



Using social media effectively to market your Catholic school



@ReedBrandComms



Welcome from Reed Brand Communication

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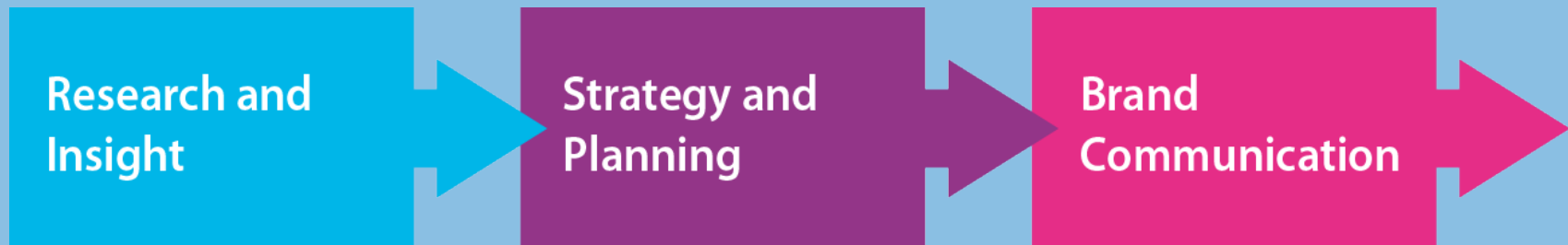
Bespoke marketing for schools.

We help schools identify:

- What makes them special
- Who and where their target markets are
- What those target markets want to buy

Then we:

- Match those elements to make a compelling proposition
- Create the strategy, marketing plan and design to communicate this



Social media is the new and effective way to communicate your brand



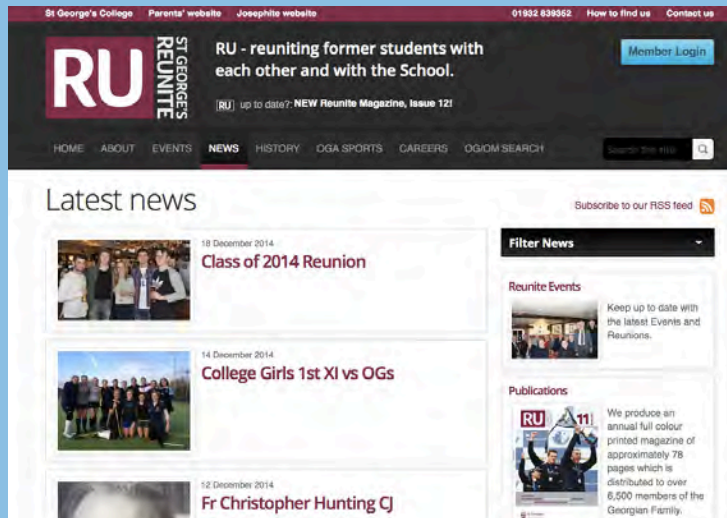
Ensure consistency across your brand

Website and social media platforms are often mismatched

Website content relating to the Catholicity of a school does not get translated across social media platforms

Why?

Social media is everywhere



Pope's visit to the Philippines



POPE FRANCIS PAPAL VISIT 2015 | PHILIPPINES
Mercy and Compassion

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The Church must be a place of mercy freely given, where everyone can feel welcomed, loved, forgiven and encouraged to live the good life of the Gospel

(Evangelii Gaudium 114)



10 things



Mercy &

School brand communication strategy using social media



So many platforms...so little time!



Twitter Makes History

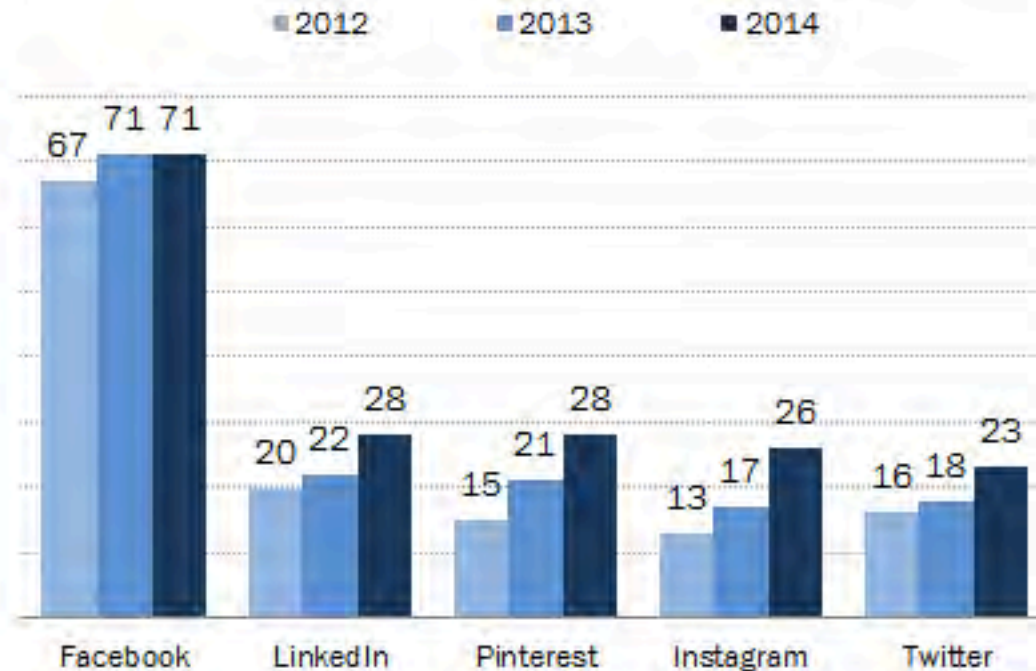
- The 'Je Suis Charlie' slogan was first used on [Twitter](#) and spread to the Internet at large.
- Within two days of the attack, the slogan had become one of the most popular news hashtags in Twitter history.“
- Proved a great way for people to connect with each other and express their revulsion.
- The Pope used Twitter and Facebook to communicate his condolences.

Latest stats on social media use

Social media site usage by year

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year





REASONS TO USE IT BY SCHOOLS?

- Perfect channel for your marketing strategy, **not just alumni**
- The quick way to share news and information - **not the website**
- A conversation with your audience
- Build your community - current and potential parents
- Average 130 friends per user, a lot of those friends could be new 'customers'
- Excellent for analytics
- Longer life span than Twitter

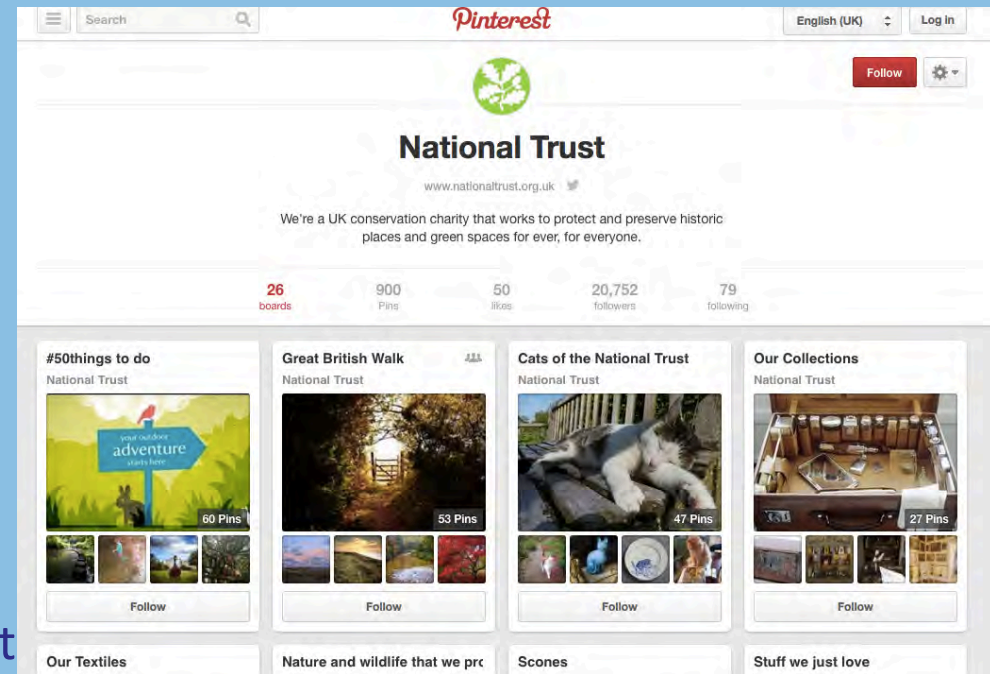
SOME TIPS...

- Add photos, videos, links etc. to grow your audience
- Remember: 75% of the engagement happens in the first 5 hours
- Post engaging content that will get comments, likes and shares
- Analyse the response and post more of what the audience likes
- Pictures, videos and albums get 120%, 100% and 180% get user engagement, respectively

Pinterest

THE STATS

- 70 million monthly users
- Popular with 16-34 year olds and women
- 23% of users pin at least once a day
- Last year won 'best social media' app
- 29% of UK users are in the highest income bracket
- Research by Sony showed that Pinterest drives 2.5 times more traffic to its homepage than Twitter.



- <http://www.pinterest.com/waitrose/>

Pinterest

REASONS TO USE IT SCHOOLS?

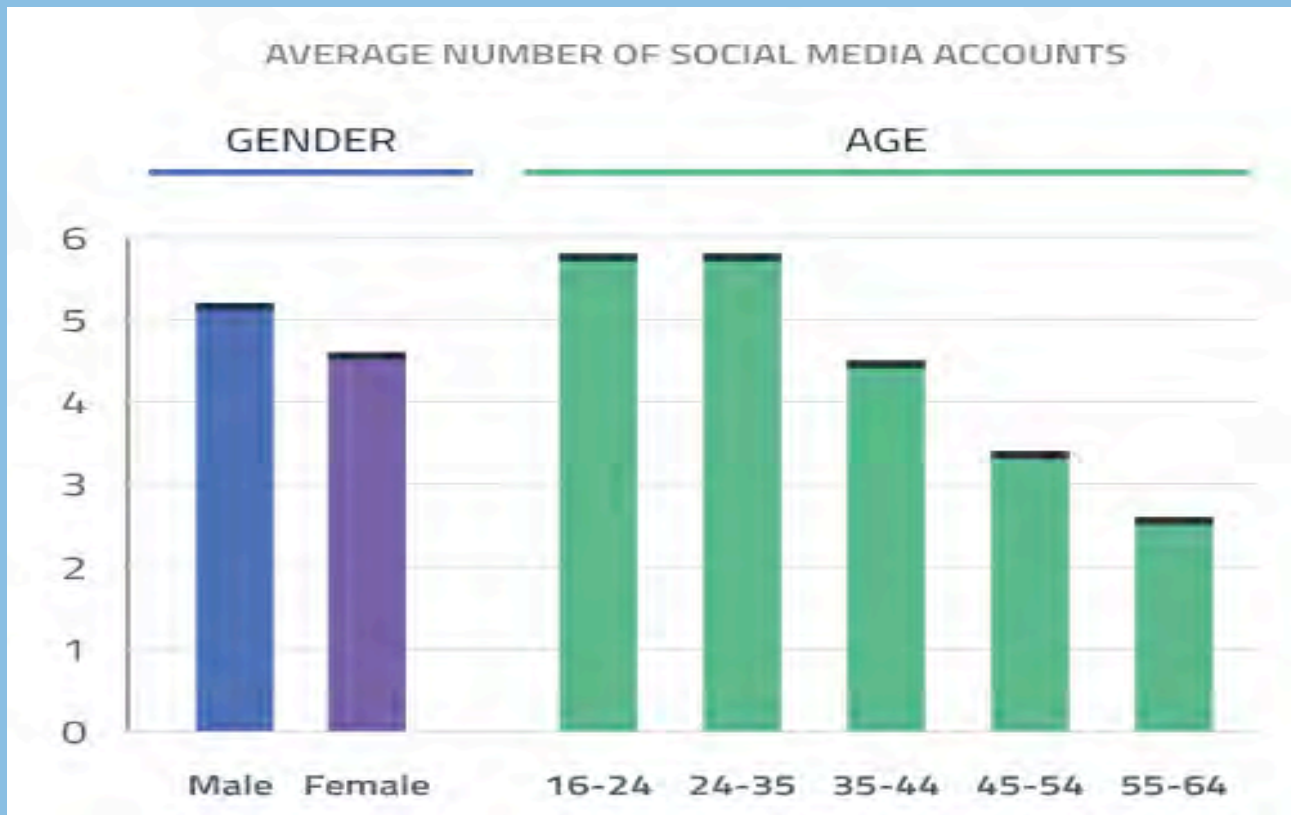
- Pinterest creates a library of posts
- You can pin your videos
- Great for 'theming' and categories
- A gallery
- Inspiration for parents
- Teaching reference
- Boards for schools could include:
Our Location/Leavers' Gallery/
Holy Communion and
Confirmation information and
photo galleries

SOME TIPS...

- Pin onto public category boards
- Be canny about naming your boards. Using a popular Google search phrase will mean your board appears high in the search
- Be active to maintain a following

How Your Target Market Uses Social Media

- Parents/Prospective Parents
- Pupils/Prospective Pupils
- School Community
- Local Community
- Alumni
- Staff/prospective staff
- Governors



- Individuals digest information from different platforms
- Choose platforms that you can manage and that your audience will use
- Create various types of content to meet individual needs (customer segmentation)
- Understand what drives your audience and create content to resonate with them

To write an effective social media strategy....

We need to ask the question:

WHY DO FAMILIES BUY INDEPENDENT CATHOLIC
EDUCATION?

Why do parents buy a Catholic education?

- In the Catholic schools we work in, we know that there are only 20-30% Catholic pupils. They are buying the Catholic ethos and academic results
- What are the others buying?
- Non-Catholic families are buying the benefits of a Catholic education which we know to be good pastoral care/emphasis on the individual, sense of community, 'moral compass' and academic results

Write a social media strategy for your Catholic school

Catholic school with high % of Catholic families:

- Details of classes preparing pupils for Sacraments
- Promote links with Parish/Diocese
- Promote feast days and Catholic occasions

Catholic school with low % of Catholic families:

- Promote links with community
- Promote events that focus on pupils' well-being, e.g. drug awareness, internet safety



Easter Term Social media strategy

For schools with high % of Catholic families:

First Holy Communion preparation
Confirmation preparation
Observance of Lent: Shrove Tuesday (pancake recipes),
Ash Wednesday
(significance of the Ashes), Lenten Fast
Easter activities: Palm Sunday, Holy Week,
Good Friday and Stations of the Cross

For schools with low % Catholic families:

Community based initiatives, e.g. food parcels, visits to the elderly and infirmed, volunteering in charity shops



Autumn Term

Social media strategy

For Schools with high % of Catholic families:

Advent and preparation for Christmas

Significance of the Advent Wreath, lighting the candles

6th December – Feast of St Nicholas

8th December – Feast of Immaculate Conception

Putting up the Crib

Nativity Play/Carol Service

For Schools with low % of Catholic families:

November: Month of Remembrance (feast of All Souls)

Nativity Play/Carol Service

Introducing new staff

Timetable changes

Other uses of social media in Catholic schools

- History of the Order, Religious Foundation etc.
- Being part of the wider Catholic Community, e.g. CISC membership
- Coverage of school's Pilgrimage to Lourdes

Putting marketing strategy into social practice

Sewickley Academy, Pittsburgh USA. A non-Catholic school doing social really well

<http://www.sewickley.org>

- [St George's College, Weybridge](#)

How can you take this forward?

- Review your marketing strategy
- Ensure consistency throughout your brand communication
- Don't be afraid to use social media to communicate your message
- Get social media training for your staff
- Write a social media strategy
- We're here to help with all of the above ... and more!



Thank you!



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