

# **SOCIAL MEDIA & MARKETING RESOURCES**

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## ► Links to Marketing and Social Media Resources

- ◇ [Social Media Content Calendar](#)
- ◇ [Getting Started with Facebook Ads](#)
- ◇ [Getting Started with Google Ads \(SEM and Pay Per Click\)](#)
- ◇ [Setting up Google Analytics](#) (measure your website traffic)
- ◇ [Setting up your Facebook Pixel](#)
- ◇ [Value Proposition Help for Schools](#) (more Value Prop Help/Samples)
- ◇ [Demographic data on the Millennial Mom](#)

## ► Ideas for Social Media Content throughout the Summer

1. Share summer projects at the school
  - ◆ Replacement of carpet, new lockers, painting the library. Whatever improvements you are making, highlight them.
2. What is your favorite ice cream?
3. Guess where this is?
  - ◆ Take a close-up photo of a spot in your school and have your audience guess its location.
4. What do teachers do over the summer?
  - ◆ Have your teachers share a fun photo of their summer activities.
5. Share your favorite reading spot. Encourage reading through the summer
6. Post an empty classroom and tell the students you can't wait to see them in the fall.
7. Picnic Day – eat lunch outside and share your photo with us.

8. Feature a staff member that works at the school all year. Custodial crew, enrollment advisor, secretarial.
9. Post lost and found items.
10. Summertime boredom booster. Have 7-10 ideas to share with parents to help with those days where boredom sets in.
11. Motivation Monday – Grab a photo and post a motivating quote. Ask teachers to get involved with this. They can help come up with those quotes.
12. Trivia Tuesday – Teacher involvement is great here. Fun facts, math teasers, etc.
13. Flashback Fridays – Remember when? Grab a post from the first year of social media and repost it.
14. This or That?
  - ♦ List 4 or 5 pairs and have your audience choose this or that
    - Pizza            or        Tacos
    - Cat                or        Dog
    - Cookies          or        Cake
    - Vanilla           or        Chocolate
    - Friday            or        Saturday
15. Post about sport conditioning practices. Early tryouts for fall sports.

## ► Schools to follow for great ideas about social content:

- ◇ [Lexington Christian Academy, MA](#)
- ◇ [Plymouth Christian Academy, MI](#)
- ◇ [Sarasota Christian School, FL](#)
- ◇ [Portsmouth Christian Academy, NH](#)
- ◇ [Oaks Christian School, CA](#)
- ◇ [Pensacola Christian Academy, FL](#)