



Melbourne Archdiocese
Catholic Schools

Schools Online Content Strategy

By Sue Ellson



Acknowledgement of Country

We acknowledge that MACS offices and Catholic schools in the Archdiocese of Melbourne are situated on the lands of the five language groups that make up the Kulin Nation, who have walked upon and cared for this land for thousands of years. We acknowledge their continued deep spiritual connection and relationship to Country.

We pay respects to their Elders past, present and future, and commit to the ongoing journey of reconciliation.



Past Presentations for Catholic Schools

2 June 2025 Schools Online Strategy for Community Engagement and Enrolments
Video <https://drive.google.com/file/d/1ailAu-p4MoKLT645n7erE2tg-eJiLMcX/view?usp=sharing>
Slides <https://sueellson.com/wp-content/uploads/20250602-macs-online-strategy-for-community-engagement-and-enrolments-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>

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>

18 September 2019 LinkedIn For You And Your School
<https://sueellson.com/blog/linkedin-for-you-and-your-school-for-the-catholic-development-network>

6 March 2018 Social Media Masterclass
<https://sueellson.com/blog/social-media-masterclass-for-the-catholic-development-network>

<https://sueellson.com/catholic-development-network-presentations-and-publications>

MACS – Community
Engagement and
Growth Team – School
Marketing Tutorials
ceg@macs.vic.edu.au

<https://vimeo.com/1107298684>
- Meta Scheduler

<https://vimeo.com/1107297367>
- How to add Linktree

<https://vimeo.com/1107296971>
- Instagram highlights



Helpful Resources

eSafety Commissioner

<https://www.esafety.gov.au/educators/toolkit-schools>

Canva Education – for Teachers, Schools, Students

<https://www.canva.com/education>

MACS Digital Ambition

<https://www.macs.vic.edu.au/About-Us/digital-ambition>



Helpful Resources

Catholic Development Network August 2024 Newsletter

Quick Wins for AI and Social Media

<https://sueellson.com/wp-content/uploads/20240801-catholic-development-network-august-newsletter-content-quick-wins-for-ai-and-social-media.docx>

LinkedIn for Schools, Colleges and Universities – Summary of a lot of schools related content

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

What to do before you upgrade or redesign your website

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

LinkedIn Audit for Schools – ASBA Associate Magazine Page 21-22

<https://online.anyflip.com/fubq/ktvk/mobile/index.html>

Educate Plus Presentations and Publications

<https://sueellson.com/educate-plus-presentations-and-publications>



Follow MACS on Social

Keep up to date and have content you can consider sharing!

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

687 / 818 Likes 1.1K / 1.3K Followers

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2,139 / 2,862 Followers

<https://www.linkedin.com/company/melbourne-archdiocese-catholic-schools>

11K+ / 12K+ Followers 10K+ / 10K+ Employees

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

958 / 985 Subscribers 133 / 133 Videos



All links on footer of website at
<https://www.macs.vic.edu.au>



Feedback and Thanks

✓ Completely anonymous

✓ Extremely important – appears when you leave the webinar

✓ You can also say Thank You to MACS via an online review

Google Review (20 / 22 Google Reviews)

https://search.google.com/local/writereview?placeid=ChIJibe0NsNC1moRXCqf_efKuac

True Local Review (0 Reviews)

<https://www.truelocal.com.au/vic/east-melbourne/melbourne-archdiocese-catholic-schools-15221673>

MACS Webinar Feedback

Your anonymous feedback is extremely helpful to us - please take a moment to add your comments!

1. What did you find most helpful in this webinar?

Long answer (300 characters)

2. What do you plan to do next?

Long answer (200 characters)

3. What else would have been helpful?

Long answer (200 characters)

4. Are there any other topics of particular interest for a follow up webinar?

- ☐ Website and Search Engine Optimisation SEO
- ☐ Specific Social Media Platforms - Strategy and Tactics
- ☐ Creating Content and Engagement - Strategy and Tactics
- ☐ Directories and Reviews - Google, Bing, Facebook, True Local
- ☐ Alumni and LinkedIn - Strategy and Tactics
- ☐ Other

5. Any other comments or specific requests?

Long answer (300 characters)



What can you share?

- Do you have a link to a social media post that you would like to share with us?
- Something that you are proud of and why?

Click on the time stamp or the three dots of the post and add the link and your comments in the chat – we can share from across Victoria after the webinar!



Sue Ellson

Member of



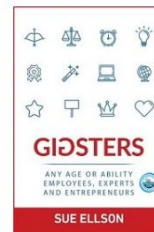
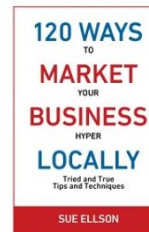
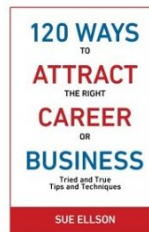
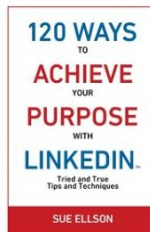
AUSTRALIAN
SOCIETY
of AUTHORS



Founder of



Author of



Books Available at <https://www.researchgate.net/profile/Sue-Ellson>
Webinars and Recordings at <https://sueellson.com/webinars-and-recordings>
More at <https://sueellson.com> and <https://www.linkedin.com/in/sueellson>
Quick questions welcome sueellson@sueellson.com



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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> 26,394 Connections 31, 147 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> 1,081 Followers
- ✓ Facebook <https://www.facebook.com/sueellson2> 281 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) 498 Followers
- ✓ TikTok <https://www.tiktok.com/@sueellson> 103 Followers
- ✓ Pinterest <https://au.pinterest.com/sueellson> 22 Followers
- ✓ Twitter / X <https://x.com/sueellson> 436 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson> 746 Subscribers 205 Videos
- ✓ Sue Ellson Shares LinkedIn Newsletter <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328> 6,894 Subscribers
- ✓ Sue Ellson Sharing LinkedIn Newsletter <https://www.linkedin.com/newsletters/7011478630589497344> 421 Subscribers
- ✓ Sue Ellson Email Newsletter <https://sueellson.com/newsletters> 1,852 Subscribers



Schools Online Content Strategy

Join us for a virtual gathering where we will discuss innovative ways to produce online content that will help you connect with your school community and attract new students.

Learn from Sue Ellson and gain valuable insights to enhance your school's online presence.

Don't miss this opportunity to network with other educators and share best practices.

Comprehensive slides with links will be provided to all registrants.



Interactive

- Please engage throughout
- Please take action notes
- Please select three actions to complete after the workshop
- Questions most welcome throughout the workshop!
- Including examples and stories

Who are you representing today?

1. Early Learning Centre
2. Primary School
3. Secondary School
4. Primary and Secondary School
5. ELC – Year 12
6. Provider of Services to Schools
7. Other

Please add relevant numbers in chat



1. Purpose

- Support enrolments
 - Promote school values
 - Celebrate achievements
 - Engage families
 - Due diligence for 'lurkers'
-
- What else would you add?



2. Catholic Identity

- Key Messaging
- Liturgical Calendar Events
- Prayers and Religious Rituals
- Messages from Principal
- Messages from Parish Priest or Parish Community
- What else would you add?



3. Target Audiences

- Students – future, present, past
 - Parents and Caregivers
 - Teachers and Staff
 - Local Parish Community
 - Various Stakeholders
 - Referrers - Childcare Centres, Pre Schools
 - Local Community – Neighbours, Council etc
 - Suppliers
-
- Do you support these with your strategy?
 - Who else would you add?



4. Digital Assets

- School Website
 - Social Media Profiles
 - Public Directory Listings
 - School Specific Listings
 - Mainstream Media Coverage
 - Online Publications
-
- What else would you add?
 - Are these all up to date?
 - Have you checked the settings for each one?



5. Content Assets

- Logos – colour, black and white, resized
- Media Library – people, B-roll video, buildings, original size and resized and renamed
- Standard Design Templates
- Agreed #Hashtags and @Mentions
- Brand Guidelines – voice, style
- Style Guide – fonts, colours
- Social Media Policy
- What else would you add?
- Are these all easily locatable and usable?



6. Content Calendar

- Review last 12 months
 - What do you consistently share monthly?
 - What do you share on the same day each year?
 - How often do you share content?
 - Do you share it on all of your social channels?
 - Do you make sure you are serving all audiences?
 - What can you realistically achieve?
-
- How many times per week do you post?
 - How often do you pre-prepare on a batch basis?
 - How often do you schedule in advance?



7. Create and Curate Content

- Where does the content come from?
- Who prepares it for publication?
- Who ensures images are okay to use?
- Do you have an approval process?
- Do you add it to your website first and then share?
- Do you keep links to all of your content?
- Are you always adding value to viewers?
- Are you mixing up the types of content?
 - images, videos, polls, PDF carousels, graphics, animations, events, stories etc



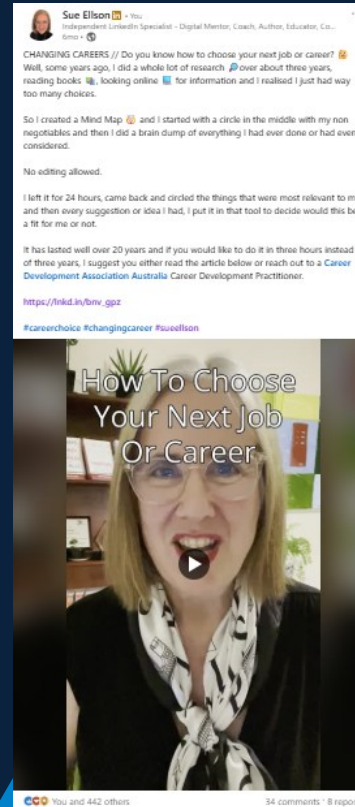
8. Reactions and Results

- Who monitors the notifications?
- Who responds to comments?
- Who sets up rules ie language filters?
- Who raises issues to managers?
- Who reports on the results?
- Who implements changes?
- Who keeps everyone up to date?
- Who organises additional training?



Content Ideas

- Megalomaniac – more people, more often, for longer
- Create conversations – keep viewers on the platform, avoid external links
- Be scroll stopping – use images and words that capture attention
- Don't chase silver bullets – consistent quality is key
- Algorithms like regularity
- Your behaviour sends signals
- Use new features and multiple formats
- Viral does not equal results



Post analytics [Export](#)

Sue Ellison posted this • 7mo

CHANGING CAREERS // Do you know how to choose your next job or career? 🤔 Well, some years ago, I did a whole lot of research 📖 over about three years, reading books 📚, looking online 🌐 for information and I realised I just had way too many choices.

Discovery ⓘ

4,964,621 Impressions	2,809,615 Members reached
--------------------------	------------------------------

Profile activity ⓘ

Profile viewers from this post	95
Followers gained from this post	211

Video performance ⓘ

360,773 Video Views	653h 15m Watch time	6s Average watch time
------------------------	------------------------	--------------------------

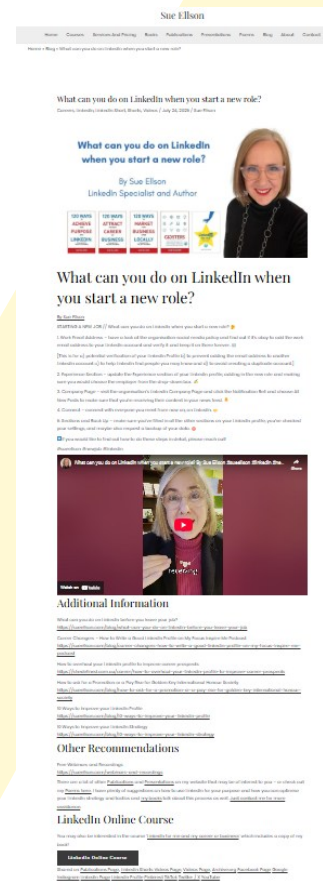
Social engagement ⓘ

Reactions	443 →
Comments	34 →
Reposts	8 →

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

What Works – Lifetime Value

- Publish on school website first – include
 - 1+ re-sized and re-labelled images
 - 1 video (if you have one)
 - internal links to other relevant content
 - reference links (to boost the quality of the content)
 - call to action
- Share on Social Media
- Add links to social media posts on website
- Save and add website link to archive.org/web
- Consider adding to full list of posts
- Can link to external content but not re-publish without approval to do so



<https://sueellson.com/blog/what-can-you-do-on-linkedin-when-you-start-a-new-role>



Simple Routine Suggestions

- All Text and Story Image or Video
- - Term Dates
- - First Day of Term Photo
- - Weekly Bible Verse
- - Principal Term Update
- What else would you add?

TERM DATES // The Catholic School Term Dates for 2025 are:

Term 1: Tuesday 28 January – Friday 4 April
Term 2: Tuesday 22 April – Friday 4 July
Term 3: Monday 21 July – Friday 19 September
Term 4: Monday 6 October – Friday 19 December

We will also be having staff training days on
Friday 21 March and Friday 5 September.

We invite you to put these in your calendar now!

VICTORIA

Term 1: Tuesday 28 January – Friday 4 April
Term 2: Tuesday 22 April – Friday 4 July
Term 3: Monday 21 July – Friday 19 September
Term 4: Monday 6 October – Friday 19 December



As it Happens Suggestions

- All Text and Story Image or Video
- - Sports Days
- - Special Events
- - Important Announcements
- - Significant Achievements
- - Incursions, Excursions
- What else would you add?

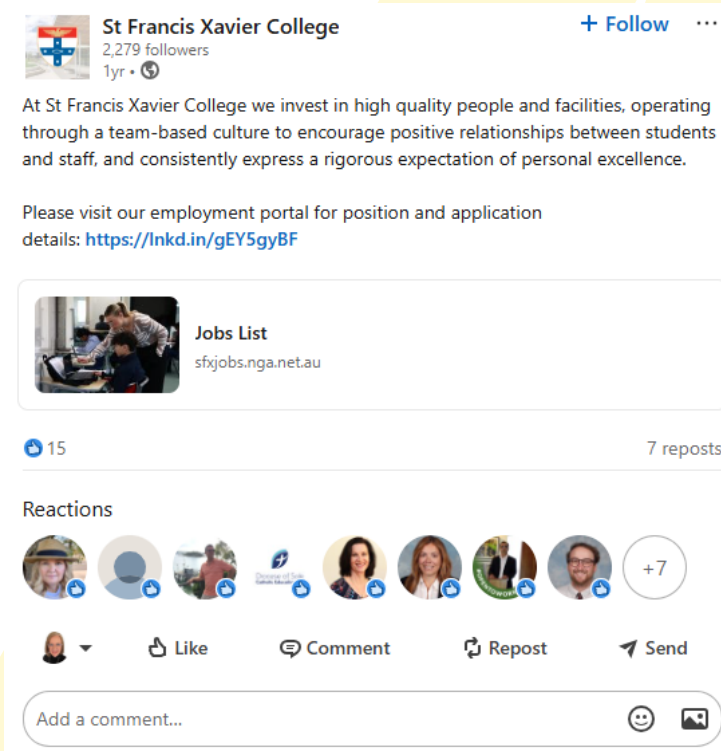


<https://www.facebook.com/motherteresaps/posts/pfbid0pxYuRN4rU68wugKbcV7yGze7q5osma9jiGE5VHzg8zAu9knjXXpBCvjeWk9nuTutl>



Branding Suggestions

- All Text and Story Image or Video
- - School Motto
- - On Campus Updates
- - Summary Results
- - News about Staff or Alumni
- - Pinned Posts
- What else would you add?



<https://www.linkedin.com/feed/update/urn:li:activity:7211500350413918209>



Scheduling Suggestions

- Consider Systemising
- Consider In Platform Scheduling
- Well Known – Hootsuite, Buffer, Zoho Social
- Check your requirements
 - pre-prepare and approvals
 - re-use content and all platforms
 - integrations and reporting
- What else would you add?



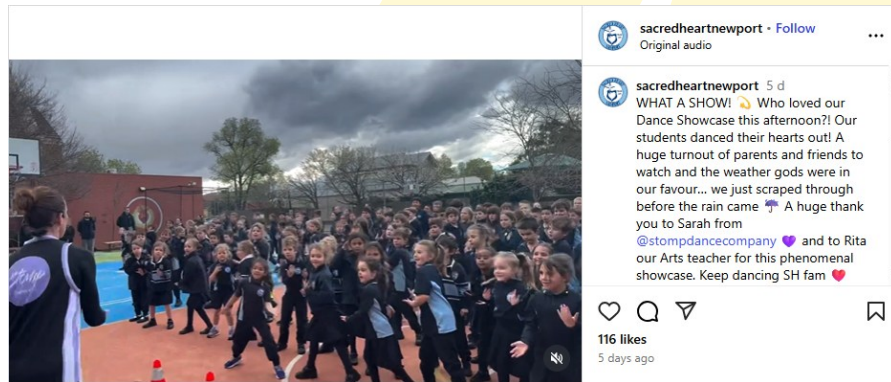
What Works - Images

- Tells a story on its own
 - Can include one or more faces
 - Can include identifiable background
 - Clear and easy to see
 - Bright and colourful
 - Two similar images to stop scrolling
 - Perhaps an unusual angle
 - Action shot but still clear
 - Always take lots – in case of closed eyes!
-
- What else would you add?



What Works – Social Media Videos

- Attention grabbing first three seconds
- Ideally less than 60 seconds
- Include captions (MS Clipchamp)
- Upload directly with .srt captions file
- Portrait for mobile viewing
- Landscape for laptop viewing
- Add to YouTube Channel as well



<https://www.instagram.com/p/DN5JnV5ETNI>

- What else would you add?



What Works – Animations

- Still Graphic or Motion Video
 - Quick and cheap to prepare
 - Can add to Media Library and re-use
 - Design for best viewing on all platforms
 - Make sure clear fonts
-
- What else would you add?



<https://x.com/StMichaelsNM/status/1356526412677615616>

What Works – Sizes for Images and Videos

Universal Image Dimensions

These formats work well across most platforms:

Format	Dimensions (px)	Aspect Ratio	Best For
Square	1080 × 1080	1:1	Instagram, Facebook, LinkedIn, Twitter/X
Portrait	1080 × 1350	4:5	Instagram, Facebook, LinkedIn
Landscape	1200 × 628	1.91:1	Facebook, Twitter/X, LinkedIn
Vertical Full	1080 × 1920	9:16	Stories, Reels, TikTok, YouTube Shorts

Universal Video Dimensions

These are optimized for visibility and engagement:

Format	Dimensions (px)	Aspect Ratio	Best For
Vertical Full	1080 × 1920	9:16	TikTok, Instagram Reels, Facebook Stories, YouTube Shorts, Pinterest Video Pins
Landscape HD	1920 × 1080	16:9	YouTube, Facebook, LinkedIn
Square	1080 × 1080	1:1	Instagram Feed, Facebook Feed, LinkedIn
Portrait	1080 × 1350	4:5	Instagram Feed, LinkedIn Feed

MS Copilot 'best image or video dimensions to work across all social media platforms'

Make sure main content is in centre of image or video, especially if cross posting

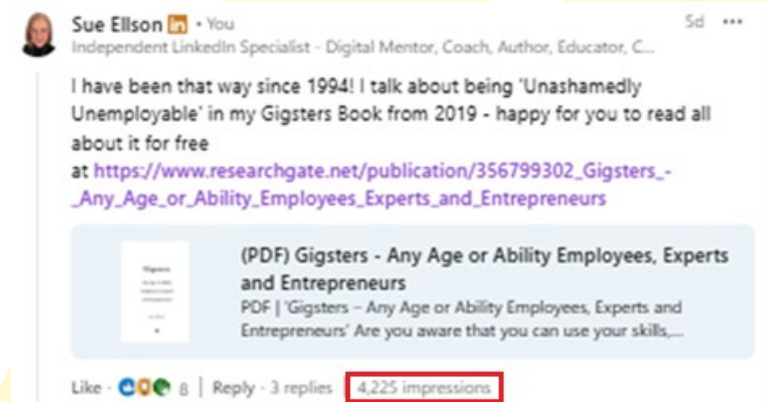
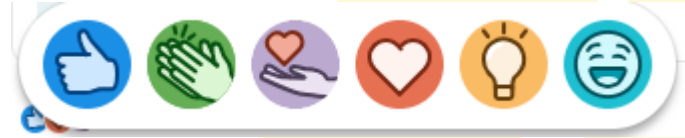
Instagram displays as 1080 x 1350 pixels (4:5) now – so always check online / Canva not just AI!!

YouTube Thumbnails 1280 x 720 equivalent to 1920 x 1080



What Works – Engagement

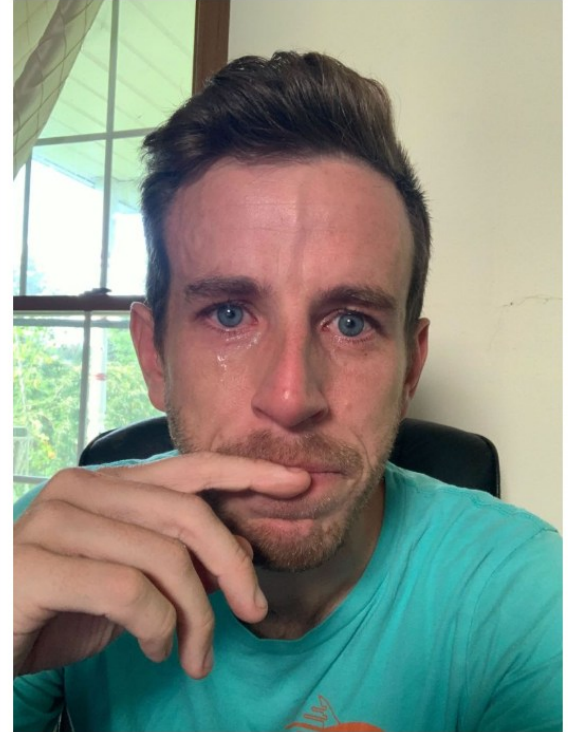
- Regular Reactions (Likes)
- Semi-regular Comments
- Respond to @Mentions quickly
- Taking conversation offline
- Screen shot any concerns
 - have a procedure in place
 - respond appropriately
 - ignore or remove
 - others respond for you
 - learn and adapt
- What else would you add?



What Not To Do

- Forget to add social links to website
- Criticise anyone or discuss politics
- Get too personal
- Hijack other posts
- Spam tag @mention or #hashtags
- Publish videos on video company channel
- Focus on one platform only
- Post and Ghost
- Post too often – keep Engagement Ratio aligned Posts:Reactions & Comments 1:3+
- What else would you add?

And I can't think of a lower moment than this.



57,594

10,288 comments · 1,055 reposts

https://www.linkedin.com/posts/bradenwallake_this-will-be-the-most-vulnerable-thing-ill-activity-6962886723617910784-_L4w



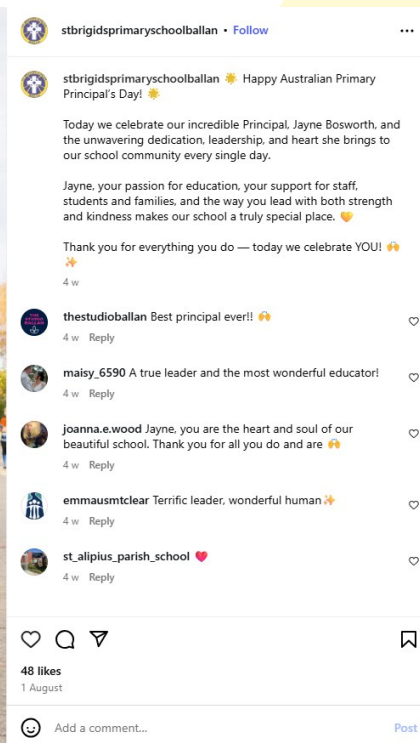
Great Examples



https://www.facebook.com/permalink.php?story_fbid=pfbid029DZXusNWhroue6U3j9n4Rr6H6wDvyknc_hhQGnzXoxY5orDnuxqjeic8JGyUiWmLnl&id=61572874446952



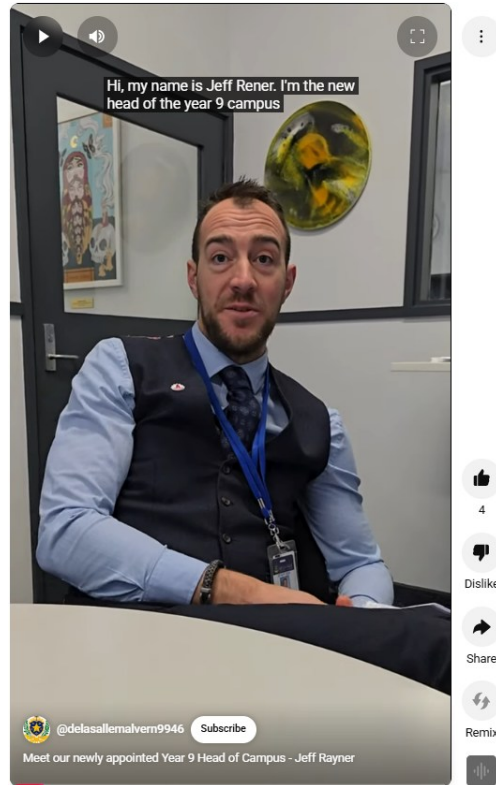
Great Examples



<https://www.instagram.com/p/DMzHgXOTXBz>



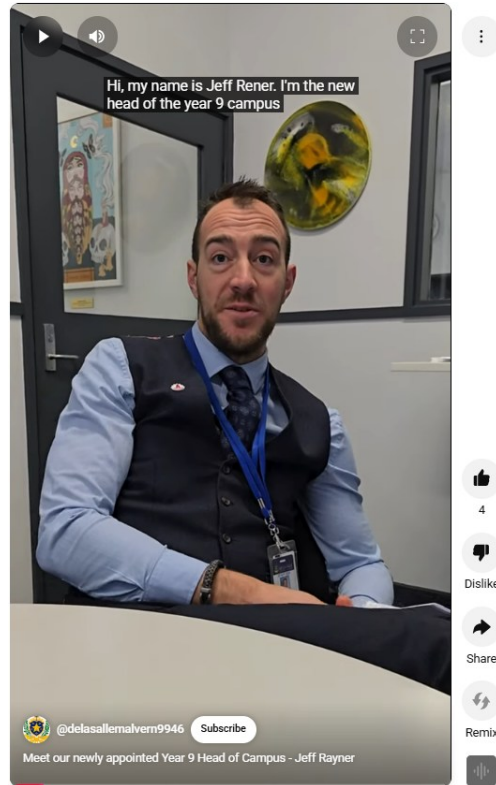
Great Examples



<https://www.youtube.com/shorts/qMQBuSJCKbo>



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<https://www.youtube.com/shorts/qMQBuSJCKbo>



What can you share?

- We will add links here for you to check out later!
- Great example here from St John's Regional College!



The poster features a photograph of two students in school uniforms. A girl in the foreground is smiling and holding a book, while a boy in the background is also smiling. The text on the poster is as follows:

**2026 Enrolments
NOW OPEN**

LIMITED YEAR 7 2025 ENROLMENTS

| Year 7 Information Night **16 October** | ACER Testing **20 & 21 November**
| Orientation Day **10 December** | First Day of Term 1 **31 January 2025**

SCAN TO BOOK A TOUR 

Thank you – and Questions and Answers

Great to have you with us! Please keep in touch!



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<https://www.truelocal.com.au/vic/east-melbourne/melbourne-archdiocese-catholic-schools-15221673>

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Long answer (200 characters)

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- ☐ Alumni and LinkedIn - Strategy and Tactics
- ☐ Other

5. Any other comments or specific requests?

Long answer (300 characters)





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