



# SCHOOL MARKETING

## CONTENT GUIDE

**A resource of suggested content topics for  
your school's marketing efforts**

In this guide, we provide topics that will help you generate content for your school. These are suggestions that could spawn additional topics for your specific school.

In addition, we have created a “Suggested delivery” section where we outline our suggested method of delivery for the content. Your content will be delivered primarily in one of three ways:

**WRITTEN, AUDIO OR VIDEO**



## CONTENT GUIDE

### LOWER SCHOOL

- **A newcomers guide to our city: helping your little ones love their new town and school**

*Suggested delivery: Have your admissions director or student write a detailed blog post about welcoming a family to your city including restaurant tips, map to local parks, and family entertainment options. Create a video tour of your school and upload to YouTube.*

- **How to know if a Kindergartener is "reading ready"**

*Suggested delivery: Ask your top teachers to compile a checklist or provide video/audio of tips for parents to use.*

- **Best tips for making the first day school the best for parents and students**

*Suggested delivery: Have the head of school create a fun welcome video that is sent to all incoming students via email a week before the first day. Have students write tips to knowing how to get around the school.*

- **How much screen time should your children get a day: 3 teachers, 3 parents and 3 child counselors weigh in**

*Suggested delivery: Get teachers, parents and counselors weigh in that could be compiled into one blog post. Produce video content from local experts as well on your school's YouTube/Vimeo account.*

- **7 Mistakes Christian Parents Most Often Make in Raising Disciples**

*Suggested delivery: Have local parenting expert in your community provide a guest blog post either in written or video format. Have the Head of School offer thoughts as well.*

## MIDDLE SCHOOL

- The most popular apps and websites your preteens are obsessed with and you may not even know it

*Suggested delivery: Have a local social media expert serve as a guest blogger on this topic. Produce a written blog post with links to social media sites, apps, etc so parents can conduct their own research. Produce a local live presentation and make this available to your community as well.*

- At What Age Should My Daughter Get a Cell Phone?

*Suggested delivery: Ask local experts and parents to weigh in on this topic and produce a written blog post with the results. Ask expert to produce an audio file as well.*

- How to evaluate the academics of your student (when we don't use the state's standardized tests)

*Suggested delivery: Have your head of school do a video or audio explanation of this evaluation process at your school. A written document might be good to put on your website as well for prospective families to read.*

- Having A Social Media Contract with Your Teen

*Suggested delivery: Work with a social media expert to create a sample contract. Ask teens to weigh in on the topic as well. Produce a blog post that includes links to research as well as the sample contract (Word or PDF format).*

## HIGH SCHOOL

- **How to find college scholarships**

*Suggested delivery: Ask your counselor(s) at your school to provide a written blog post with links to scholarships applications. Have them provide tips on applying to college as well.*

- **A graduating senior's mom shares tips about how to make the most of a college visit**

*Suggested delivery: Have a Mom produce a written, audio or video “checklist” that could be shared on the blog, website or on YouTube/Vimeo. Include notes from the graduating seniors as well.*

- **5 characteristics of a “Kingdom Athlete”**

*Suggested delivery: Have a coach give you what the perfect athlete looks like at your school in terms of leadership, quality of play and spiritual maturity. This could be in video, written or audio format.*

- **7 Tips to Choosing a College**

*Suggested delivery: Ask your guidance counselor to provide tips that could be produced in a written blog post. In addition, have the Head of School offer thoughts in audio or video format.*

- **Disturbing Things High School Girls Are Doing with Snapchat & Ask.fm**

*Suggested delivery: Work with social media expert to provide written or video presentation that can be shared on the blog, your website as well as in a local community presentation sponsored by the school.*

- **Credit Card Danger: Preparing Your Child for College Finances**

*Suggested delivery: Ask your parents, teachers and local financial experts to offer helpful tips on this topic. While a written blog post could be sufficient, consider adding video or audio testimonies from families who either made good financial choices or individuals who made poor credit card choices and have turned their financial life around.*



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