing

Date 25 March 2025

Location Stamford Grand Adelaide



Social Media Marketing (Advanced)

Slides available and you can share them (bitly.com QR code counts scans) since 2014
<https://sueellson.com/educate-plus-presentations-and-publications>

Please record what is important to you during this session

Consider finding three action steps to implement

Includes Theory and Examples

Found, Fabulous, Forever

Questions welcome now or later...



Social Media Marketing (Advanced)

Learn how to understand your school's digital, social and AI presence by understanding the current trends, latest updates and how to allocate your time, energy and budget.

Specific examples from attending schools will be used to reflect on content from a website as well as Facebook, Instagram, LinkedIn, TikTok, YouTube and X accounts.

Key takeaways

- latest statistics and trends backed by evidence
- practical tasks to complete for greater impact
- insightful examples that provide a pro forma for the future

Visual, Video, Value (Edutainment)

*** Lots of information and will be stories too...*



Social Media Marketing (Advanced)

- Statistics
- 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

The screenshot shows the Educate Plus website interface. At the top, there is a navigation bar with social media icons (Facebook, Twitter, LinkedIn, YouTube, Instagram), a search icon, and links for Login, Events, Jobs Board, and Contact. A green box on the right says "network of advancement professionals". Below the navigation bar, there is a search bar with the text "Search results for: sue ellson". A search input field contains the text "What can I help you find?". Below the search bar, there are several search results:

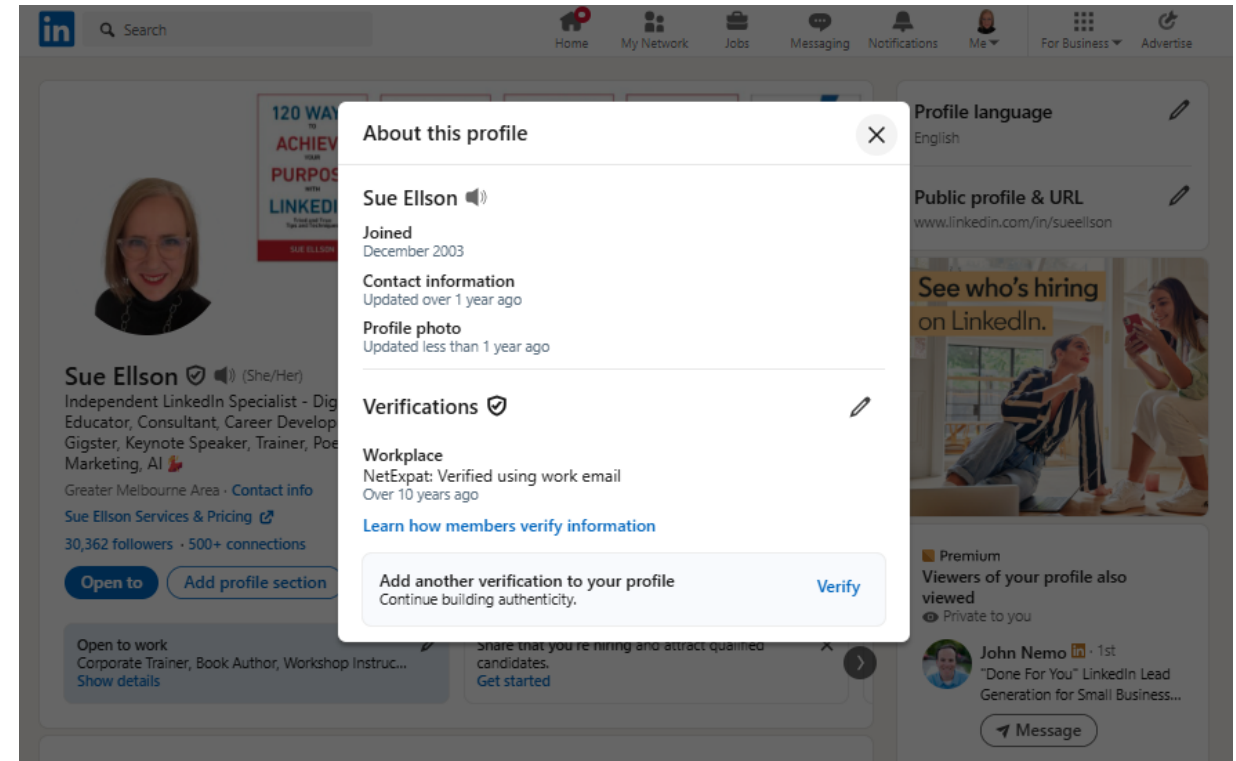
- [Sue Ellson](#)**
Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV FIGT is an Independent LinkedIn Specialist, Career Development Practitioner, Trainer, Consultant, Author and Poet. She has provided presentations on the topic of LinkedIn and social media at various Educate..
- [Alumni & Community Relations | Webinars & Recordings](#)**
2024 Alumni & Community Relations | Webinars & Recordings View VIDEO Alumni Strategy: Where to start & how to really be strategic! Webinar | 7 November 2024 Presenter: Merryn Parks Have you inherited an Alumni..
- [How To Find School, College And University Students, Staff And Alumni On LinkedIn Webinar](#)**
How To Find School, College And University Students, Staff And Alumni On LinkedIn Webinars | Part 1 and 2 | 20 April 2020 DOWNLOAD VIDEO PART 1 PDF PRESENTATION..
- [Educate Plus Events Update](#)**
Due to unforeseen circumstances some of our 2020 events have been postponed, moved to an online platform or cancelled. With our members safety as a number one priority we will endeavour to ensure that we organise in accordance with government and health organisation guidelines. Please bear with us as we..
- [Marketing & Communications \(APT Information\)](#)**
The Marketing and Communications course outlines the basic principles underpinning contemporary practice and standards in Marketing and Communications within the education sector. The course will equip you with practical skills for you to advance your career in Marketing and Communications and is suitable for beginner to intermediate-level practitioners within..
- [Webinars & Videos](#)**
Educate Plus Webinar hosted by Sue Ellson 20 April 2020 Educate Plus Webinar hosted by Mara Roberts 8 April 2020..

Social Media Marketing (Advanced)

Level of Experience in the role and involved with social media – show of hands

- Less than six months
- Six months to two years
- Two years to five years
- More than five years

→ Best social media tip to share with the group?



Social Media Strategy – Recent Statistics

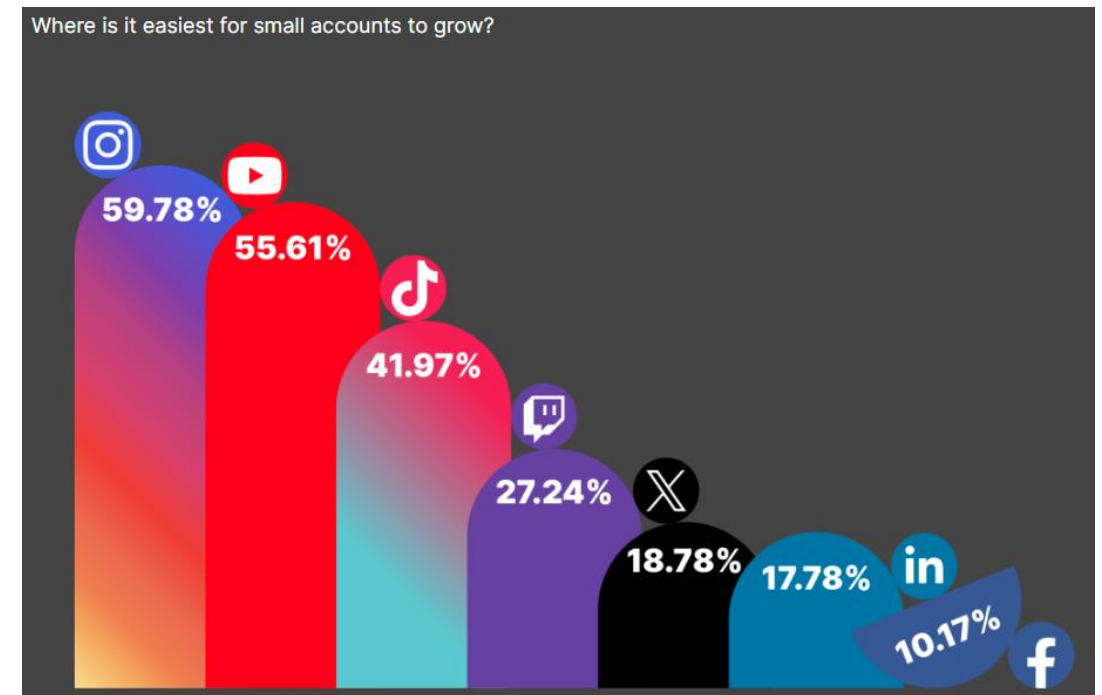
2025 Social Media Study: 2024 Trends Report and Previous Study Comparison

<https://metricool.com/social-media-study>

<https://metricool.com/wp-content/uploads/2025-Social-Media-Study-Metricool.pdf>

Analyzed data from over 1 million accounts and over 21 million posts from 8 social networks to measure the evolution of the different platforms, forecast 2025 trends, and compare the results with our 2024 study

- Number one content format = video
- Content based on quality, rather than who shares it (Instagram, YouTube, and TikTok)
- LinkedIn Average Interactions increased 99% since 2023
- Less than 2,000 Followers, easiest to grow on YouTube (605%) compared to TikTok -3%)



Social Media Strategy – Other Reports

Digital 2025: The essential guide to the global state of digital

<https://wearesocial.com/au/blog/2025/02/digital-2025-the-essential-guide-to-the-global-state-of-digital>

Global Digital Trends

<https://www.meltwater.com/en/global-digital-trends>

Australia <https://datareportal.com/digital-in-australia>

<https://wearesocial.com/au/blog/2025/02/digital-2025> **

Social media in Australia - statistics & facts

<https://www.statista.com/topics/8628/social-media-in-australia>

Social media statistics shaping Australia's digital landscape in 2025

<https://sproutsocial.com/insights/social-media-statistics-australia>

AI, Social Media, and Trust in Media: What the 2025 Media Landscape Report Reveals

<https://www.medianet.com.au/blog/ai-social-media-and-trust-in-media-what-the-2025-media-landscape-report-reveals>



Social Media Strategy – Australian TikToker



Browser address bar: <https://www.tiktok.com/@wizeagency>

TikTok Profile for **wizeagency JACK WIZE**
Follow Message
298 Following 47.5K Followers 422.6K Likes
Travelling au
Your marketing managers favourite marketer
stan.store/wizeagency

Navigation: Videos (selected), Reposts, Liked

Playlists: PREDICTIONS (3 posts), CONTENT TIPS (12 posts), STRATEGY (6 posts)

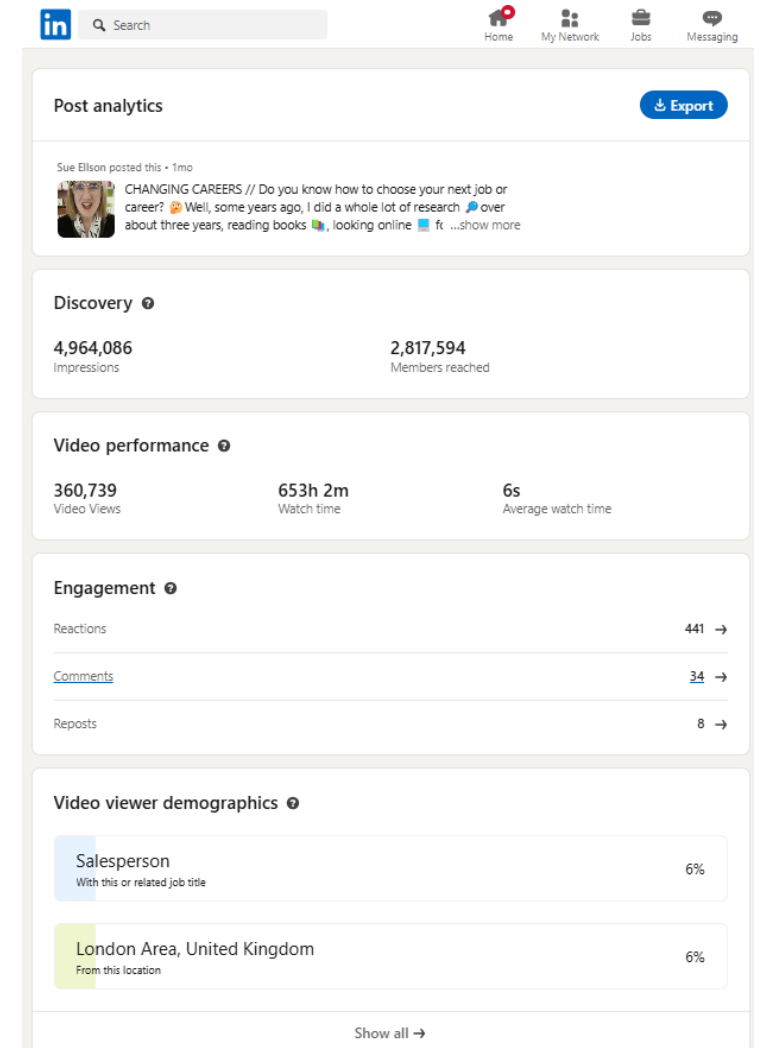
Video Grid:

- ABBBIE CHATFIELD: From a marketing perspective. 725 views.
- BECKI JONES: How a non-traditional media personality can... 3674 views.
- Consistent structures: Creating experiences, Parasocial relationships, Content with universal language. 3674 views.
- FIDAN TOK: What makes a fan... 1.2M views.
- What marketing really is: 5414 views.
- What I wish was common knowledge: 5414 views.
- The current state of social media and beating low engagement: 5060 views.
- MAKE YOUR GRID POP: Create Custom TikTok Thumbnails. 16.1K views.
- work and there replacement: OLD VS FRESH strategies on TikTok (whats in and out for 2025). Just watched.
- Please start uploading your own custom thumbnails in 2025 to stand out.
- TikTok algorithm hacks that are 100% not true.
- The ultra name stands for just stop doing street interviews for content.
- Can you move? I want to screenshot.
- Cinematic narratives in content.
- Grow to 10k followers fast!

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

Social Media Strategy – Essential Principles

- **Digital Asset Value** – Website + Social (keep all up to date)
- **Dynamic Value** – Consistently Publish (at least once a week)
- **Engagement Value** – With All Comments and Reviews
- **Scroll Stopping Value** – Imagery that tells a story, text to back up
- **Viral does not necessarily equal 'Sales'** – focus on your results
- **Accessible Reach** – when the person wants it, they can find it
- **Risk** – keep links to all Posts – date, topic, link
- **Followers and Connections** – always invite people
- **Reviews** – Google, Facebook, Website and Others
- **Sustainable** – processes in place
- **Traditional and Contemporary** – email and texts still work!
- **Review and reflect** – adapt but don't be seduced by shiny objects



<https://www.linkedin.com/feed/update/urn:li:activity:7293139167725637633>

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://www.linkedin.com> (Company to School <https://www.linkedin.com/help/linkedin/ask/CP-primary>)

<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)

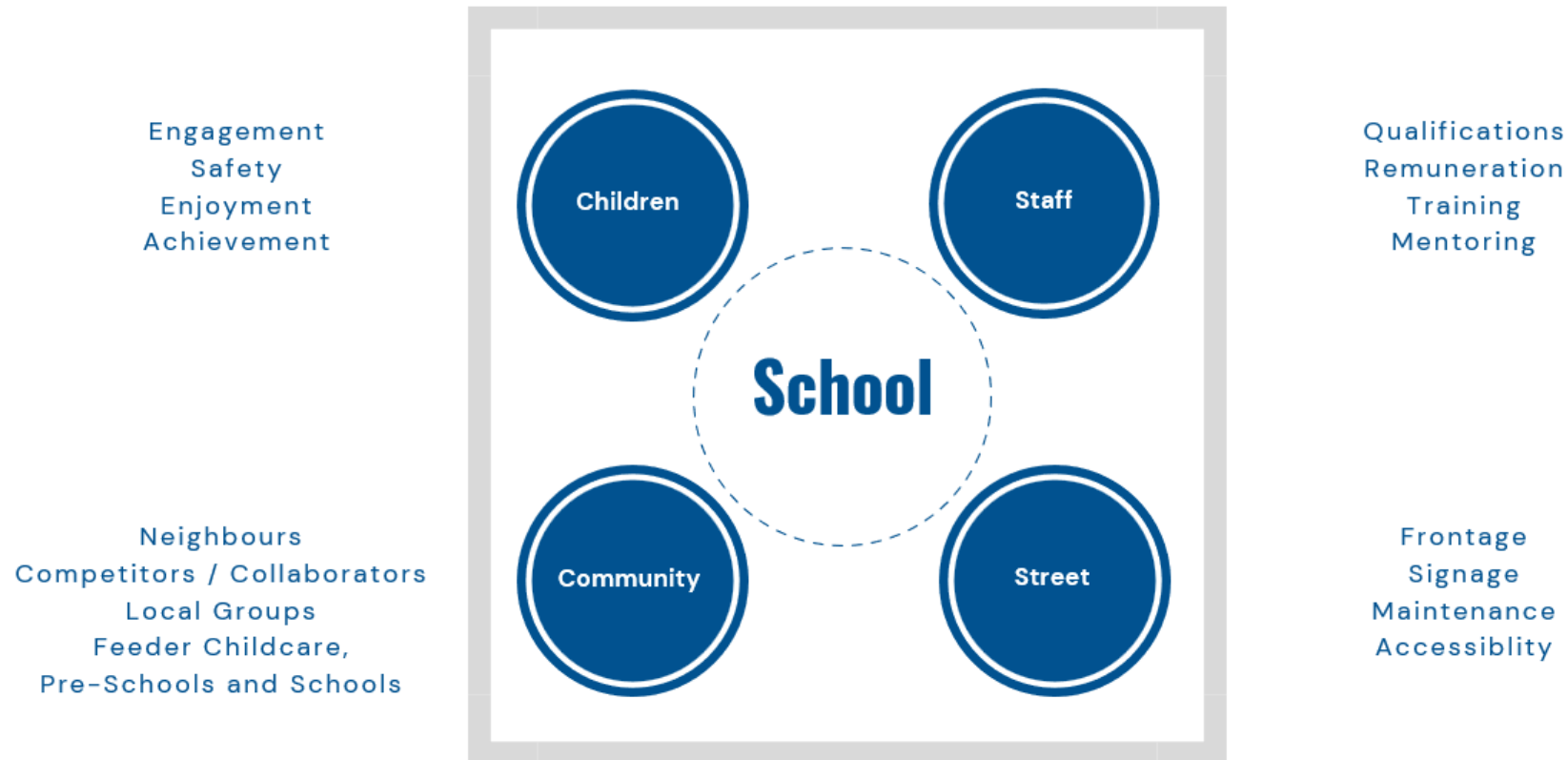
<https://business.whitepages.com.au/products/listing> (free link to your school website high DA website)

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://app.bitly.com>

Social Media Strategy – Before and After

Before

Database

Algorithm

Paid Ads

After

Multiple Datasets

Natural Language
Processing (NLP)

Large Language
Model (LLM)

Embedded AI

Prompted AI

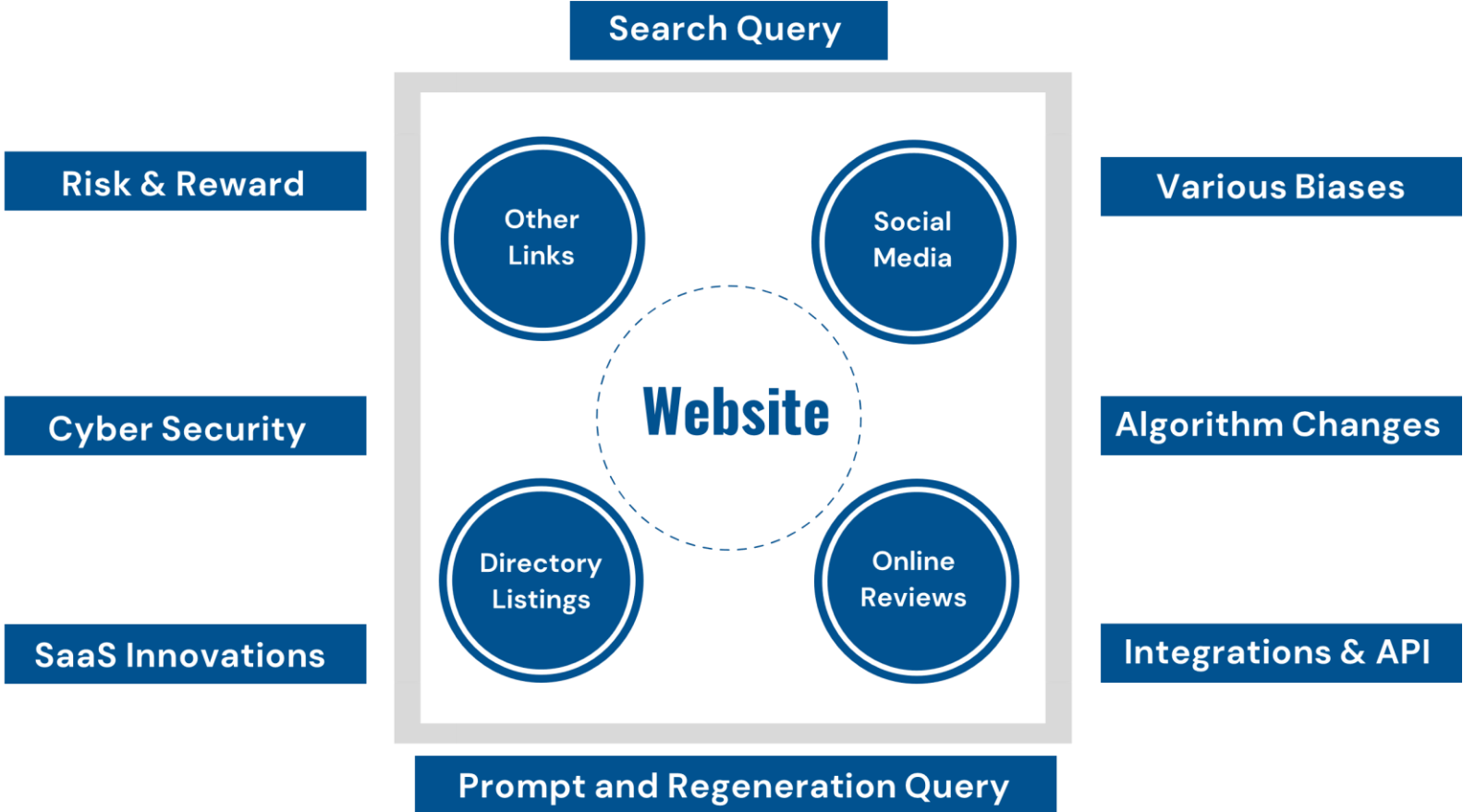
Generative AI

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 Adelaide

◆ It's important to understand that "best" can be subjective, as it depends on individual needs and priorities. However, based on consistent academic performance, reputation, and resources, here are three highly regarded independent schools in Adelaide:

- **St Peter's College:**
 - Known for its long-standing tradition and strong academic focus.
 - A prestigious boys' school with a wide range of extracurricular activities.
 - Consistently achieves excellent academic results.
- **Pembroke School:**
 - A well-regarded co-educational school with a strong emphasis on both academics and personal development.
 - Offers diverse programs and facilities.
 - Known for its balanced approach to education.
- **St Peter's Collegiate Girls School:**
 - A very highly regarded girls school.
 - Known for its high academic achievements.

When considering schools, it's advisable to:

- Visit the schools and experience their atmosphere.
- Review their academic results and programs.
- Consider your child's individual needs and interests.

I hope this helps.

Microsoft Bing Chat Results

Prompt

three best independent schools in Adelaide

Here are three highly regarded independent schools in Adelaide:

1. Pulteney Grammar School

- Location: 190 South Terrace, Adelaide, SA 5000
- Known for its vibrant city campus and commitment to empowering students to achieve their full potential ¹.

2. Wilderness School

- Location: 30 Hawkers Road, Medindie, SA 5081
- A leading girls' school with a strong focus on values and academic excellence ².

3. Adelaide International School

- Location: Level 4, 127 Rundle Mall, Adelaide, SA 5000
- Offers unique learning pathways, including preparation for the South Australian Certificate of Education (SACE) ³.

Would you like more details about any of these schools?

¹ www.pulteney.sa.edu.au

² wilderness.com.au

³ www.ais.edu.au

Open AI ChatGPT Chat Results

Prompt



three best independent schools in Adelaide

Based on recent academic performance and reputation, here are three of the top independent schools in Adelaide:

1. **Wilderness School:** An all-girls institution located in Medindie, Wilderness School has consistently achieved outstanding academic results. In the 2024 SACE results, it recorded the highest median ATAR of 93.83, with approximately 50% of students ranking in the top 5% nationally. ADELAIDE NOW
2. **Southern Montessori School:** Despite its relatively modest fees, Southern Montessori School has excelled academically. It achieved the highest average Year 9 NAPLAN results among private schools in South Australia in 2024, surpassing many higher-fee institutions. ADELAIDE NOW
3. **St. Ignatius' College:** This co-educational school posted a strong median ATAR of 88.65 in the 2024 SACE results, reflecting its commitment to academic excellence. ADELAIDE NOW

These schools have demonstrated exceptional academic performance in recent assessments, making them standout choices among Adelaide's independent schools.

Recent Achievements of Adelaide's Top Independent Schools

 Adelaide Now By the numbers: SACE results broken down by school 93 days ago	The Advertiser Adelaide Now NAPLAN 2024: Which private schools performed best 106 days ago	 Adelaide Now Two top Adelaide schools knocked off NAPLAN podium 106 days ago
---	---	--

 Sources

Search versus Chat Results

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

Search Engine	Result 1	Result 2	Result 3
Google (result from AI Overview)	Pembroke School	St Peter's Collegiate Girls School	St Peter's College
Microsoft Bing (Bingplaces listings)	Pulteney Grammar School	Wilderness School	Walford Anglican School for Girls

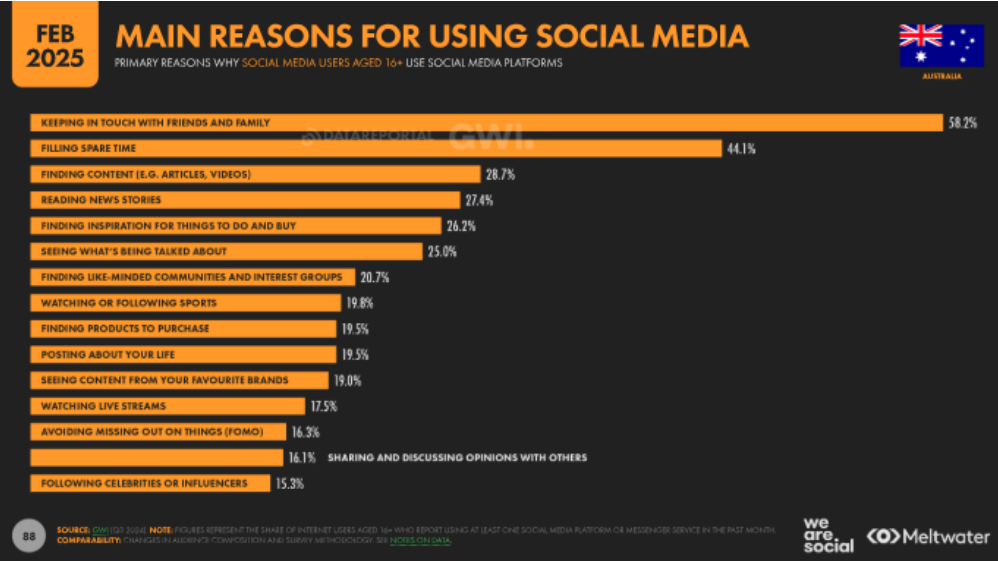
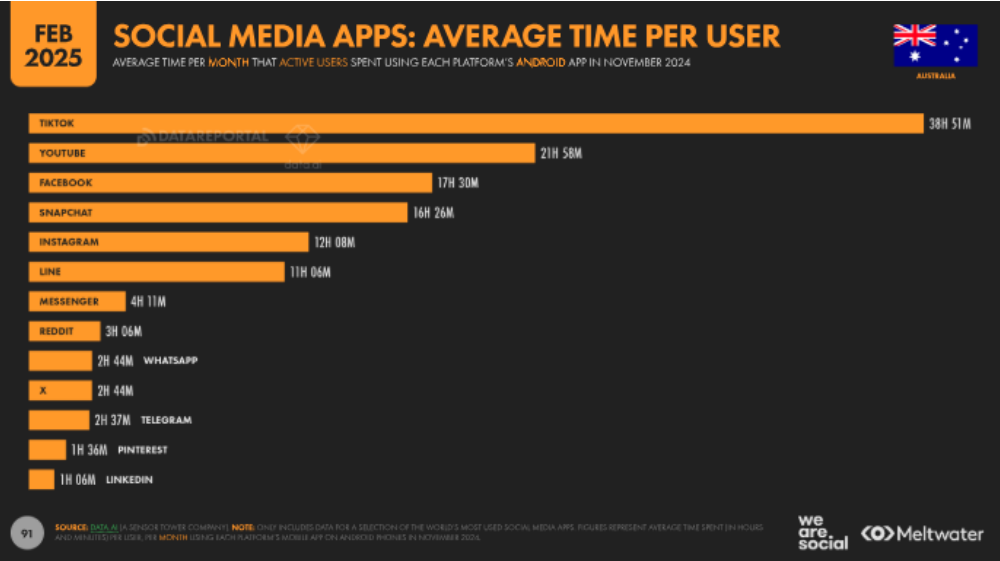
Chat Platform	Result 1	Result 2	Result 3
Google Gemini	St Peter's College	Pembroke School	St Peter's Collegiate Girls School
Microsoft Bing Copilot	Pulteney Grammar School	Wilderness School	Adelaide International School
Open AI ChatGPT	Wilderness School	Southern Montessori School	St Ignatius College

Social Media Strategy – In Platform Results

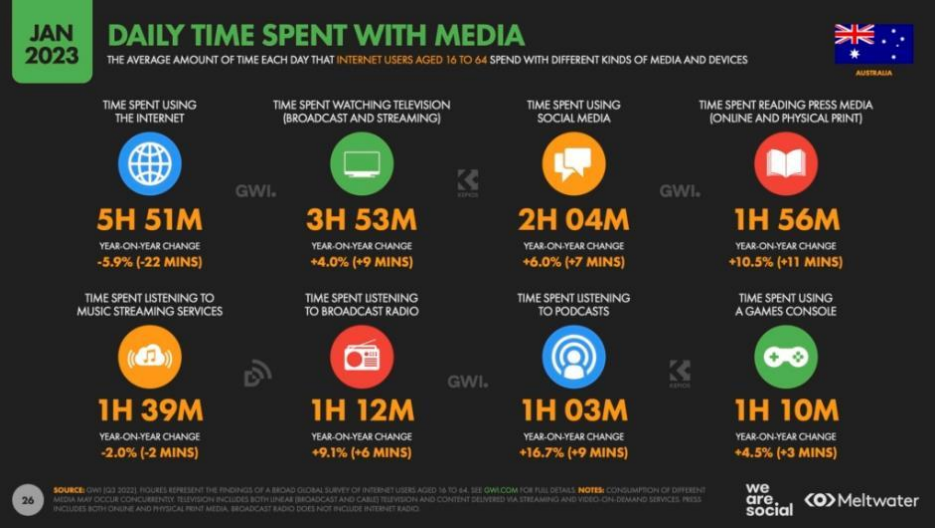
How does your school perform within each Social Media Platform?

‘TikTok overtakes Google as **most popular search engine** among Gen Z’ 21 March 2025
<https://www.brusselstimes.com/925953/tiktok-overtakes-google-as-most-popular-search-engine-among-gen-z>

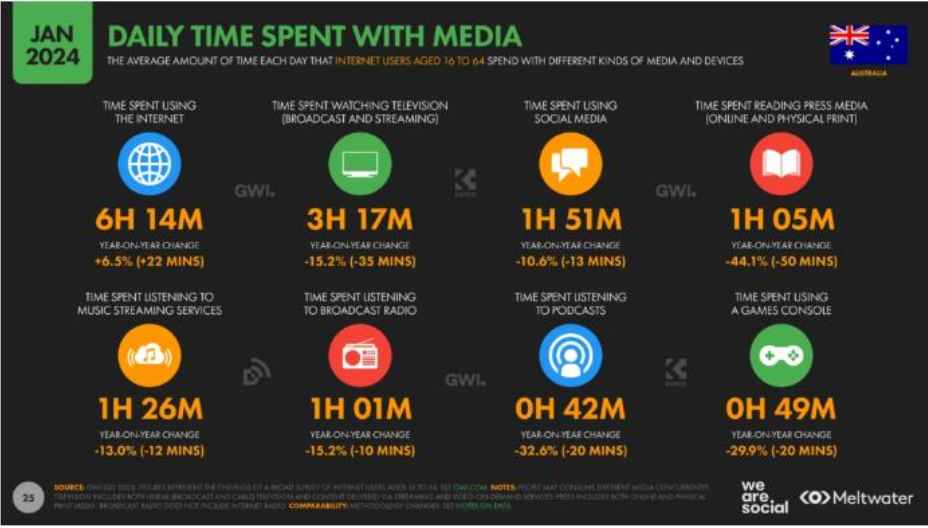
Digital 2025 Australia: Social media rivals search for brand discovery
<https://wearesocial.com/au/blog/2025/02/digital-2025-australia-social-media-rivals-search-for-brand-discovery/>



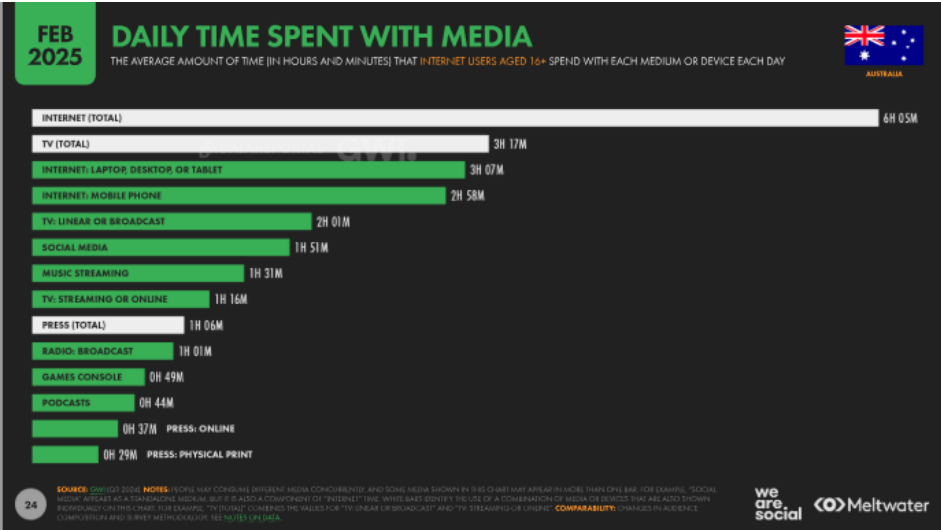
Social Media Statistics – 2023, 2024, 2025



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

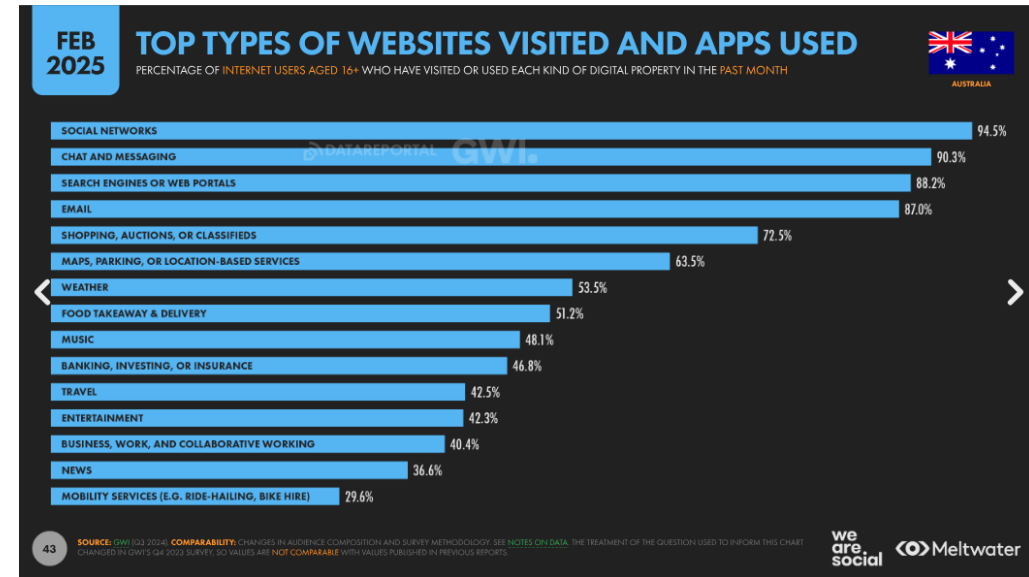
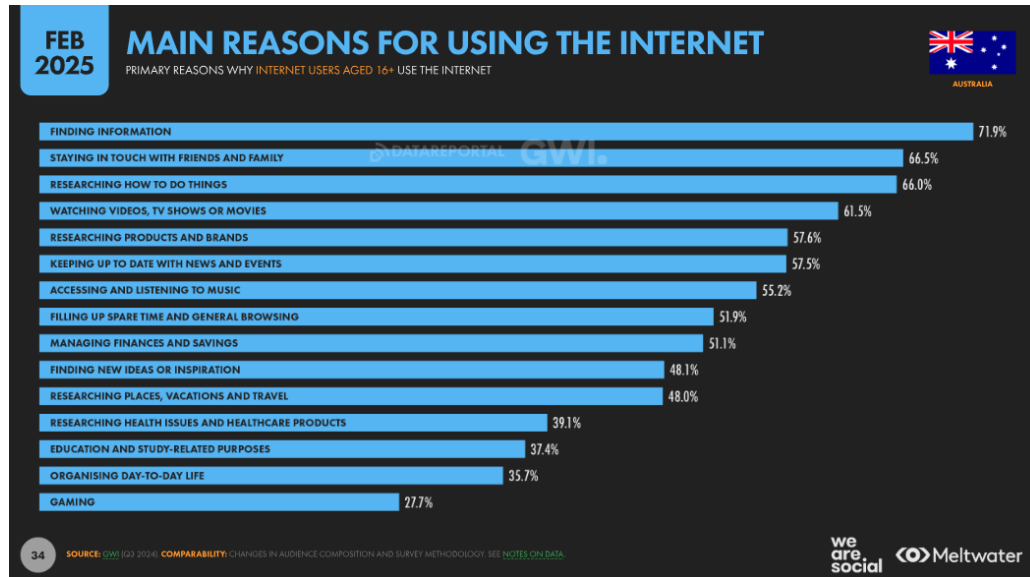


<https://wearesocial.com/au/blog/2024/02/digital-2024-australia-highlights-a-power-shift-towards-social-media> 21 February 2024



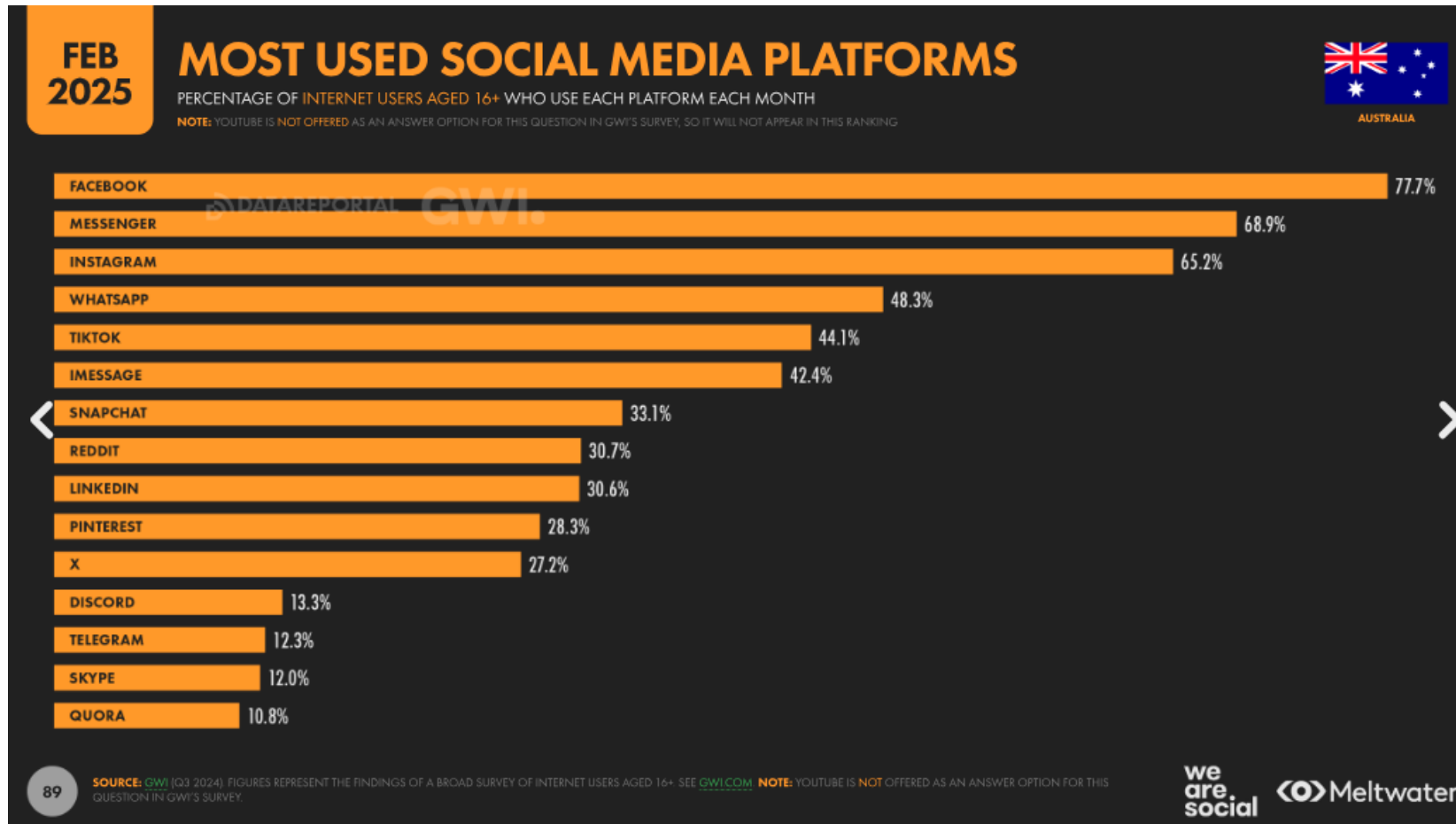
<https://wearesocial.com/au/blog/2025/02/digital-2025-australia-social-media-rivals-search-for-brand-discovery> p24 25 February 2025

Social Media Strategy – Online Preferences



<https://wearesocial.com/au/blog/2025/02/digital-2025>

Social Media Strategy – Platform Preferences



<https://wearesocial.com/au/blog/2025/02/digital-2025>

Social Media Statistics – Social Media News



Social Media Statistics February 2025

1. Facebook – 19,000,000 Monthly Active Australian Users (steady)
2. YouTube – 18,500,000 Unique Australian Visitors per month (UAVs)
3. WhatsApp – 13,000,000 Active Australian Users
4. Instagram – 12,000,000 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. TikTok – 5,500,000
9. WordPress.com – 4,500,000
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 – 7,000Stats 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-2025>

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.

<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

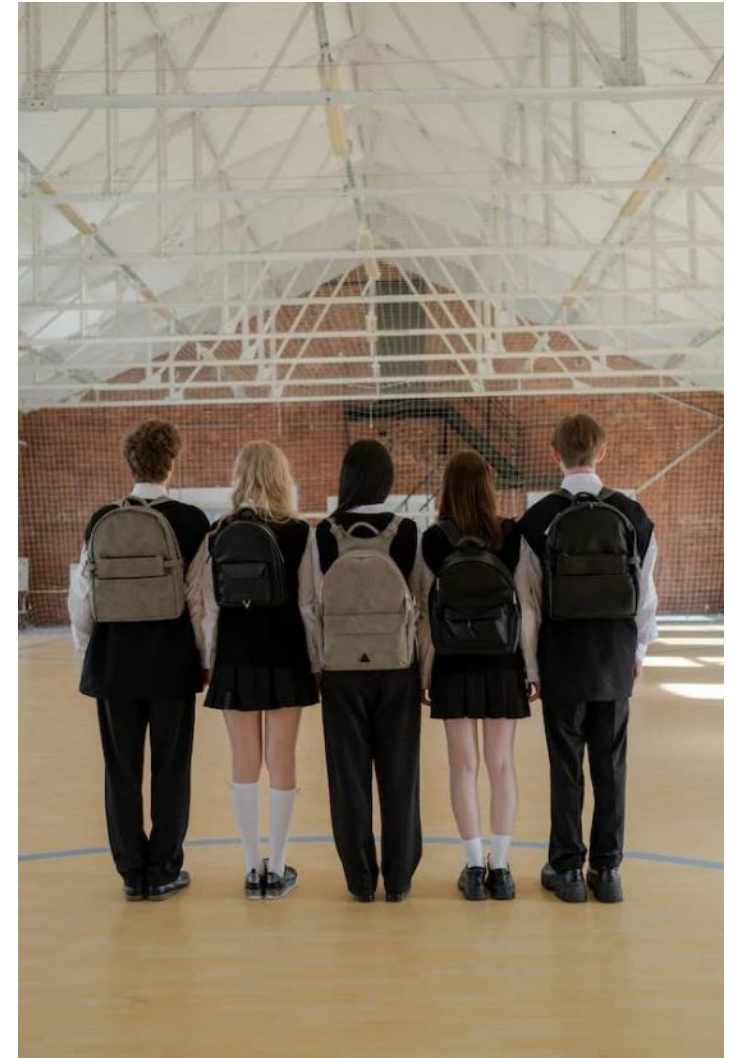
- Students
- Alumni
- Parents and Primary Carers
- Secondary Carers
- Staff, Volunteers and Board Members
- Community Members
- Suppliers and Service Providers
- Government

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

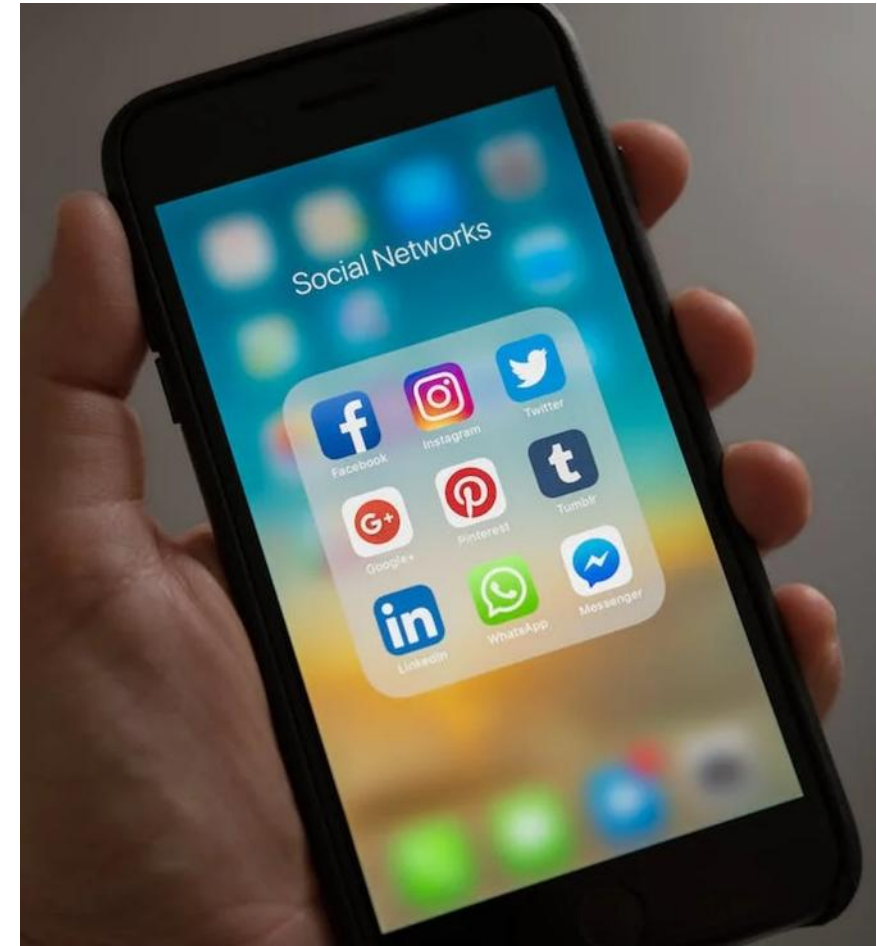
- Facebook Page
- LinkedIn School Page
- Google Business Profile
- Bing Places Profile
- YouTube Channel
- Instagram

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> (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://business.vic.gov.au/business-information/ecommerce/develop-a-digital-strategy>
- 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, LinkedIn 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 list of your posts and basic profile statistics and aim for consistency rather than seeking viral miracles
<https://sueellson.com/wp-content/uploads/basic-social-media-and-website-statistics-sample-spreadsheet-created-by-sue-ellson.xlsx>

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
- Images 1080 x 1350 pixels (Instagram) or 1280 x 720 pixels (YouTube Landscape Thumbnail)

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? (keep all post links)

Your Online Spend

- Time
- Dollars
- Consistency
- Results



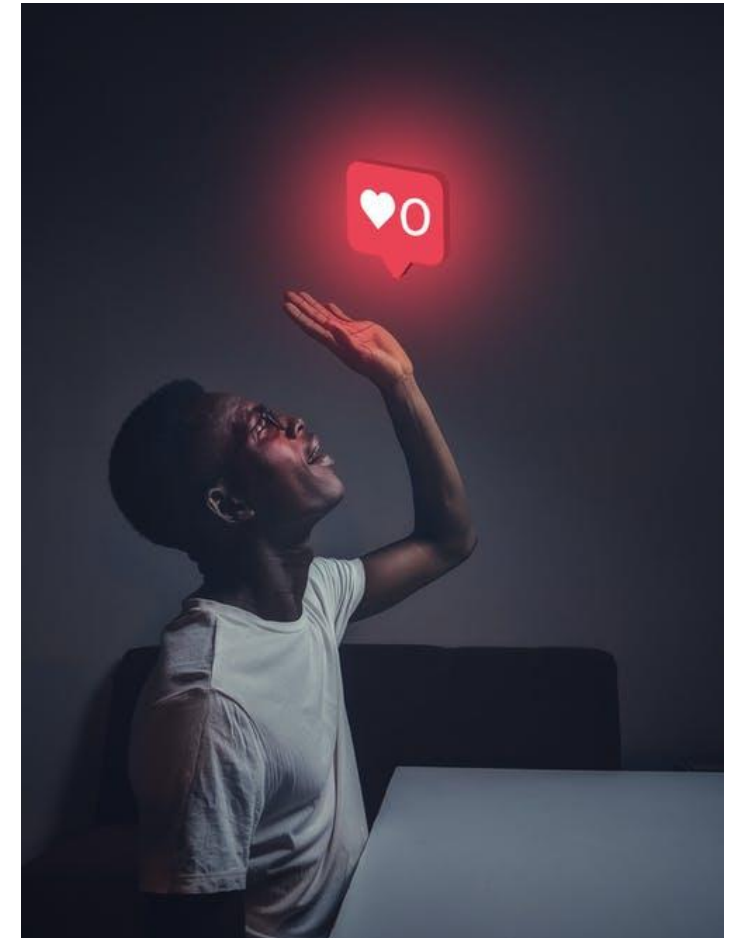
- 1) **Reactions** – not just likes but other reactions as well as these may be more popular with the algorithm
- 2) **Engagement** – is it scroll stopping, do you receive comments and how long are they, do you respond to comments?
- 3) **Virality** – does your content go beyond your followers within the platform?
- 4) **Search results** – does your content appear in searches in a search engine, generative AI and a social media platform
- 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/education> – for creating brand kit, style guides, content pro formas
- **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
- **Video Creation** – ensure you have visual and .SRT captions
<https://clipchamp.com>



Schools

Assumption College, Kilmore	https://www.assumption.vic.edu.au
Carey Baptist Grammar School	https://www.carey.com.au
Catholic Regional College	https://www.crccs.vic.edu.au
Chevalier College	https://www.chevalier.nsw.edu.au
Encounter Lutheran College	https://www.encounter.sa.edu.au
Great Southern Grammar School	https://www.gsg.wa.edu.au
Mount Lilydale Mercy College	https://www.mlmc.vic.edu.au
St Hilda's College, The University of Melbourne	https://hildas.unimelb.edu.au
St Patrick's College, Ballarat	https://www.stpats.vic.edu.au
University of Western Australia	https://www.uwa.edu.au

From Now On, connect with
everyone you meet on LinkedIn!

Platform – School Website

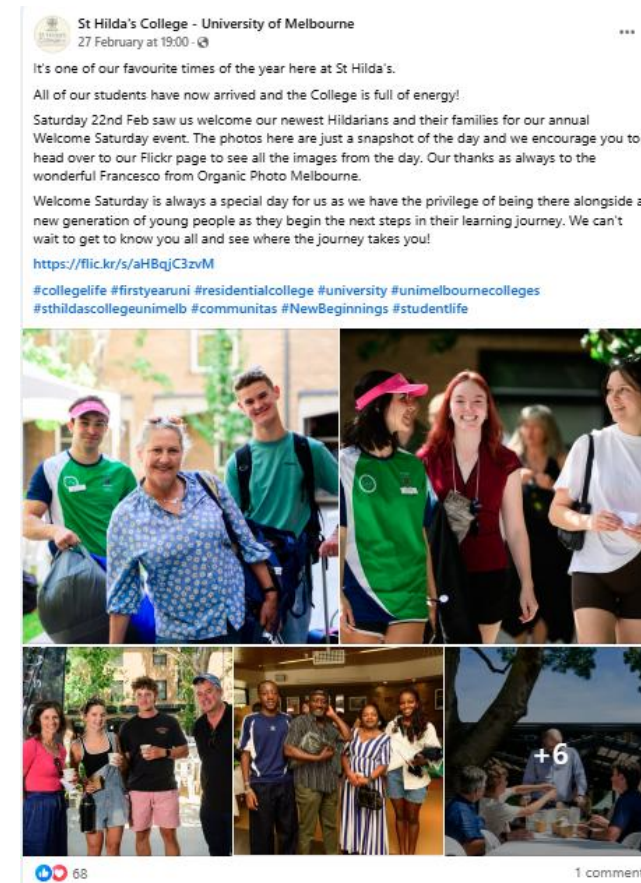
- Includes all social media links in header or footer as well as links on Contact Page
- Place to publish content first and then share on social media – check copyright date!
- Necessary to have an archiving process rather than delete all content each year – post consistently
- To gain search engine 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)

<https://www.encounter.sa.edu.au> – one video, essential items, clean and quick

<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 and @mentions (especially for supporters)
- 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

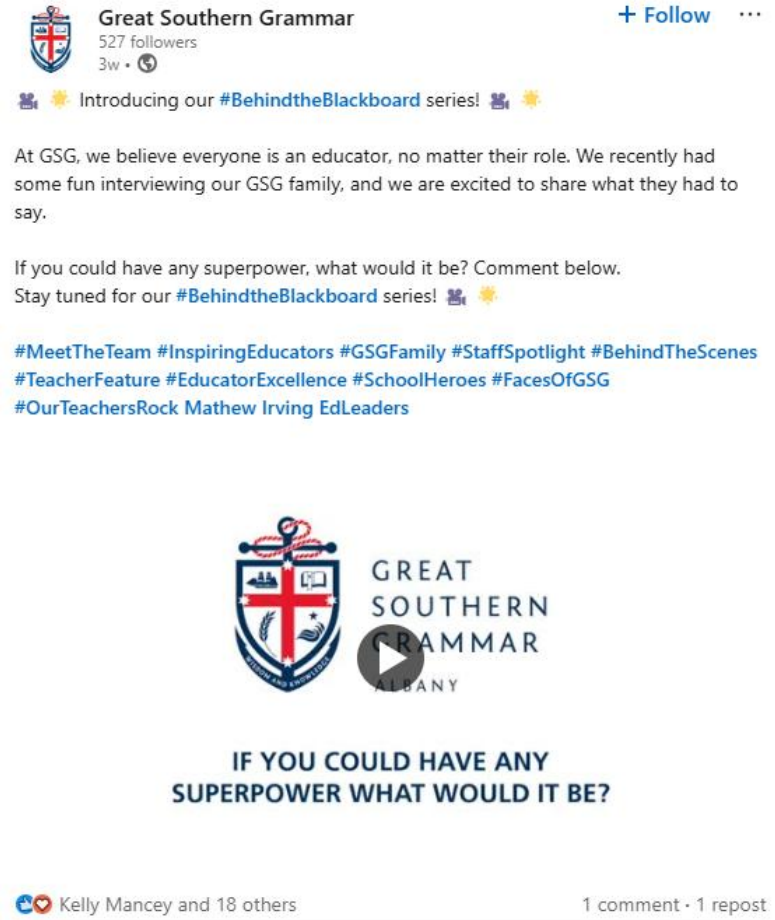
- images now 1080 x 1350 pixels
- video portrait – portrait reels auto replay therefore likely to be more views than videos
- check where you are tagged
- see who engages / comments / follows you
- +New = see archive of stories, can Highlight
- add Shop to your profile (maybe merchandise) so you can 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/reel/DB0VCh0CvO4/>

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)



Great Southern Grammar
527 followers
3w • 🌟


+ Follow ...

📢 Introducing our **#BehindtheBlackboard** series! 🌟

At GSG, we believe everyone is an educator, no matter their role. We recently had some fun interviewing our GSG family, and we are excited to share what they had to say.

If you could have any superpower, what would it be? Comment below.
Stay tuned for our **#BehindtheBlackboard** series! 📢 🌟

#MeetTheTeam #InspiringEducators #GSGFamily #StaffSpotlight #BehindTheScenes #TeacherFeature #EducatorExcellence #SchoolHeroes #FacesOfGSG #OurTeachersRock Mathew Irving EdLeaders

 **GREAT SOUTHERN GRAMMAR**
ALBANY

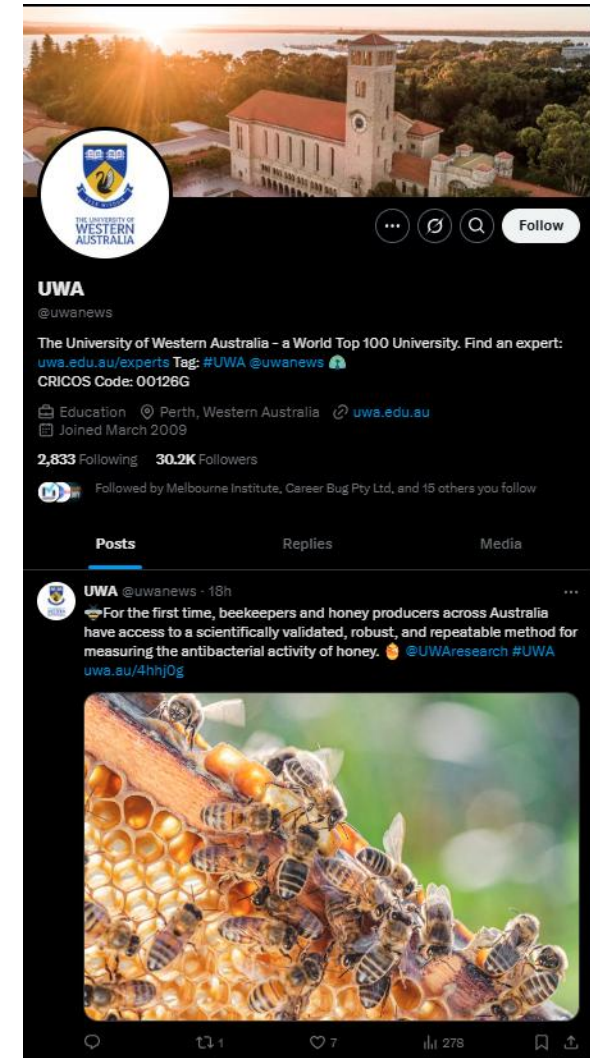
IF YOU COULD HAVE ANY SUPERPOWER WHAT WOULD IT BE?

👤 Kelly Mancey and 18 others
1 comment • 1 repost

https://www.linkedin.com/posts/greatsoutherngrammar_behindtheblackboard-behindtheblackboard-meettheteam-activity-7299638291492978689-KG_h

Platform – Twitter / X

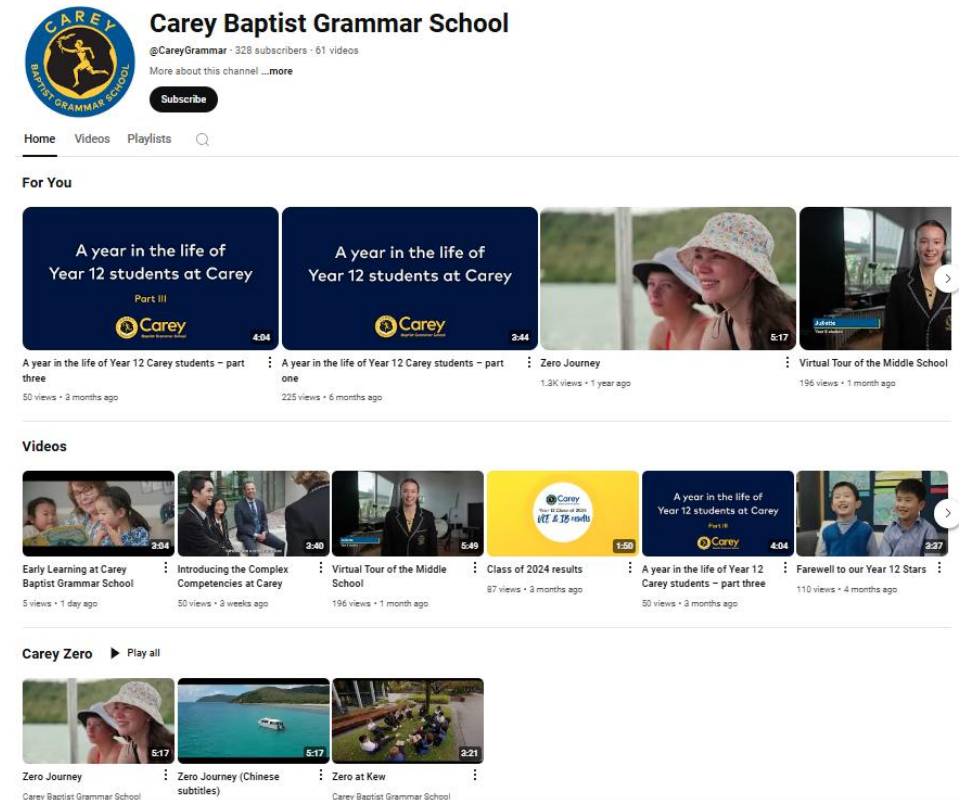
- popular with the media, journalists, celebrities, artists, experts, academics etc
- three tweets per week provides Google Search Results tiles
- watch stats – Tweets / Followers / Following
- many schools have dormant accounts – no Tweets for a long time – aim at least one a week, 280 characters
-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



<https://x.com/uwanews/status/1902691673563697532>

Platform – YouTube

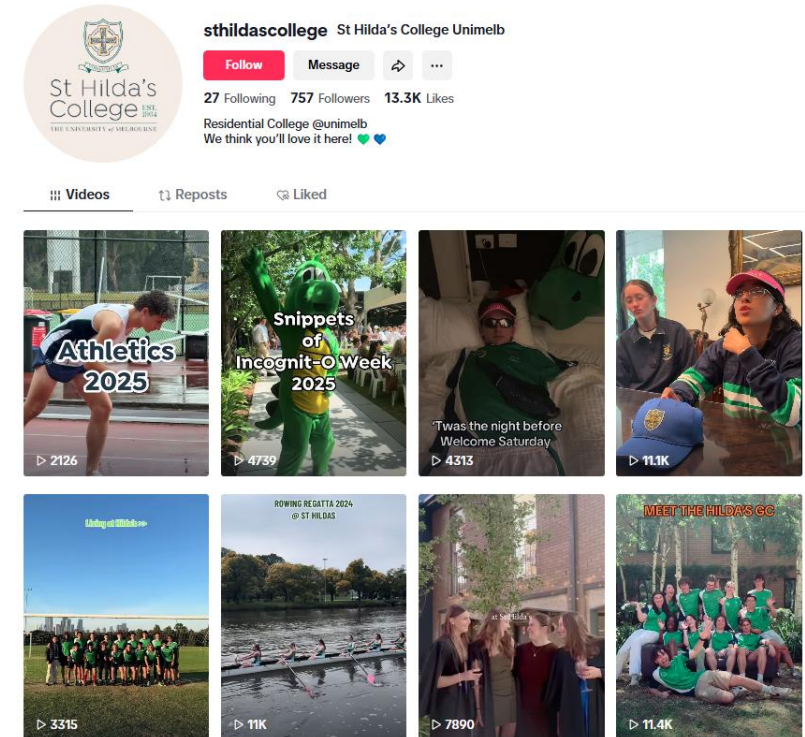
- landscape videos – title very important, thumbnails, sort into playlists (create a Playlist for your videos on other YouTube channels) and embed on your website in blog posts or pages
- portrait <3 minutes videos YouTube Shorts – auto replay but no description or details to redirect back to school website
- set up Playlists for different school departments and where your school has been featured elsewhere
- owned by the school, 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



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

Platform – TikTok

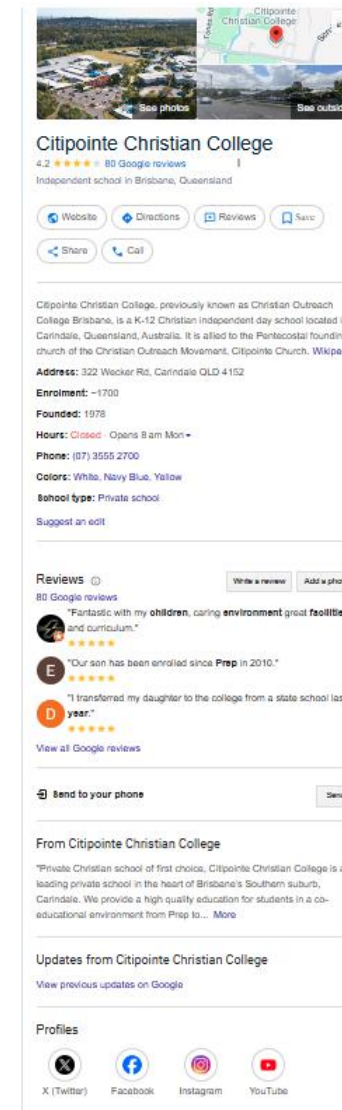
- consider claiming the identity for your school (lots of ‘false’ accounts being created)
- for security reasons, may need to use a separate school phone and be aware desktop version is very limited compared to mobile app
- can share from TikTok to Instagram (but has watermark)
- some people use trend 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/@sthildacollege/video/7364965125175921927>

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 – Remember Visual, Video, Value

Any questions?

Stay connected to Educate Plus



<https://www.facebook.com/EducatePlus> 962/989 Likes 1K/1.1K Followers

<https://www.instagram.com/educateplus> 311/389 Followers

https://x.com/Educate_Plus 483/465 Followers

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

<https://www.linkedin.com/groups/13972504> NZ Chapter Group 107/108 Members

<https://www.youtube.com/@educateplus4819> 9/11 Subscribers 11 Videos

<https://vimeo.com/educateplusvideo> 95/97 Videos

<https://soundcloud.com/user-965980990> 8/9 Followers, 54/54 Tracks



*2024/2025 numbers – Consider adding a Google Review at <https://maps.app.goo.gl/gjk4gc4Kk8Q7YCx37>

Contact welcome



sueellson.com/contact

Sue Ellson

Consultant, Trainer, Author

sueellson@sueellson.com

<https://www.linkedin.com/in/sueellson>

+61 402 243 271



network of
advancement
professionals