

# #SocialMedia for your Education Foundation

## Facebook

Best time to post, Tuesday, 9 a.m.

## Twitter

Best time to post: Weekdays, 5 p.m.

## Why?

- News that is relevant/meaningful to 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 (Like Pinterest, attracts those making \$75K or more, advanced people finder: alumni)

## 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.
- But Google+ will surpass them in all in 2016.
- Creativity will be the need of the hour.

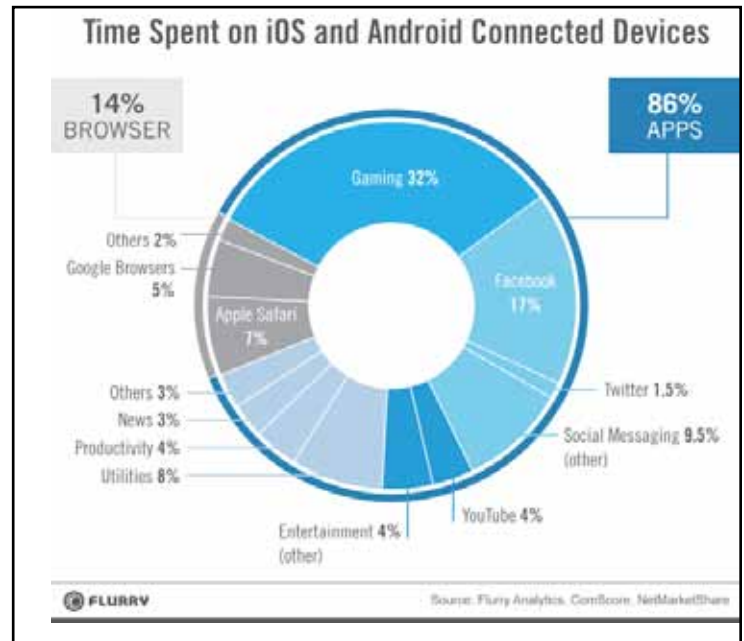
## Tips

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



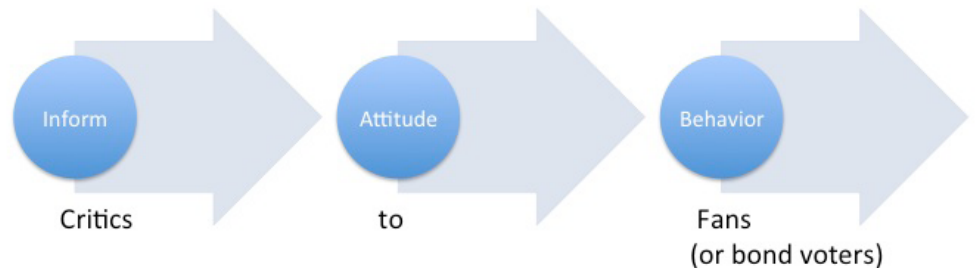
# The Next Chapter: 2015 **Web Design** Trends

- Go Responsive or Go Home
- Huge, Vibrant Backgrounds
- Content Marketing
- Interactive Storytelling (videos)
- Microinteractions
- Typography
- Human Touch
- Privacy



## Good PR (& Websites)

Inform your audience to change their attitude.  
Change their attitude and they will change their behavior.



## Great Education Examples

- <http://granitebayhigh.us/>
- <http://www.mentonegirls.vic.edu.au/>
- <http://pac.uga.edu/>
- <http://www.glenelg.org/>
- <http://stories.wheaton.edu/>

