



WHY IT MATTERS

TOOLS TO CONNECT WITH YOUR COMMUNITY

It keeps your stakeholders informed: Social media helps you connect with and inform your campus and the community. While social media is not the only way that you can or should communicate with stakeholders, it is one of many channels you should be using to quickly disseminate information.

It's positive promotion: The goal of your social media is to provide a day-to-day look at your campus and the great things going on there. This can create more public support for our schools and the potential for more community and business partnerships. Traditional media outlets don't always report on all the successes and achievements at our schools, and social media helps us tell those stories and control the conversation.

It aids student recruitment: Social media, in addition to websites, can be the first introduction a parent has to a school they are considering. Your social media is a marketing tool that can influence that decision.

It aids teacher recruitment: Many prospective hires will look at a school's social media channels to get a sense of the place and culture there. A robust social media presence that features all of the great things happening at your school can make a difference.