

## Know your audience

Knowing who you're talking to and what they want to hear

***“Target audience analysis is a central component to any marketing strategy, as it gives you an informed view of who your audiences are and who your audiences are not.”***

Jacob Porteous, Writer  
*Social Bakers*

If you want to maximize the impact of your Facebook page then it is extremely important that you understand who your audience is. Knowing who you are speaking to, and what they want to hear will inform what content you post.

### **Define who you are talking to**

Generally speaking, your audience includes current students/parents and stakeholders such as church and community members. These are the groups that are likely to specifically look for your page because they have a vested interest in what happens at your school. In addition to these groups, you need to remember you may also be interacting with potential students/parents.

### **Understand the context**

Knowing who your audience is informs what you post, but remembering the context in which you are interacting with them is equally important. Your goal is to create content that your audiences *want* to know about, and that it is the kind of information they expect to find on Facebook. Facebook is called a "social media" for a reason. It is intended as a place for people to be social. You should not use your page as another announcement board.

### **Listen to your audience**

Pay attention to what kinds of posts get the most attention. Over time, patterns may emerge that show you which types of posts are most important to your audience.

### **Delegating:**

This can be delegated as long as you have set up guidelines as suggested last week.

### **Credits:**

Thank you to Lauren Heinrich, education department marketing intern, for creating this series of Facebook use for schools.

**Binder tab:** July

**School size:** All

### **Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?