The Complete Social Media Guide for Schools

The latest best practices to fuel your school's social media strategy

FINALSITE

Introduction

Whether you love social media or hate it, one thing is for sure: It has become a paramount communications tool for schools and districts around the world.

Why?

From connecting with your school community to managing your online reputation, social media is growing to be a vital piece of any communications strategy.

We have developed this guide to help you get organized, hone in on the content that matters, and take on an engagement-driven strategy for your school or district. Whether you're a team of one or ten, you can use this guide to make your job easier and keep you in love with all that social media has to offer!

ABOUT THE AUTHORS

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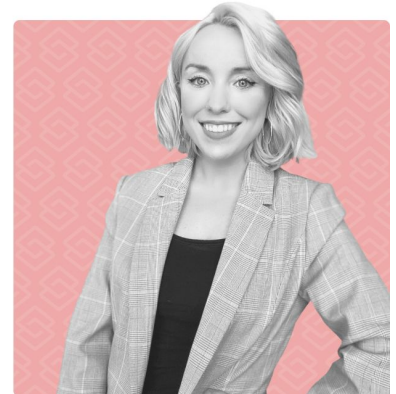
LANITTA COLLIER | As Finalsite's marketing specialist, Lanitta assists with demand generation efforts across social media channels, email, and website communications. She manages the growth and presence of Finalsite's own social media accounts and often speaks on the topic at events. She holds a number of certifications from Google, Hubspot, and SEMRush.
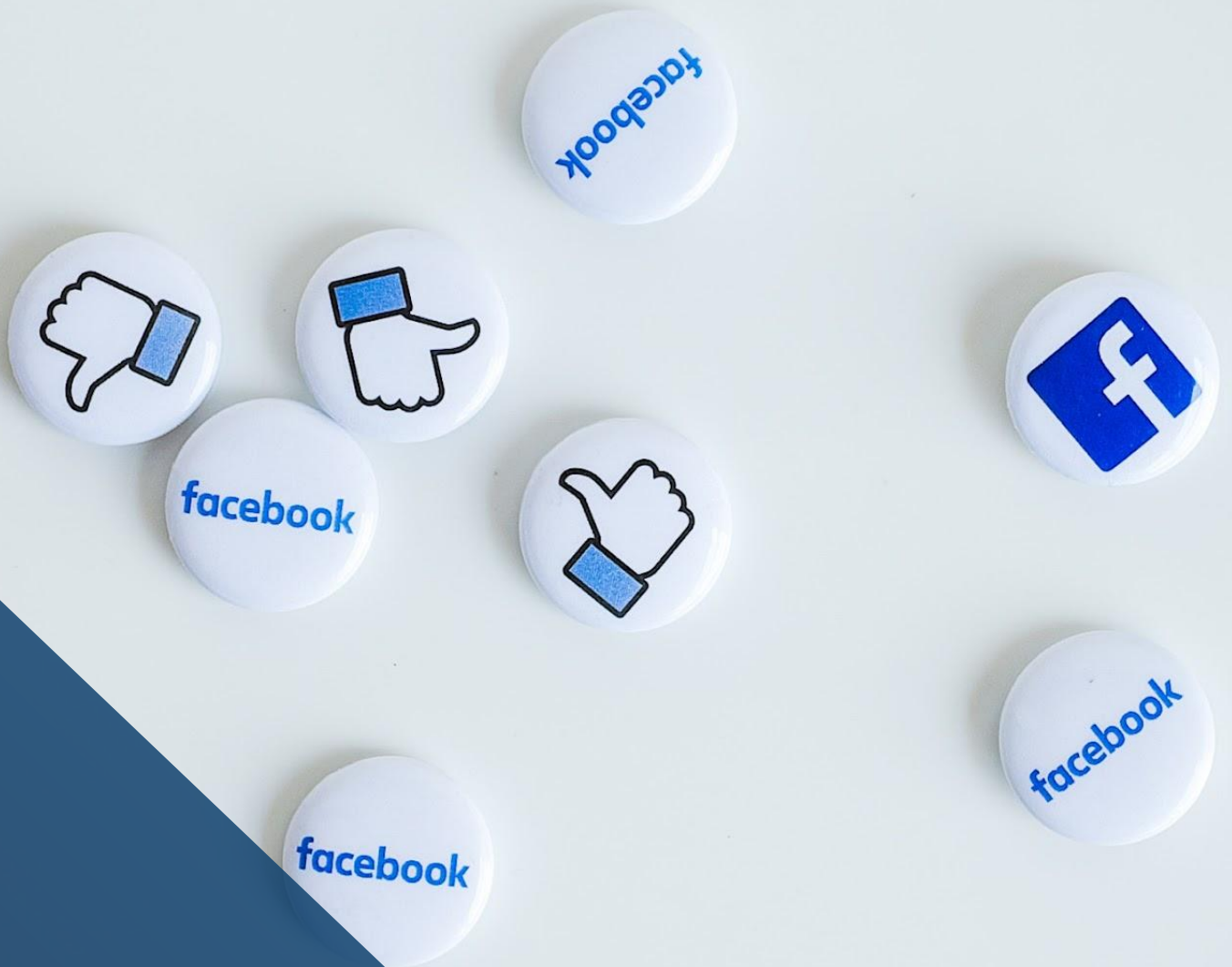
Before getting started, you should know the **golden rule** of a successful school social media strategy:

Only 1 account per channel.*

There are many other ways to engage with your athletes, alumni and departments than to muddy your social media footprint with numerous accounts.
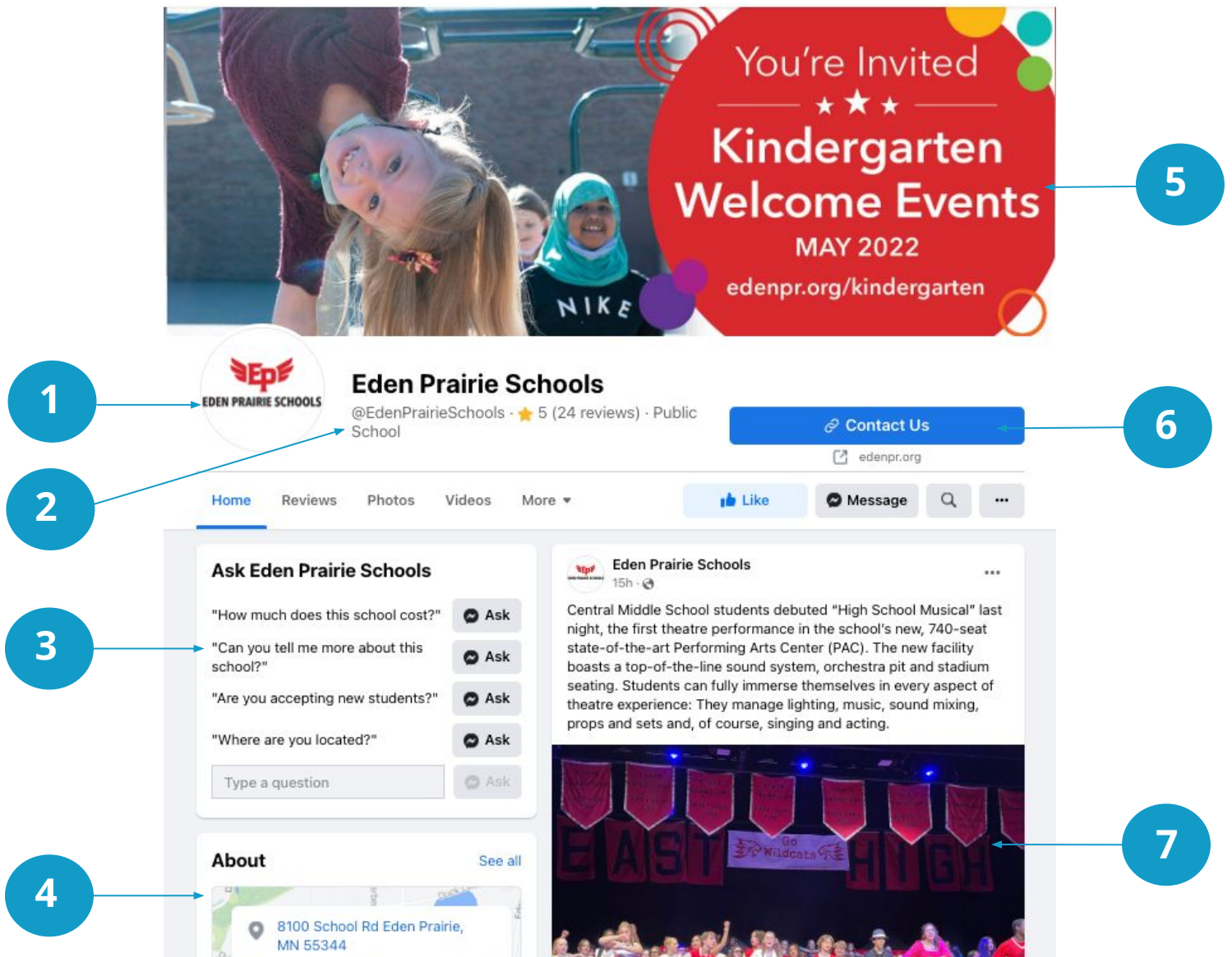
*Twitter can be the exception. More on this later.

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Section One

Facebook

Anatomy of a Facebook Page

1   **Logo profile picture** for easy recognition. Sized in a square ratio.

2   **School name,** with an easy-to-recognize @ handle

3   **Custom Messenger content,** detailing frequently asked questions and encouraging conversation

4   **About section,** detailing your school's address, phone number, and introductory content.

5   **Cover image or video,** which showcases your school or an appropriate promotion.

6   **Call to action button,** which can be customized based on the action you want visitors to take.

7   **Posts,** which should show the vibrant community of your school.

Facebook image sizes

The following sizes are the most recommended for high-quality images on Facebook. These guidelines tend to change from time to time, so always be sure to check your posts and make sure everything looks as expected!

PROFILE IMAGE:
170 X 170 px

COVER IMAGE:
851 X 315 px

STORIES:
(not pictured)
1080 X 1920 px

VIDEOS:
(not pictured)
240 minutes max.

PHOTO POST:
1200 X 630 px

Facebook best practices

A successful Facebook strategy will come down to how well you interact with your followers on your school's page. Long gone are the days of carefully curated, professional photos and videos. Today, your followers want to see candid photos, student stories, and get a real feel for your campus. **Being authentic** and **encouraging conversations** are the best ways to get ahead on Facebook.

QUICK TIPS

Post at least once per day for a consistent presence — but don't post simply to meet that quota. Quality is better than quantity!

Opt for engaging content more often than promotional content. Only 10% of your weekly posts should be reserved for admissions messages or event promotions. The rest should be meant to make genuine connections with your school community. Have fun!

TAKE ADVANTAGE OF GROUPS

Want to offer more personal engagement with families and students? Facebook Groups are a great way to get in touch with your audience and increase your chances of visibility on the platform. Groups can be used for departments and sports teams, too — so **you don't need to create individual pages for sports teams or activities**. This simplifies communications, unifies your voice, and improves communications.

Always respond to comments!
Comments are a huge piece of engagement on Facebook. Good or bad, showing your community that you hear them will go a long way when it comes to retaining current families and attracting new families.

Amy Rasmussen Kirchner
It is stunning in person!!!

Like   Reply   14w

Author
The Post Oak School
Amy Rasmussen Kirchner So true! We are mesmerized! 🤩

Like   Reply   14w

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Facebook: optimizing content

Every Facebook post should contain a visual, whether that be a photo, photo slideshow, graphic, native video (video uploaded directly to the platform), or a live video.

OPTIMAL TEXT LENGTH

Research indicates that Facebook posts that are **50 characters or less get the most engagement**.

That said, Facebook is the platform for **storytelling**. Don't be afraid to say a little more when you have a story that warrants it!

OPTIMAL VIDEO LENGTH

[Facebook recommends](#) keeping "fun moment" videos to about **1-minute long** for the most engagement, and videos in your Stories should be 15 seconds or less. Videos that require some storytelling tend to do best at 3+ minutes long.

OPTIMAL CONTENT TYPES

It's no secret these days that **video is preferred** by most platforms, including Facebook. But for the situations that don't call for video, what do you do? Showing real faces of your school community is key, so **celebrating students, showing a photo of campus, and sharing throwback photos** are are surefire ways to get your community excited.

Section Two

Instagram

Anatomy of an Instagram profile

1
Your school's handle, which users will use to find you and tag you in their posts.

2
Logo profile picture for easy recognition. This is also where you add to your "Story."

3
Bio Tabs, where someone can tailor their Following preference to your account, contact via. Message or Email, or see Suggested Accounts similar to yours.

4
Story Highlights, compiled from past stories to showcase for extended time.

5
Profile tabs, (to access your Posts, Reels, , and tagged posts above your post grid.)

6
Tap on the **Bell Icon** to receive notifications when a user posts their content

7
You can also tap these **3 Dots** to set boundaries with a user, see a brief overview of their account history, and share their account on and off the platform.

8
Follower and post summary, for quick reference of performance.

9
Full name, bio and link, to give visitors a clear breadth of who you are.

10
Post grid, showing the full history of your school's published content.

Image sizes

The recommended post size shown below is for a standard square photo. **Instagram does allow for landscape photos and vertical portraits**, with a recommended height between 566 and 1350 pixels.

PROFILE IMAGE:
360 X 360 px

STORY HIGHLIGHTS:
1080 X 1920 px

PHOTO POST:
1080 X 1080 px

VIDEO POST:
3 seconds - 10 minutes

CAROUSEL POST:
Square - 1080 X 1080 px
Landscape - 1080 X 566 px
Portrait - 1080 X 1350 px

Platform best practices

Instagram is one of the biggest social media platforms out there. It's also one of the most visual. To best engage with your families, potential students, and more, Instagram is the place to post your most high-quality content.

Quick tip

With the growing popularity of Stories and the boom of Reels, posting on your "normal" grid is becoming less important for your daily content.

In general, recommended weekly content for Instagram includes:
- Two to three posts for your feed,
- Two Reels, and
- Five or more Stories.

WHAT TYPES OF CONTENT WORK BEST?

User interactions vary from person to person. From a user's Feed to their Explore Page, these major components of the platform feeds into the algorithm to essentially make or break your account's overall engagement. For example, the Explore Page shows new content to fit a user's niche interests. It's main objective is to push new content that's heavily related to what a user engages with the most on Instagram. However, the majority of the content that's being pushed is from non-following accounts, so, what does this mean for your school's Instagram content?

Overall, authenticity is key.

Gone are the days of a perfectly curated feed. As long as the content informs, educates, and entertains your targeted audiences, the results will serve your school for years to come. So, don't be afraid to mix video and image content and increase your interactivity with your Posts, Stories, and Reels!

- Utilize **carousels** in your content's storytelling by telling your message over several slides in various formats (landscape, classic square, or portrait).
- Share in-the-moment content with **Stories**.
- Use **hashtags** to boost your reach on the Explore Page, and create a poll or ask a question to your followers. Add a location, website link, or tag other accounts to boost external engagement.
- Create **Reels** to take a light-hearted approach at showcasing your students, your events.

Instagram's algorithm

According to Instagram's CEO Adam Moserri, in a 2021 <u>blog</u> update, "We use a variety of algorithms, classifiers, and processes, each with its own purpose." The content posted, the people who made those posts, and the user's preferences are referred to as "signals."

Here are some essential signals to keep in mind:
1. Information about the post
2. User activity
3. History of interacting with someone
4. Information about the person who posted

Feed posts and stories

At its core, the algorithm places high importance on a post's likelihood of popularity. This may factor in likes, the timing of the post, the post's location, and duration (if it's a video). Instagram also gets a sense of how your content resonates with users and considers how many times people have interacted with your content — this helps them curate a feed based on what the user is most likely going to engage with.

Explore page

How many and how quickly are other people liking, commenting, sharing, and saving your posts? Those signals play a bigger part in your school's content showing up on the Explore Page than in your Feed and Stories.

How to make the Instagram algorithm work for your school

1. **Add Reels into your Instagram strategy.** These short-form videos are a great way to boost awareness and engage with your students and parents alike. (More on page 14!)
2. **Post when your followers are the most active** to get the most engagement during the first moments after posting — this is often in the morning, at lunchtime, and in the evening.
3. **Utilize your Stories to interact with your followers.** Use question stickers, polls, and emoji sliders to encourage engagement.
4. **Encourage your followers to comment on your posts.** Ask questions, post trivia content, and even challenge your followers in games.
5. **Use branded and relevant hashtags**. Hashtags are a great way to extend your reach and encourage engagement from your current followers. See page 28 for more information.
6. **Share real testimonials and stories.** Instagram is an important platform to showcase members of your school — from current students and faculty to alumni — and it's the type of content that we naturally gravitate toward.

Reels + Stories

How the algorithm ranks Reels

Your Feed and Stories are designed to show content to your most engaged followers, whereas your Reels are most likely going to have the largest reach to non-followers.

Getting started with Reels

If you have had any reservations about creating a presence on TikTok for your school or district, Instagram has provided a solution through the inception of Reels. This short-form video feature has quickly secured a subsection of its own, and Instagram is pulling for it to outweigh its competitor platforms. As such, it's becoming increasingly important for any Instagram profile to create Reels to organically reach its audiences.

So, what should you post as a Reel? This is a tough question, because trends are constantly changing. However, taking a light-hearted approach at showcasing your students, your events, and more is a great start!

The best thing you can do to get inspiration for Reels is to head over to the platform and watch what's trending now. And, don't be afraid to utilize your students! Reels will surely evolve as its usage increases, so experimenting now can help your school or district get comfortable with this engagement powerhouse.

Incorporating Stories and Highlights

Through Instagram Stories, schools can share in-the-moment content that is archived after 24 hours. This type of content is perfect for recapping events, like open houses, athletic games, concerts, and more. If there are members of your school community who cannot attend but wish they could, they will feel part of the event by watching your Stories.

For the Stories that you want to keep and showcase to your community any time they visit your Instagram account, add them to your Highlights! You can organize the highlights by topic, event, department, and more. They will live right above your Instagram feed so that they are easily accessible to your visitors.
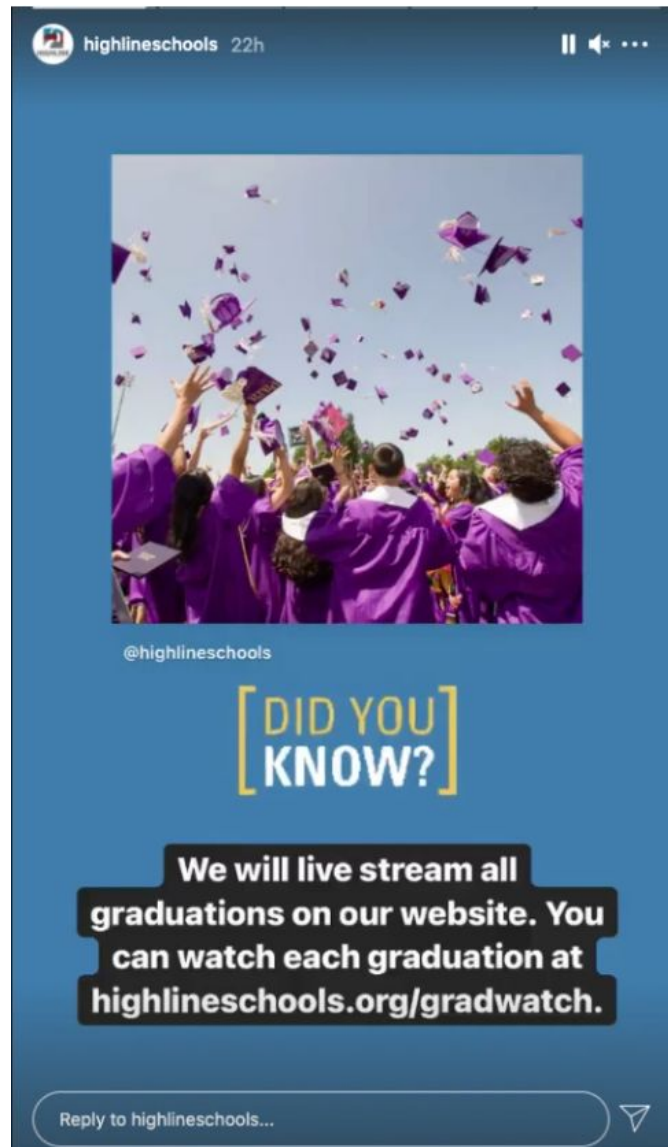
Section Three

Twitter

Anatomy of a Twitter profile

1
Logo profile picture for easy recognition. Sized at 400 x 400 px.

2
Handle, bio and school information that represents who you are.

3
Follower count, showing the accounts that you follow as well as who follows you.

4
Header image, sized at 1500 x 1500 px.

5
Account information, including location, your website, and when you joined Twitter.

6
Feed of your tweets, retweets and replies.

Image sizes

When tweeting a photo, **Twitter will accept most sizes**. However, consistently sized photos can provide a nice look and feel to your tweets.

PROFILE IMAGE:
400 X 400 px

HEADER IMAGE:
1500 X 1500 px

PHOTO POST:
1024 X 512 px
(recommended)

Platform best practices

You can think of Twitter as your newsroom. For the little moments that may not warrant a dedicated post on Instagram, you have Twitter. And while Twitter is helpful for those news-worthy moments, that doesn't mean it isn't social. Engaging with and responding to Tweets is the norm, and anything less is noticed. It is an excellent outlet for answering the questions of your students, families and prospects.

QUICK TIPS

As your virtual newsroom, Twitter has the most flexibility for the frequency of posts. **We recommend that schools and districts post 3+ times per day on this platform to stay active.**

Create, use, and promote branded hashtags. Branded hashtags (hashtags that are unique to your school name) represent your school's overall brand and personality, and they can play a key role in engagement and conversation. You can use these clickable tags as a way to begin and maintain engagement with members of your school or district's community.

DON'T FORGET TO WATCH YOUR ANALYTICS
Twitter offers a free analytics dashboard to track how your Tweets are performing — including the number of impressions, profile visits, mentions, and followers. This offers insight into what content resonates with your audiences so that you can adjust your strategy accordingly. Keep an eye on your numbers and watch your engagement grow!

Can our school have multiple accounts? Only on Twitter — and with caution.

The rule of thumb here at Finalsite: One social media account per network — especially on Instagram and Facebook. Creating numerous accounts splits traffic and tells a disconnected story on these two platforms in particular.

Twitter is an exception, but not the rule. Seeing as Twitter is used as a news platform, some schools greatly benefit by creating accounts for athletics to share game scores, athlete highlights, play-by-plays, etc. **If you provide these departments with a set of guidelines to stay consistent with your school's brand, multiple accounts are OK. Just keep an eye on them!**

Optimizing content for engagement

One of the biggest mistakes we see schools make (in an effort to save time) is to post the same piece of content across every platform in the same way. While similar content works on Instagram and Facebook, the content that will perform well on Twitter is vastly different.

OPTIMAL TEXT LENGTH
While Twitter allows for up to 280 characters, research shows that tweets that are **between 70 and 100 characters** garner more engagement. You can (and should) rely on your video or photo content to make a user stop scrolling. And don't forget to add 1-2 hashtags per Tweet to increase your reach!

OPTIMAL VIDEO LENGTH
The maximum length allowed is 2 minutes and 20 seconds, but aiming for videos closer to the **44-seconds or less** mark will see more engagement.

OPTIMIZING PHOTOS
Like every channel, keeping your photos fun, bright, and on-brand is the best thing you can do to. Try to keep your photos all at the same size for consistency.

Section Four

LinkedIn

Anatomy of a LinkedIn page

1

2

3

4

1
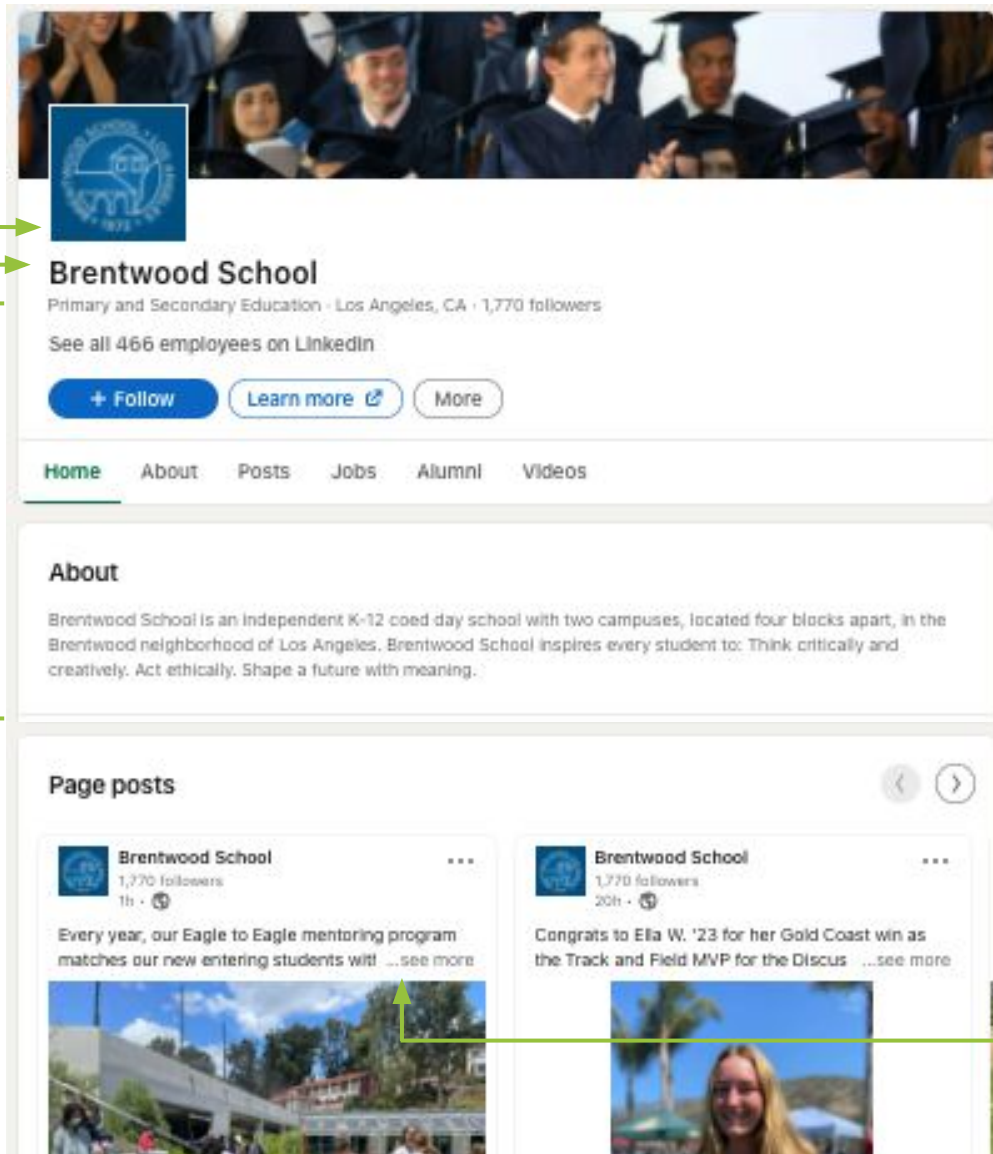
**Logo profile picture
and appropriate name**
for easy recognition.

2

School information, including your
location, About information, and
any available Jobs.

3

Cover image, sized at 1584 x 396 px.
These will crop differently on mobile
and desktop.

4

Posts feed, which
showcases your recent
content.

Image sizes

LinkedIn has become more visual in recent years. When possible, always accompany your updates with a photo or video.
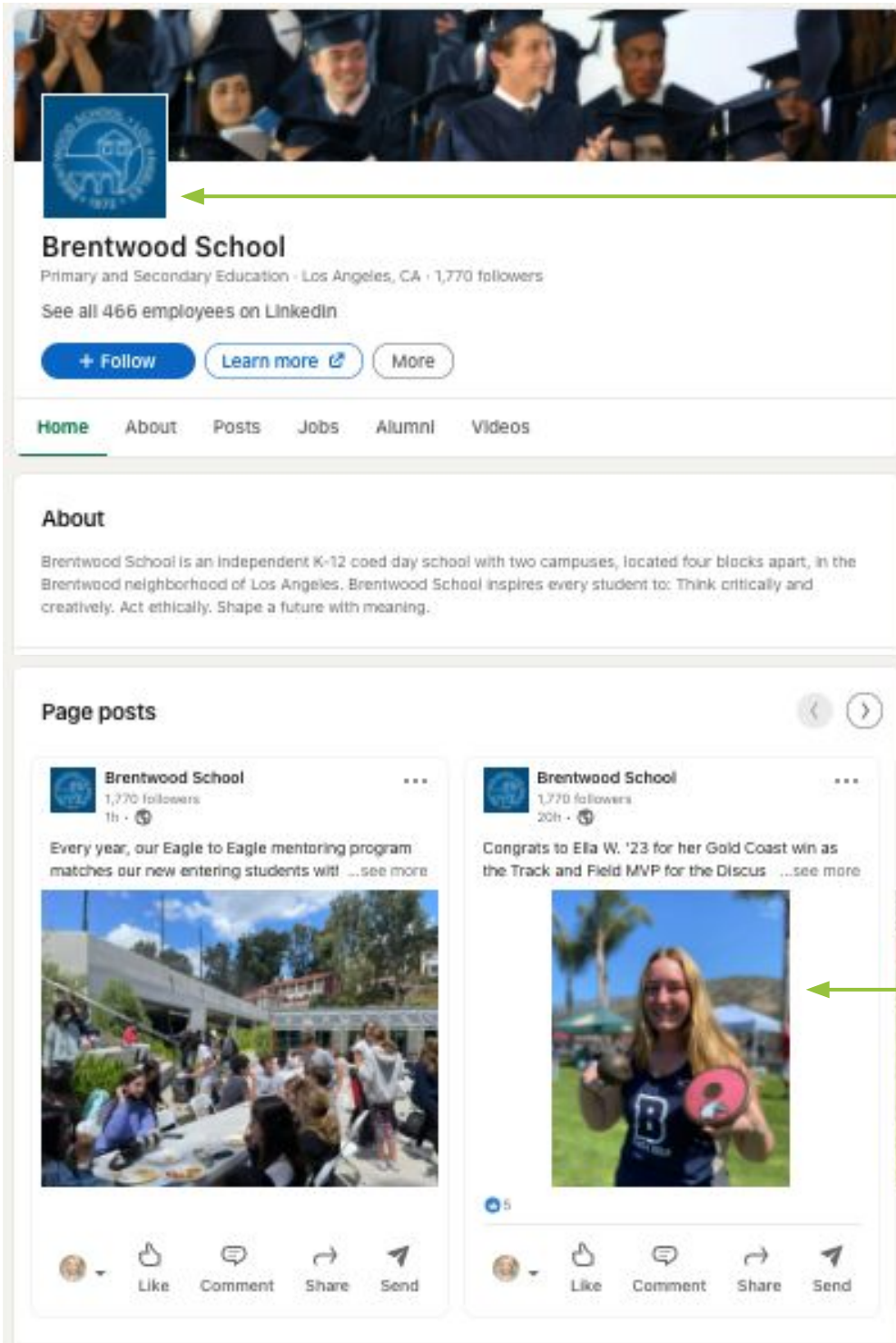
COVER IMAGE:
1128 X 191 px

PROFILE IMAGE:
300 X 300 px

PHOTO POST:
1200 X 628 px
(recommended)

Platform best practices

LinkedIn is unique to its social media counterparts based on its professional nature. And while channels like Facebook, Instagram, and Twitter are no-brainers for reaching and engaging with your community, LinkedIn is nothing to ignore. Everyone from your faculty to your alumni are on this professional channel, and it can be a great addition to your engagement strategy.

QUICK TIP

A notable difference between LinkedIn and other channels is its engagement algorithm. It is not uncommon for LinkedIn to push content that is 3+ months old to the top of your feed, as long as it deems it engaging content. So, **your posting cadence can be less aggressive compared to your other channels.** Aim for **quality over quantity**, and aim for at least 1-2 posts per week to keep a solid presence.

FEATURE TO TAKE ADVANTAGE OF: LINKEDIN GROUPS

Much like Facebook, LinkedIn has a Groups feature that is a fantastic way to engage with specific audiences.

Want to engage with alumni? Invite them to an exclusive Group! Interested in supplying parents with school news and information? You guessed it — invite them to your LinkedIn Group!

Don't forget about faculty recruitment!

LinkedIn has become one of the top platforms for recruitment. You can promote openings at your school or district through LinkedIn Jobs, which can reach anyone looking for a new role. This is a paid option, so you have to set a budget and plan for a specific timeline to run your ad. Or, you can simply post about your openings for free to share with your followers.

Peddie School
2,609 followers
8mo · 🌐
+ Follow   ···

Peddie seeks a part-time Community Life teacher!

https://lnkd.in/efmidmKE

Optimizing content for engagement

LinkedIn is considered the "professional" social media outlet, and it is treated as such. You'll find that many of your school's target audiences — like students, parents, alumni, faculty, staff — are all on LinkedIn, and you can easily build your community and awareness by engaging them on this platform.

OPTIMAL TEXT LENGTH

LinkedIn is unique in that users visiting the platform are more accepting of long-form content.

That said, keep in mind that your message will be cut off at the 140 character mark with a "See More" button. So, if you have something important to say, less than 140 characters is optimal.

OPTIMAL VIDEO LENGTH

Similarly to the recommended video lengths for Facebook, your videos on LinkedIn should cater to the nature of your content. For brand awareness videos (like quick campus tours, admissions messages, etc.), short-form video does well at around the 30-90 second mark. For videos that tell a more complex story (like student profiles, etc.), you can go past that 90-second mark all the way up to 10 minutes — which is the maximum recommended length.

OPTIMIZING PHOTOS

Even though LinkedIn is the more professional network, we are still visual beings. Always include a visual with your posts to make them stand out! The recommended image size is 1200 x 628 pixels — and if you're posting a link to your website, this photo will get pulled directly from the thumbnail attached to that page on your website. Always be sure to optimize this thumbnail to appear clean and visually appealing before clicking "post!"

Section Five

TikTok

Anatomy of a TikTok profile
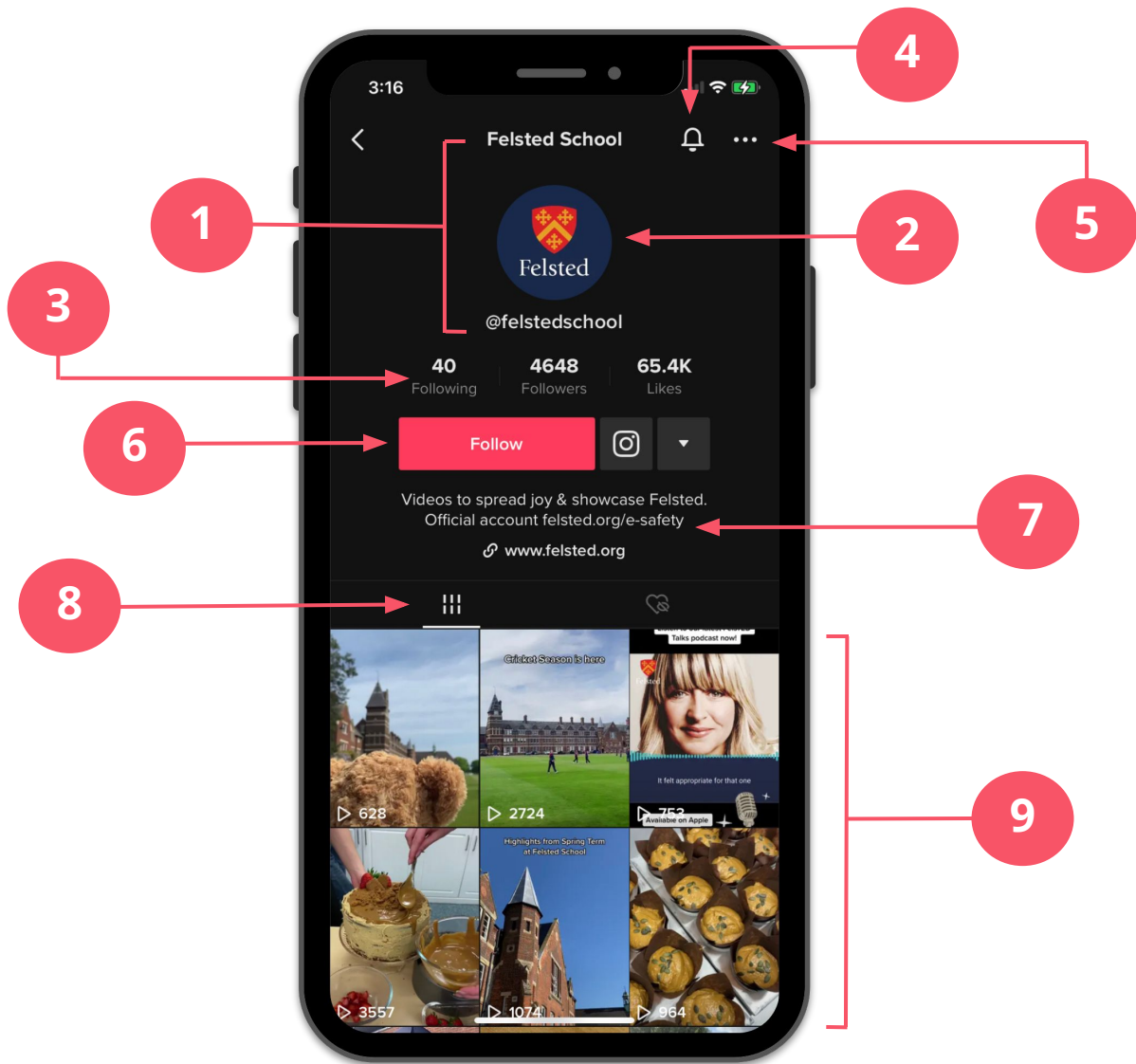
1

Your school's name and username, which users will search to find you and interact with your content.

2

Logo profile picture for easy recognition. You can use video or images. This is also where you add to your "Story."

3

Follower, Likes, and Post Summary, for quick reference of performance.

4

Tap on the **Bell Icon** to receive notifications when a user posts their content.

5

You can also tap these **3 Dots** to share their account on and off the platform.

6

Follow buttons, where you can follow a user from their profile, access their other provided social media, and suggested accounts.

7

Bio and link, to give visitors a clear breadth of who you are.

8

Bio Tabs, where someone can tailor their Following preference to your account, contact via Message or Email, or see Suggested Accounts similar to yours.

9

Post grid, showing the full history of your school's published content.

Platform best practices

TikTok is one of the fastest-growing platforms out there with no signs of slowing down anytime soon. While it continues to engage users through its organic approach to building niche communities, it poses a question for schools and districts alike: "Should we add TikTok to our social media strategy?" It's a valid question, but it's not entirely "one size fits all." Even though TikTok seems to live under the category of "unnecessary," your school may have more capacity to take on the platform than you think.

TikTok 101

1. TikTok encourages users to craft short videos of up to three minutes. (The shorter, the better!)
2. Users can create and upload videos that range from comedic skits to compelling think pieces and dances, most often set to music.
3. The FYP (For You Page) is a user's main source of new content, as it curates the type of content users engage with most.
4. Search and follow hashtags to see what's currently trending — Simply head over to the *Discover* section to explore new content.
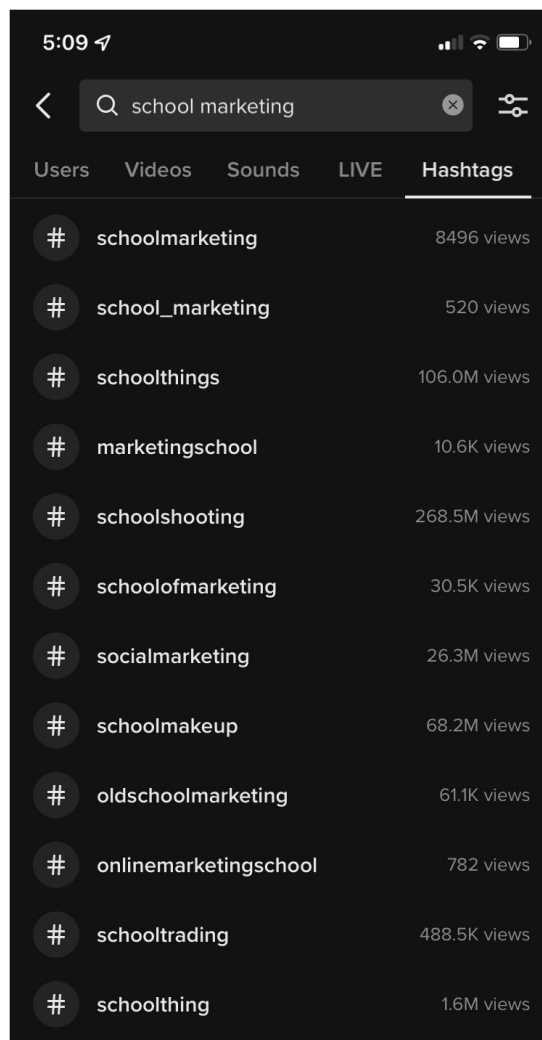
How can your school or district use TikTok?

There are a number of questions to ask yourself before incorporating TikTok into your school's social media calendar.

- What are our goals for social media?
- Who do we need to engage with to meet these goals?
- Are we already active on Facebook, Instagram, Twitter, and/or LinkedIn?
- Do we have the capacity for additional content creation?

If your school is already active on other social channels and has the capacity, TikTok might be the answer to engage Gen Z, effectively reaching both current *and* prospective students. Doing so might unlock a new way to drive awareness and demand for your school's programs and community in a light-hearted and authentic way.

If your school has the capacity and appropriate goals to have a presence on TikTok, be sure to get your students involved! They're the ones using the platform, so they can help you stay on top of these trends and will likely be excited to help generate ideas.

Taking another look at Felsted School's TikTok, they celebrate their community in nearly every post. This creates a vibrant feed, and their engagement numbers say it all.

A recent TikTok of theirs (shown here), simply showcases photos of life on campus, and they've garnered more than 15K views and 600 likes just from that post alone!

Here are some easy ways to showcase your community:

- Highlight a student
- Highlight a teacher or staff member
- Share photos or a video of campus
- Share highlights from an athletics match
- Showcase a club or student group
- Remember to have fun!

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Section Five

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**Other Social
Media Strategies**

Hashtag cheat sheet

Way back in 2007, Twitter introduced using the pound symbol (#) as a means of categorizing clickable and searchable keywords. **Today, nearly every social media channel uses them. And your school should, too!**

There are two types of hashtags your school should consider: branded and unbranded. **Branded hashtags** incorporate a part of your school's name, colors, mascot, etc. While you may have more than one (school-wide vs. athletics vs. alumni) the goal is to use them in situations where you'd like to categorize your content or encourage your community to use them for crowdsourcing content. Additionally, these hashtags can help you aggregate user generated content on social. **Unbranded hashtags** incorporate general terms trending in your market, such as #highschoolsoccer or #boardingschools.

To find unbranded hashtags your school should use, follow these three steps:
1. Search # and start typing a term you're interested in.
2. The channel you're using will start to show hashtag suggestions based on the word you typed. Click into these hashtags to see what's currently trending and if it would make sense for your school to use.
3. Compile your top hashtags into an easy-to-reference document for you and your team.

Hashtag #SweetSpot
The "right" number of hashtags varies based on your terms and the nature of the channel. Twitter is the most rigid with character counts and tends to see engagement drop after 2 hashtags. **As for the rest, it's most important to not come off as spam and to choose the most qualified and relevant hashtags for your content.**

 0-3 hashtags per post

 2-30 hashtags per post

 1-2 hashtags per post

 1-2 hashtags per post
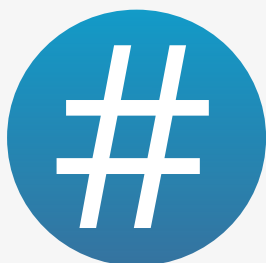
Why use hashtags? Hashtags can have a major impact on your school's strategy when they're executed correctly, including:

- Increased awareness from users who don't follow you
- Greater engagement from followers and non-followers
- Discovery of new audiences by keeping an eye on trends
- Opportunities for branded campaigns
- Having a steady flow of crowdsourced content from community members who use the hashtags

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Understanding your data:
Identifying metrics that matter

Engagement refers to anything that indicates a user took action — which includes likes, comments, shares. But no standalone number suggests the success of your social media post, and other metrics like impressions can also be important. **Taking all metrics into consideration at once is ultimately the best way you can interpret your data and bring something valuable back to your strategy.**

VANITY METRICS
- Likes
- Comments
- Shares
- @Mentions

AWARENESS METRICS
- Impressions/Reach
- Link Clicks
- Video Views

HOW TO DETERMINE WHAT'S "WORKING"

Before deciding if a post underperformed, it's important know what your goal for the post was. Identifying this goal can help you see a better story for how the post performed.

For example, having few likes and zero comments may look negative without context, but perhaps the post linked over to a page with a video on your website, which received multiple link clicks and resulted in more video views. In this case, the goal of the post was likely to drive traffic to the website and video, which it accomplished. On the other hand — if the goal of your post was to start a conversation in the comments section, but it received no comments, then you can take it as an opportunity to take another angle with your next post.

Key Takeaway: Look at your social media posts with a critical, but open mind.
Low engagement can be enough to get anyone down, but building your social presence is a mix of art and science that can take some time to perfect. The most important question you can ask yourself is if the post accomplished what you wanted!

Social media content "rules"

There are a few sets of social media "rules" for content, such as the 4-1-1 rule, the 70-20-10 rule, and the rule of thirds. Whichever rule you choose to operate under, they all encourage a combination of shared, promotional, engaging and authentic content. **Schools see much higher engagement on candid, community-centric posts as opposed to promotional posts.**

THE 4-1-1 RULE

For every four pieces of fun/educational content, you're allowed one piece of shared content and one piece of promotional content. For your school, this may look something like:

- **Give - 4:** A retweet from a community member, sharing a candid photo, re-posting a helpful article from a trusted source, posting your own helpful article.

- **Share - 1:** A soft promotion is when you share something that promotes your community and brand, and likely has a form submission. However, it wouldn't be as big of an "ask" as inquire, apply, give, etc. Think viewbook downloads, event invites, and other content offers.

- **Ask -1:** Use this opportunity to focus on the most important CTA based on the time of year, such as registering for an open house, giving to the annual fund, etc.

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Social media content "rules" cont.

THE 70-20-10 RULE

70% of your content should be relevant and engaging, 20% should be shared from other sources, and only 10% of your content should be promotional.

Engaging Content includes the bulk of what you should be posting. This includes student highlights, fun trivia questions, throwbacks, and any content that encourages interaction.

Shared Content includes blogs from other industry experts, crowdsourced content from within the community, or even content from other leaders at your school.
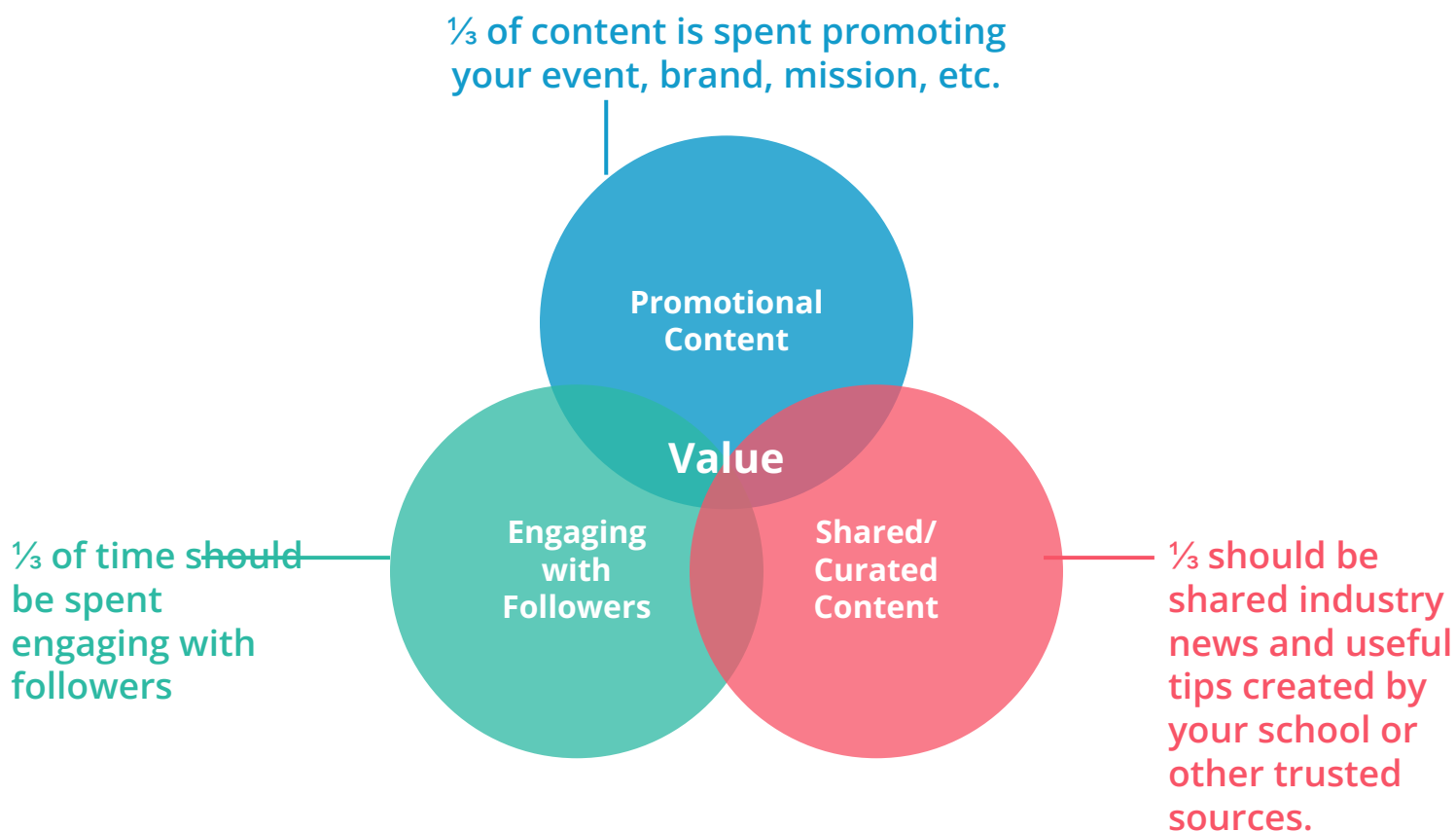
Promotional Content is content that promotes your schools or an event. (Think annual fund, #GivingTuesday, open houses, admissions messages, etc.)

10%
Promotional content

20%
Shared content

70-20-10

70%
Fun, educational content

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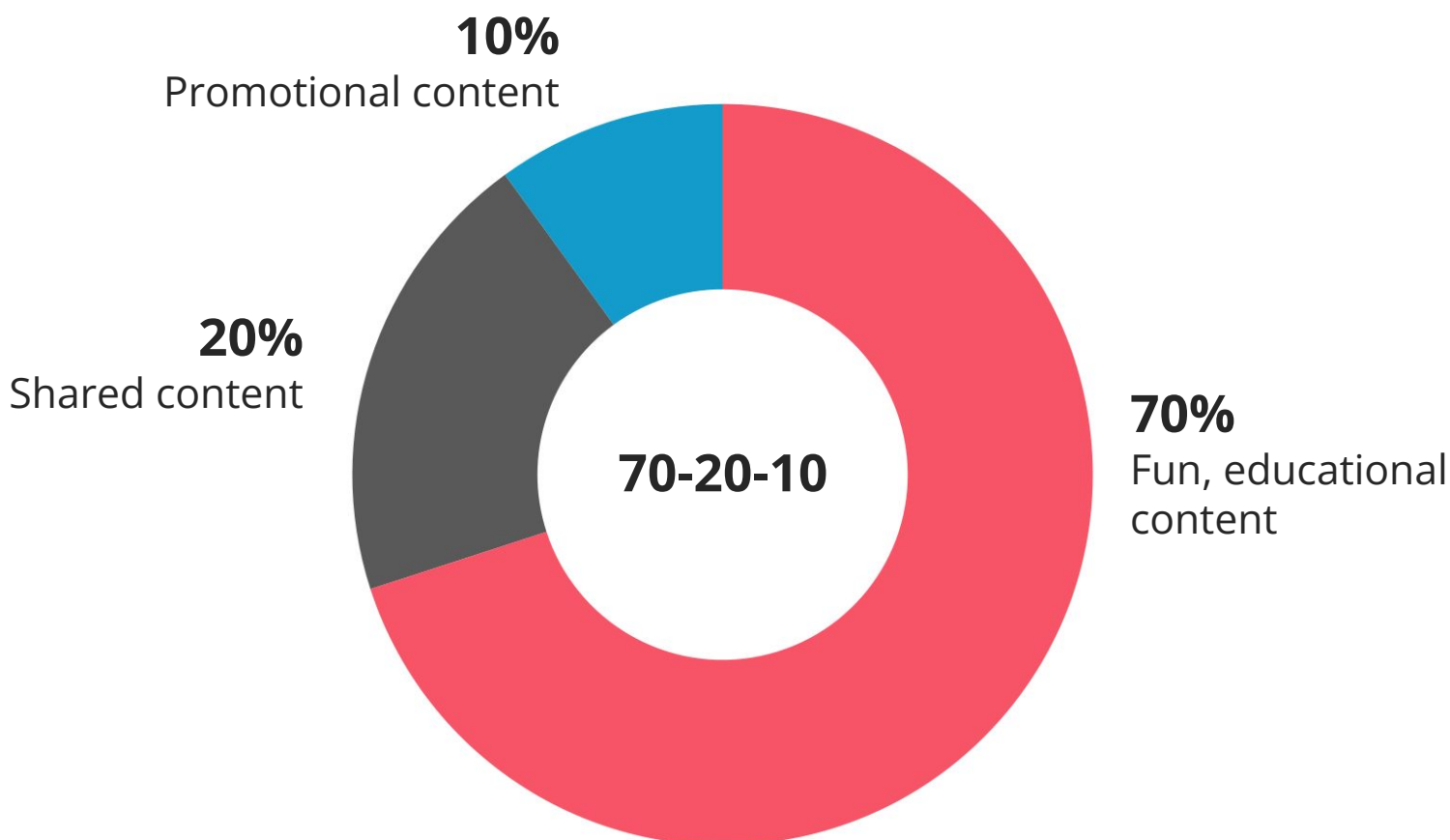
Social media content "rules" cont.

THE RULE OF THIRDS

This rule suggests that one-third of your content can be promotional, one-third should be shared content, and the other one-third of your time should be spent about engaging with your followers. In other words, this rule suggests that you can have an equal amount of promotional and informative content, as long as you engage with followers along the way to create a balanced message.

⅓ of content is spent promoting your event, brand, mission, etc.

Promotional Content

Value

⅓ of time should be spent engaging with followers

Engaging with Followers

Shared/ Curated Content

⅓ should be shared industry news and useful tips created by your school or other trusted sources.

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Building a social media calendar

Because social media isn't a siloed communications platform, your calendar shouldn't be created in a silo, either. To develop your calendar, work with the departments who want content posted to social media to:

- Decide which platforms you're going to use
- Pick a social media "rule" that works best
- Create social media content cadences
- Plan content together on a yearly, monthly, or weekly basis
- How you're going to use social media ads throughout the year to boost awareness and engagement

Then, use your agreed-upon cadence and engagement rule to build out your ideas for each day. Start with what you want to post, question whether it is content created for your community or you to determine if you've already met your promotional quota, and then determine which channels work best for that content type. It may look something like:

Monday	Tuesday	Wednesday	Thursday	Friday
Program Highlight	#TriviaTuesday	Student Takeover	#Throwback Thursday	User-Generated Content Day
Facebook Story Instagram Post Instagram Story	Twitter Poll Facebook Post Instagram Post Instagram Story	Facebook Story Instagram Live Instagram Story TikTok Live	Facebook Post Facebook Story Instagram Post Instagram Story	Facebook Post Instagram Post

You can also use our Complete Social Media Calendar for Schools and Districts, which contains daily post ideas throughout the year!

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Social media ads:
Do I really have to "pay to play?"

A common misconception when it comes to social media advertising is that you should put dollars behind every post for it to perform well. **Advertising, just like organic posting, requires a set strategy with goals to be successful.**

First, take a look at your current social media metrics.

Before knowing the state of your current social media efforts, it will be difficult to gauge how well your posts may perform in ads. The Finalsite team can offer an expert eye on it, provide sound recommendations, and assist you as you move forward with advertising.

Get started with our consulting team

Social ads are a great way to expand your reach. You will be able to target by demographic, location, interests, etc. to reach your ideal audience. Advertising is available on each platform in this guide, but Facebook is a great place to start.

You should have an action that you want users to take, and a landing page dedicated to that purpose. For example, if you want to drive families to your upcoming open house, create an ad that encourages registration and leads to a registration page with more info.

Social media ads cont.

WHAT SHOULD MY AD BUDGET BE?

Putting some ad dollars behind your strategy might be the tipping point for fueling your funnel. What's often not acknowledged, however, is that there are options for every budget!

$

For Small Budgets ($10-300): Boosted Posts
With anywhere from $10-300 to work with, you can do a one-time or regular series of boosted Facebook posts to reach a wider audience than what your school's page can organically reach.

$$

For Medium Budgets ($500-3,000): A Dedicated Campaign
Generally speaking, a $500/month budget is the minimum recommended amount to run a dedicated campaign on social media. At this lower end of the recommended monthly budget, you may need to focus on just one area of your funnel, like awareness.

$$$

For Large Budgets ($5,000+): An Integrated Campaign
If you're looking to reach potential families at every touchpoint, you're likely looking to run an integrated campaign — which is a campaign that spans multiple ad formats to achieve a single goal. This is ideal when you want to help follow someone through the use of ads to the point of enrollment at your school.

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Better tools. Stronger schools.

About Finalsite

We believe in the power of education. This fuels our mission at Finalsite — to help schools prepare students to be successful and make the world a better place.

Strong family engagement is linked to increased student achievement, social emotional skill development, and better student outcomes. That's why we've developed software, services and a thriving network of people — to offer **an easier way to market your school, manage communications and enrollment, and strengthen your online presence.**

Get started today to learn how Finalsite can help your school or district!

GET STARTED