

A network diagram background consisting of a complex web of white lines connecting various sized white and light blue circular nodes. The nodes are scattered across the blue background, with a higher density in the top-left and bottom-right corners.

# **Social Content Strategy:**

## **How to Get People to Consume Your Content in a Noisy World**

**Darrian McClellan**  
Social Media Strategy Consultant

# About Darrian


- Doing social for 4+ years
- Worked with 20+ schools
- Specializes in social strategy
- Extreme baking queen
- Proud dog mom
- Soon-to-be-Mrs.



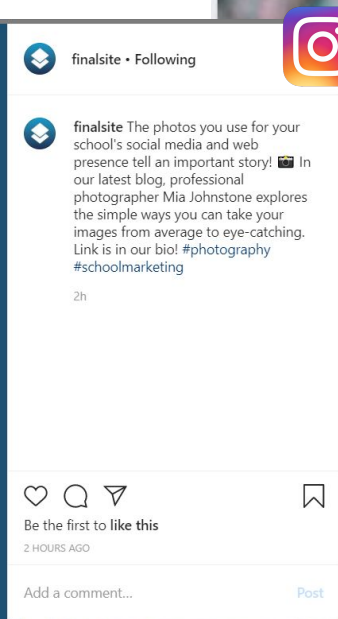
# What Should I Be Posting?



# Diversity Your Content



"Beautiful images have an amazing power to be transformative for the viewer."  
- Mia Johnstone



finalsite • Following

finalsite The photos you use for your school's social media and web presence tell an important story! 📸 In our latest blog, professional photographer Mia Johnstone explores the simple ways you can take your images from average to eye-catching. Link is in our bio! #photography #schoolmarketing

2h

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Add a comment... Post



Finalsite (Default)  
Published by HubSpot [?] · 3 hrs · 🌐

Making slight tweaks to your school's images can add a huge level of professionalism to your social and web content. Check out this fantastic blog by professional photographer Mia Johnstone for simple tips to make a difference! <http://bit.ly/376nlYo>



Finalsite @Finalsite · 3h

The quality of your school's images matter! Check out this fantastic blog by Mia Jonstone for simple tips to up your #photography game. [bit.ly/2RAvldF](http://bit.ly/2RAvldF)



# Facebook

- Focus on imagery
- Tell a **story**
- Focus on the why
- Build a hero



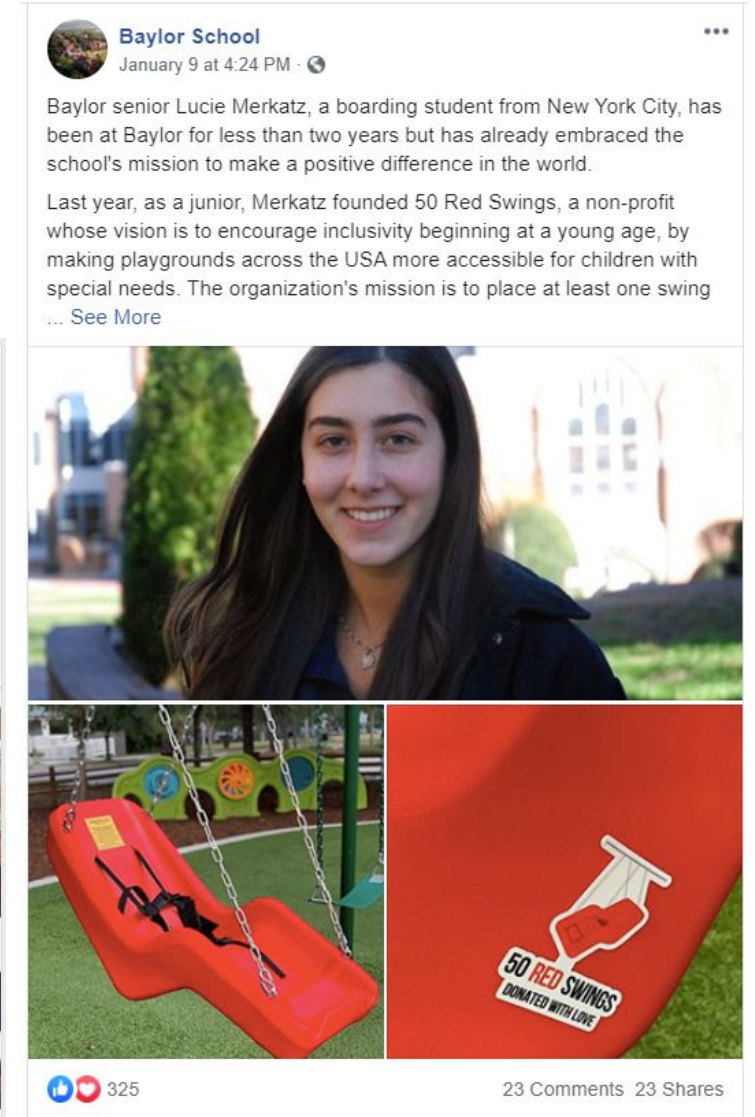
**King School** December 11, 2019 · 🌐

The Lower School Library was transformed into an interactive carnival complete with a Lego ferris wheel, games, and prizes as Grade 3 students presented their Motion Carnival on Wednesday afternoon. Students have been studying the properties of force and motion and to further their understanding of these concepts, they collaborated in a project-based learning environment to build and make a particular carnival game of their choice that demonstrated these properties and also included new technologies: Lego robotics, Dash and Dot robots, and digital scoring. Read more below:



**Grade 3 explores the properties of force and motion at their yearly Carnival**  
Post - King School's expert faculty prepares studen...



**Grade 3 explores the propertie motion at their yearly Carnival**  
Post - King School's expert facul...





**Baylor School** January 9 at 4:24 PM · 🌐

Baylor senior Lucie Merkatz, a boarding student from New York City, has been at Baylor for less than two years but has already embraced the school's mission to make a positive difference in the world.

Last year, as a junior, Merkatz founded 50 Red Swings, a non-profit whose vision is to encourage inclusivity beginning at a young age, by making playgrounds across the USA more accessible for children with special needs. The organization's mission is to place at least one swing ... See More



 325  23 Comments 23 Shares

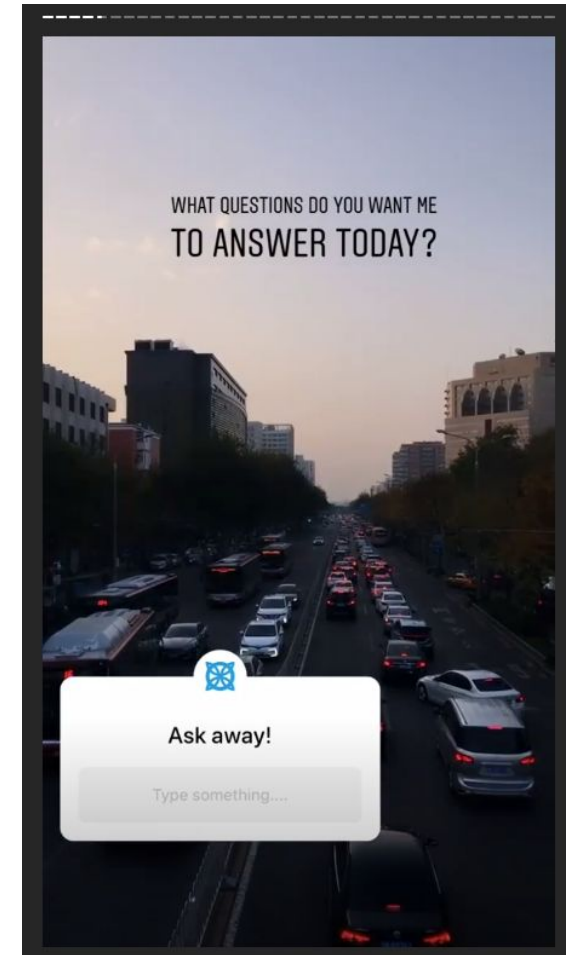
# Instagram

- Avoid text in your images
- Have fun with the content
- Keep images **high-quality**



# Stories

- Imperfect is better
- Go behind the scenes
- Make it **interactive**
- Showcase student experiences





# Twitter

- Keep it short + sweet
- Think **'newsworthy'**
- Focus on outreach + networking

Baylor School Retweeted

 **Josh Roe NC9** @joshroe · Nov 8, 2019  
Honored to talk to Medal of Honor recipient Gary Michael Rose today at @baylorschool

We will have more of what he told us on Monday on Veterans Day



7 17

 **Pomfret School** @PomfretSchool · Dec 11, 2019  
Congrats to all of our recognized all-star @nepsac Athletes from the fall season! #griffinlife #pomfretschool #griffinpride



2 8



# LinkedIn

- Target faculty + alumni
- Include high-level school updates + newsworthy items
- Highlight **curriculum**
- Avoid everyday content



# All About Hashtags

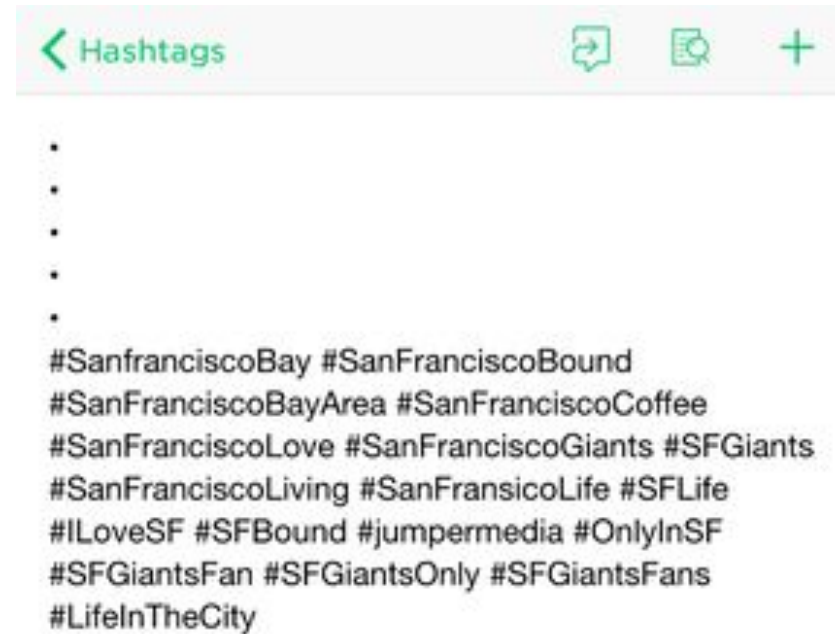




<b>Should I Use Hashtags?</b>	<b>No!</b>	Yes!	Yes!	Yes!	Yes!
<b>How Many?</b>		10-11	2-3 (but hidden!)	2-3	1-2

# Instagram

- 10-11 hashtags = **peak engagement!**
- Use line breaks and bullets to bury the hashtags



Take a [line] break. We're so excited to share that you can now add line breaks to your automatically published Instagram posts using Later. 🎉

Clean, crisp line breaks — no notifications required. Just type out your caption on Later exactly the way you want it, and that's precisely how it will post! ✨👤

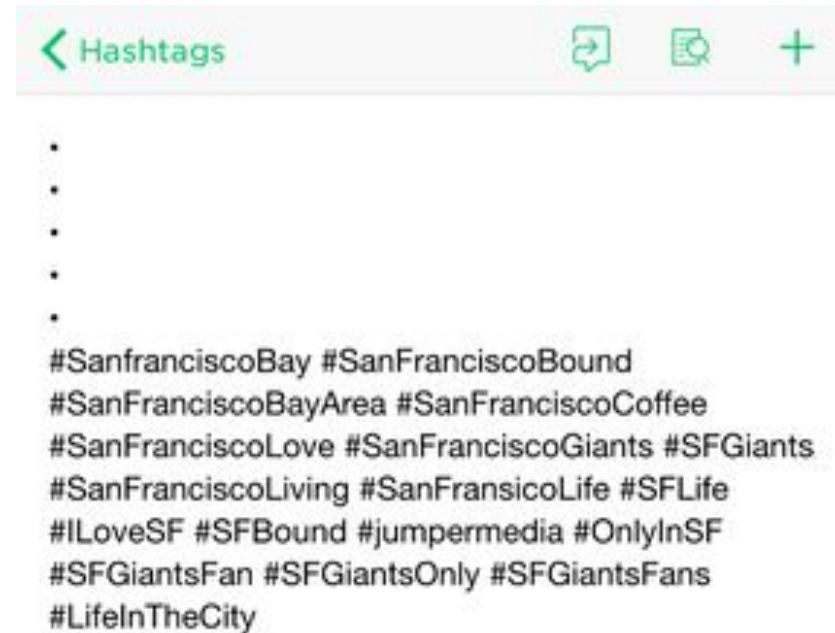
📷: @ananyork via @mytinyatlas

#socialmediamanagement #instagrammarketing #planyourfeed  
#instagramscheduler #flashesofdelight #acolorstory #instagramautopublish  
#igtips #smm #igtricks

# Instagram

- 10-11 hashtags = **peak engagement!**
- Use line breaks and bullets to bury the hashtags

**Pro Tip:** Save your favorite hashtags in a note to copy + paste when posting!



Take a [line] break. We're so excited to share that you can now add line breaks to your automatically published Instagram posts using Later. 🎉

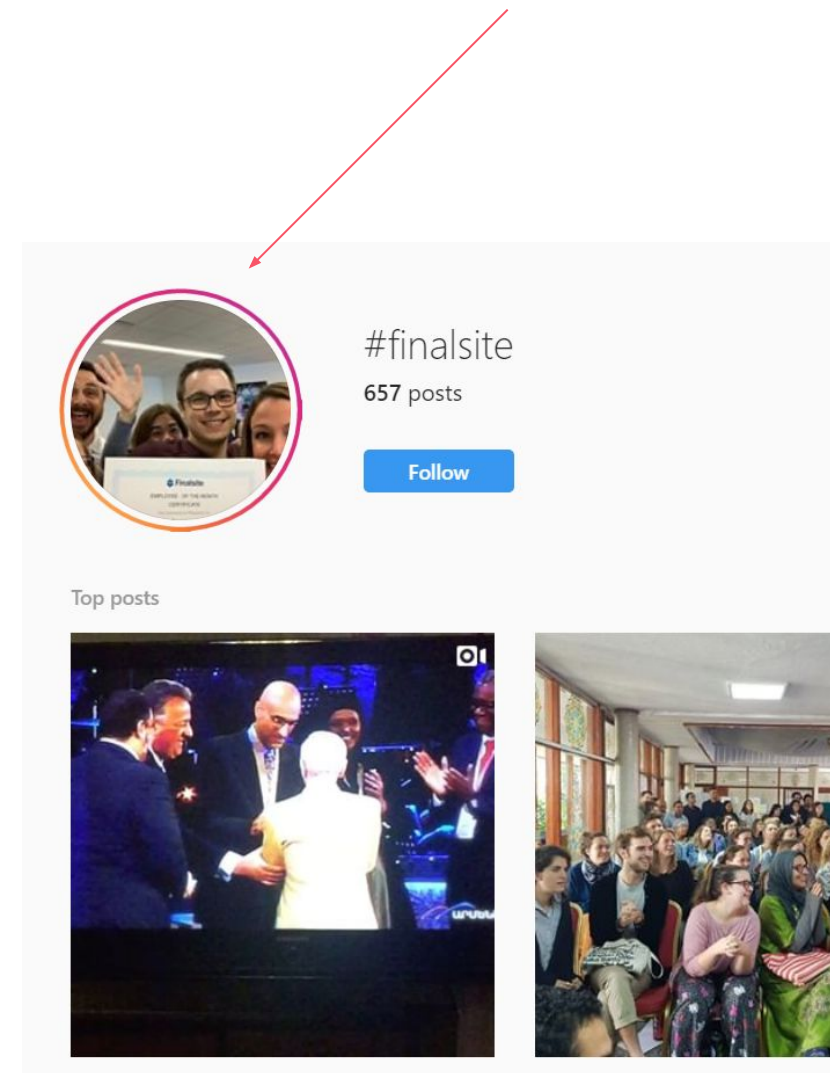
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📷: @ananyork via @mytinyatlas

#socialmediamanagement #instagrammarketing #planyourfeed  
#instagramscheduler #flashesofdelight #acolorstory #instagramautopublish  
#igtips #smm #igtricks

# Stories

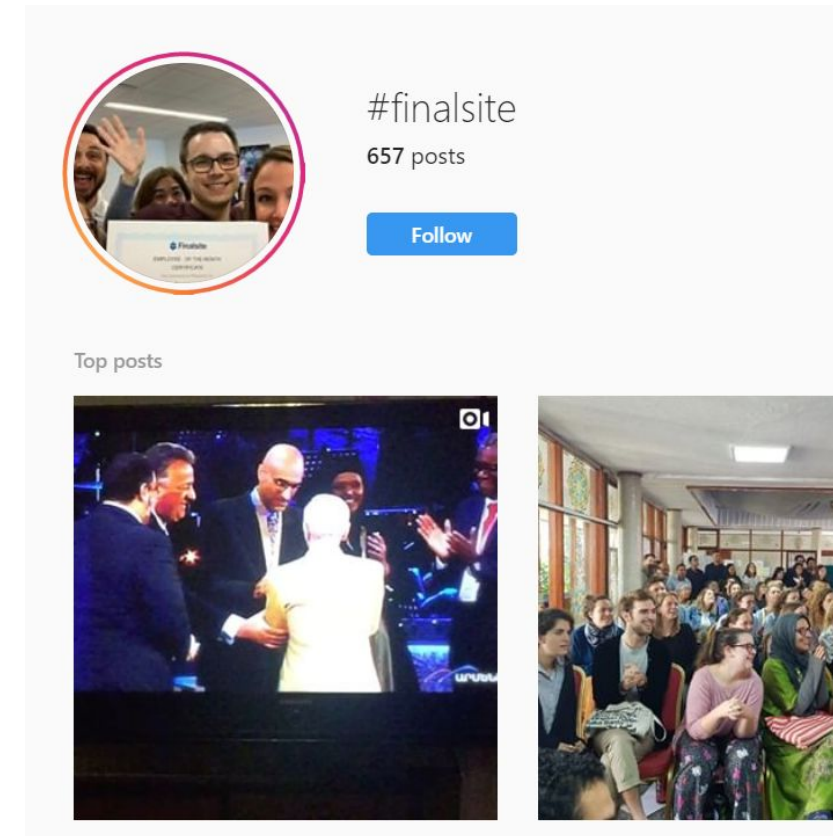
- Reinforce branding
- Get noticed on the explore page



# Stories

- Reinforce branding
- Get noticed on the explore page

**Pro Tip:** Add more + shrink them down to hide them from view!





# Twitter

- Leverage for **branding**
- Tap into current events
- Use local tags





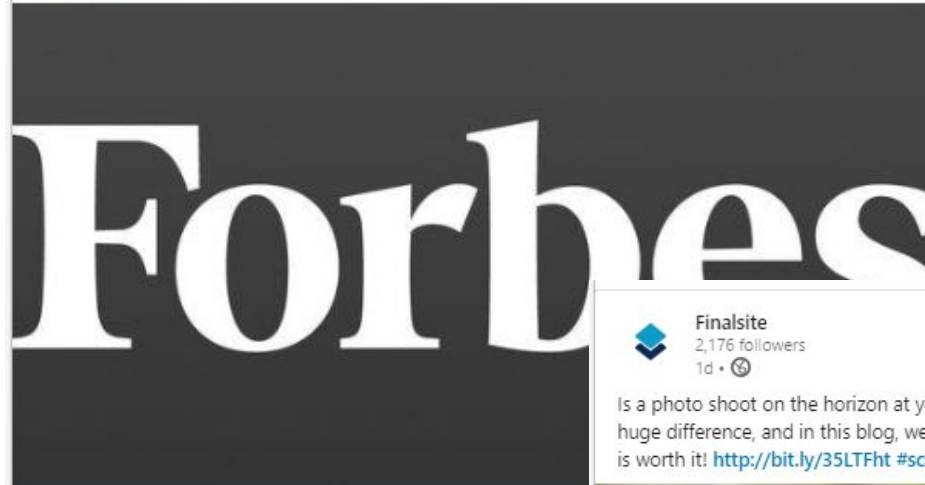


# LinkedIn

- Keep the **industry-focused**
- Avoid branding hashtags
- Don't overuse your tags

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Are you skeptical about investing in marketing efforts for your district? More and more public schools are embracing everything from social media to public relations, and this great article explores why! [#schoolmarketing](#) <http://bit.ly/2FO7HEK>



Why Public Schools Are Finally Getting Savvy About  
forbes.com

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Is a photo shoot on the horizon? 📷 Great photography can make a huge difference, and in this blog, we explore all of the reasons why the investment is worth it! <http://bit.ly/35LTFht> [#schoolphotography](#)



Should My School Hire a Professional Photographer?  
finalsite.com

# How Often Should I Be Posting?



**PRO TIP:**

**Aim for consistency, not frequency!**



<b>Recommended Posting Frequency</b>	3-4 posts / week	5 posts / week	1 story / day	5 tweets / week	3-4 posts / week
<b>Maximum Posting Frequency</b>	1 post / day	1 post / day	5-6 slides / day!	5 tweets / day + several RT's!	1 post / day

# When Should I Be Posting?



# Trick Question!

- If everyone posted at the same time...



# Here's What to Do

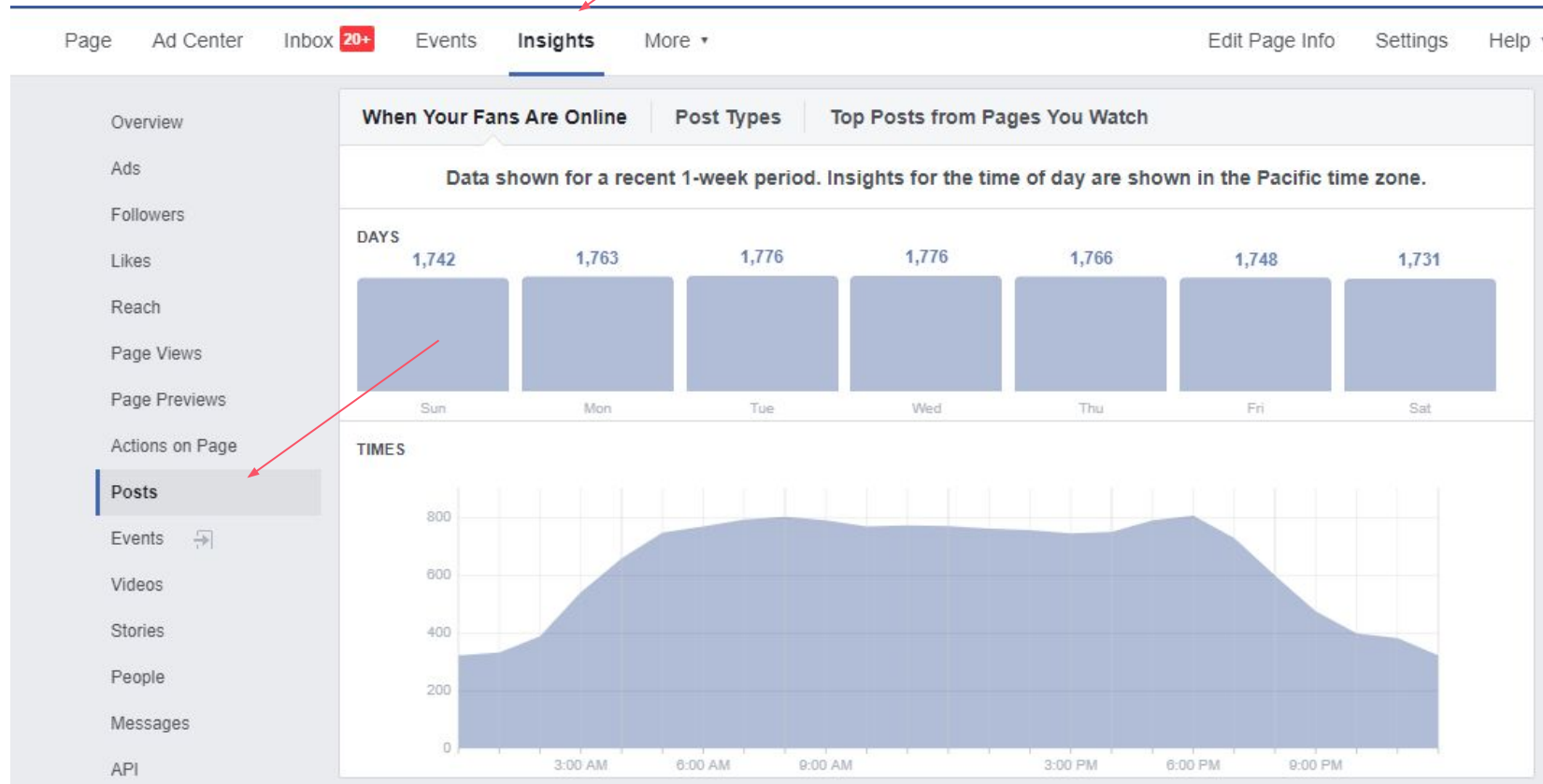
- Experiment!
- Check Analytics
- Pick a Time





# Facebook

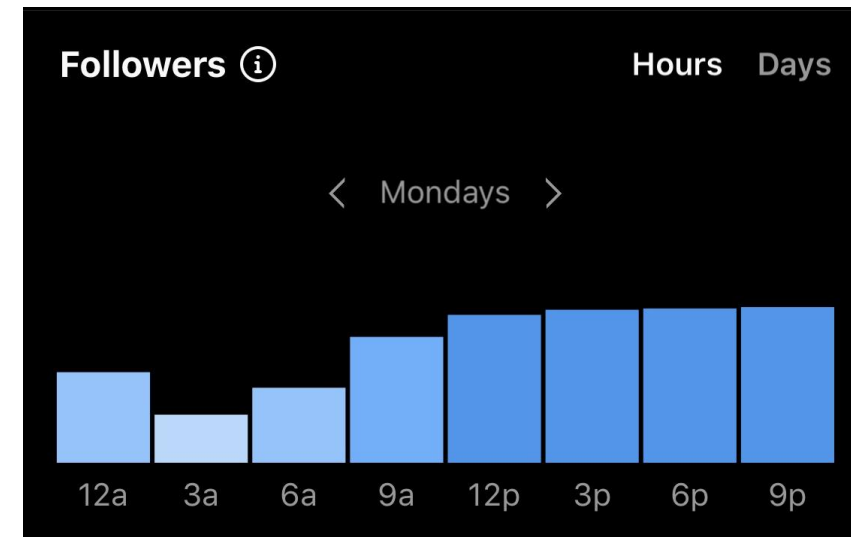
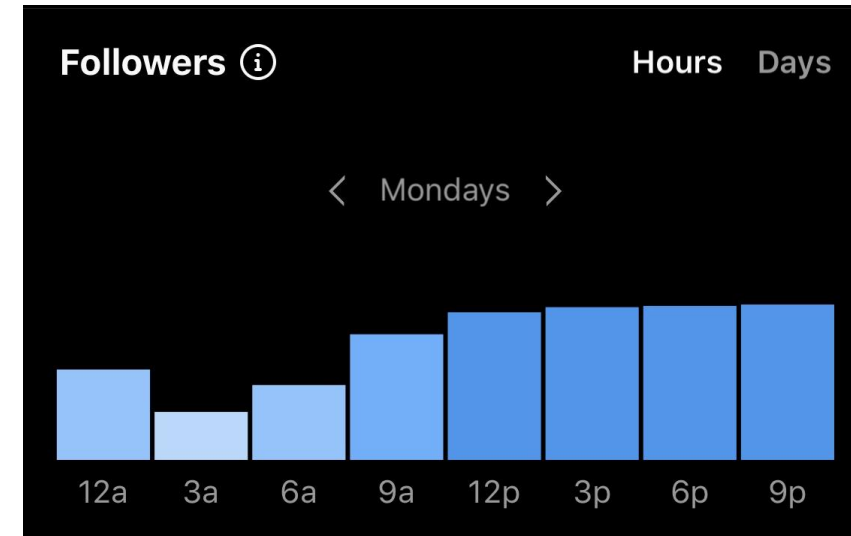
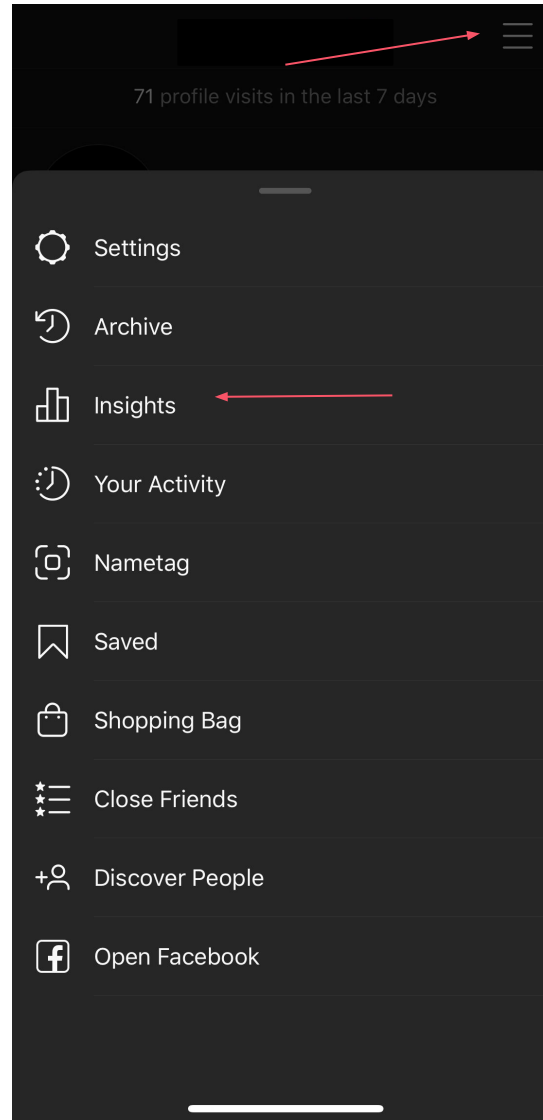
- Use post insights to see when users are online





# Instagram

- Use follower insights to see when users are the most active



# Questions?

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