

# 50 SOCIAL MEDIA TIPS

by Randy Vaughn

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## Now let's get started with this list of 50 social media tips!

Before I do, a few caveats. I recognize that these tips are written for various people at various levels of understanding of social media. I also acknowledge that this list could become obsolete almost immediately because social media tools change on a dime. If you have question or suggestion on improving the list, please email me at [randy@yourschoolmarketing.com](mailto:randy@yourschoolmarketing.com).

Now, let's really get started.

1. Start a Facebook Page for your school. Make sure it is not a "Group" or a "Personal Profile" account. You want people to be able to "LIKE" your Page, not "Add You As A Friend."
2. Customize your Facebook Page for optimized interaction and engagement with your new fans (those who "like" your Page). Showcase your school on FB like a mini-website!
3. Put a hyperlinked URL to your website or Twitter account in the "Description" area of your Facebook Page. BEST: Have it go to a landing page or offer page so you can track clicks.
4. Make sure that your website has a current listing to your Facebook Page – giving them an incentive to go there and "Like" the Page. Use FB Plugin on your site to allow for easy access to your FB Page!
5. Optimize your FB Timeline cover so it visually guides the eye of every new fan to click on the LIKE button. You can't ask them to LIKE your page nor draw an arrow in that direction. You have to trick the eye to not miss that option to "opt-in" to your FB database.
6. Setup a URL for your FB Page by establishing a branded username. Visit [www.Facebook.com/username](http://www.Facebook.com/username) – it's free and easy to do!

7. Publish this shortened unique URL on your print, radio or TV ads. You might even try it on the back of a T-shirt and encourage your fans to wear them to church, to all sporting events, or to the mall.
8. Reprint your business cards listing your shortened unique URL listed alongside your website.
9. Include this shortened URL in your email signature. It's easy to link to it, too.
10. Create a Facebook ad for your FB Page. Driving likes through paid advertising (it's still cheap, so try it!)
11. Look at your school calendar and create a FB Event for every upcoming event. At least pick the major marketing events and events where your school may have a lot of people present to showcase your school's talent (sporting events, theatre, choir, etc...)
12. Be sure and include an easy-to-read graphic that will be included on the Facebook event.
13. Share each event on your personal profile and encourage your fans to do the same thing.
14. Use your personal profile to promote your Facebook Page, tagging it in your status update. Encourage as many staff members of your school to do the same!
15. Do your research and conduct a training for your school's leadership on how to use Facebook. Teach them how they can individually like the status updates and make comments! Oh, by the way, make sure they LIKE your Page!
16. Go to any video, photo or link on your Facebook Page and click on the "Share" button to post it to your profile for all your friends to see.
17. Use your personal profile to link to as many local constituents, key influencers and promoters as you can. Drive people to your organization's Facebook Page by sharing your Page's posts on your personal profile. A Facebook Page cannot interact with a personal profile, so you will need to interact through your personal profile on some occasions.
18. Use your Facebook Page to engage with your fans – respond to their questions they post on your Page.
19. Related to #18 above, monitor your Facebook Page frequently so that posts and comments are responded to. Do not let comments or questions go unanswered for more than a few hours. Keep watch.
20. Post videos/photos of your customers, volunteers or brand ambassadors and tag them.

21. Create a Twitter account profile for your school. I would recommend having an official one for your school, but you can also have additional accounts for sports, fine arts, etc.
22. Include a personal photo for your corporate account in lieu of just the corporate logo – this makes your tweets more personal if we can put a face with the brand.
23. Use Twitter search to find followers in your geographic area or by subject matter.
24. Customize your Twitter background and profile image to maximize branding.
25. Download HootSuite or TweetDeck to manage your Twitter feed – not sure how you can truly maximize your Twitter experience without it!
26. Start your blog using WordPress – it’s better to have a self-hosted account (WP.org, not WP.com). If it is integrated into your website, that’s ideal. Our own website is built on the WP platform if that gives you an idea what a WP site looks like - [www.yourschoolmarketing.com](http://www.yourschoolmarketing.com)
27. Add the plugin “Tweet Old Post” to your WP site so you can keep your blog posts tweeted regularly so they aren’t forgotten (we usually go back two years or less). Make sure time-sensitive or holiday messages are excluded.
28. Manually or automatically post your blog articles to Twitter.
29. Start a Google Plus (G+) profile and make some circles! Join G+ communities around your niche.
30. Start pinning your images of your products to Pinterest. But don’t stop there! Create a board where you pin items of interest for your target audience (consider pinning items from your strategic partners as a way to building strong networks).
31. Create a press release – can be done absolutely free and you get good search results. Google “press release distribution” for several (FREE and PAID options available).
32. Open up a free account on Slideshare.net to publish all those great PowerPoint presentations that, up until now, have only been seen by a handful of people sitting at your Open House. The presentation will not have your audio necessarily (although there are ways to do this, but this might be a way a family gets a first glance at your school).
33. Ensure you have a strong LinkedIn profile, up-to-date and maximizing your words. Every member of the Admissions and Administration team should ensure their profile is up-to-date.
34. Join some groups on LinkedIn, too, and share your expertise in different forums. Ask questions in the “Answers” section and make a world of new connections. You can search the groups for conversations related to Christian school marketing, independent schools, etc.

35. Create and upload targeted videos to your YouTube channel.
36. Make sure that your website is hyperlinked in the description area (with the "http://" in front of the "www" so that your videos can spark a further action step for your viewers. Give them a place to go and learn more about you.
37. Tag videos with strong keywords. Create a unique keyword that you own so other "related" videos include your videos with that tag. Doesn't always work, but it seems to help.
38. Embed these keyword-rich videos to your blog posts.
39. Link these high-value content videos to your Facebook Page.
40. You may also choose to create a Vimeo (video channel) account in addition to or in lieu of YouTube. Vimeo is often a cleaner look but YouTube is the powerhouse player in video.
41. Open a Flickr account so you can document experiences of your school.
42. Don't just post photos of your many events (like you might on SmugMug). Look for other ways to post your school's content on Flickr.
43. Post scanned or photographed artwork from your students on to Flickr. You can do this from the elementary kids to seniors! It would be wise to watermark your images to protect any work of art being duplicated or used later by someone else. This could be important for serious art students who want to showcase their work.
44. Transform your average iPhone photos into sharable/social works of art with Instagram. Create a community of people who love to feel like they are with you on a behind-the-scenes tour.
45. Develop a common Instagram (and Twitter) hashtag for your school. Be aware that if you promote the hashtag, you cannot control what gets posted with that hashtag. But done right, it can create a following.
46. Encourage students when they post helpful Instagram photos about the school (at events, games, etc...) Use Instagram to document in real-time those special events going on at your school. It's also fun to use Instagram to capture those unique "behind-the-scenes" photos that prospective families would not see since they are not on your campus. Have some fun with staging creative or hysterical pictures that showcase your school and your administration/staff personalities!
45. Create a QR code that will spark curiosity of your customers and followers – link them to a special offer, drive them to your Facebook Page, or offer a unique coupon.

46. Open an email marketing account with Constant Contact or Mail Chimp and start collecting permission-granted email addresses. Don't grab an email address of someone unless they have given you permission to have it – that's called "Spam".

47. Engage with location-based marketing services like Yelp, Foursquare or the popular Facebook Check-In. Use them yourself and encourage your fans to "check-in" when they are at your place!

50. Let's save Twitter's Vine iPhone app for our final tip. It's still so new that no one knows if it'll even be around this time next year or if it will be the next greatest thing. Vine captures 6 seconds of video snippets that you can edit together and share on Twitter or Facebook. Google "large brands using Vine" and see what others are doing with it.

That's it!

**Social media can be daunting and can overwhelm you fast! Take your time, make a calendar plan, and start implementing these 50 tips one-by-one. Make sure your social media strategy is consistent with your school's overall marketing strategy. Ensure your social media presence is integrated into everything you do in marketing your school.**

**If you are still feeling overwhelmed about where to start, or if you think you could use some guidance on implementing your school's social media system, we offer a 30-minute complimentary consultation for every school, so please visit our website and take advantage of this offer.**

Thank you,

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