



Effective Social Media for Schools

March 2019



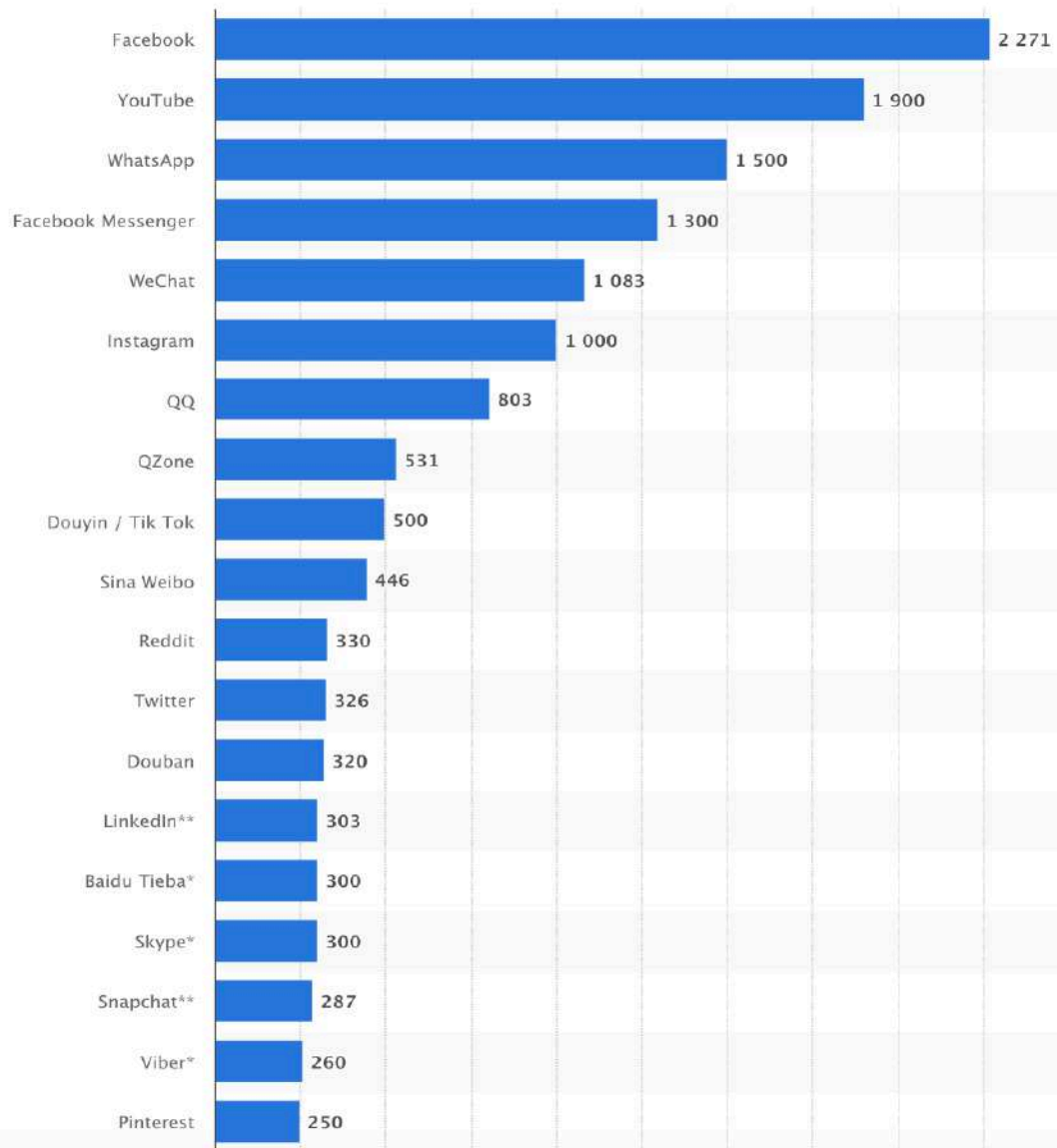
Show of hands

1. Who checked social media on their phone this morning?
2. Who's bought something after clicking a social ad?
3. Which channels does your school actively use?
4. Who has an alumni group on social media?
5. Who has someone in their team with 'social media' officially part of their day job?

The digital/ social landscape



Social media user volumes (Statista) Jan 2019



facebook

YouTube

facebook
Messenger

WhatsApp

Instagram

Twitter

Google+

LinkedIn

skype

Snapchat

Pinterest

LINE

Viber

WeChat

tumblr.

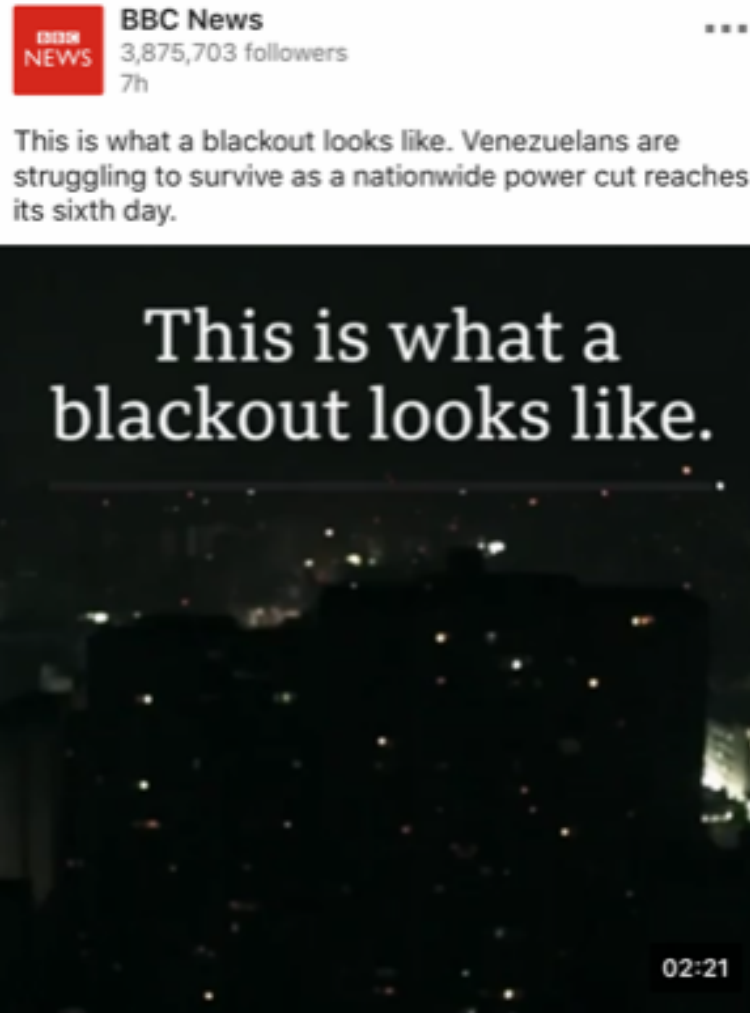


What the big consumer brands are focusing on for 2019

1. Trusted and researched content
2. Unscripted, authentic & live Q&A sessions
3. Micro-influencers
4. Stories, video, GIFs
5. Private messenger for customer support

Set appropriate expectations

You'll never have the following of a major consumer brand



199 Likes • 22 Comments • 13,380 Views



But you can build a loyal, engaged group

Even several hundred people regularly seeing your posts could be helpful



The big consumer brands are different to schools

Yes, we want more **logins**, more **reads**, more **opens**, more **interactions**, but it's hard to find the time, or come up with the ideas, to pull alumni/ parents in... and they won't come on their own, they need regular encouragement!

Building up social media followings, and converting these channels in to something useful, can be a challenge

Is this you?

- I don't have time to be constantly posting
- I'm worried about trolls/ disgruntled posts
- I don't have a policy for younger school students
- My school firewall blocks my access



Today

3 rules for making social content engaging

10 examples of schools doing cool stuff

10 social 'life hacks' for busy alumni/
development teams



3 rules - FUR

Is your content/ communication Fun, Useful or Relevant?

Are you going to
make someone
smile?



Fun

Click-bait
Share-able
Amusing
Competitive
Interesting

Are you solving
someone's
problem?



Useful

Connections
Careers support
Top tips
Advice
Market place

Are you making
something
personal?



Relevant

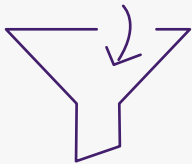
From your time
Nostalgic
Industry-specific
Sports
Hobbies



3 steps – execute with energy!

It's not just what you do, but how you do it!

Come up with
your FURy idea



Idea

Fun
Useful
Relevant

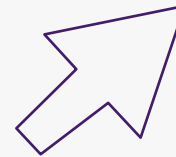
Execute with
energy



Execution

Catchy headline
Slick creative
Tag people
Include photos

Force an action/
transaction



Action

Sign-up/ login
Complete form
Click/ share
Comment



Example 1

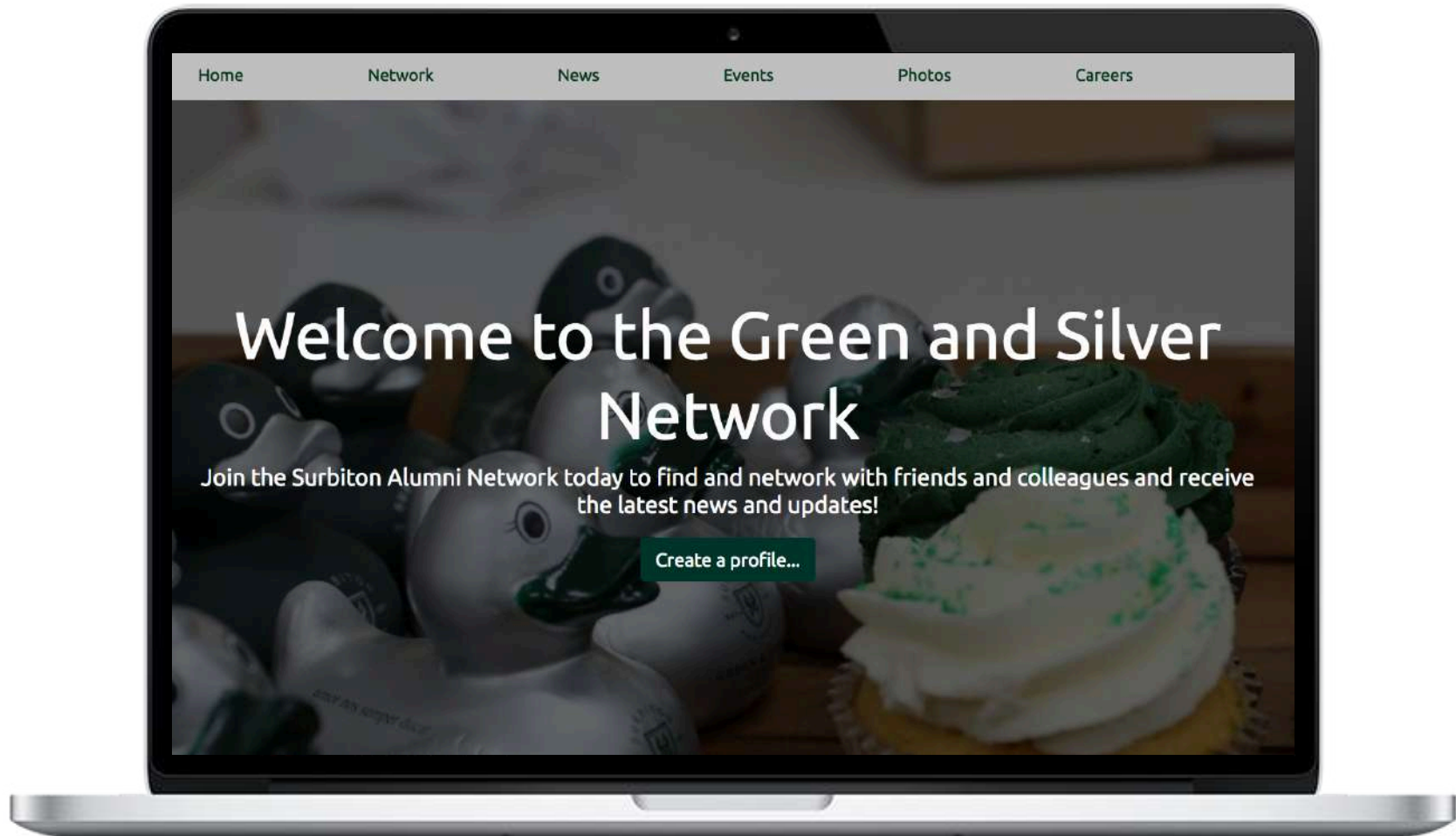
Ducks

Surbiton High School



A memorable mascot

Small rubber green and silver ducks have been given to all Surbiton High leavers (as they join the Green & Silver alumni community) and snapped all over the world!



Encouraging alumni to share pics of their ducks

Holiday pics from around the world....

↻ Green & Silver Club Retweeted



Surbiton High School @SurbitonHigh · 6 Jul 2018

School is officially out for summer. What an incredible year it has been. Thanks to all our pupils, parents and staff. Now it's time to enjoy a well deserved break. [#FridayFeeling](#) [#schoolsoutforsummer](#) [@SHSGirlsPrep](#) [@SHSBoysPrep](#)



Green & Silver Club @SHSGreenSilver · Feb 18

Look who I found on my aeroplane [@CSBWRAY](#) [#halftermfun](#) [@easyJet](#) [#ezy8681](#)



A festive spin

Most visuals can be adapted for world events and festivals – look at how Google adapts its Search box graphics at different times of the year...



Green & Silver Club @SHSGreenSilver · 25 Dec 2018

What do you get if you cross Santa with a duck?
A Christmas Quacker!

Merry Christmas to all our [#Alumni](#). Looking forward to seeing you at Woody's Surbiton on 4 January, 6pm onwards.



Surbiton High School and SHS PA



Green & Silver Club @SHSGreenSilver · 30 Nov 2018

The 135 anniversary silver duck has hatched just in time to decorate the [#ChristmasTree](#) and launch our [#SHS135](#) celebrations for 2019. [#BBCAutumnwatch](#) [#radio4tweet](#) [#SHSDucks](#) [#Lifelongfriendship](#) [#Alumni](#)



Example 2

Steady stream

ESMS, Edinburgh



Short & snappy (FUR) updates for social media

ESMS Facebook – 3866 followers

The image is a screenshot of the Facebook page for Erskine Stewart's Melville Schools. The page header shows the school's name and a search bar. The profile picture is a circular logo with a red and blue design. The cover photo shows a group of students in school uniforms, some playing drums. The left sidebar contains navigation links: Home, About, Photos, Twitter, Flickr, Videos, Events, Posts, Community, and Info and ads. The main content area features a large photo of students in uniforms, with interaction buttons (Liked, Following, Share) and a 'Learn More' button. Below this is a 'Photos' section with a photo of a large building. To the right, there is a section titled 'ABOUT ERSKINE STEWART'S MELVILLE SCHOOLS' with a photo of students and a brief description of the schools.

Erskine Stewart's Melville Schools

@esmsedinburgh

Home

About

Photos

Twitter

Flickr

Videos

Events

Posts

Community

Info and ads

Create a Page

Liked Following Share

Learn More Send Message

Photos

ABOUT ERSKINE STEWART'S MELVILLE SCHOOLS

ESMS

Welcome to our unique family of independent schools based in the heart of Edinburgh. Together, our ...

See more



Alumni news headlines, quality photos, events

ESMS Twitter – 2017 followers



ESMS
@esmsedinburgh

News from ESMS - A unique family of Independent Schools for boys and girls

Edinburgh
esms.org.uk
Joined December 2012
445 Photos and videos

Tweets 1,997 Following 352 Followers 2,017 Likes 1,272 [Follow](#)

Tweets Tweets & replies Media

ESMS @esmsedinburgh · Feb 28
Old College looking striking this morning 😊



SMC Archives @smcarchives
The new floodlighting has had all the photographers out ... another one from this morning. Photo courtesy of Graeme Brown #StewMel #Oldcollege @esms

1 9

New to Twitter?
Sign up now to get your own personalised timeline!
[Sign up](#)

You may also like · Refresh

 **Stewart's Melville College** ...
@sport_smc



Example 3

Advent doors

Christ Church, Oxford



24 days of advent, 24 different doors to guess

Each day 2 – 15 comments and 8 – 30 shares



Nicely worded posts, consistent set of images

Could you find 24 'doors' (or something else) to photograph around your school?



The intrigue continued through to the end!

You could forward-schedule all of these posts to save time...

 **Christ Church, Oxford** 12 December · 🌐

This door was never even meant to exist, and was added at the last minute after a sudden change of plan. But why would a building not need a door at the entrance? Find out with the intriguing story of today's advent door: <https://bit.ly/2PxBX9i>



 50 3 comments 8 shares 

 **Christ Church, Oxford** 24 December · 🌐

It's Christmas Eve, which means it's time to open the last of our advent doors... So, what will be waiting behind this one? There are a few surprises in store, including a secret door you've probably never even noticed before - so take a look, and enjoy a final fascinating glimpse into Christ Church's history: <https://bit.ly/2BSbvnM>



 79 14 comments 9 shares 



Fun/ trivial tends to generate higher shares...

The pancake race got 16 shares & 3 comments, IWD got just 4 shares...

 **Christ Church, Oxford** Friday at 16:57 · 🌐

It's International Women's Day!

We have plenty of inspirational women to celebrate at Christ Church, including successful sportswomen, brilliant academics, and women going out of their way to make a difference. Find out more about just some of our amazing Christ Church women in th... See more



👍❤️ 148

4 shares 🌐👤

👍 Like 💬 Comment ➦ Share

 **Christ Church, Oxford** 5 March at 17:29 · 🌐

This afternoon saw some hotly contested pancake races taking place in Tom Quad, with teams from across the college and Cathedral taking part and a team from the JCR emerging victorious! Congratulations to everyone involved!

www.chch.ox.ac.uk/news/current-student... See more



👍❤️😄 226

3 comments 16 shares 🌐👤

👍 Like 💬 Comment ➦ Share



Example 4

Alum in news

Lady Eleanor Holles / IDS



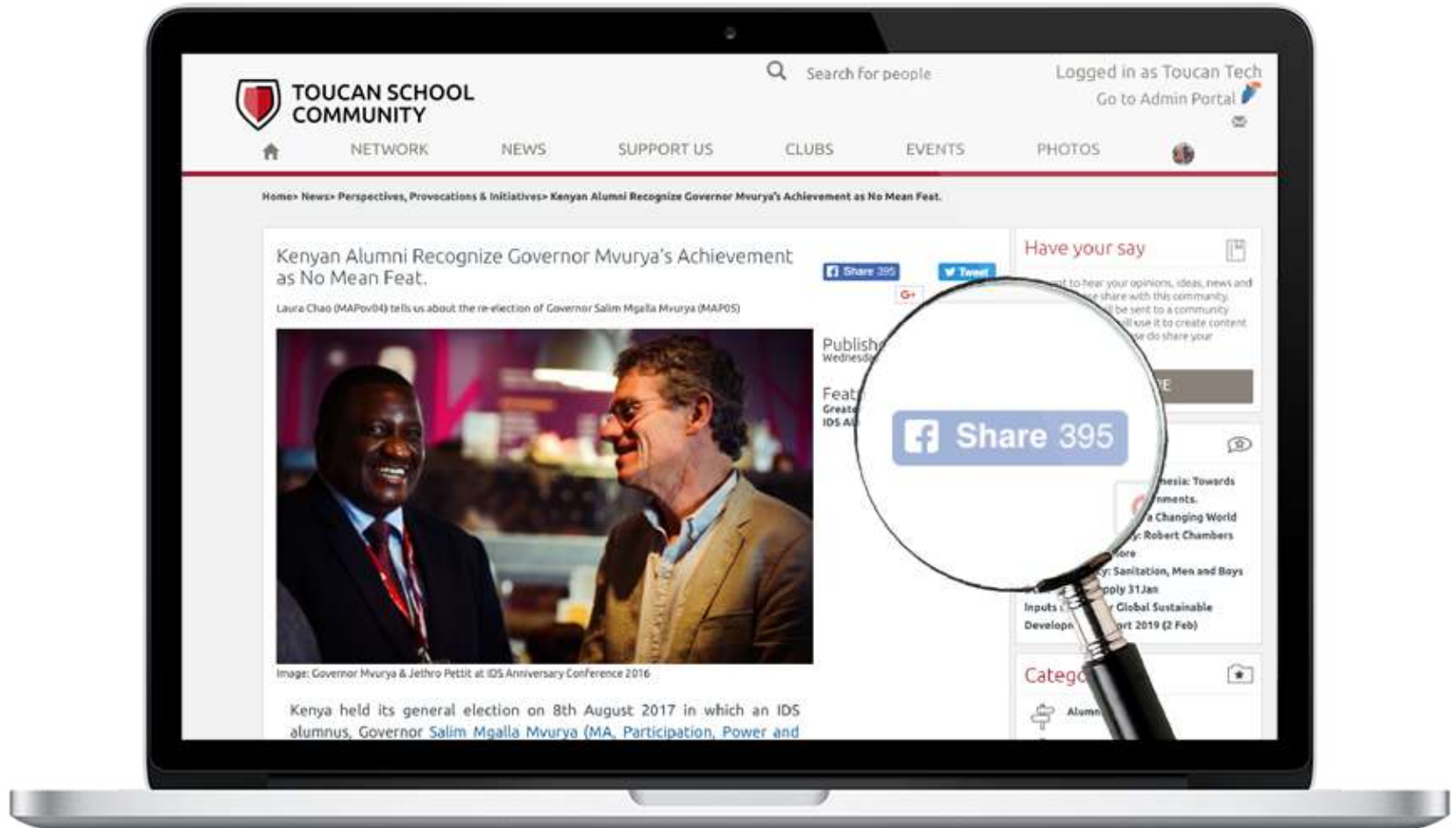
Cover any alumni who are in the wider news

Use Google News alerts/ or regular social media checks to re-post content!



Pick up on topical issues/ world events

This news article featuring an alumni-turned-politician generated a great deal of 'buzz' amongst former classmates – 395 shares and more than 20 comments!



Example 5

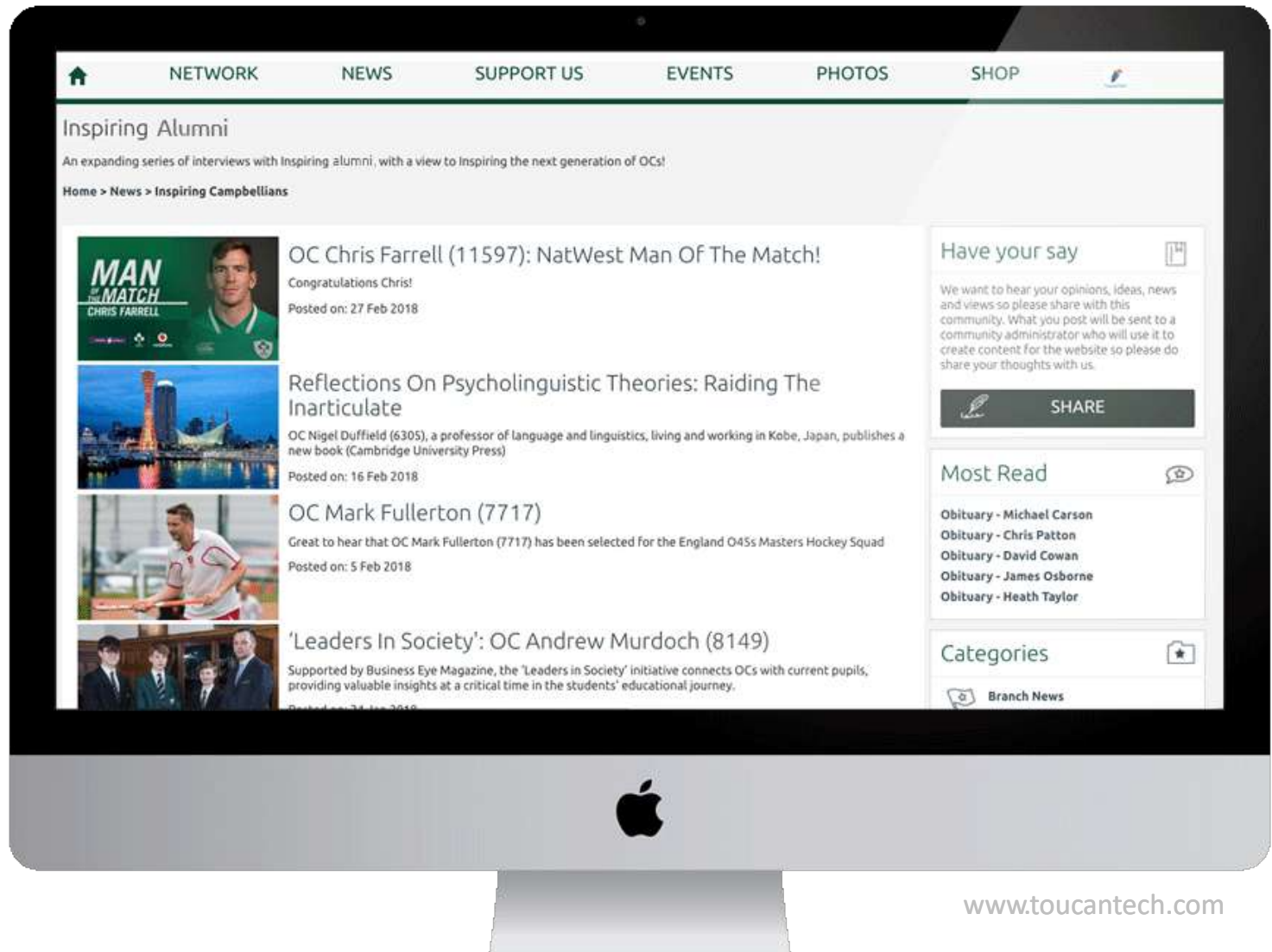
Create news!

Campbell College



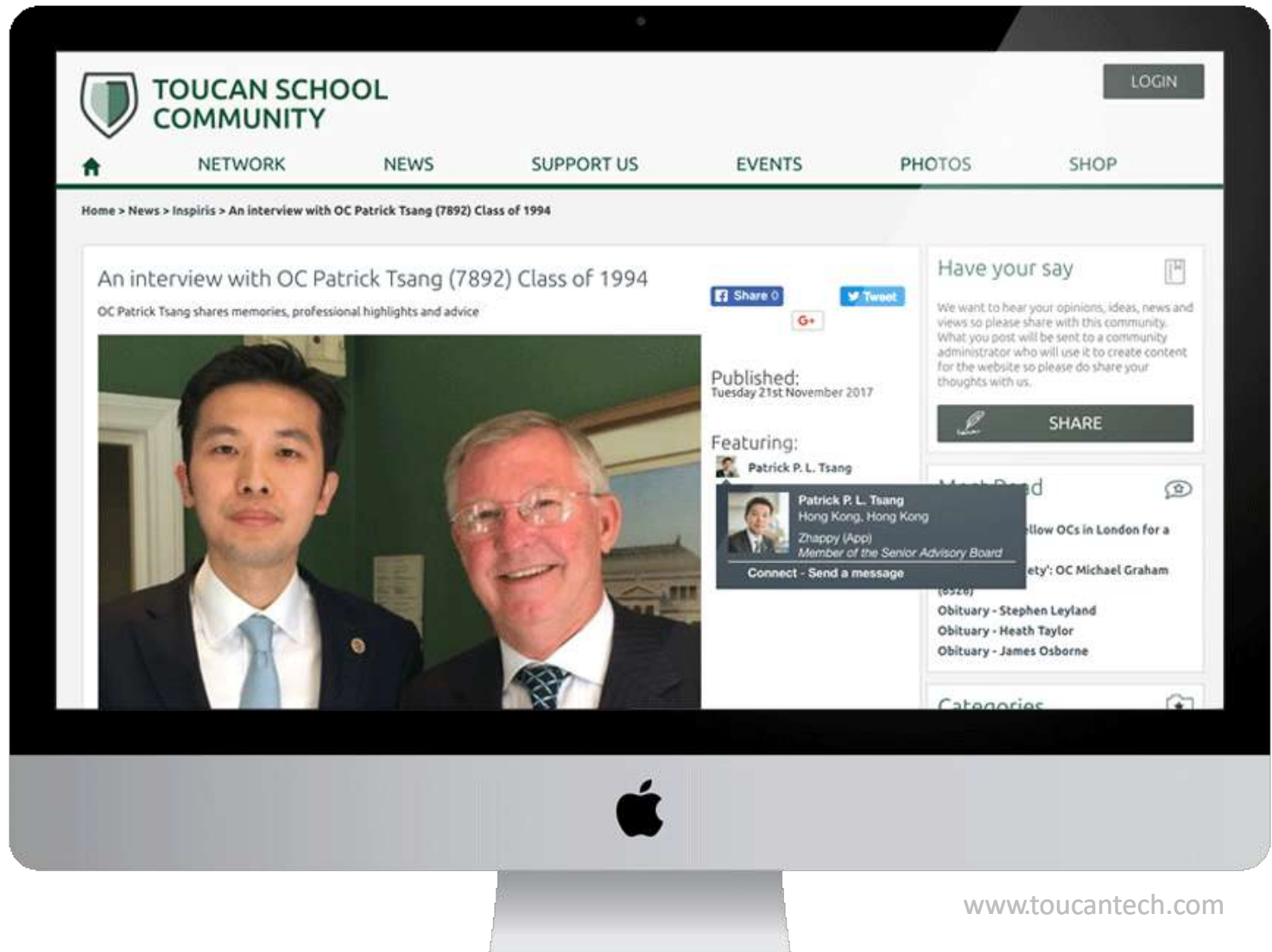
Interview alumni for a regular Q&A series

This popular interview series features interesting alumni, with catchy headlines and articles stuffed with facts and stats to entice people to read and share



Spark interest and hide the rest behind log-in

This article attracted 456 views within a week, forcing people to log-in if they wanted to read the full interview or connect with the featured alumnus



Example 6

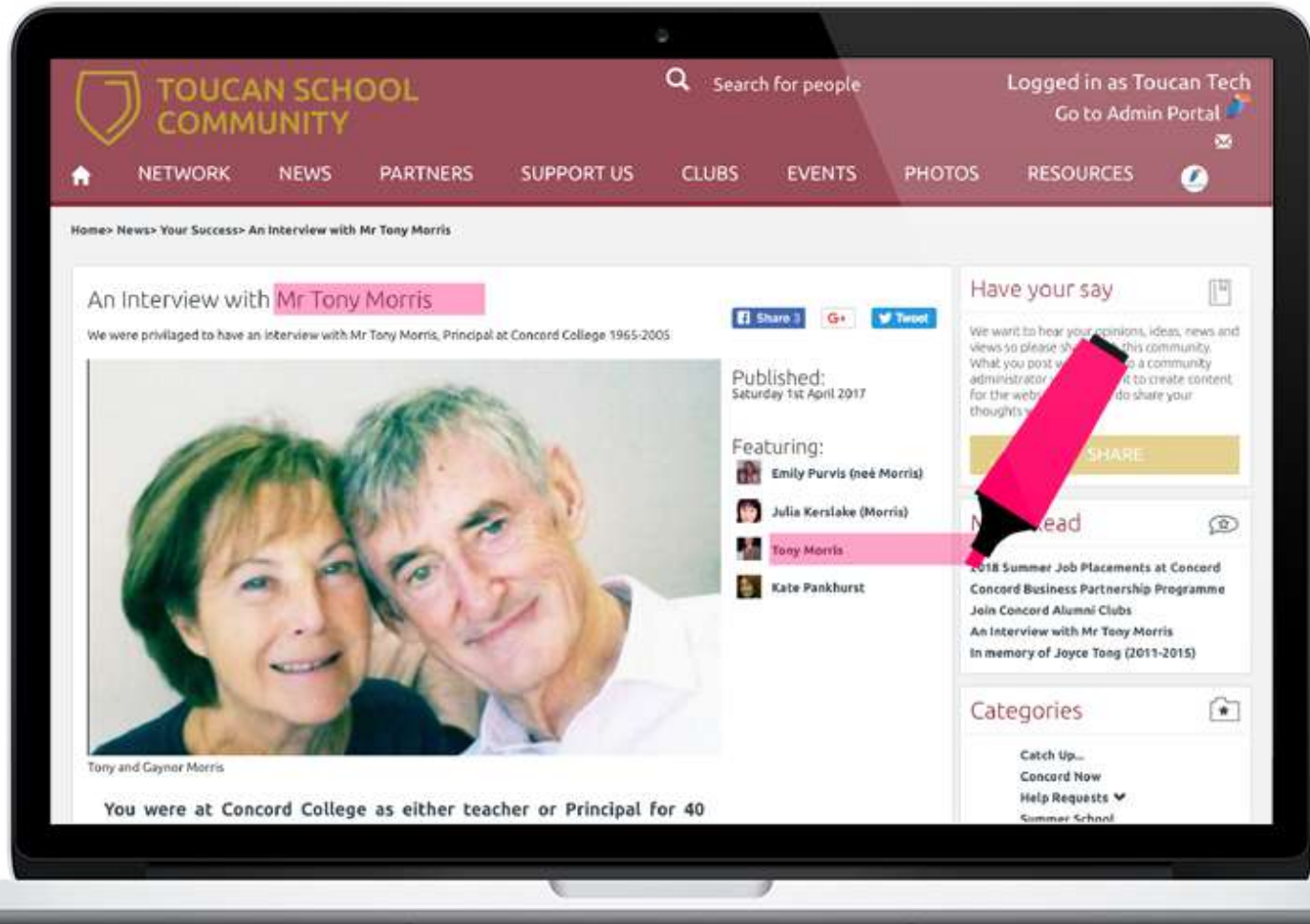
Nostalgia

Concord College / Mill Hill School



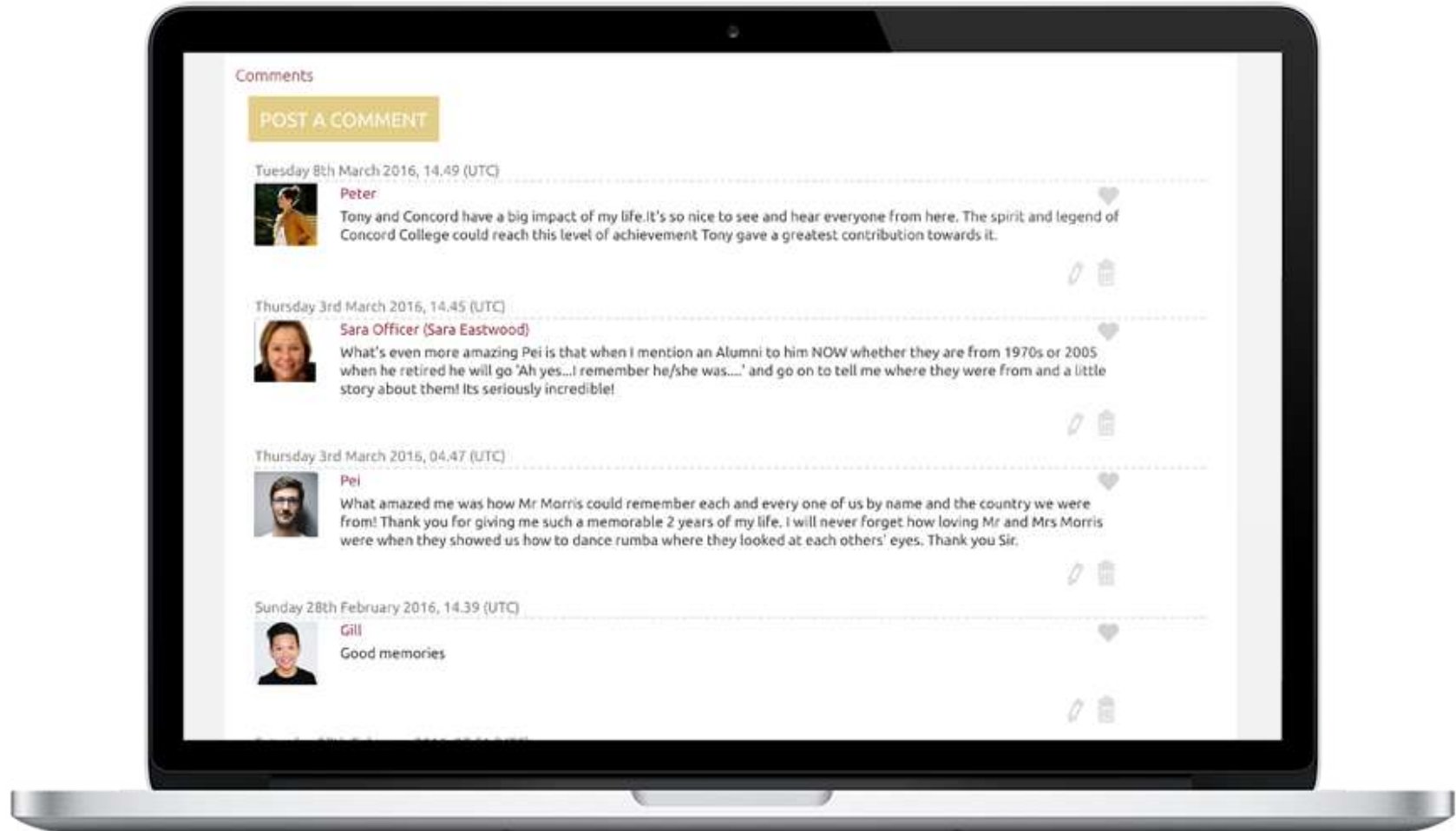
Pull on nostalgia and feature your teachers!

2400 people logged-in to read this heart-warming interview with popular retiring teacher (endearing photo, tagged people, extensive email and social shares)



Encourage comments on your news stories

Every time you post a story, ask your community to share their thoughts or respects by leaving a comment – it worked for this teacher interview!



10 questions with...

1882 reads and 12 comments on this locked-down Q&A piece with a former Mill Hill Headmaster

Alastair Graham

We catch up with former Headmaster, Alastair Graham



Alastair Graham

Alastair Graham came to Mill Hill as Headmaster in 1979 after Allan Phimester had stepped in as acting Head for the previous year. He is the longest serving Headmaster in the past 50 years and we have been delighted to welcome him back to the School for the Crick 100 Reception in 2016 and, most recently, to the 1987 and 1988 Reunion in January 2018. Let's meet the man and reminisce on all things 'Mill

[Share on Facebook](#)

[Share on Twitter](#)

[Share on Google+](#)

[Share on LinkedIn](#)

[Share on Pinterest](#)

Published:
Tuesday 12th June 2018



“ACG changed my life”

An outpouring of authentic comments for this game-changing Headmaster

Saturday 4th August 2018, 13.53 (UTC)



Habil

Dear Mr. Graham

You accepted me in Mill Hill on oct 1980 under exceptional circumstances considering there was the Iran-Iraq war. We met several times during my 3 years at Mill Hill. You truly are a gentleman and I owe my upbringing and relative success to you and Mill Hill School which I will always cherish. I wish you all the best of health and happiness. Thank you



Friday 3rd August 2018, 19.50 (UTC)



Jasor

Gentlemen, leader and a great sense of humour. A perfect headmaster. Thanks Mr Graham.



Friday 3rd August 2018, 17.06 (UTC)



Austin

ACG changed my life. He was the first senior teacher who made it totally clear that to love your school was the right thing to do. I have been mocked for it ever since but he was right on the money. Thank you Mr Graham, from the bottom of my heart.



Friday 3rd August 2018, 16.37 (UTC)



Patrick

A true gentleman with a lovely family. It is good to see you looking so well sir.



Friday 3rd August 2018, 15.06 (UTC)



Richard

I consider myself so fortunate to have had Mr Graham as my Headmaster while at Mill Hill. He was a wonderful Head Man and a true gentleman. My Mother and I still both credit Mr Graham to a very great extent with any success I have enjoyed at and since Mill Hill. Richard Baxter (BB '81-'86)



Nostalgia not just about teachers

This is Freddie, care-taker for nearly 50 years at Mill Hill school!

Freddie (Mohamed Ali Abscir)

We talk to the Mill Hill institution that is Freddie.



Freddie says 'Hi'

Freddie (Mohamed Ali Abscir) first came to work at Mill Hill in September 1970. He is still here after nearly 50 years of loyal service and is one of the most recognisable and friendly faces to several generations of Millhillians. Our alumni have been thrilled to see him

[Share on Facebook](#) 4

[Share on Twitter](#)

[Share on Google+](#)

[Share on LinkedIn](#)

[Share on Pinterest](#)

Published:
Thursday 19th April 2018



“The most amazingly friendly face at MHS”

1600 reads and 10 comments below this Q&A story

Wednesday 16th May 2018, 03.01 (UTC)



Asim

Absolutely amazing. This guy is amazing!!!



Tuesday 15th May 2018, 15.34 (UTC)



James

Great to see him being recognised. Always a friendly face, always looking for the next racing tip.



Tuesday 15th May 2018, 08.52 (UTC)



Richard

Freddie was just the most amazingly friendly face at MHS ... as my academic studies always brought a grimace to the faces of my teachers, seeing Freddie always brightened up my day!



Friday 11th May 2018, 20.48 (UTC)



Marti

What a wonderful interview. I was at MHS 1972-77 and Freddie was one of my favourite people in the school. Always a smile even early in the morning at breakfast. (I think i was one of those extra fried-bread eaters!)



Friday 11th May 2018, 16.08 (UTC)



Tom

Amazing to see you are still at Mill Hill Freddie. I hope you and your family are well. I seem to remember our daughter's were born within days of each other or am I getting old and confused? Tom



Example 7

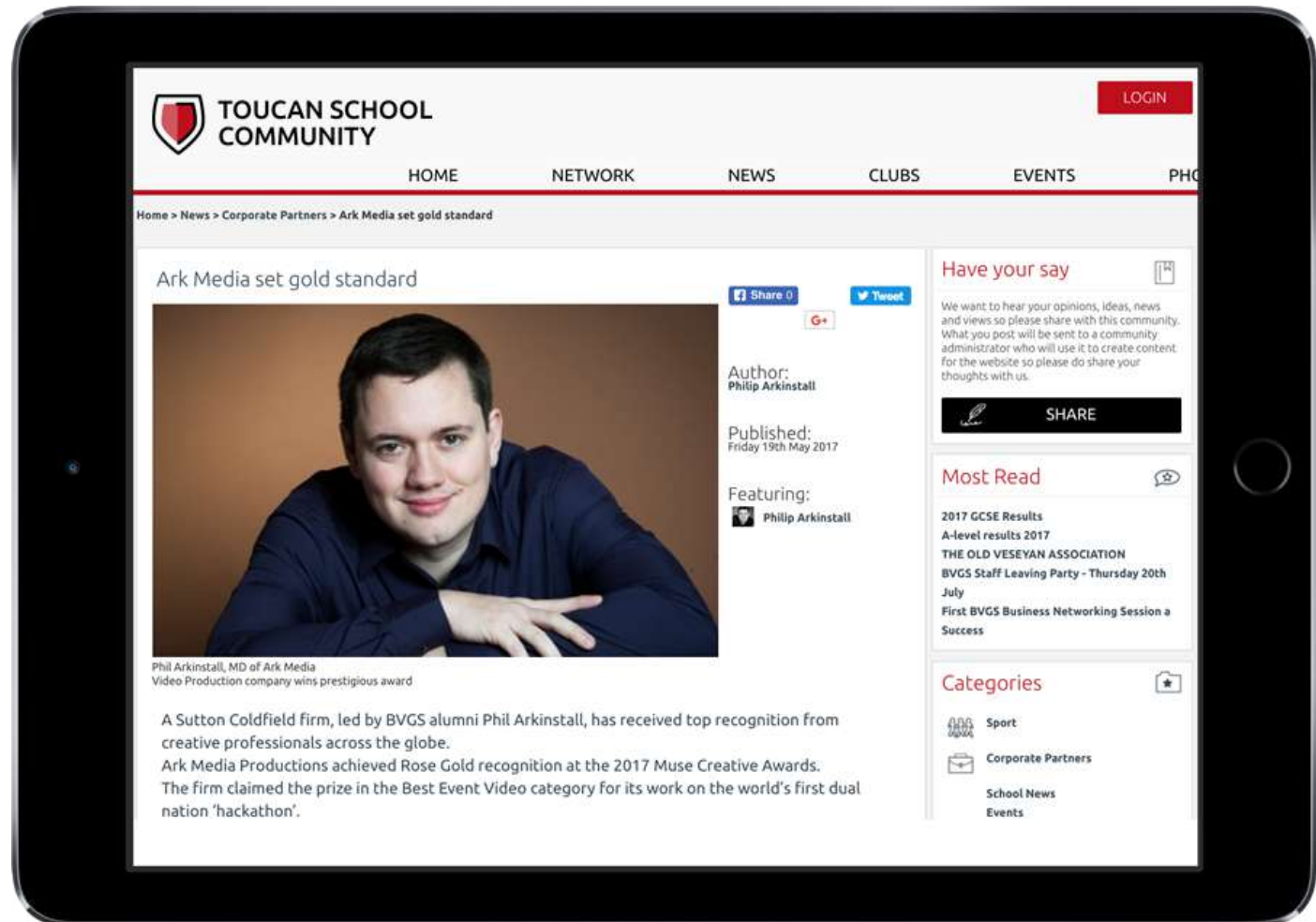
PR your alum!

Bishop Vesey's Grammar School



Free publicity for your alumni is a win-win

By publishing business profiles (or charity initiatives) you're gathering interesting content whilst giving your alumni some high-quality niche news coverage



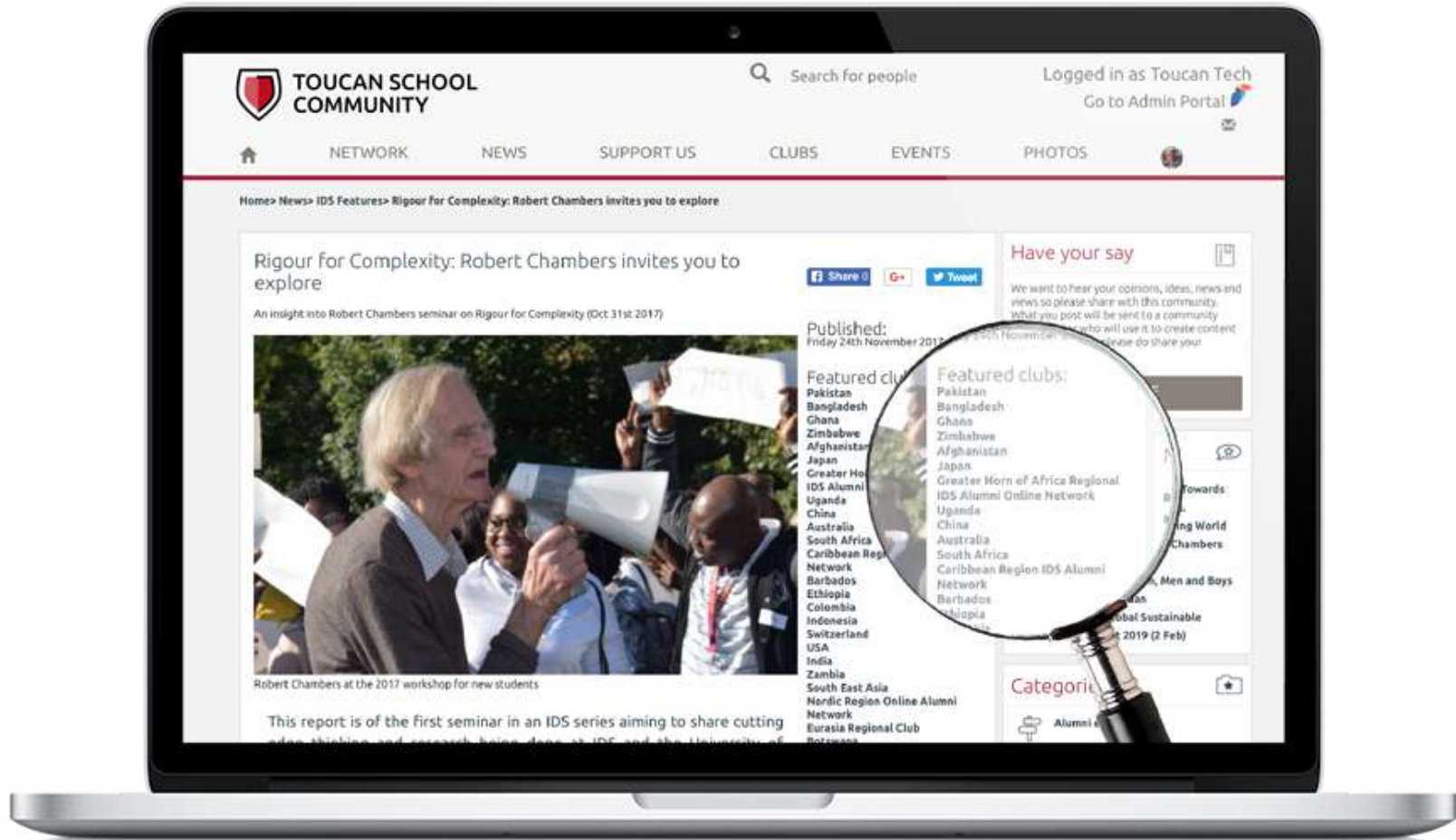
Example 8

Contest/ request

IDS/ Francis Holland/ Concord

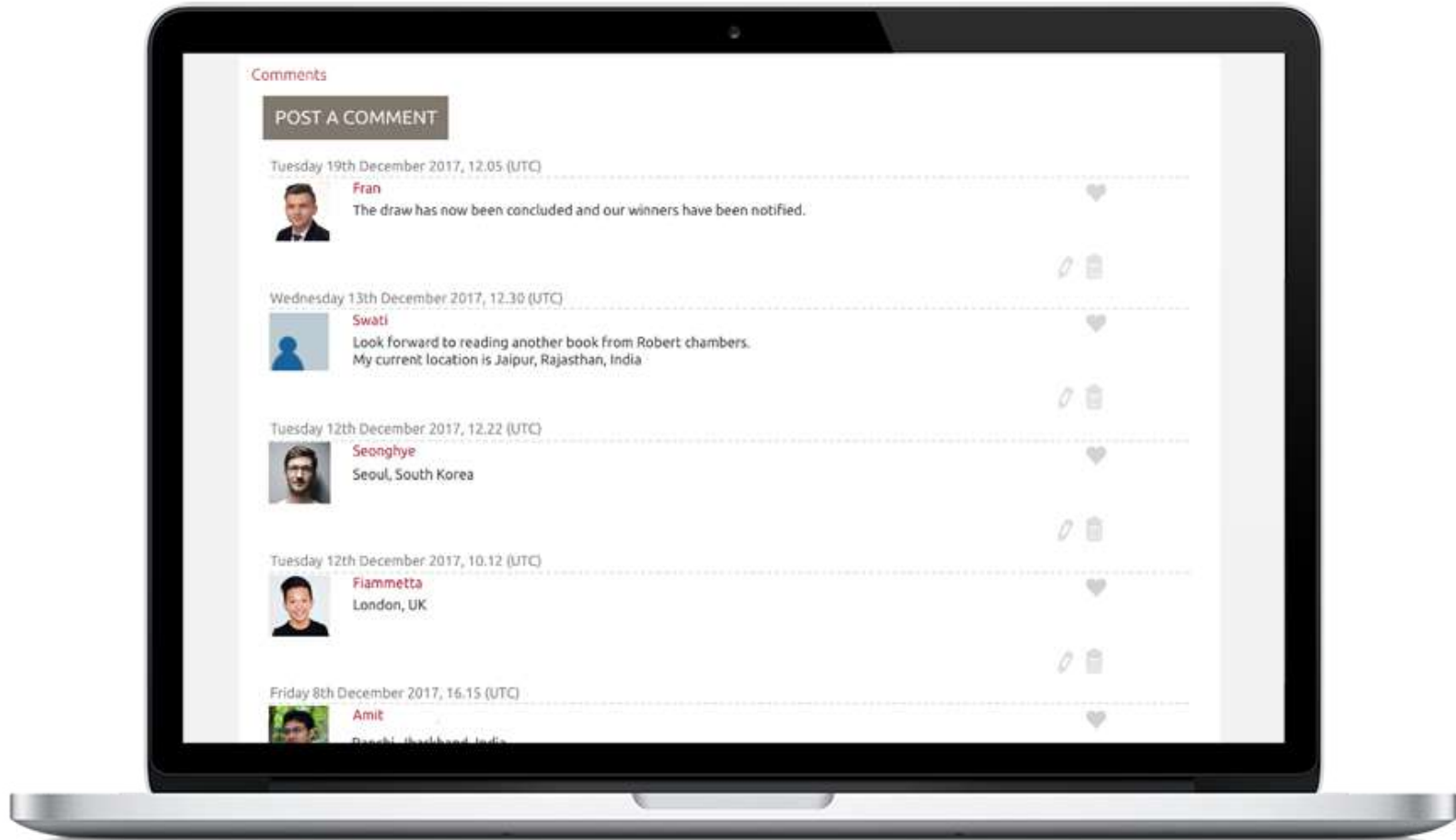
Run a simple comments contest with a prize

This article featured a book published by a professor, with the chance for alumni to win a signed-copy by simply filling in their current city in the comments



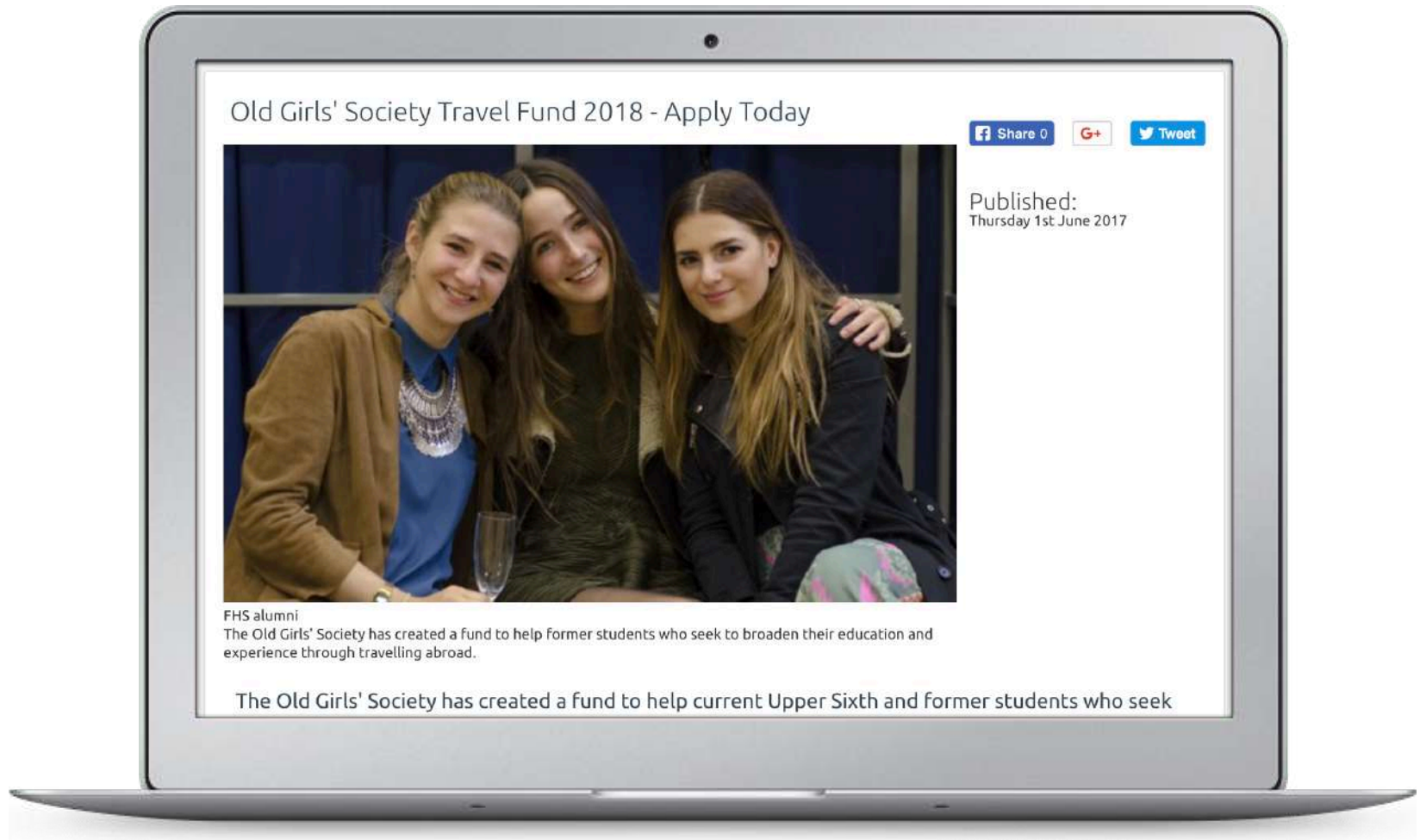
20 comments from USA, India, Madagascar...

And every time someone logged-in to leave a comment they made connections, felt engaged and fed the alumni database with updated location data



Run an annual travel fund or charity award

You can ask people to apply by submitting their 'pitch' on the community website (e.g. as a news story or document) and ask they complete their profile to qualify



People like to help!

Careers initiatives rely on the support of your alumni community – don't be afraid to ask for help - beyond the handful of people who always volunteer!



Example help request

Posted on a locked-down page of alumni community website

CAN YOU HELP THIS YEAR?

Date of the conference: Saturday 2nd March.

We need Alumni to help...

We need current medical undergraduates (studying different specialties)

We need fully qualified medical professionals (working in different specialties)

Benefits:

- It will help boost your CV
- It adds to your voluntary works experience
- It gives you more experience of face-to-face tuition/advice
- It gives back to Concord and helps others
- It gives you the opportunity to see Concord's £11m state-of-the-art Science Block
- It allows you to network with other medical Alumni and professionals
- Lunch and snacks included, free of charge
- Reasonable 'standard' transport costs to/from the event up to £100 reimbursed, within UK

For further details about the event and for those wishing to volunteer, please comment below with your full name, years at Concord, and current subject / profession



Impressive response...

54 reads and 8 offers to help posted underneath this locked-down page



Syahin



Syahin [redacted] Concord 2013-14. Final year Bristol Medical Student

2 months ago  



Clarissa

Clarissa [redacted] 2013-2014 4th Year Dental Student (Dundee)

2 months ago  



Jasmine

Jasmin [redacted] Years at concord 2013-2014. 5th year UCL Medicine

2 months ago  



Joshua Coffey

Anna [redacted]

Hi Anna, I will email you later this afternoon with more information! Thanks.


- Josh (Alumni & Marketing Assistant)

2 months ago  



Anna

Hi can I get some more information about this? Anna [redacted] 016, 3rd year medic (Cambridge)

2 months ago  



Example 9

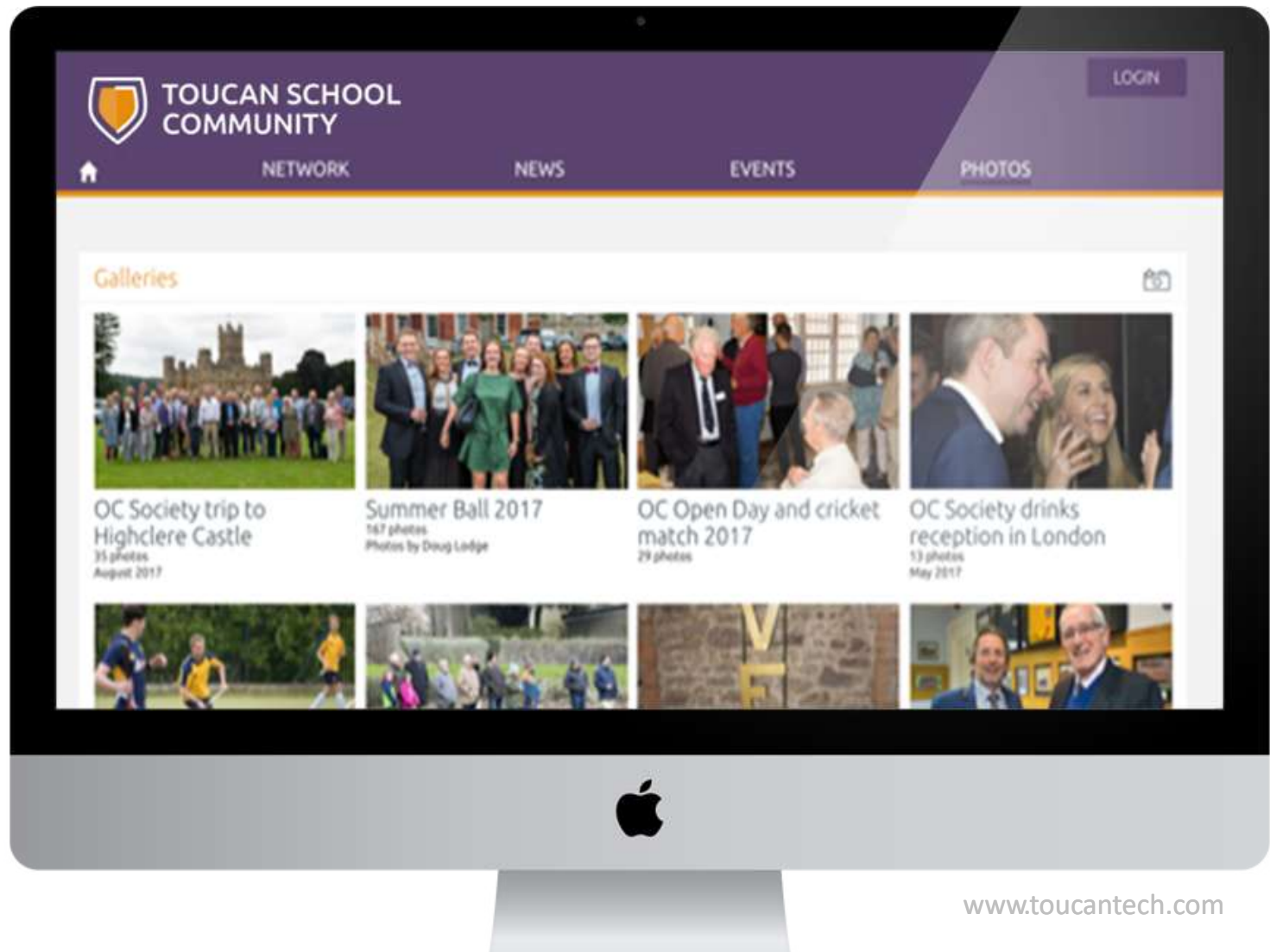
Must-see pics

Cranleigh



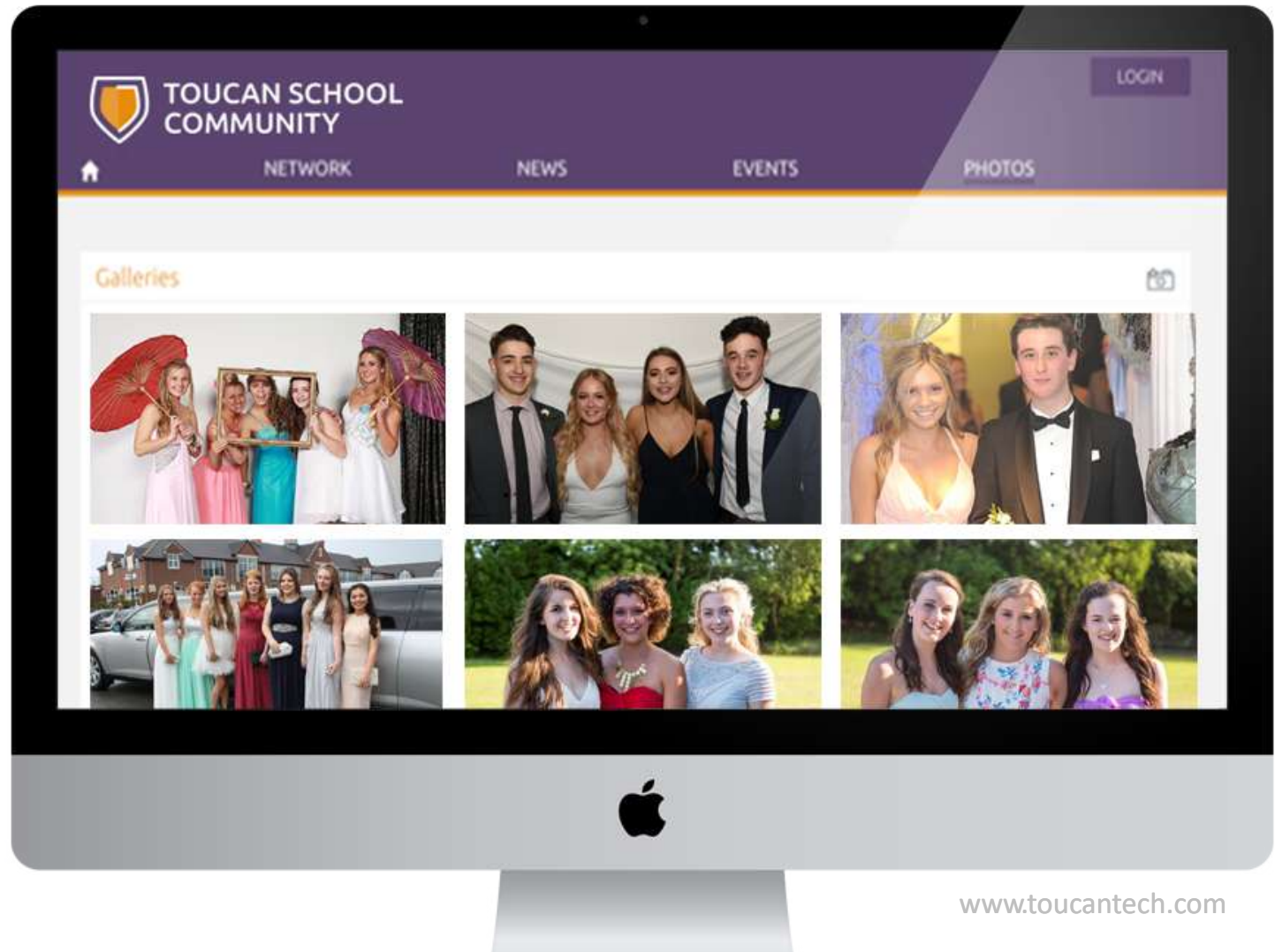
Everyone loves to snoop at photos!

This is a set of gallery photos – all of which require log-in to view – just remember to take pics at all your event and email attendees (and wider community) afterwards



70% school leavers logged in to see ball photos

One school posted their professional leaver ball photos only on their community website – enticing the majority of their leaving year to log-in to view



Example 10

#campaign

Team UofG/ St Paul's



A strong visual identity

Images are more important than ever – with entire social media channels dedicated just to image sharing. A memorable logo and ‘theme’ can make your campaigns memorable, spreadable and fun...



Teamuofg University Of Glas...
[tenor.com](#)



University of Glasgow - My...
[gla.ac.uk](#)

Advert set name	Delivery	Results	Reach	Cost per reach
Team UofG Engagem... 16.04 - Instagram	Completed	9,763	32,791	£3.27
Team UofG Engagem... 17.02	Completed	63,030	107,827	£3.07
Team UofG Engagem... 18.04, 18.05	Completed	9,650	4,156	£2.31
Team UofG Engagem... Instagram	Completed	11,345	31,354	£3.27
Team UofG Engagem... 18.04	Completed	76,386	104,899	£2.50
1 - Results from 3 ad sets		168,571	276,420	£3.08

How to Make a Social Campaign Fly (Part ...
[uofgsocialmedia.com](#)



Teamuofg University Of Glas...
[tenor.com](#)



University of Glasgow on Twitter ...
[twitter.com](#)



Welcome to #TeamUofG - YouTube
[youtube.com](#)



Teamuofg University Of Glas...
[tenor.com](#)



Teamuofg GIF by University of...
[giphy.com](#)



Welcome to Team UofG - YouTube
[youtube.com](#)



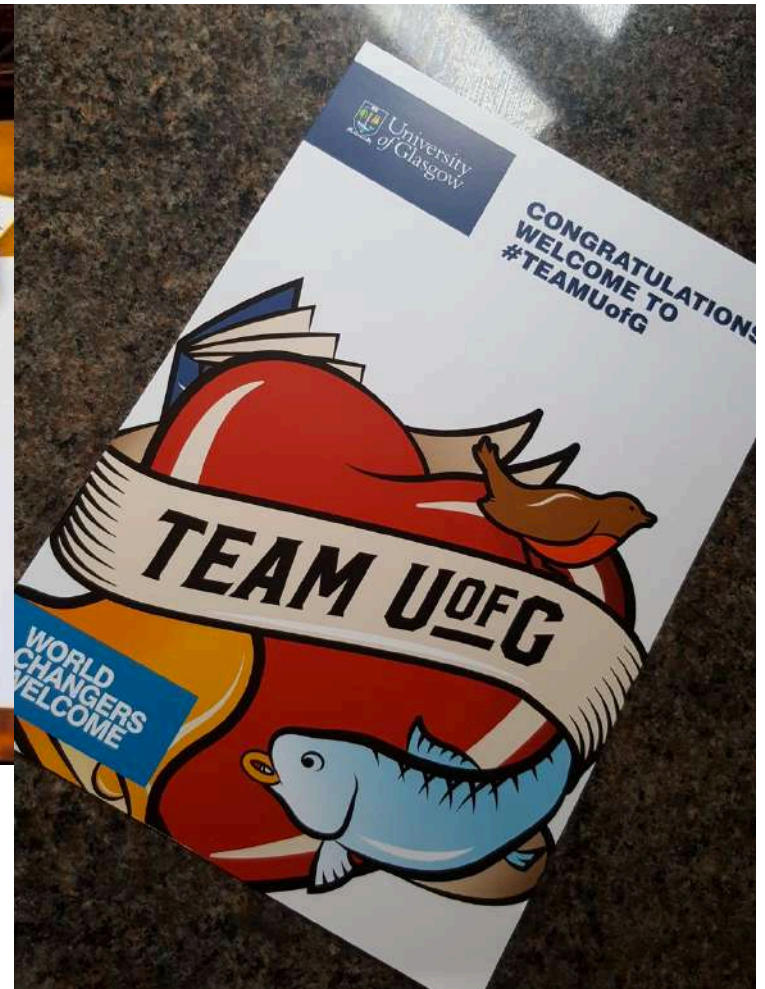
Teamuofg University Of Glasgow ...
[tenor.com](#)

“I haven’t really been that engaged with my old uni for 20 years, but recently I’ve seen a new Team UofG campaign and I’ve started following the uni alumni Twitter feed” *Gerry Sweeney, UofG Class of 1999*



A 2018 marketing award

For “developing an inspiring value proposition for the university, while engaging applicants, students, alumni, influencers and members of the academic community”



Free stuff for kids!

Everyone loves to share something new with their kids – especially if it's an activity to keep them occupied – check out these colouring sheets/ books by UoG!

UofG Library @uofglibrary · 5h
Copies of the amazing @UofG_Alumni Avenue cover image are now available for wee ones to colour in our @uofglibrary Family Study Lounge on Level 4 🐼✍️
ow.ly/U6Vs30nbQRu #AlisdairGray #TinyTeamUofG #TeamUofG ❤️



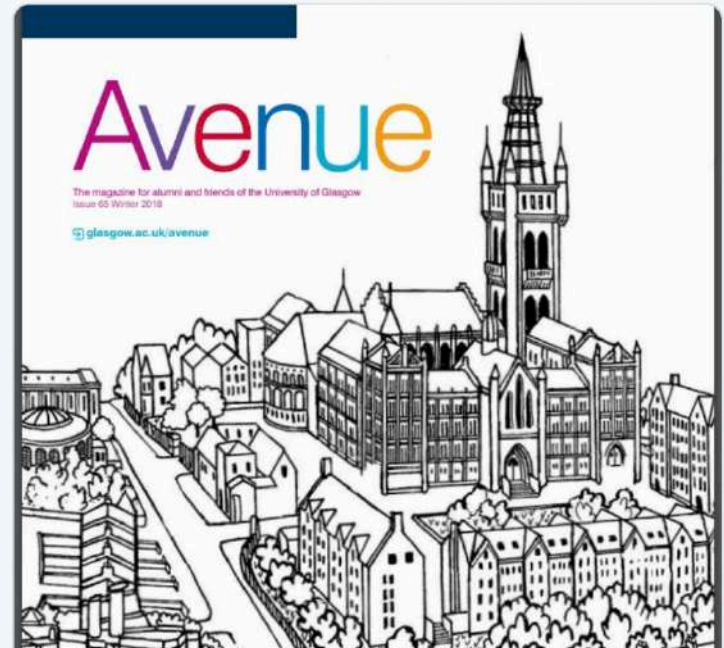
Tweets **Tweets & replies** **Media**

📌 Pinned Tweet





UofG Alumni @UofG_Alumni · 12 Dec 2018


Wow! Have you seen the cover of our latest issue of Avenue, our @UofGlasgow magazine for #TeamUofG alumni & friends?! We ❤️ it!
It's part of an illustration by Glasgow writer & artist #AlisdairGray, so look out for it arriving through your letterbox... ✨📧



Strong visual campaign for a reunion event


Remember the Fyre festival?!




St Paul's Girls' Alumnae • 2nd
Development and Alumnae at St Paul's
Girls' School
St Paul's Girls' School
London, United Kingdom • 500+ 

[Connect](#) [Message](#) [More...](#)


Highlights

1 Mutual Connection
You and St Paul's Girls' both know
 Eve Scrivener

Articles
931 followers [+ Follow](#)



**Reunion for the '8' classes -
2008, 1998, 1988, 1978,...**

 **St Paul's Girls' Alumnae**
Published on LinkedIn

Reunion for the '8' classes -
2008, 1998, 1988, 1978, 1968,
1958 and 1948

Published on Sep 20, 2018



St Paul's Girls' Alumnae

Development and Alumnae at St Paul'...

[+ Follow](#)



Social media 'Life Hacks'



10 Social media 'life hacks' – for schools!

Some ways to speed up your use of social media for alumni/ development

**1.
Focus on
small
number of
channels**

**2.
Duplicate
content
across
channels**

**3.
Schedule &
manage
posts on
Hootsuite**

**4.
Create a bank
of photos/
graphics**

**5.
Run quick
surveys**

**6.
Make help
requests**

**7.
Re-post
other
peoples'
content**

**8.
Follow
relevant
people/ orgs**

**9.
Set up
Google
News alerts**

**10.
Use branded
hashtags**



Questions?



Thank you!

kate@toucantech.com

Download our free guide to the UK's top schools and their social media metrics at toucantech.com



About ToucanTech



ToucanTech is an easy, affordable and beautiful system to securely manage your alumni and supporter records, email newsletters, online payments, events, mentoring and more! Used by 200 schools internationally, we're passionate about data and engaged communities

