

Photos aren't optional

Using photos to make your posts visible and shareable

“Visuals are no longer a nicety; they're an essential, core component of a successful social media strategy.”

Jay Baer, Writer
Convince & Convert

Every post you make should include a photo! Facebook's algorithm gives priority to posts that include pictures over basic, text-only posts. This means that by simply adding a photo, your post has a greater chance of being seen.

Know what to look for

Photos, especially pictures of a child interacting with something or participating in a special event give your audience something compelling to react to. Parents love to see their child featured, and may share the post with their friends and family. That is the goal. You want to take pictures of kids doing things that makes their parents want to share the post with friends and family.

Know how to take a good photo

As you start taking photos of events around your school, keep a few things in mind. Take pictures as close to the action as possible, and try to capture the moments when students are actively engaged. If your phone has a portrait mode, take advantage of it. Using portrait mode will keep you close to the action and will help blur out any background distractions. (For more tips, see “Take compelling photos with your phone” under “Ongoing Tasks” on the Marketing Corner page of the NCC Education Department website <http://nccsda.com/wp-content/uploads/2018/09/tip60-photos.pdf>)

Keep captions specific

Captions should be brief and accomplish two things. First, the caption needs to give context by explaining what is going on in the photo. Second, it needs to explain what specific learning objective is being illustrated through the activity. Your goal is to show parents how your school makes learning fun, but not at the expense of quality education.

Delegating:

Please share 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?