



Social Media Brand Building

For educators and educational institutions

By: Nefertiti Anderson

Meet Your Instructor

Nefertiti “Neffy” Anderson is a social media strategist, broadcast journalist, and content creator who helps entrepreneurs and brands achieve their business goals through multimedia storytelling. Her ability to meet the needs of various target audiences stems from her training abroad in China.

With 10+ years of professional experience spanning television, digital, print, and radio, Neffy balances a career both in front and behind the camera. Learn more at NeffyAnderson.com.

Past and Present Clients Include:



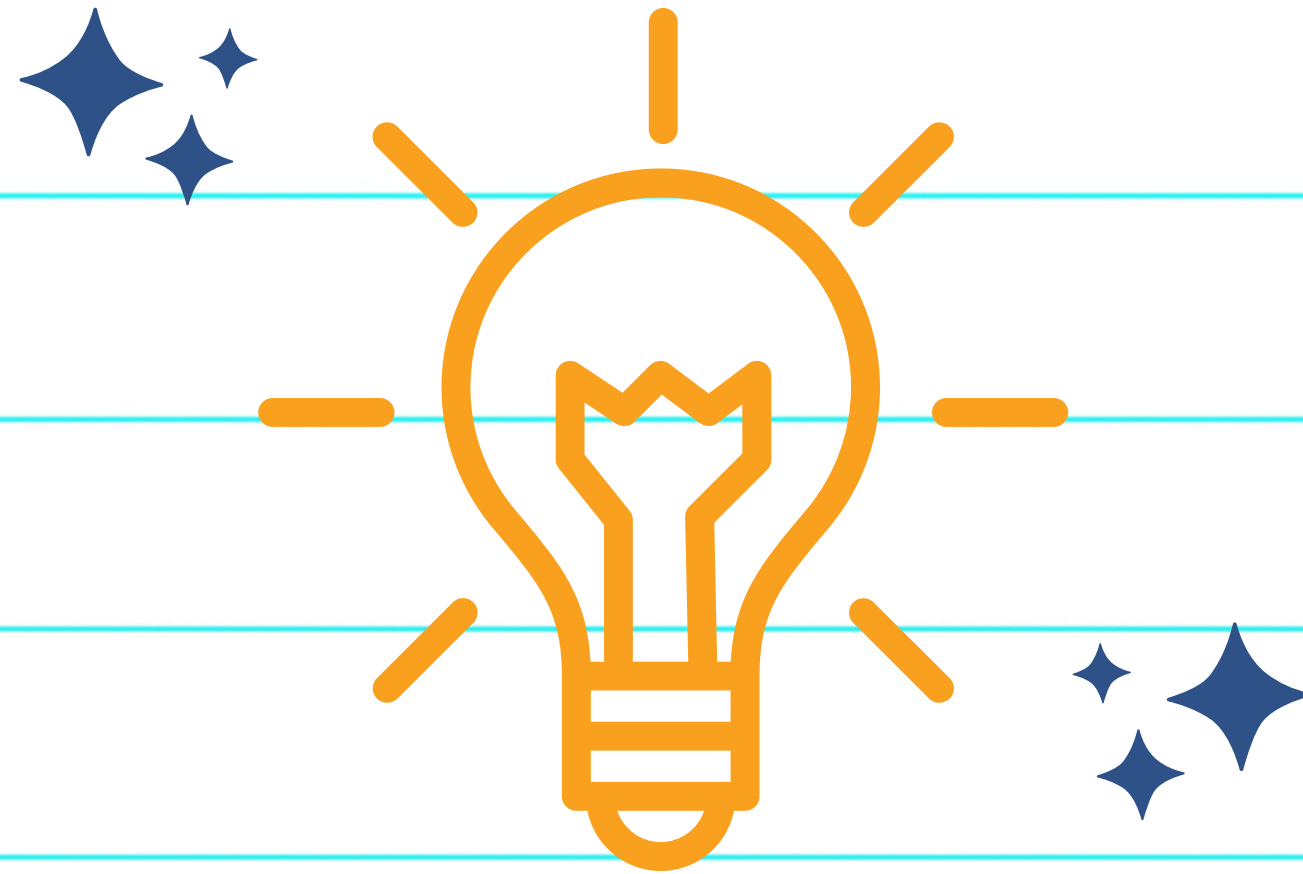
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Strategize

Set your goal(s) so you can post with purpose

Knowing your objective is the foundation of social media success. In order to reach your school goals(s) you have to first know what they are. This will inform the type of social content you create, the platforms used, and how success is measured.

Common School Social Media Goals:



Staff and or student recruitment

Identify your target audience

Create relevant content that they care about and relate to. Always make sure that you're meeting both their interests and needs – whether that be students, parents, staff, potential hires or all of the above.



Choose the right platform

Pro Tip: Although there are many social networks to choose from they all may not be the right fit for your school and or goals.

LinkedIn 

Designed to help employers, job seekers, and colleagues navigate the job market.

Professional networking, job searching and staff recruitment on this platform is ideal.

Instagram 

A visual-first social media platform that prioritizes storytelling through photo and video.

This platform is ideal for capturing the essence of your company culture in a relatable way while engaging with a wide range of demographics.

Facebook 

Supports almost all content types equally: photo, video, text, and links.

This platform is ideal for reaching more mature adult audiences.

Choose the right platform cont.

Pro Tip: You know you've chosen the right social media platform for your school if: it's where the majority of your target audience already is and it allows you to reach your goal(s) in an optimal way.

Twitter

Allows people to communicate through quick frequent messages in the form of text, video, photo, links, and gifs.

This social network is ideal for real-time updates and link distribution (especially if you want to post the same thing more than once since tweets have a short shelf-life)

TikTok

A short-form video platform for creating entertaining and educational content.

This social network is ideal for organic discovery and accelerated follower growth.

It's also where many viral trends and challenges start.

When creating social media accounts for your school, be sure to sign up as a business

This will allow you to gain access to performance-enhancing tools and insights such as analytics, ad creation, and post-targeting. The best part is ... it's FREE to open or convert your profile to a business account!



Don't make it hard for people to find you

Your social media handle/profile name should be the official title of your school (or as close to it as possible).

This name should be consistent across all platforms where your school has a presence.

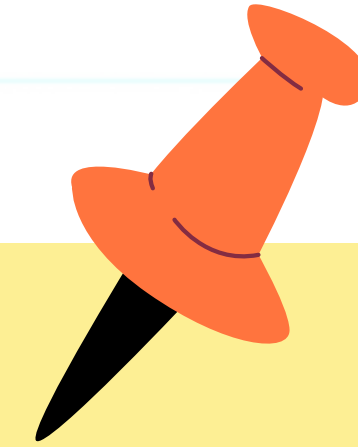


Optimize your profile bio

This is your digital elevator pitch. Anyone who stumbles onto your page should be able to know who you are, what you do, where you're located, and how they can find more information.

HINT: Insert the link to your school website address or another relevant URL.

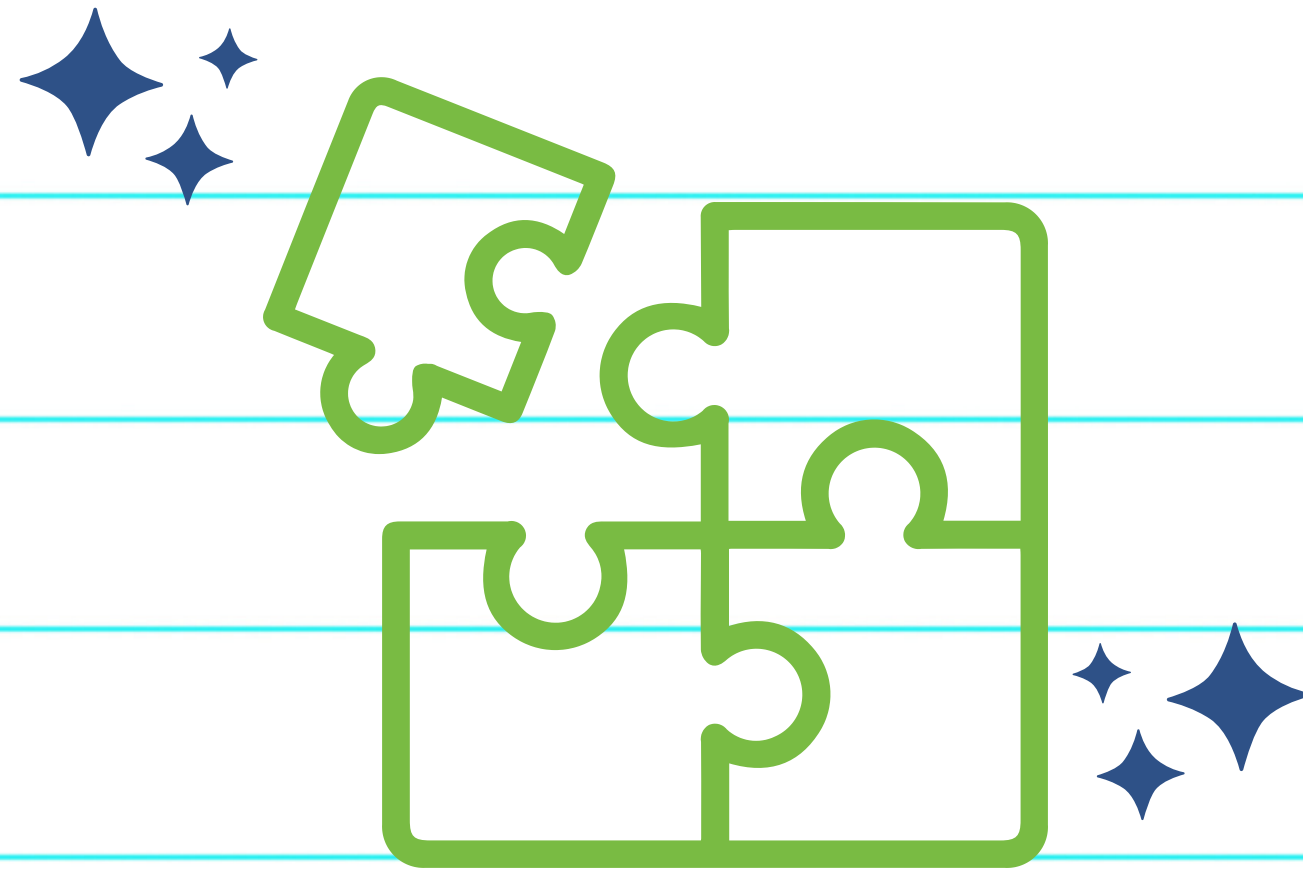
Leave no profile field unfilled.



Pro Tip

Make your bio more memorable by including an interesting fact or feature about your school.

Use customizable landing pages like LinkTree to house important links you want to share with your audience all in one place. Use that as the URL in your profile section.



Optimize

Consistency is key

Make sure the look, feel, and tone of your brand are the same across all social channels. This includes making sure the profile photo for each social account matches.



Create content pillars

Content pillars are a set of themes/topics that your brand can use to create posts. Choose 3-5 for your school to consistently discuss, amplify, and create content for on social media. This will eliminate decision fatigue when trying to figure out what to post.

School Content Pillar Examples

Student and Staff
Spotlights

Event Promotion
and Recaps

Educational Tips

Job Openings

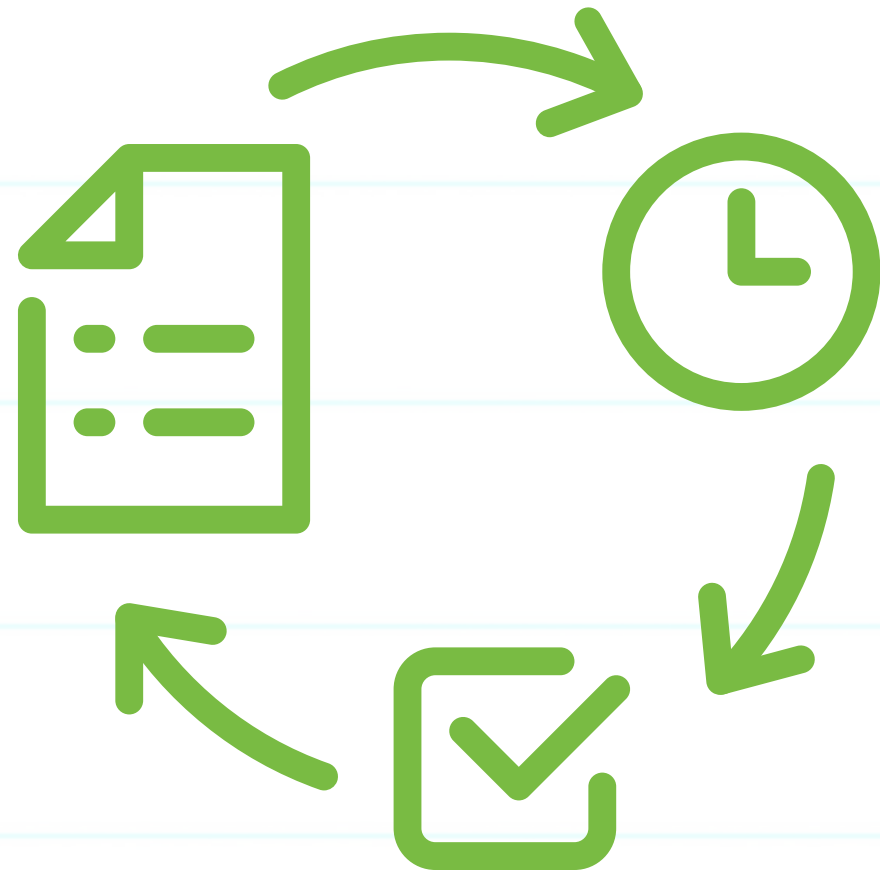
Important
Announcements

Motivational
Quotes

Behind The
Scenes

Tutorials and
How-Tos

PRO TIP: Use the dedicated hashtags around each topic to increase your reach and visibility. 5 main ones to always consider including are the **location** (#Brooklyn, #BedStuy), **name of the school/program/event** (#StuyvesantHighSchool), **community** you're trying to reach (#NycTeachers #TeachersOfInstagram), **industry niche** (#MathTeacher), and **description** of the content of your actual post (#JobFair, #TeacherJobs, #Hiring, #JobsInEducation #DEI #JobOpening).



Practice batch creation

This is a productivity technique where you create the visual and caption for multiple posts in one sitting instead of one at a time.

Using this method will help you save time, stay ahead of the curve, avoid burnout, and post consistently.



Be authentic

Your social media profiles are an extension of your brand.

When posting online you may be tempted to do or say things that you wouldn't otherwise because "everyone else is doing it".

Behaving in a manner that is not true to who you are will damage your credibility.

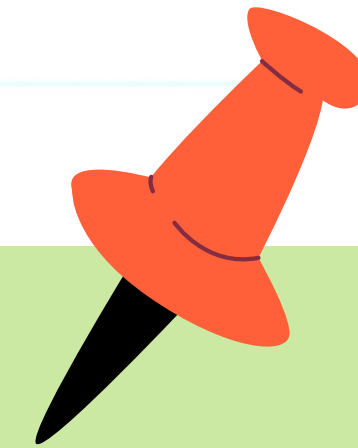
Give credit

Tag or “@” the people, companies, and programs you mention on social media.

Doing so will allow them to know that you are talking about them and may result in them following you, engaging with your post (retweeting, sharing, liking), or introducing their audience to your brand.

Consider tagging the following programs:

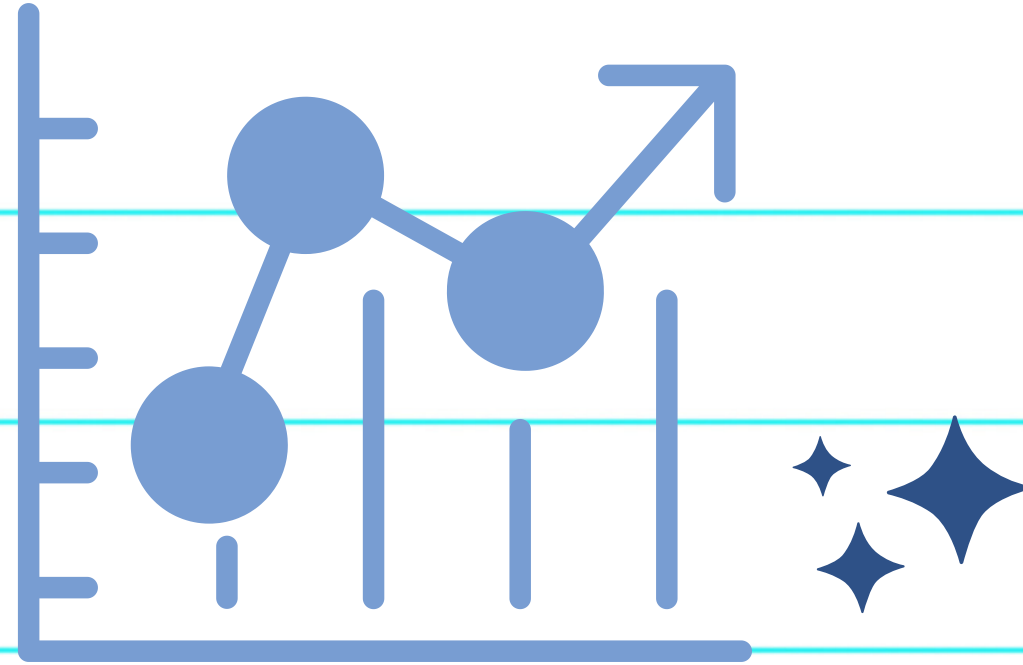
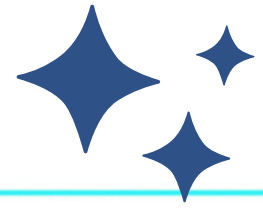
- NYCTF
- NYC Men Teach
- Teach for America
- NYC Teaching Collaborative



Pro Tip

Whenever someone takes a picture at your school (or of you) ask them to tag the associated social media account when they post it to their platform.

This will help to introduce you to a new audience -- theirs!

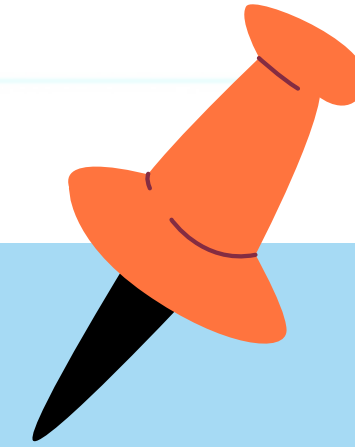


Analyze

Post regularly

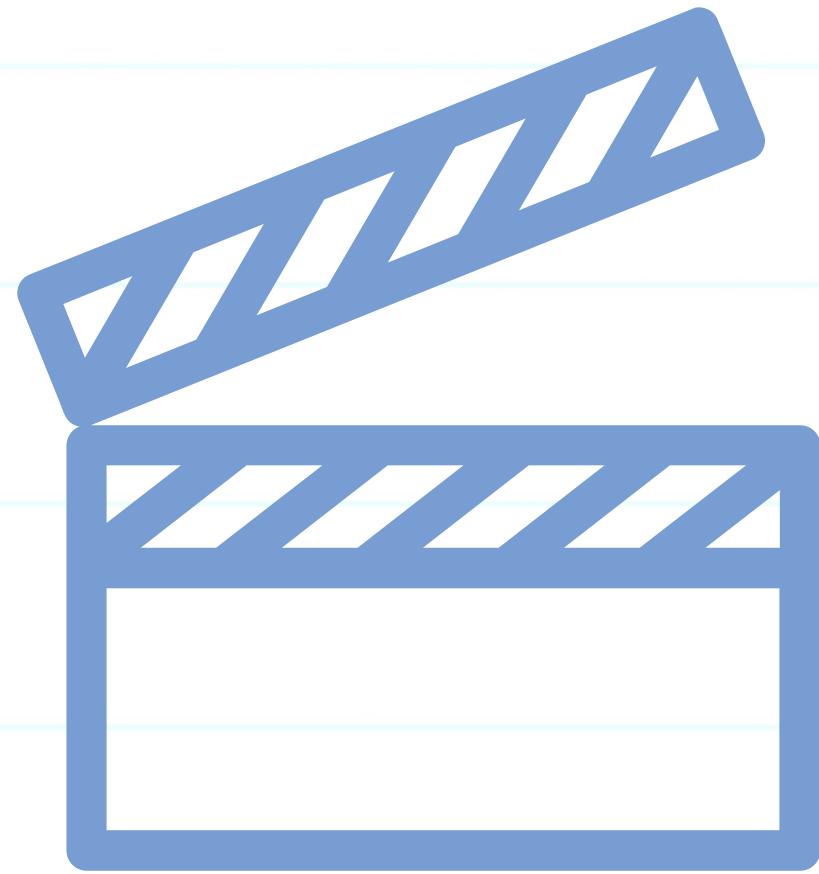
Use scheduling tools such as Buffer, Later, and Hootsuite to schedule your content for auto-publishing hours/days/weeks/months ahead of when they need to go out.

These scheduling platforms also double as a content calendar for you to see what posts you have planned at a glance.



Pro Tip

If you can't remember the last time you sent out a post on your platform it's been too long. Posting regularly keeps you visible and top of mind.



Tell people what you want them to do.

Each post should have a call to action (CTA) which is a specific thing that you're asking the reader/ follower to do.

Popular CTA examples: Like, comment, follow, share, click the link in bio, learn more here [insert link]



Promote

Get the word out about your social media presence by cross-promoting your profiles on all platforms.

Go a step further by including your social media info on your email/text message signature, business cards, flyers, brochures, website, newsletters, presentations, graphics, voicemail messages etc.

Identify what's working (and what isn't)

Key Performance Indicators (KPIs) are the metrics used to determine performance over time.

Below are the social media metrics often tracked with the associated goals:

- Follower counts, impressions, and post reach (Brand awareness)
- Likes, comments, shares, and mentions (Engagement)
- Link clicks, referral traffic (Website traffic)
- Sign-ups (Leads)



**Thank
you!**

Get professional help! Connect with me to personalize your school's social media strategy for maximum online and offline impact.