SCHOOL
•FACEBOOK•
TOOLKIT

BRANDING
SCHOOLS
THROUGH
SOCIAL MEDIA

mapsa

SCHOOL • FACEBOOK • TOOLKIT

Facebook is one of the most powerful branding and marketing channels currently. Schools sometimes underestimate the value and impact Facebook can have on their families and can often times feel overwhelmed when thinking about the amount of time and effort it will take to manage a page for their school.

There is no doubt there is time involved in setting up and managing a Facebook page for a school, but the return on investment is well worth it at the end of the day for your current and future families!

This toolkit describes techniques for maximizing your school's Facebook Page and tips on how to market your mission and best communicate to teachers, parents, and students. The toolkit includes:

- ☐ School Facebook Tips
- ☐ Facebook Evaluation Checklist
- ☐ Facebook Content Ideas for Schools

SCHOOL • FACEBOOK • TIPS

Facebook Page, Profile, or Group?

Pages come with a set of features that profiles and groups don't have, including, the ability to manage notifications, messages and scheduled posts on the "Activity" tab. In the "Settings" tab, Page owners can change visibility, choose whether they want people to post to the Page, enable messages, set up profanity filters and more. Always choose Page, not profile or group, when it comes to your school's branding strategy!

Get several Administrators for your page!

An Administrator is anyone with the rights to post content to the page. Identify 4-5 key people at the school who can serve as Administrators – principals, teachers, your PTO president, the office administrator, etc. These should be people you trust and people who understand Facebook. Also, ask teachers and parents to send you interesting photos and videos to post!

Monitor Comments & Reviews Often!

We all have experienced unhappy customers or parents, so it is a necessity that the Facebook Administrators on your school's page monitor all activity posted. You can hide or delete comments or even block someone who is posting inappropriate content. The review feature is easy to turn off on your page if you are unsure of monitoring comments and feedback about your school.

SCHOOL • FACEBOOK • TIPS

Your Profile Picture Matters!

A picture says 1,000 words. Well, so does your Facebook profile picture. Your school logo should be simple, visible and include no words, especially when most people view Facebook on their phones! Your profile picture should be a permanent fixture to your page and rarely change. Consistency is important and helps to create visibility to your brand!

Content is KING!

The more content you share, the more followers you will gain and their engagement with your school will increase! Most experts recommend posting 3 times per day, 7 days a week. It is important to get in a habit of posting consistently. Use free tools like Buffer to schedule posts in the future so you don't have to work on the weekends! From photos to blogs to videos, whatever the content is, the quantity is super important to stay relevant to your followers!

Update Your Cover Photo Often!

Your cover photo is something that can change often and should include photos of students and staff. Change your photo to represent current activities that are relevant at that time. Each time you update your photo, it will appear on the timeline for followers to see. Useful tip: use www.canva.com as a free web-based tool to design images with text that are already the correct size!

FACEBOOK •EVALUATION•
CHECKLIST

- ☐ You have a "Facebook Page" set up for your school, not a profile, place, or group

- ☐ Your website features the correct social media links to your accounts

- ☐ Your school's logo is set as your profile picture

- ☐ You change your cover photo monthly or quarterly

- ☐ Are you interacting with your followers? Make sure to respond to all their questions in a timely manner.

- ☐ Ask yourself the following questions about what content to share on Facebook about your school:
  - ◼ Am I using photos or videos to accompany each status update?
  - ◼ Am I sharing valuable, relevant info?
  - ◼ Does my content speak directly to followers (parents, students, teachers, etc.)?

- ☐ Your Facebook Administrators monitor comments and reviews and report or delete when necessary.

- ☐ Sharing something fantastic about your school? Tag @InnovatorsinEd in your next post!

FACEBOOK • CONTENT • IDEAS

- Post updates about your school field day
- Post a picture of the artwork from your 2nd graders
- Post local good news from your community
- Post the course selection guide for next semester
- Post a picture from backstage of a performance
- Post a video of your sports team winning shot
- Post your Amazon wish list and ask for donations
- Post the link to your new school year calendar
- Post assignment due dates and where to submit
- Post a funny quote from a student you overheard
- Post and share relevant blogs
- Post graduation class pictures
- Post a video of a 5th grader explaining their project
- Post the lunch menu each week
- Post a picture from your staff meeting
- Post your job openings for potential teachers
- Post your growth scores from your 1st-grade class
- Post a live video of your school parade
- Post your enrollment dates and links to applications
- Post info directing to pages on your website
- Post a picture of the new parking lot drop-off system
- Post educational info about your instructional model
- Post a picture of the class pizza party
- Post local media your school was featured in
- Post sports schedules for families
- Post a picture of food served at lunch
- Post a video of new books donated to your library
- Post funny facts about your teaching faculty
- Post links to help learning continue at home
- Post #TBT- Throwback Thursday pictures from the past

SCHOOL FACEBOOK POST EXAMPLES

Spirit Week!
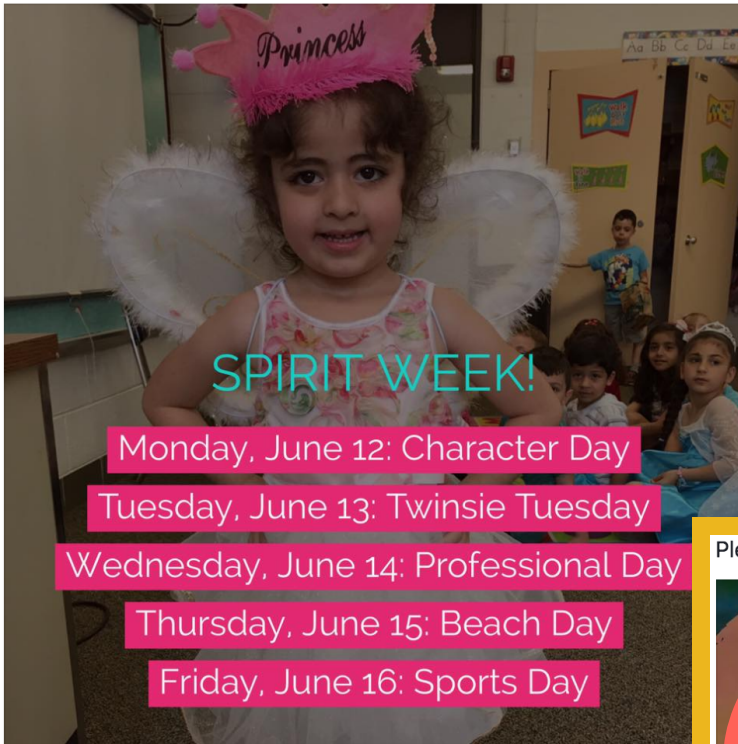
SPIRIT WEEK!

Monday, June 12: Character Day
Tuesday, June 13: Twinsie Tuesday
Wednesday, June 14: Professional Day
Thursday, June 15: Beach Day
Friday, June 16: Sports Day

📖Summertime Reading!

100 Books to Read Before You Turn 12
From classics to new releases, we've rounded up 100 of the best kids books of all time.
REDTRI.COM

Please join us! #IceCreamSocial

Wednesday, May 17th
11:00 PreK AM
1:00 PreK PM - 5th

ICE CREAM SOCIAL

Come join us! Meet with your new teacher, connect with your friends, and eat some delicious ice cream!

Location: PLAYGROUND

Hey friends! Tomorrow, March 16, Amazon will donate 5% (10 times the usual donation rate) of the price of your eligible AmazonSmile purchases to   Academy Foundation! Tomorrow is clearly the day to spend lots on Amazon to support your favorite school! Get started at

Support Academy Foundation by shopping at AmazonSmile.
When you shop at AmazonSmile, Amazon will donate to   Academy Foundation....
SMILE.AMAZON.COM