

## Marketing Your Foundation Through Social Media - Beginner

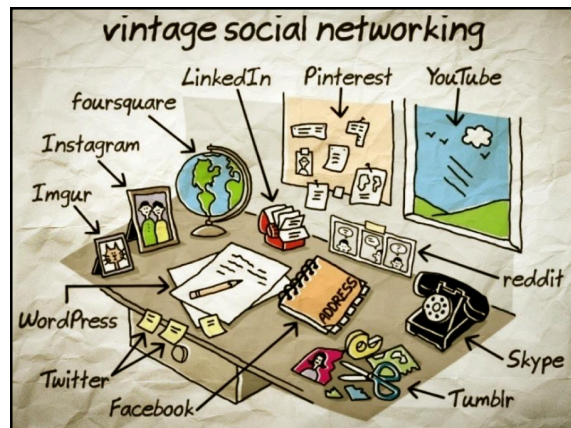
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Download presentation at [www.cisd.org/kristinz](http://www.cisd.org/kristinz)



### Are you...

- An Explorer?
  - Learning about social media (Facebook, Twitter, YouTube, Flickr, Instagram, Pinterest, etc.) for the first time
- A Vacationer?
  - Are familiar with social media?
- A Prisoner?
  - Forced to attend this session



## Content Marketing

Content marketing's purpose is to attract and retain customers by consistently **creating and curating relevant and valuable content** with the **intention of changing or enhancing consumer behavior**. It is an ongoing process that is best integrated into your overall marketing strategy, and it focuses on **owning media**, not renting it.

[Contentmarketinginstitute.com](http://Contentmarketinginstitute.com)

## Social Media



- Facebook
- Twitter - Professional Learning Communities
  - #edchat #txef
  - #edfound
  - #corsicanaisd
  - @kzastoupil
- Flickr, SmugMug
- Social Media Mgmt.
  - Hootsuite
- Instagram
- YouTube
- Pinterest
- Blogs
- Social Media Management Tools
- Website
- School Connect

### Social Media Explained



- I'm eating bacon
- I like bacon
- I have skills including eating bacon
- This is where I eat bacon
- Watch me eat my bacon
- Here's a vintage photo of my bacon
- Here's a recipe with bacon
- I work for Google and eat bacon
- I'm listening to music about bacon

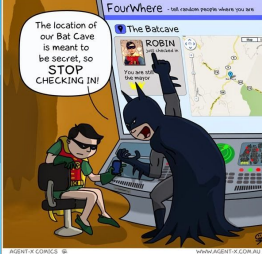
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Source: Luna Partners, Terry Kawaja © 2012 Buddy Media, Inc. Proprietary and Confidential

### The Big 7 for 2014

- 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



Source: Search Engine Journal/ JeffBullas.com

### Facebook



- Policies
- “Friend” vs. “Page” – Linked to personal account
- Custom URL: [www.facebook.com/username](http://www.facebook.com/username)
- (20 likes, 5 character minimum)
- Give it a human voice
- Push to Twitter
- [www.facebook.com/Twitter](http://www.facebook.com/Twitter)

### Going VIRAL!



A special moment shared with fans at the Homecoming game last Friday night. Cassidy Jock's dad, currently serving our country in Afghanistan, showed up on the Big Screen to wish his daughter good luck as well as the rest of the girls in the Homecoming Court. —with Cassidy Zayne Jock.

### Facebook Content



I DON'T ALWAYS HAVE A COOL FACEBOOK STATUS BUT WHEN I DO, AN OLDER RELATIVE RUINS IT WITH A LAME COMMENT

- 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.

Source: [istrategylabs.com](http://istrategylabs.com)  
 Figures from January 2014

## Facebook Audience

	Users	Percentage	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%

## Twitter

- Link Facebook to Twitter
  - [www.facebook.com/twitter](http://www.facebook.com/twitter)
- Follow others on Twitter
- Tweets
- @ & #
- PLC's

## 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.

### Guide to Twitter Lingo

at (mention)	@	NSFW	not safe for work
hashtag	#	OH	overhead
caret/hat sign	^	PRT	partial retweet
financial hashtag	\$	RLRT	real life retweet
as far as I know	AFAIK	RT	retweet
carbon copy	CC	SMH	shaking my head
correction	CX	TFTF	thanks for the follow
direct message	DM	TIL	today I learned...
Follow Friday	FF	TL;DR	too long; didn't read
hat tip/heard through	HT	TMB	tweet me back
in case you missed it	ICYMI	TQRT	thanks for the retweet
Music Monday	MM	TT	translated tweet
modified tweet	MT	W/	with

Mashable

## Simple Posting Schedule

Theme	Example
<b>Sun</b> Big Ideas	Share expert advice or a short quote.
<b>Mon</b> Humor	Share a comic, humorous image, meme, or phrase.
<b>Tue</b> Interaction	Ask a question, share a photo, poll or quiz, or post a fill-in-the-blank sentence.
<b>Wed</b> Current News	Share POSITIVE news about your business, your industry, or your community.
<b>Thu</b> Giving Back	Feature customers, launch/share a giveaway, or make a coupon or discount available.
<b>Fri</b> Day in the Life	Share candid photos from your business or feature an employee.
<b>Sat</b> Education	Tell people about your product, what it can do, or teach people how to use it better.

GoSocial

## You Tube

- It may be blocked inside the district, but who is your audience?
- We're a "SHOW ME" generation.
- Easiest "aww" moment – the kids!

## You Tube

- Owned by Google
- Example – PooPourri
  - 25 million views, millions of shares
  - Understand your demographics to craft messages
  - Partner with YouTube celebrities
  - Link to your site/complete descriptions
  - Be clever & tell a story

## Photography/Videos

- High school AV-tech or broadcast classes
- Local college/university
- Local station – “in-kind donation”
- Digital video camera + iMovie = cheap video
- [www.istock.com](http://www.istock.com)

## Learning = Money Saved

- Classes
  - High school, local college/university
- Books
  - Library, used/rented college textbooks
- YouTube
  - “Google” it! Tutorials available, “Beginners Guide to...”
- Conferences
- Peers

## How do I start...

- <http://www.socialmediaexaminer.com/getting-started/>
- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- Instagram
- YouTube
- Blogging
- Podcasting

## 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

## What's next?

- Instagram
- Pinterest
- Google+
- LinkedIn

## Networking

- Texas Education Foundation Network
  - [www.tefn.org](http://www.tefn.org)
- NTEFN – North Texas Education Foundation Network Group
  - [www.facebook.com/NTEFN](https://www.facebook.com/NTEFN)
- TSPRA/NSPRA
  - [www.tspr.org](http://www.tspr.org)
- ASFA – American Schools Foundation Alliance
  - [www.asfalliance.org](http://www.asfalliance.org)
- NSFA – National School Foundation Association
  - [www.schoolfoundations.org](http://www.schoolfoundations.org)



Questions?

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Checked email, Facebook, Twitter,  
and Pinterest.  
Ready to start my day.

Oh look, it's  
lunch time.



someecards  
share cards

The business card features a blue background with a white and orange abstract graphic in the top left. A white rounded rectangle contains the text and an illustration. The illustration shows a woman with long dark hair sitting at a desk with a computer monitor and keyboard. The 'someecards' logo is positioned below the illustration.