



Marketing Your Foundation through #socialmedia
for beginners

Kristin Zastoupil,
Executive Director, Corsicana Education Foundation
Webmaster/Graphic Designer/Social Media Manager, Corsicana ISD






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Guerilla Marketing


- **“Guerrilla marketing** is an advertising strategy in which low-cost unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.”
- *Wikipedia.com*

Why?

- News outlet that is relevant and meaningful to your audiences
- Inexpensive
- Immediate
- Free professional development
- Find helpful information about students and staff (intervention)
- Assist parents/students/donors/volunteers (directly) with issues as needed
- Recruiting efforts
- Recognition of staff and students






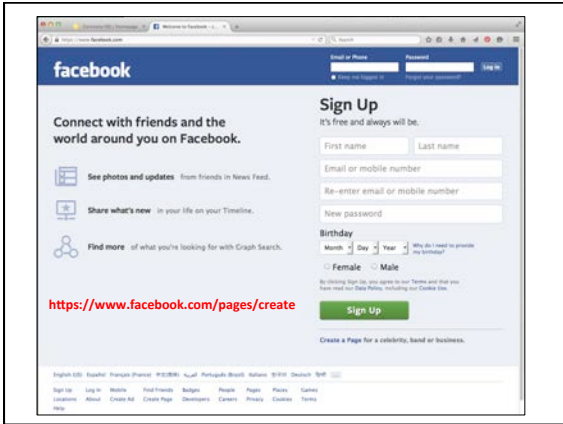




The Big 7 for 2015

- Facebook (23% growth rate, 1.15 billion)
- Google+ (33% growth rate, 359 million)
- YouTube
- Twitter – (44% growth rate, 215 million)
- **Instagram** (150 million)
- Pinterest (20 million)
- **LinkedIn**



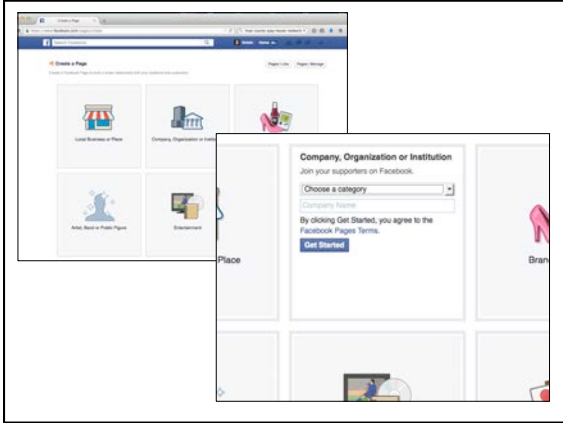
Facebook

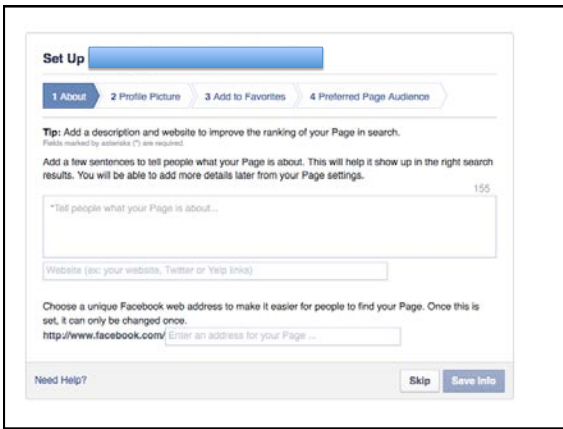
- Demographics (25+)
- Policies
- "Friend" vs. "Page"
- Custom URL:
 - www.facebook.com/username
- Give it a human voice

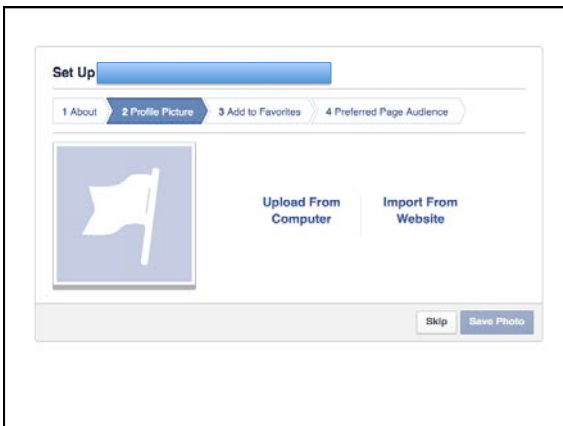
Facebook Audience

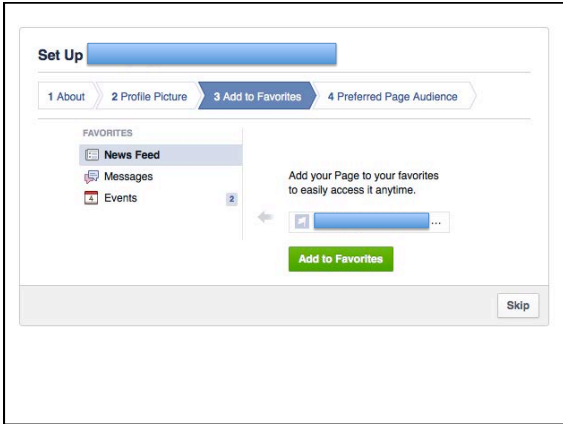
	Users	%	Growth since 2011
US Males	82,000,000	45.6%	28.8%
US Females	96,000,000	53.3%	18.9%
13-17	9,800,000	5.4%	-25.3%
18-24	42,000,000	23.3%	-7.5%
25-34	44,000,000	24.4%	32.6%
35-54	56,000,000	31.1%	41.4%
55+	28,000,000	15.6%	80.4%
High School	3,000,000	1.7%	-58.9%
College	4,800,000	2.7%	-59.1%
College Alumni	60,000,000	33.3%	64.6%

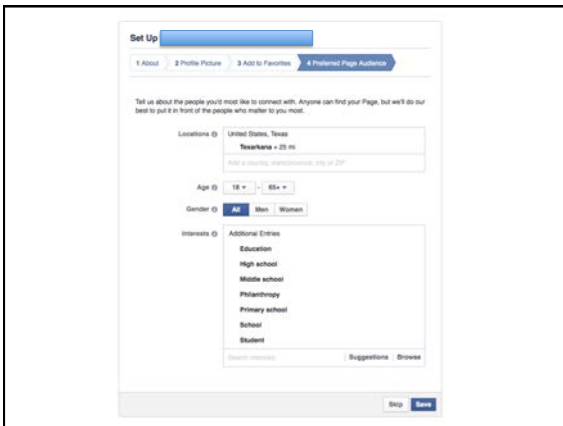
Source: strategylabs.com
Figures from January 2014

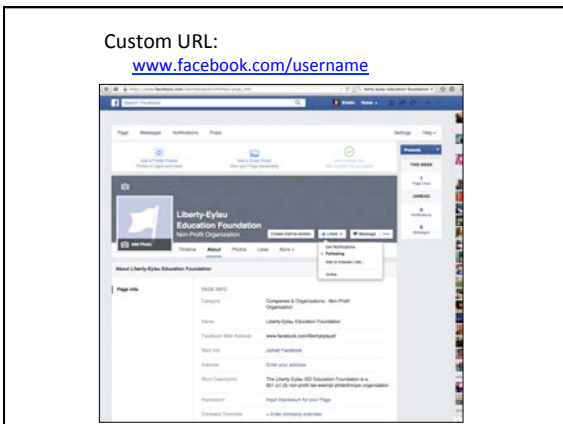


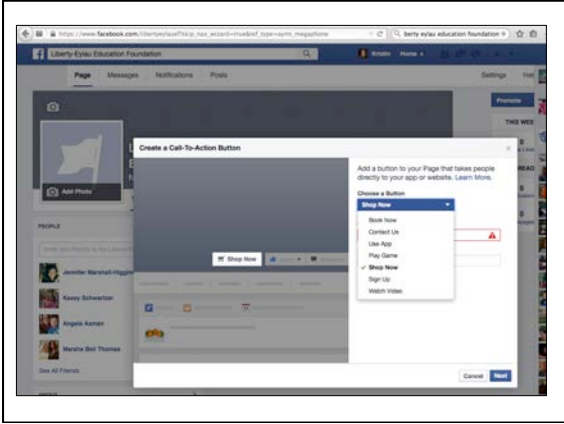


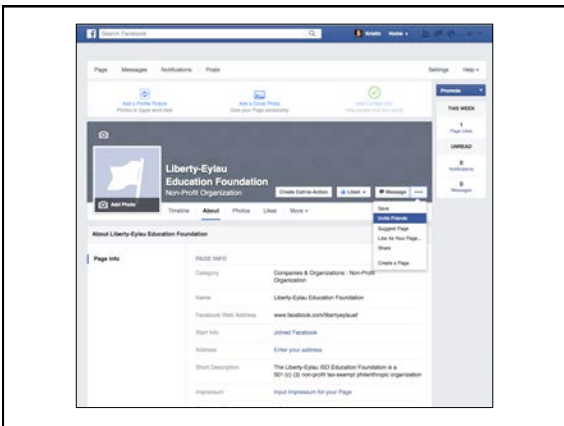


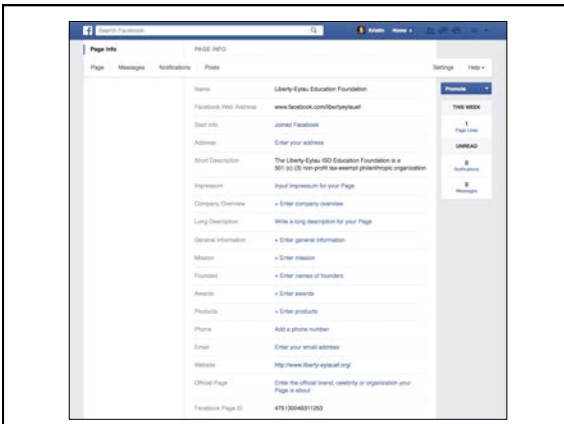


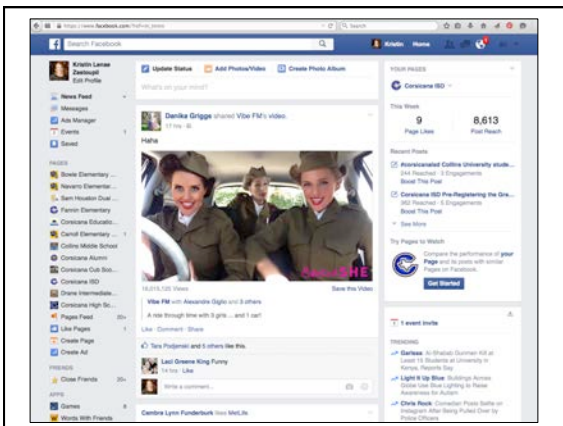













Facebook Content





- What do you post?
 - Donor acknowledgements
 - Your cause (other groups that research or advocate)
 - Appeal for donations, volunteers, etc. Be specific!
- When do you post?
 - Tuesdays, 9 a.m.




Twitter






- Demographics (<25) – young alumni
- Develop a hashtag
 - #corsicanaef
 - #corsicanaisd
 - #homeofchampions
- Pull staff tweets to your site (more voices)
- Link to fresh content (more voices)
- Say what you don't know (stop the guessing)
- Ask for what you need. (# community engagement)

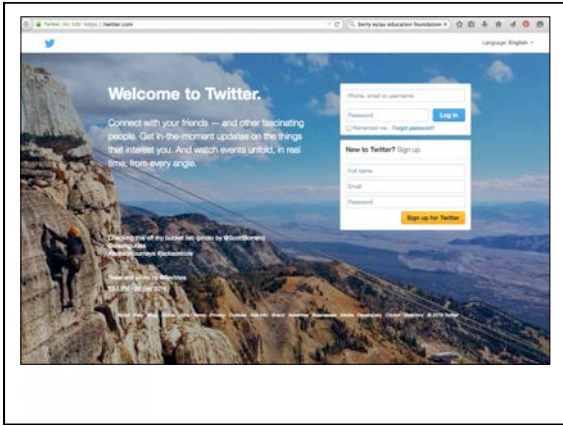



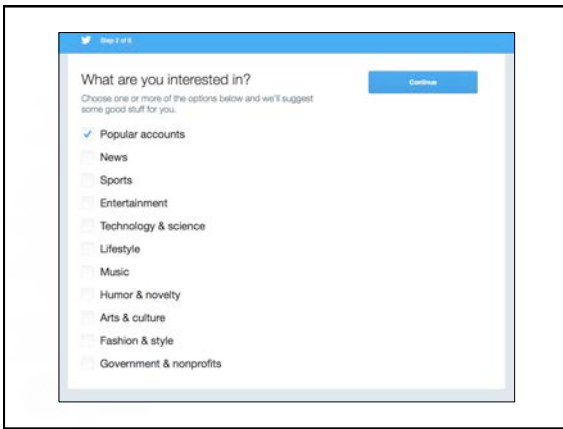
Twitter

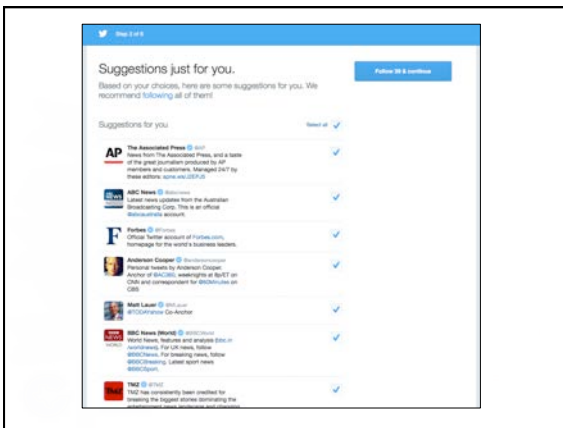


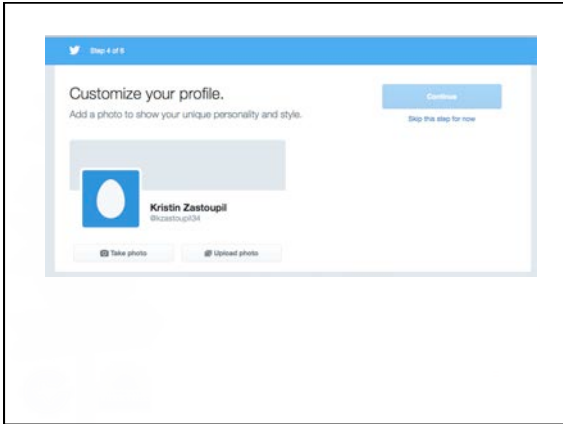
- 5 p.m. – best time to post and get retweeted
- Set aside 10 minutes a day – intentional tweets, not sporadic
- No need to Tweet everything immediately. Keep a notepad.

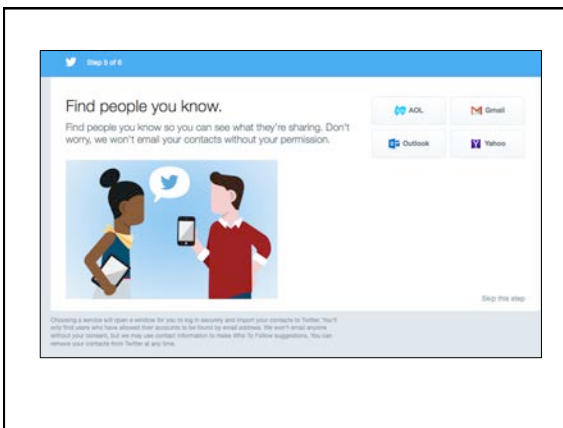




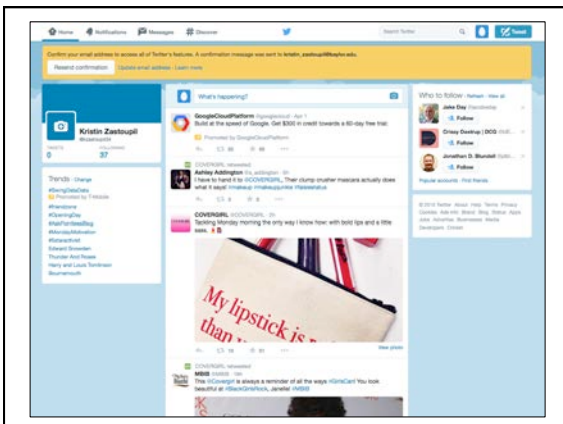


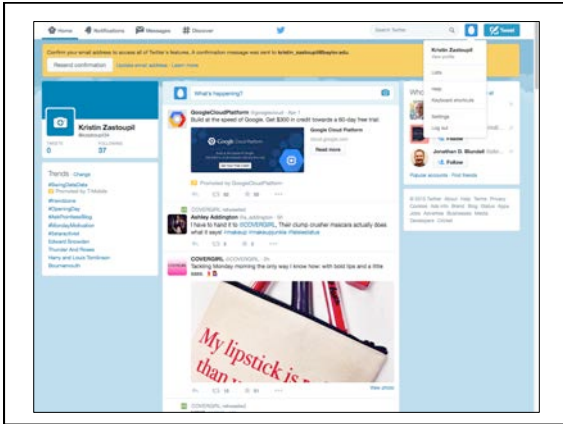


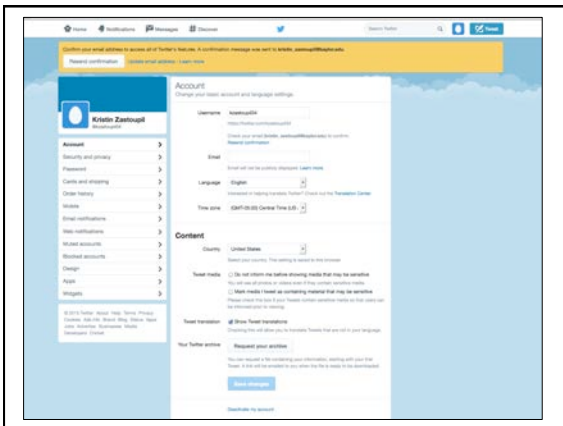


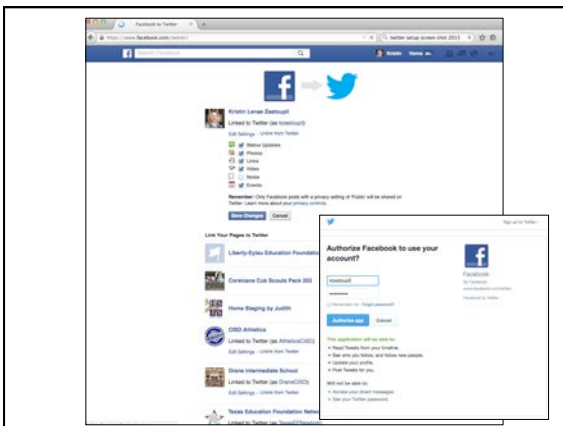












Top 7 Anticipated Social Media Trends for 2015




- Social media will be designed more for mobile devices.
- Images will be used in a more extensive manner.
- Short videos will be more in use.
- Companies will look to go for viral marketing.
- Real-time marketing will rise significantly.
- Instagram and LinkedIn will be the most popular platforms.
- Creativity will be the need of the hour.

Source: <http://www.socialmediatoday.com>


Tips




- Limit the number of platforms
- Keep consistent usernames and profile pics for branding
- Share your content and make it shareable
- Establish a routine (stats)
- Dedicated time, but limited Social Media War Room



Policies & Social Media



- <http://socialmediagovernance.com/policies/#axzz1t9QE04Ym>
- Common Sense Media – Digital Citizenship
- <https://www.common SenseMedia.org/educators/toolkits>



"It appears that you're only attention starved. Perhaps you should rip another selfie on facebook."

some cards

I would like you a lot more if social media didn't keep me in touch with all your stupid thoughts.

your cards

Questions? (903) 602-8133
kzastoupil@cisd.org
