

Creating and maintaining a successful social media strategy for your school involves several key steps:

- Develop a Platform-Specific Strategy:
  - Understand the unique features of each platform and how to leverage them.
  - Ask yourself: Why am I using this platform? Who is my target audience? What brand message do I want to convey? What type of content works best here? How can I make my content stand out?
  - Facebook and Instagram remain the most commonly used platforms by our parents and students.
- Maintain Consistency:
  - Develop a content calendar to plan and organize your posts. There are many simple templates for content calendars online - just Google it!
  - Keep your brand identity, messaging, posting frequency, and hashtags consistent. Really consistent.
  - Focus on quality over quantity, especially if you're new to social media.
- Create Engaging and Relevant Content:
  - Use eye-catching visuals, including GIFs and videos. Lots of casual, authentic videos do very well for schools.
  - Tell stories to engage your audience and build your school's voice.
  - Stay up-to-date on trends, but make sure they align with your brand and values.
- Foster Engagement:
  - Like and respond to comments. This is very important - it is called "social" for a reason!
  - Host live streams, create polls, and encourage interaction with your content.
- Monitor and Analyze Metrics:
  - Use the built-in analytics tools to track your performance and refine your strategy.

### Additional Tips for Beginners:

- Start small: Focus on one or two platforms at first.
- Commit to learning: Stay updated on trends and best practices.
- Experiment and adjust: Try new things and use analytics to see what works.
- Be authentic: Genuine interactions build trust and loyalty with your audience.