



— THE GOVERNOR JOHN ENGLER —
CENTER FOR CHARTER SCHOOLS
— CENTRAL MICHIGAN UNIVERSITY —

TELLING YOUR STORY THROUGH SOCIAL MEDIA



MARCH 26, 2019

TELLING YOUR STORY

T H R O U G H S O C I A L M E D I A

INTRODUCTIONS



BECKY CARLTON

Director of Communications Strategy

- Worked at MAPSA over 9 years
- Social media and marketing expertise
- Constant Contact email all-star award winner
- Lansing community volunteer

WEBINAR OUTCOMES

- Learn why storytelling is the BEST marketing strategy
- Discover how to identify a “story” in your charter school
- Uncover what social media channels have the best ROI
- Learn about some new tools & where to start when making plan

PART 1

Why storytelling matters


WHAT IS A STORY?

It affirms who we are and who we want to be.

It is what lets us know that we are not alone.

It is a moment that needs to be captured,
a narrative that needs to be witnessed,
a memory that needs to be shared.





Stories drive
enrollment and
increase community
support

PART 2

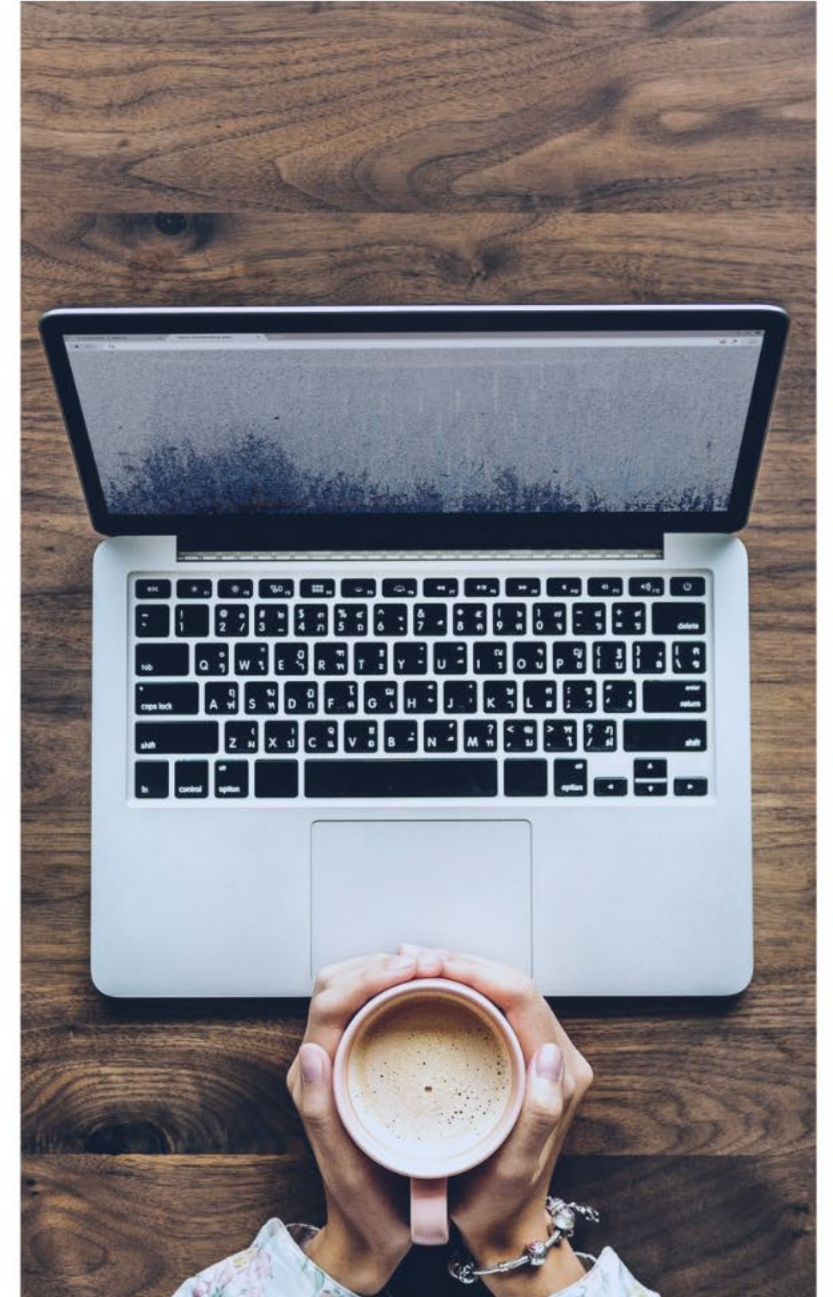
Where do you find stories?

WHAT MAKES A GOOD STORY?

What is the mission/focus of your school?

Who is your primary audience?

- Student stories
- Teacher stories





STORY COLLECTION

Who is collecting stories?

- School office admin
- Resource room teacher
- Curriculum director

How are they collecting stories?

- Staff meetings/Contests
- Google sheets or forms
- Once a week/month

STORY QUESTION PROMPTS

1. Do you have anything special taking place in your classroom?
2. Are any students doing presentations aligned with the school's mission/niche?
3. Do you have a student who has, or will be, reaching an academic milestone?
4. Do you have any students working on team projects?
5. Do you have anyone visiting your classroom?



PART 3

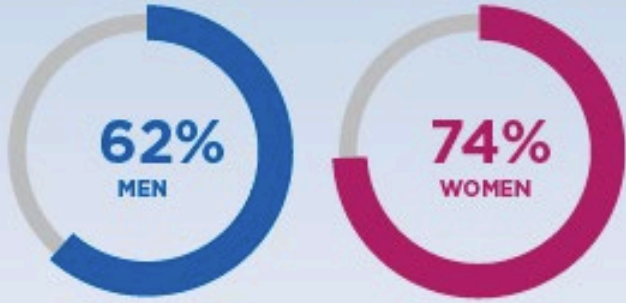
How do I share stories?

A person is using a laptop with a tablet attached to the screen. The tablet displays a website with text and a world map. The laptop is a MacBook Pro. The background is a blurred image of a desk with a laptop and a smartphone.

TYPES OF STORYTELLING:

1. Social post of a picture with a brief description
2. A short video posted on social or on your website
3. A written story posted on your website
4. An Op-Ed or traditional media editorial you pitch

GENDER



AGE



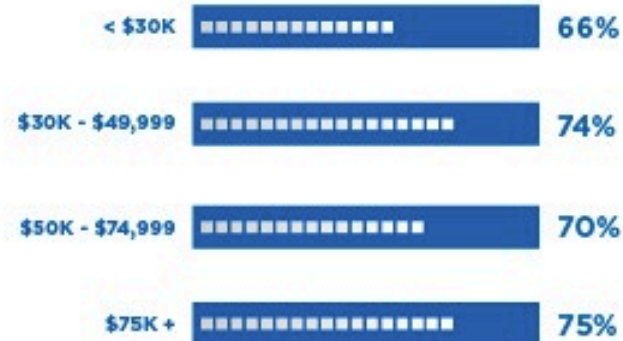
LOCATION



EDUCATION



INCOME



FACEBOOK

81% of 18 – 29 are on Facebook

78% of 30 – 49 are on Facebook

2.27 billion monthly users

Americans spend 58 minutes per day on Facebook

Facebook is a local SEO= search engine optimization

Your school needs a Facebook whether it is your main platform or not.

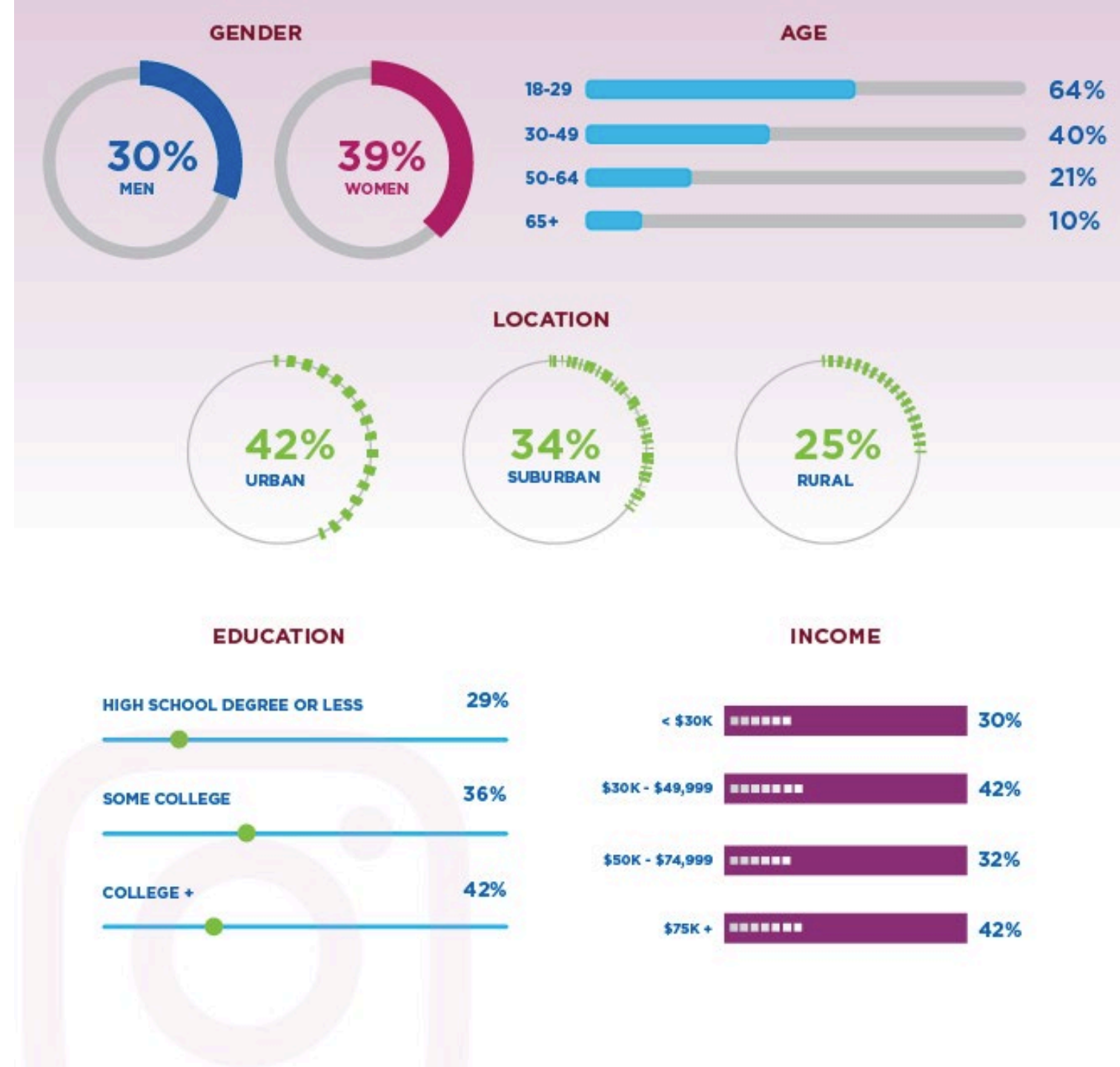
INSTAGRAM

18-35, mostly women

64% of 18 – 29 use Instagram

33% of 30 – 49 use Instagram

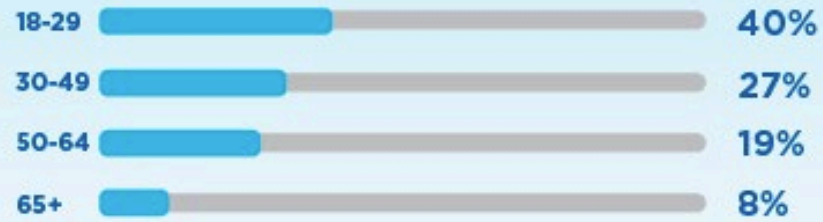
Schools who choose to “upgrade” their marketing plans do it by adding an Instagram account in addition to their Facebook profile.



GENDER



AGE



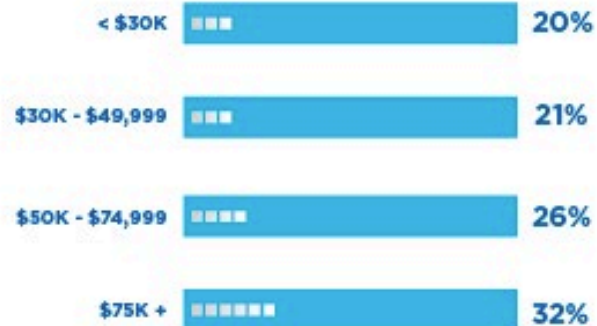
LOCATION



EDUCATION



INCOME



TWITTER

18-29, both men & women

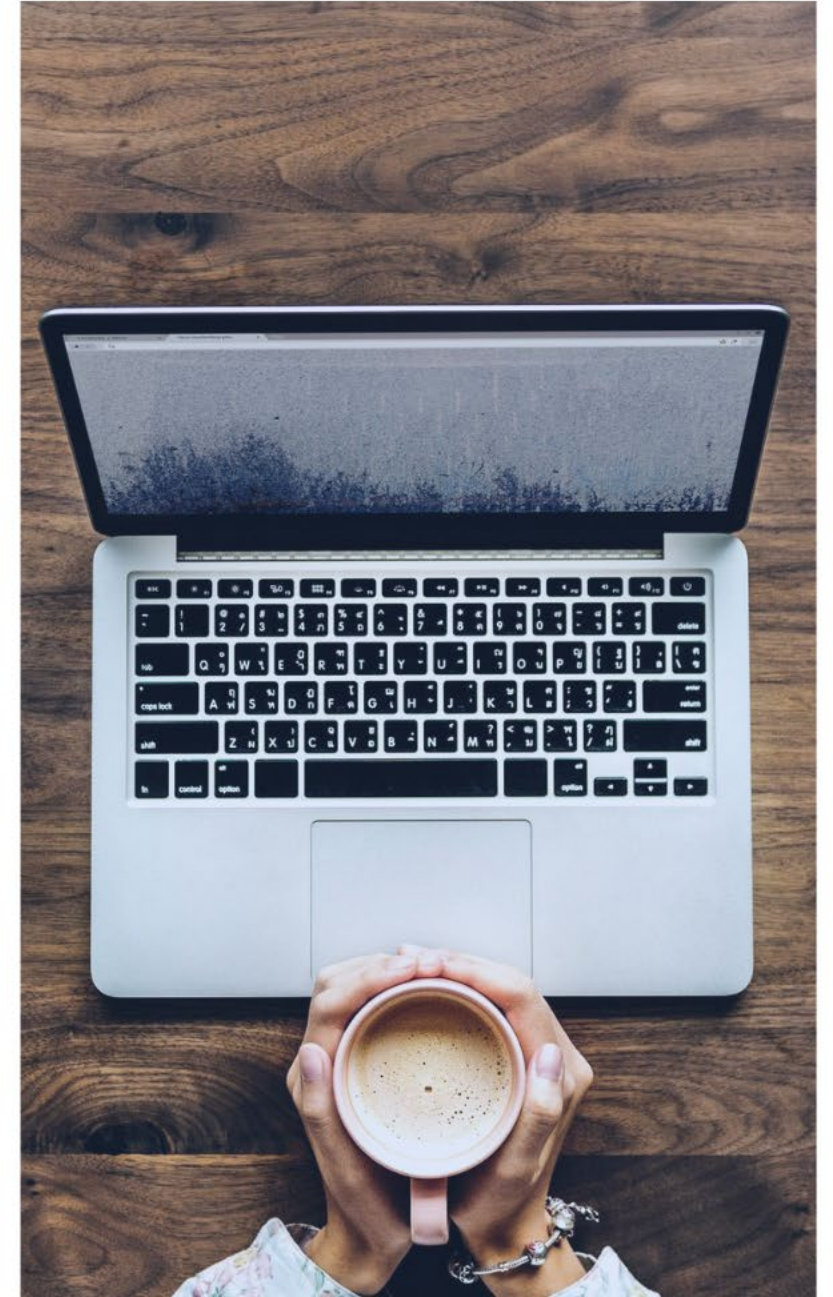
40% of 18 – 29 use Twitter

27% of 30 – 49 use Twitter

A Twitter page is not a necessary channel for schools, but can be useful in showing off your expertise and creativity.

SOCIAL MEDIA TIPS

- Differentiated content
- FB & Insta Stories
- #ChartersLEAD



PART 4

Planning and best practices



BEST PRACTICE TOOLS

- Canva
- Buffer
- Facebook Insights
- Google Photos



PLANNING YOUR NEXT STEPS

- Identify the “right” people on your team
- Create a plan and a process
- Identify your goals and audiences
- Post consistently

MAPSA Resources



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www.charterschools.org



THANKS!

Questions?