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2026
MELBOURNE

Advancement PRACTITIONER TRAINING

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Marketing & Communications

Advanced Social Media Marketing

Sue Ellson

International Independent
LinkedIn Specialist,
Social Media Consultant
120 Ways Publishing

Introduction

Learn how to understand your school's digital, social and AI presence by understanding the current trends, reflect on your options and learn from specific school examples.

We will reflect on content from school websites as well as Facebook, Instagram, LinkedIn, YouTube etc.



See and share the slides via bit.ly/4iFENXV

This link includes all presentations by Sue Ellson for Educate Plus since 2014
sueellson.com/educate-plus-presentations-and-publications



Check In

When did you last...

Check your handout and
complete for your school

- Last Social Media Audit date?
- Last Social Media Profiles Review Date (including all settings)
- Last Website Review Date (including all links included and work when clicked)
- Last check of Google/Bing Search results when you Google/Bing your school on different computers
- Last check of AI results when you look for information about your school on different AI platforms – MS Copilot, Google Gemini, ChatGPT, Claude etc
- How have your Google Analytics (and/or Microsoft Clarity) statistics changed in the last 12 months?
- How is your school website and online content educating AI?

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

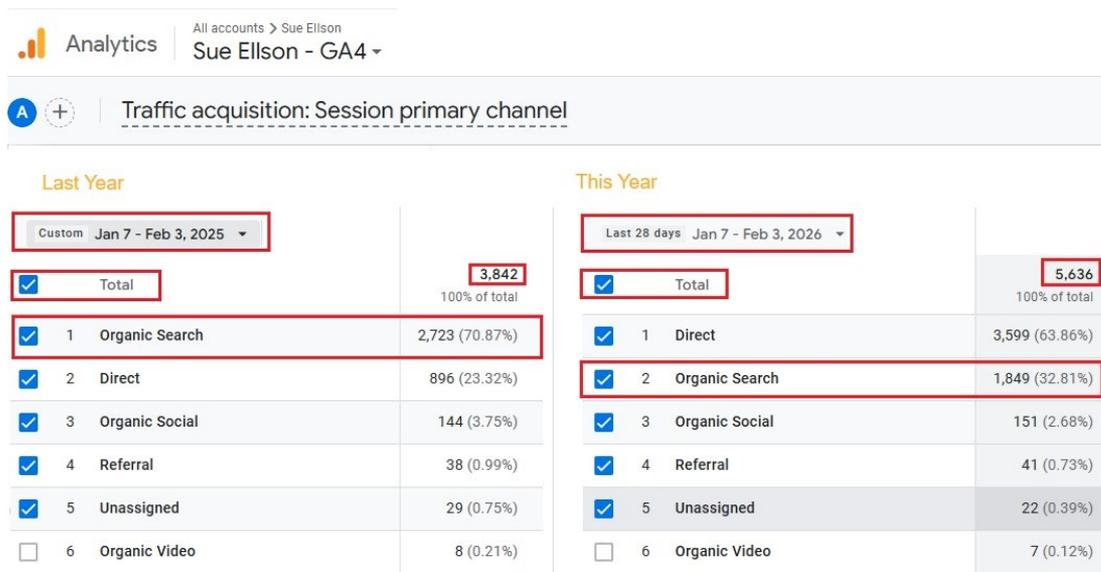
<https://addlly.ai/blog/how-to-audit-your-website-ai-search-visibility>

<https://www.getpassionfruit.com/blog/how-to-audit-your-website-for-ai-search-readiness-the-complete-geo-checklist>

For Example

How website acquisition results have changed...

Search Engine Optimisation + Generative Engine Optimisation



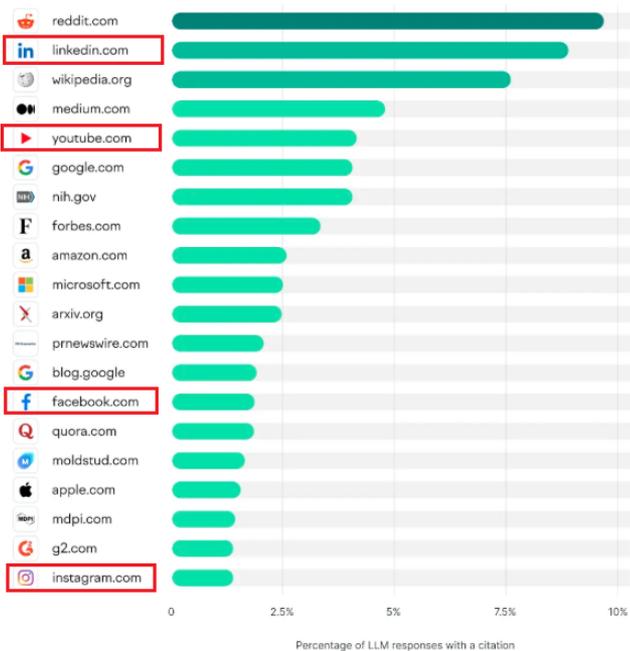
https://www.linkedin.com/posts/sueellson_onlinepublishing-sueellson-ai-activity-7424616373319942145-ZKzH

For Example

The Most-Cited Domains in AI: A 3-Month Study

Includes LinkedIn, YouTube, Facebook and Instagram!

Top Cited Domains on LLMs (ChatGPT, Google AI Mode, Perplexity): October 2025



Based on a Semrush study of 230K prompts conducted in October 2025

semrush.com

SEMRUSH

In the Past

In the Future



In the Past

Aiming for 'viral'

Standard Algorithms

Specific information

Search Query

Fast Fads

Broadcast Media (Traditional)

Selected Database

Science Based Algorithm

Location Based Results

Variety of Content

Author Content **E**xpertise, **A**uthority, **T**rust

In the Future

Aiming for 'viewer aligned'

Interpretative AI 'viewer interests'

'Referenced' answer

Prompt Task

Behaviour Trends

Discovery Media (Digital First)

Comprehensive Dataset

Large Language Models, Natural Language Processing

Location Referenced (Authority) Based Results

Specific Answers (FAQ's, Pricing, Next Steps)

Author **E**xperience, **E**xpertise, **A**uthority, **T**rust

Content Suggestions

For websites...

AI-Ready Content Structure Checklist

Your content architecture directly impacts citation potential. AI engines prefer content with logical flow, clear headings, and scannable sections that answer specific questions directly.

Content Element	Traditional SEO	AI Search Optimization	Implementation Priority
Headlines	Keyword-focused	Question-answering	High
Meta Descriptions	Click-through optimization	Summary accuracy	Medium
Content Structure	H-tag hierarchy	Answer architecture	High
Internal Linking	PageRank distribution	Topic clustering	High
Schema Markup	Rich snippets	AI understanding	Critical
Author Information	Optional	Authority building	High

Optimize for Direct Answer Extraction

Structure content to provide immediate answers. Start sections with clear statements that AI engines can extract as complete responses. Avoid burying key information in lengthy paragraphs that require interpretation.

Use numbered lists and bullet points strategically. AI engines often cite well-formatted lists because they're easy to extract and understand. This formatting choice significantly impacts your AI search readiness.

Search Engine Optimisation SEO focuses on ranking in search results, while Generative Engine Optimisation GEO targets getting cited by AI engines.

GEO prioritizes answer quality, authority signals, and content structure over keyword density and backlinks.

A website AI Chatbot can use your website content to provide 'automatic' answers (tawk.to)

Content Suggestions

For social media...

- Short form portrait video < 3 minutes
- New platform features – early adoption wins
- Use non-regular features (ie One Question Polls and PDFs on LinkedIn)
- Quick answers – infotainment / micro learning
- Include steps to complete
- Comparisons – make it scroll stopping
- Images – that tell a story without words
- Clear Infographics – that are ‘save friendly’
- Conversation generators – comments 15+ words
- Social Search – people look within platforms for information
- User Generated Content – better than ‘perfect’
- People see through AI generated content
- Include keywords, quick answers, location based content
- Go beyond reactions and comments to reposts, forwards and **saves**

General Suggestions

For online strategy...

- Journalistic style – lasts forever (evidence based, fair reporting)
- Employee Advocacy – Onboarding and Offboarding processes
- Interpretive experience – imagine what is of interest (one topic)
- Build ‘Author’ Profiles – brand ‘you’ (own name website, ISBN publication)
- Can’t have Google Reviews, can have Facebook Reviews (Bing, ChatGPT)
- Be clear on how you are going to ‘archive’ your school website (suggest regularly copy/pasting new content URLs to archive.org/web)



<https://marketoonist.com/2022/10/evolution.html>

2026 – Consumers want an instant reliable answer to their questions from detailed prompts and/or voice activated AI?

Top 10 AI Induced Marketing Pivots for 2026

1. Stop writing blogs. Start publishing answers (pricing, timeframes, FAQs, next steps)
2. It's not about #1 — it's about being included in the answers customers see first (**include citations**)
3. Proof beats promises (reviews, photos, outcomes, case studies)
4. Local wins = local authority (not just a Google Business Profile – **also Bingplaces.com Profile**)
5. Make your business easy to understand online (consistent name/services/locations everywhere)
6. Write for real customer questions (not “marketing keywords”)
7. Convert more of the visits you do get (clear call-to-action + proof on key pages)
8. Make content easy to quote (quick answers, steps, comparisons, checklists)
9. Test what ChatGPT says about your service (and fix what's missing)
10. Add AI visibility to your scoreboard (don't just track traffic)

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Platform Specific Examples

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Aquinas College, Melbourne
Ave Maria College
Bacchus Marsh Grammar School
Downlands College
Illawarra Christian Education
Ipswich Grammar School
John Paul College, Frankston
Mentone Grammar School
Oakleigh Grammar School
Rosebank College
Scotch College, Perth
St Andrews Lutheran College
St Bernard's College
St Dominic's Priory College
St Joseph's College Gregory Terrace
St Kevin's College, Toorak
St Mark's Church School, Wellington
St Stephen's School
The Geelong College

Website

Easy to find information
for people and robots

The screenshot shows the homepage of the St Stephen's School website. At the top, there is a navigation bar with the school's logo and name on the left, and a 'MENU' button with a hamburger icon on the right. The main content area has a dark blue background. It features the school's logo and name at the top left. Below this, there is a paragraph describing the school as a progressive independent school of the Uniting Church. To the right of this paragraph are sections for 'Office Hours' (8.00am - 4.00pm, Monday - Friday) and 'Church Partnerships' (NorthWay Uniting Church, Uniting Church - Trinity North). Further down, there are three columns of contact information for different campuses: Carramar Campus (PK-Year 12), Duncraig Campus (Duncraig Year 3-12), and Early Learning Centre (PK-Year 2). Each column lists the address, email, and phone number. At the bottom of the page, there is a statement of acknowledgment to the Noongar people and the CRICOS Provider Number 03719C. Social media icons for Facebook, Instagram, LinkedIn, and YouTube are also present.

St Stephen's School
SERVE GOD SERVE ONE ANOTHER

St Stephen's School
SERVE GOD SERVE ONE ANOTHER

St Stephen's School is a progressive independent school of the Uniting Church, with a reputation for excellence in teaching and developing well-rounded young men and women.

Office Hours
8.00am - 4.00pm
Monday - Friday

Church Partnerships
NorthWay Uniting Church
Uniting Church - Trinity North

Carramar Campus
PK-Year 12
50 St Stephens Crescent Tapping WA 6065
admincarramar@ststephens.wa.edu.au
+61 8 9306 7100

Duncraig Campus
Duncraig Year 3-12
100 Doveridge Drive Duncraig WA 6023
adminduncraig@ststephens.wa.edu.au
Duncraig Primary +61 8 9243 2102
Duncraig Secondary +61 8 9243 2100

Early Learning Centre
PK-Year 2
9 Brookmount Ramble Padbury WA 6025
adminelc@ststephens.wa.edu.au
+61 8 9243 2480

St Stephen's School acknowledges the Noongar people, the traditional custodians of the lands and waters on which the School stands. We pay our respects to Elders past, present and emerging and acknowledge the Noongar people as the sovereign First Peoples of this place.

CRICOS Provider Number 03719C

<https://www.ststephens.wa.edu.au>

<https://www.ststephens.wa.edu.au>

Website

Facilities – in detail



OUR FACILITIES

Situated in a superb location in the regional city of Toowoomba at the centre of a prosperous rural community, Downlands provides a full range of facilities often found only in large cities. Yet, the College is in a peaceful setting of beautiful avenues, parks and gardens.

Nestled in 38 hectares of beautifully landscaped grounds, with historic buildings and modern facilities, including a performing arts centre; dance, drama and film studios; indoor sports centre; flourishing Rural Centre; seven ovals; and a heated 50m outdoor pool. Downlands is a unique and rewarding venue for conferences, events and functions of all kinds.

MEETING FACILITIES

Downlands College has the capacity to accommodate 800 delegates in a theatre-style setting at the Graham Centre. For a more intimate gathering, the beautiful Tudor Hall can comfortably seat 240 guests.

The Graham Centre boasts a stage and a polished wooden floor, providing a professional and sophisticated ambience. Meanwhile, the exquisite Tudor Hall features oval silky oak windows and antique lighting, creating a truly captivating atmosphere. Additionally, the on-site chapel adds to the charm with its outstanding stained glass window feature.

The College also boasts meticulously maintained lawns and expansive grounds, which provide the perfect backdrop for photography or for enjoying a glass of champagne and some delectable canapés. Additionally, catering services are available on-site.

OTHER FACILITIES

TECHNICAL AND AV FACILITIES

<https://www.downlands.qld.edu.au/our-college/college-facilities>

LinkedIn

Snapchat – Sponsored Post in LinkedIn designed for university students

Clare Nash  • 2nd
APAC Marketing at Snapchat
Promoted by Snap Inc. + Follow ...

This week we launched our latest local Say it in a Snap campaign, celebrating the very real moments uni students experience as they head back or start uni. It's fun, it's unfiltered and it's all happening in the chat.

Snapchat is where people connect with friends and family around life's big and small moments. And while you may assume brands don't belong in people's chats, that couldn't be further from the truth when brands show up in a relevant, useful way (and yes, Snap can help with that).

That's exactly why Sponsored Snaps, launched last year, perform so well - just ask [Contiki](#), [Uber](#), or [Chemist Warehouse](#) - check out what they achieved here - <https://shorturl.at/kmk1U>

Special shout out to [Officeworks](#) and [KFC South Pacific \(Yum! Brands Subsidiary\)](#) for being part of our Say it in a Snap campaign - two absolute essentials of the uni experience.

[Ryan Ferguson](#) [Clare Rudduck](#) [Natasha Brack](#) [Alycia Emmerson](#) [Natalie Takchi-Fleming](#) [Roxy D. Zoé Hartas](#) [Emotive | Creative Agency OMD Australia](#)



SAY IT IN A SNAP 

 Michelle J Raymond and 61 others 4 comments · 3 reposts

https://www.linkedin.com/posts/clarenash1_this-week-we-launched-our-latest-local-say-activity-7429724114401251328-YqeF

LinkedIn

Today...

 **St Kevin's College**
4,324 followers
1mo · 🌐

+ Follow ...

Today at Heyington, we were delighted to welcome our Class of 2031. There was a sense of nervous excitement in the air, alongside plenty of smiling and happy faces, as our Year 7 students began their Senior School journey. They were warmly welcomed by the Principal, College Leadership and Middle School teachers, before spending time settling in with their new Tutor Groups.

We hope our Year 7s enjoyed a positive and memorable first day, and we look forward to welcoming the rest of the school community tomorrow for the start of the 2026 school year.



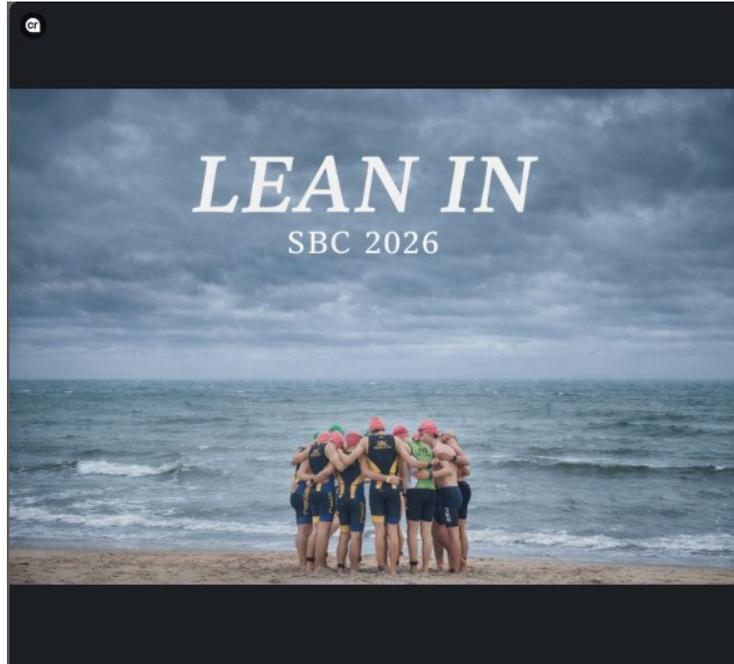
 Steven Troeth and 158 others 2 reposts

 ▾  Like  Comment  Repost  Send

https://www.linkedin.com/posts/st-kevin%27s-college-toorak_today-at-heyington-we-were-delighted-to-activity-7422500494650048512-fVuE

LinkedIn

Repost...



Dr Michael Davies
GAICD

• 2nd + Follow X

Principal at St Bernard's College
1mo • 6

It's remarkable how a single, iconic photograph, thoughtfully shared by a parent, can spark a theme or vision that goes on to influence and shape the direction of an entire year. Such moments remind us that inspiration often emerges from our own community, providing clear focus and unity for the journey ahead.

On a chilly, overcast Melbourne morning, classic spring weather, students from Year 12 to Year 7, lined up for the triathlon with arms linked and faces set with determination. The water was cold, the sky grey, and it certainly wasn't a morning for the faint-hearted. Yet what stood out most was their collective response: they chose to lean in.

Encouragement passed down the line was simple and strong "Lean in." No drama, no theatrics, just quiet words shared between friends. They'd done the work; now it was time to trust their preparation and lean into the challenge ahead. As their voices softened, each person strained to affirm the message: lean in, together.

Every year, we search for a unifying theme, a rallying call that brings students, staff, and parents together. Sometimes, inspiration comes from the most unexpected places. This year, it's emerged from

amongst our own, the image of our students supporting each other, a moment captured by a parent. From that photo, the message rang clear: when the task is daunting, lean in; when the path is uncertain, lean in; when the right thing is the hard thing, lean in.

This is our call to action for the year ahead. Let us lean in, into challenges, into choices, into doing what's right even when it's tough. In unity, in courage, in encouragement, we lean in. From the first day with our year 7 students to the last day of Year 12, we lean in. In the classroom, on the sports fields, in outreach, in outward bound and in the training and the doing, we lean in.

We hope that this photo will serve as a reminder that our greatest inspiration is often found in the quiet strength and togetherness within our community, and that, as a community, we are always at our best when we lean in.

#LEAN_IN



12 comments • 2 reposts

https://www.linkedin.com/posts/dr-michael-davies-gaicd-3b7305a5_leanabrin-activity-7422608138698276865-9EUZ

Facebook

ATAR Results...

 **St Andrews Lutheran College**
13 February at 15:00 · 🌐

During our Academic Assembly this week, we welcomed back those students who shared their ATAR results with the College and achieved 90 or above. It was a pleasure to celebrate their hard work and commitment and hear about their exciting plans ahead.



  48

 Like  Comment  Share

<https://www.facebook.com/standrewslutherancollege/posts/pfbid0TpLVFVHQ4QSgLMh4eiiZa838h58h47G3Bk89QS1cvEQMgW8riRcmYcqkaLQRRcrl>

Facebook

Student led...

 Ave Maria College Aberfeldie
4d · 🌐

It's International Women's Day on Sunday and our Ave Digital Team, Sam, Dominique, Mia, Jasmine (Year 11), Ellie and Karla (Year 10) has been out at lunchtime this week... [See more](#)



  25

1 comment 939 views

 Ave Maria College Aberfeldie
4d · 🌐

It's International Women's Day on Sunday and our Ave Digital Team, Sam, Dominique, Mia, Jasmine (Year 11), Ellie and Karla (Year 10) has been out at lunchtime this week asking our staff and students about what the day means to them 💜
Thank you to all the incredible women in our College Community who inspire and empower our students every day!
[#IWD2026](#) [#WomenSupportingWomen](#)



  25

1 comment 939 views

<https://www.facebook.com/reel/1158399956412721>

Instagram

Pinned...

TERM 1
Key Dates

- 30 January** Term 1 Commences
- 2 February** Prep Students Commence
- 6 February** School Photos (Prep - Year 12)
- 9 February** Year 5 Camp - Phillip Island
- 18 February** Year 10 Camp - Anglesea
- 18 February** Year 11 Camp - Anglesea
- 18 February** Year 12 Camp - Queenscliff
- 25 February** Year 9 Adventurous Journey
- 25 February** Open Day (ELC - Year 12)
- 9 March** Labour Day Public Holiday
- 22 March** Greek Independence Day Parade
- 25 March** Greek Independence Day
- 31 March** Open Day (ELC - Year 12)
- 3 April** Term 1 Concludes

oakleigh.grammar • Follow

oakleigh.grammar Term 1 is almost here, and we're excited for a year of learning, growth and new beginnings.

At Oakleigh Grammar, Term 1 sets the tone for academic focus, community connection and student achievement.

Save the dates and stay across the key moments for the term ahead! ✨

#oakleighgrammar #empoweringyoungminds
#exceedtheexpected #humility #aspiration #respect #kindness
#roundsquareschool

5 w

Liked by [neha.shah1209](#) and others
28 January

Add a comment... [Post](#)

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

Instagram

Proof...



*"I travel on the No. 4 bus at 8:00 am every morning. The bus is always full of students and I often have to stand. However, today a student stood up and offered me her seat, which I gratefully took as I was carrying several bags. It was wonderful to see such good manners in action. It was so heartening to see a student lead with such kindness and respect. After months of commuting, it was a breath of fresh air to have a student offer their seat. **Thank you, St Mark's, for raising such well-mannered young people.** Thank you instilling these values in your children; it truly made my morning."
-Local Commuter*

stmarksschoolnz • Follow

stmarksschoolnz We received a lovely message this morning that made our day. A commuter on the No. 4 bus at 8:00 AM shared that one of our wonderful students stood up and offered their seat so they could manage their bags.

It's a small gesture that made a huge difference. To the student involved: thank you for representing St Mark's with such kindness and respect. We are so proud of the way our students look out for our community!

4 w

35 likes
9 February

Add a comment... Post

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

YouTube

Staff...



john paul college frankston X Q



Why Our Staff Love Working at JPC

John Paul College
170 subscribers

Subscribe

2 2 Share Save Download ...

<https://www.youtube.com/watch?v=sc6WsEkJKsM>

YouTube

Boarding...



The Geelong College



Boarding at The Geelong College



The Geelong College
428 subscribers

Subscribe



<https://www.youtube.com/watch?v=56AcQN5TxK0>

TikTok



principal_lamb ✓

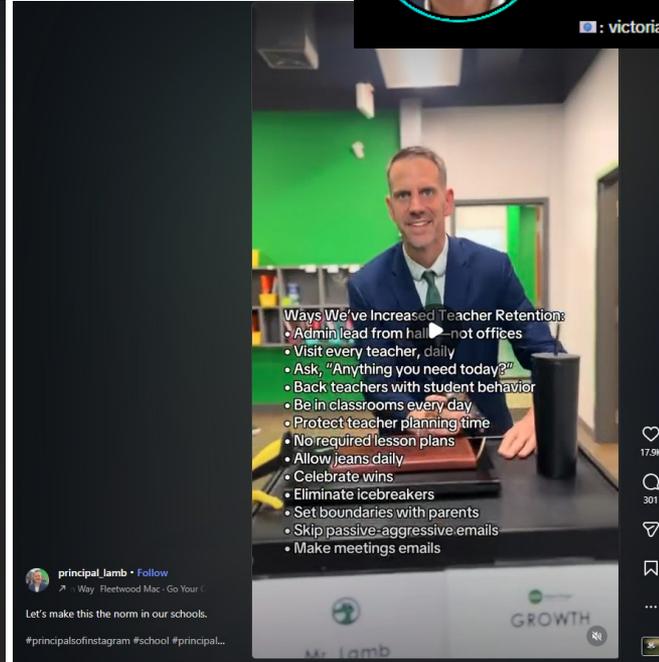
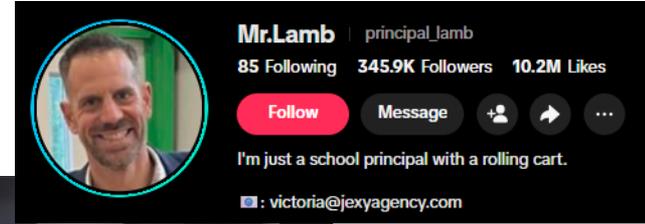
Jared Lamb

1,013 posts 612K followers 618 following

I'm a veteran principal who traded in my principal office for a rolling cart.
Management: @jexyagency
victoria@jexyagency.com
joindeleteme.com/PRINCIPALLAMB and 1 more
principal_lamb



<https://www.instagram.com/reels/C4ETfJiMDx3>



<https://www.instagram.com/reels/DT6GqeiCZFq>

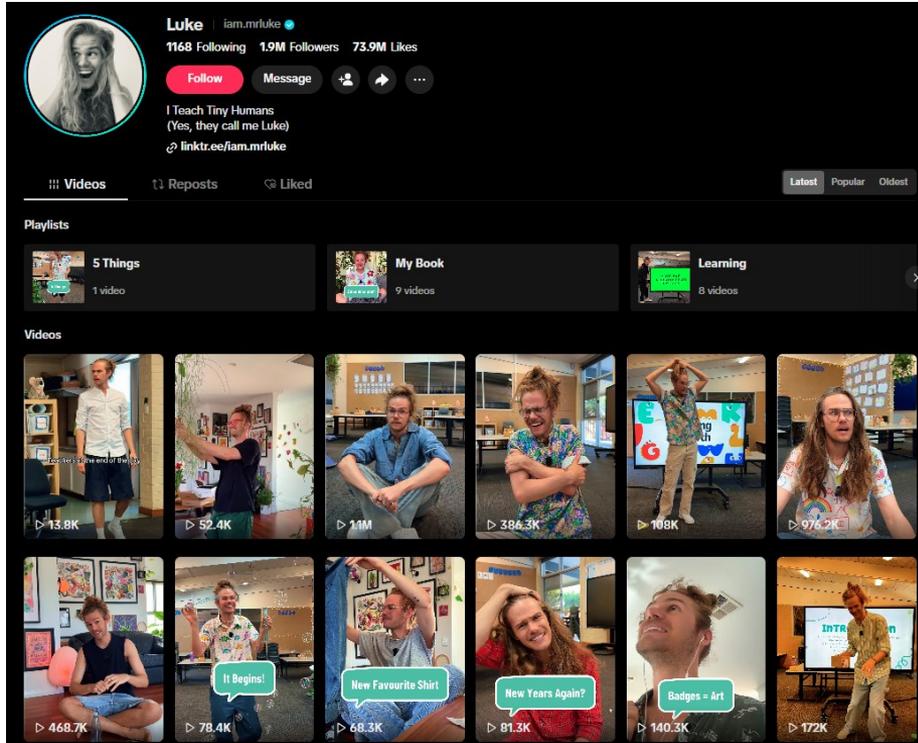


<https://www.youtube.com/shorts/RJyfMaVvVrw>

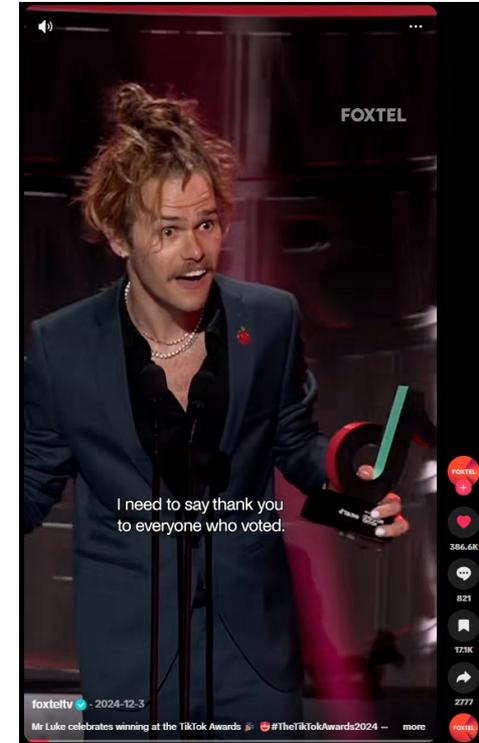
Principal...

TikTok

Educator...



<https://www.tiktok.com/@iam.mrluke>



<https://www.tiktok.com/@foxteltv/video/7444063347974196535>

Specific Tips

Search and AI is now looking for...

Add notes in your notebook based on case studies discussed...

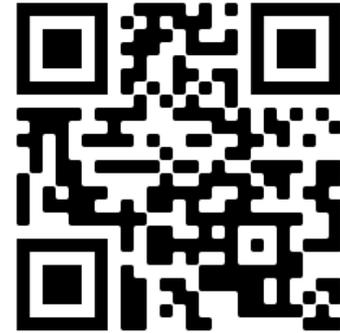
Discuss what you have observed or what you have been advised to consider by your digital advisors...

Agentic AI is coming – AI Agents will ‘do’ work for you...



Questions and Answers

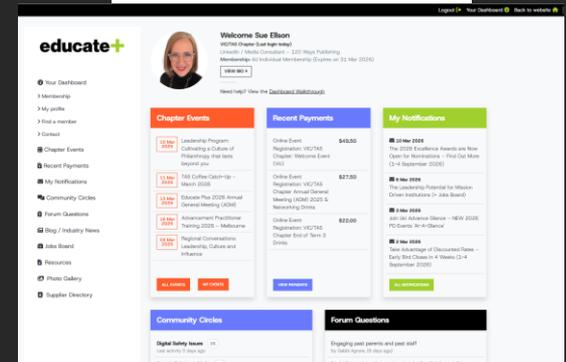
Open discussion...or email direct
sueellson@sueellson.com



sueellson.com/contact

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- instagram.com/educateplus 311/389/478 Followers
- x.com/Educate_Plus 483/465/452 Followers
- linkedin.com/company/educateplus 3K/3K/3,993 Followers
- youtube.com/@educateplus4819 9/11/11 Subscribers 11 Videos
- vimeo.com/educateplusvideo 95/97/102 Videos



Evaluation

We genuinely appreciate your feedback and advice in relation to the last two days Advancement Practitioner Training...

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Thank you