

Pick the right content

Engaging your audience by posting social content, not nagging

“Facebook is placing value on meaningful interactions and connections, therefore deprioritizing news and other public content.”

Katy Ryder
Sensible Writer

It can be tempting to use Facebook as another way to make announcements. While the occasional informative post is ok (keep it to once a month or less), it is important to remember that Facebook is a social network. Facebook is built to promote content that generates engagement in the form of likes, comments, and shares. The more engagement you can generate with a post, the further it is spread to your audience. When deciding what content to post, think in terms of three categories: building community, telling stories and showing the future.

Building community

Your posts should showcase all the wonderful things going on at your school. This includes special events and student activities. Avoid alienating families by only highlighting sporting events or just kindergarten students. Make sure your posts include a variety of events and a diverse representation of your student body.

Telling stories

Stories are highly engaging. One way to include stories is to highlight student and teacher accomplishments. Share the story of an award a teacher has received or a contest a student has won. Or, let your audience get to know the types of students and teachers you have on campus through short interviews. Share stories of what your school is doing to be engaged in your community.

Show the future

Give parents a glimpse of what the next year(s) will like for their kids. Showcase a special, annual fifth-grade field trip or highlight eighth-grade graduation. If you can, interview an alum about their experience of your school and ask them to share how your school helped to prepare them for their next step in life. Your goal is to show current and prospective parents the possibilities your school has to offer their children.

Delegating:

Please share this with the Facebook master you have recruited.

Credits:

Thank you to Lauren Heinrich, education department marketing intern, for creating this series on 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?