



COVID-19: Marketing, Websites and Social Media

A discussion of how to navigate the Marketing, Websites and Social Media during COVID-19
For additional support, reach out to amya@prizmah.org

Welcome and Introductions Field Work Update – Yael

Amy- Introduction

- We recognize that each of these topics could be their own workshop that could be a full day or even week course.
- Right now, today, and in this point in time, we need to laser focus on what our parents and communities need right now and how you can use these tools to connect your community.
- We hope that you will leave today with....
 - thoughtful tips and ideas
 - I love things that are free or relatively low cost and
 - Ideas that are easy to implement.
 - Strategically Rethinking our planning

What's your story?

- Your parents will talk and share the story of **your school** when they see the intellectual, aesthetic, social, emotional and spiritual growth and development **school experience** is making or has made for their child—***their passion.***
- Storytelling is a powerful tool that we use to influence, teach and inspire.
- Great Stories are:
 - Relatable
 - Believable
 - Inclusive/Unifying
 - Useful
 - Contagious
 - Important

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Inspiring
Evocative
Emotive

- Storytelling is a powerful tool that we use to influence, teach and inspire.
- Build connection, familiarity and trust.
- Stories are engaging and relatable.
- Stories stick and are easy to remember.
- They are all means to the same end – they should be a clear and lead to the same conclusion.
- They should tell the story of your values, your mission and your ultimately your BRAND.
- We use Internal stakeholders and external stakeholders – they are equally important. - Why? Because they are stewards of your brand. The face of your brand. In our climate today, they are your digital face and digital history of your school and mission.

- EXAMPLES: Conversations b/w Teacher to parent / administrator to prospective parent / donor messaging peer to peer or school to donor
- EXAMPLE: Teachers making house porch visits to check in with students – just to connect – high touch, living the mission, strengthening community = connection.
- Important to make sure that ALL of these things connect; consistent themes and messages – they look and feel similar. - you can start with your mission and core values and map out the stories that reflect that.
- CAN'T BE A SCRIPT
- Examples that webinar participants shared:
 - <https://www.facebook.com/PJAProud/>
 - <https://www.facebook.com/TorahDaySchoolATL/>
 - <https://www.facebook.com/157989274225138/photos/a.166308173393248/3176838959006806/?type=3&theater>
 - <https://www.facebook.com/HannahSeneshSchool>

- I've already alluded to this, but here's why it's so important that we are focused delivering what our audience is interested in: telling stories that reflect your school.

Marketing

- **CONTENT DRIVES DECISION MAKING** – Emotional connection determines their perception, their decision-making, and with whom they spend their time
- Our messaging, content and stories, SHAPES PERCEPTION OF YOUR BRAND/define our IMAGE in the climate.
- IT DETERMINES IF THEY WANT TO CONNECT WITH US. WE CAN'T CONNECT WITH THEM UNLESS WE CAUSE THEM TO FEEL SOMETHING.
- The common goal should be to make your customer FEEL connected to your brand and ultimately your community. This requires capturing the hearts and interests of current and perspective FAMILIES.
- TYPE in the Chat Now: What feelings are you trying to evoke in your marketing and social posts?
 - community, hope, reliability, relatability...
- We don't know what will capture their hearts without understanding their INTERESTS. We know that in this environment, we can assume people are longing for connection and transparency.

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- Make a plan – map out /decide WHAT content or experiences would be interesting to those you’re trying to reach.
- How do we translate that to Storytelling? Why is storytelling important? Because it gives you a chance to make your brand relatable.
- How do you translate these components into a compelling message?
- (DATA -> INSIGHTS -> EMOTION -> CONTENT / EXPERIENCES IN MARKET)
- You have to know what you stand for and understand your market and WHAT THEY WANT. It’s about what your CUSTOMERS DEMAND.
- We are all connectors...and we are the stewards of our individual brands. Look at the key audiences here – they are all connectors and are connected/united to us with our brand
- Stay true to who you are and ways to engage are reflective of the school and ultimately the brand.
- EVERY MOMENT IS A BRAND MOMENT OF TRUTH, whether it’s a conversation, a press release, a piece of content, an interaction on your social media channels or a story written about you in the media.
- And it’s important that you take great care in curating the STORY of your brand across every platform.
- Understanding your market expands your reach

Websites

Website

- Websites are primarily for prospective families
- We are hearing from schools that they are fielding inquires for admission, so are we updating content and messages on our websites that reflect what is happening in virtual classrooms?
- How do you share this message with your consumers?

Experiences

- Shifting to create virtual unique experiences
- engagement - how are we engaging families
 - Drop off science and art experiments
 - Teachers visits
 - Reading stories in driveways

Influencers / Ambassadorship / Partnerships (recruitment and retention – for next week’s webinar, but it fits in here as well)

- Who are People in your community and organizations that align to your core values?
- As a start, look at your core values and mission and think about social causes or organizations that align to core values? Are there opportunities to connect/engage with them to show your schools values in action/real-time?
- Engage alumni, recent graduates- many are home, how to engage them in meaningful ways
- Are there opportunities here for connection with other local and regional organizations?

Social Media Channels

Note: different channels have different audiences and appeal to different people.

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Instagram- attracts younger audience- young parents and alumni

Facebook- most popular, since owns Insta make sure you are not being too redundant

- is now the time for Facebook ads?
 - yes, if hosting virtual open house
 - okay to have ads if content is relevant to what's going on today
 - nothing that hints about an in person gathering
- Lots of different kinds of content you can share-- keep in mind primary audience is parents
 - You can clean a lot of info from websites that teachers have set up

The power of data

- Look for trends and comparisons – weekly, monthly, yearly - website analytics, email communications, etc.
- Make thoughtful and strategic projections
- Use the data to pivot if needed and re-tool your planning
- Year over year may not be the best comparable, however, looking back at lesson learned from the 2008 recession, you can see that there was lasting impact on perception, enrollment trends for the years that followed.
- We have more data at our fingertips than we think
- Do this through focus groups, surveys
- Use your data to re-assess if need, pivot, setting up your plan to be flexible when needed

How do we plan?

Be intentional in selecting channels for your audiences

- Consistency
- Timing
- Platforms
- Streamline Message
- Clear, strategic and targeted communication
- Planning for both short and long term.
- Gives you a frame to shift and adjust
- Think through the Audiences you are trying to reach.

As we adjust to this new normal (for the time being), we are given a rare opportunity to reexamine our admission processes, think through how we can improve our practice and look for opportunities for connection to prospective families and showcase our schools' flexibility and adaptability.

I would encourage you to use this time to lean into Prizmah's network of admission and marketing/communication professionals on the Admission Reshet to share practices and ideas.

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