



# Social Media, Social Distancing & Student Outreach

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NOVEMBER 26, 2020

CESBA VIRTUAL CONFERENCE

Presented by Michele Breault, WCDSB

# Learning Outcomes

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Use social media to communicate updates and promote Cont. Ed. programs.



Cook up an online promotion plan and theme for 2021



Share strategies on reaching out to prospective learners without making physical contact

# How do you communicate with your school community, when not face to face?

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- E-newsletter? *St. Louis Hopeful* - weekly at start of pandemic school closures
- Email blasts?
- D2L announcements?
- Other Apps?
- Which social media? Do you have enough followers?
- Did they engage with you?

# How do people find out about your programs without ever seeing you?

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- Word of Mouth
- Online / website
- Organic social posts
- Paid ads and Marketing (print, radio, signage, digital, social)
- In the News
- Interviews
- Other....

# # 1: Word of Mouth – is it still ‘royal’ ?

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## FACE TO FACE TO VIRTUAL

- MBA team to survey SL students in Spring 2019. - many stated they heard from a **friend or family member**. In 2020, That doesn't mean "face to face", but it could mean "facetime" via a social platform
- Although not face to face, people are still ask friends and family about products, services and getting help for something.
- Video Chat: *Zoom, Skype, Google Duo* (Android), *Facetime* (iphone), *Facebook Messenger, WhatsApp* (ESL students) and *Discord* (best video chat for gamers – be where they are)
- Text: messenger, text on device, emails
- Social: posts, links, images, videos, inquiries, comments or replies on *FaceBook* (55%), *Pinterest* (24%), *Twitter* (13%), *Instagram* (1.43%), *YouTube, Tumblr, LinkedIn, WhatsApp, (Snapchat, Pinterest)* in that order of leading social media websites in Canada and based on % share of visits (statista.com)

# What is my school / program doing to reach out to prospective students?

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- If they are at home -- not in school, not working, not connecting with other social agencies for support, not going out --- **where are they?**
- ...likely on a mobile device streaming music, videos, news or chatting with friends and family on preferred or all social platforms (including ZOOM)
- How did you find them?
- How did they find you?
- Ultimately did you reach **MORE** or **FEWER** students than usual this past September?



# CHEF 'PROMO' - ACTIVITY

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It's Nov 2020 and pandemic fatigue is showing  
in your enrollment numbers for January.

How do you reach out to NEW students in the next 3 weeks?

*Marketing Theme/ Slogan: Who Will You Become in 2021?*

# Who Will You Become in 2021? Your Ideas...

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What tools did you use to reach students in 3 weeks?

How much could you spend? If nothing, how creative could you be to engage your student community - afterall word of mouth is #1

Who was your target market? Interests, behaviours?



# Who Will You Become in 2021?

Our Ideas

St. Louis multi-media campaign

**Budget:** \$13,000 (40% of annual marketing budget, but a timely investment)

**Timeframe:** Nov 23- Dec 17 / Jan 4- Feb 28 (with peak focus Nov 30-Dec 10 and Jan 4-Feb 11) – avoiding times when school is not as responsive

**Mediums:**

- 30 sec radio scripts on 4 radio stations for 2 weeks in Dec and 6 weeks in the new year + social + 3 radio interviews – 5- 10 minutes each (Dec, Jan, Feb) – **total spots = 600**
- 285 standard digital impressions w/ animated ads – geo-fenced to our local area + 4 – 1/6 page print ads + social
- 3 daily leaderboard ads on e-blasts via a local newspaper to 21,000 subscribers for the 3 days leading up to registration opening
- Same animated ads used on Facebook for target marketing
- St. Louis Hopeful e-newsletter to our 600+ subscribers
- organic video by students that we will post and boost on Facebook, Twitter and launch Instagram in 2021

# #2 Online Organic Search

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- Google covers 90% of the worldwide search engine market – Bing #2 and Yahoo #3
- Images more attractive than text,
- Animation/video more attractive than still photos

## QUESTIONS TO ASK

- How does your school website fare on search engine?
- Is your Search Engine Optimized?
- Have you looked at the Google analytics of your school website to determine pages most frequented?
- Are there pages, content and images that could be improved?
- Do you tag or alt-text your images on school website?

# Organic Online Search

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## PROS

- Ranking on Google has massive potential traffic.
- Does your school have Google Reviews?

## CONS

- Everyone else wants this traffic, making organic search the most competitive
- Google has reduced the numbers of organic results on the first page of search, increasing in paid search results



# A word about AODA Compliance

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Beginning January 1, 2021 – all public websites and web content posted after January 1, 2012 must meet WCAG 2.0 Level AA other than criteria 1.2.4 (live captions) and 1.2.5 (pre-recorded audio descriptions)

What does this mean??? Most school boards are on top of this. Share this link.  
<https://www.ontario.ca/page/how-make-websites-accessible>



# Social Trends?

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- After years of constant growth, the [number of social network users in Canada](#) now stands at a record **25.35 million** (as of October 2020).
- With a social network penetration rate of 67 percent, Canada has one of the world's most connected populations.
- According to industry experts, more than 80 percent of Canadians are set to embrace social media by 2025

<https://canadiansinternet.com/2020-report-social-media-use-canada/>



# Should Cont. Ed. Use Social Media?

People spend **1.72 hours every day** social networking

**1 in every 4 minutes** spent on the internet is on a social network

Facebook and Instagram have a combined **2.2 billion monthly active users + + +**

Social Media Campaigns enable you to find, reach and engage your audience within those networks with social ads that are seamlessly delivered across desktop and mobile

Social Media gives you storytelling capabilities

Social Media targets people when they are relaxed and consuming content

# Social Media Users

50% of Facebook's 1.49 billion users visit the site more than once a day - up +5% in 2020

81% of consumers say their friends' social media posts directly influence their buying

Facebook users are 43% female and 57% male

52% of Instagram users are females and 48% are male

75% of Snapchat & TikTok users are under 34 years old

34% of Twitter users are females and 66% are males



# Developing a Social Media Campaign

When developing a Social Media campaign, think about your goals and objectives and then select the most appropriate social media campaign type. Basically, two types of campaigns:

**Promote Your Page Campaign** - A campaign built to grow your audience by driving page 'Likes'

**Destination Campaign** - This campaign type utilizes social media ads to send **targeted traffic** to a destination on Facebook, or to an external website (your school)

Choose how you want them to contact you - select **Messenger** when you pay to 'boost' a **Facebook** Ad or post is more personalized response - but you must check more than once daily.

Use **HootSuite** if managing multiple social media platforms

# Why Social Media?

In developing your campaign plan, take into account your campaign objectives and what you know about your audience and existing students to target your prospective students:

DEMOGRAPHICS - education levels, income, type of household

GEOGRAPHY or GEO-FENCE TARKETING - your city radius to school or high-density housing.

INTERESTS and BEHAVIOURS = keywords searches like work, skills, career higher than school

# Tips for YouTube

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- Create your own channel or use your school board's YouTube channel – will help you build a good audience base
- **Brand** videos so audience knows they are yours and easy to find
  - Add your school name to the title of your video and then add your catchy name for video
  - If someone searches your school, all your videos will show
- Add detailed descriptions about the video
- Add tags that people might use when searching – be creative as you want people to stumble onto your programs
- Allow embedding of video
- Keep videos short if possible – 30 seconds to 1 minute

# Paid Digital Advertising

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## ON GOOGLE

- paid search on Google (Google AdWords) is often more expensive than on other sites – but could be that search

[4 Most Important Ranking Factors, According to SEO Industry Studies](#)

[A Beginner's Guide to SEO in a Machine Learning World](#)

[Why Google AdWords Isn't Working for You](#)

## ON SOCIAL MEDIA

- More affordable, but traffic is getting busy and more annoying to end user
- YouTube cannot be underestimated in its impact if successful – however 300 hours of video are uploaded to YouTube every minute

[How To Rank YouTube Videos](#)

[How Video Rankings Differ On Google And YouTube](#)

[How Deep Learning Powers Video Search](#)

# Paid Digital Advertising

AS PART OF TRADITIONAL ADVERTISING -  
PRINT AND RADIO

- Local newspapers are publishing much thinner print copies and daily online news is relying on online subscribers
- More people listening to 'radio' on Alexa (Amazon) or Google Nest, Mini, Spotify, personal device
- Print media and their online platforms are partnering with radio for content
- Metroland Media, Rogers Media examples of full-service advertising – tailor to your budget – ave budget \$3000-\$6000 for mini-campaign (2 weeks to 2 months)



**Finish your High School Diploma**  
**Upgrade courses**  
**Get into College/University**

**SAINT Louis**

**Pre-Register NOW for classes starting Jan 5th**

**Who will you become in 2021?**



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# Paid Digital Advertising

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## ON AMAZON

- half of all online shopping in 2017 was through Amazon. Online shopping taken by storm in 2020 with over 213 million unique visitors – electronics is still most popular product category
- Sponsored Ads basics:  
<https://advertising.amazon.com/library/guides/basics-of-success-sponsored-ads>

Do we dare merge on to that highway???



# FREE Promotion is still 'royal'. Share your Students' or Schools' success!

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- Editorials and articles
- Radio interviews that tie in to local or current events
- Guest speaker at networking (Zoom) meetings
- Students posting their work and tagging St. Louis on social media (e.g. PSW's in action, graduation ceremonies)



# Fairview Seniors Community and St. Louis Adult Learning and Continuing Education Centres Launch Innovative ‘Living Classroom’ for PSW Students

## MEDIA RELEASE

*October 5, 2020 CAMBRIDGE* – Fairview Seniors Community is pleased to welcome St. Louis Adult Learning and Continuing Education Centres and the Class of 2021 PSW students to its Cambridge campus on Tuesday, October 6.

A ceremonial (mask-) cutting will be held by a small group of key contributors to this initiative on **Thursday October 8 at 10:00 a.m.**, social distanced, outside the new classroom in the Main building of Fairview Seniors Community. Pre-approved photo opportunity and in-person media interview is welcomed that day.

Fairview and St. Louis have partnered to offer a progressive ‘Living Classroom’ experience for 22 PSW students who will receive their training in the newly constructed 1,000 square foot classroom at Fairview.

The curriculum is the same as other PSW learning environments recognized by the Ministry of Health and Long-term Care. The Living Classroom concept, developed by the UW-Research Institute for Aging and tested by Colleges across the province, is being adopted in collaboration with Fairview’s long-term care home and St. Louis’ 20-year PSW program. Together, they are taking care training to the next level to create a shared learning environment. Students have the benefit of practical, hands-on experience incorporated into their learning and apply their knowledge throughout their training, while current staff and residents benefit from refreshers on best practices. This living classroom approach helps students build on their confidence and experience, as well as learn about the opportunities for growth and development in long-term care.

[Read more...](#)



# St. Louis Adult Learning Centre congratulates its largest class of high school graduates

By [Laura Booth](#) Record Reporter  
Fri., Nov. 20, 2020

KITCHENER — After completing months of classes and homework, 20-year-old Tatum Hamilton walked into St. Louis school in Kitchener to collect a very important piece of paper.

Her high school diploma.

Hamilton enrolled at St. Louis to complete her schooling after dropping out as a teenager.

“I was kicked out of the house at a very young age,” she explained. “Basically, it was a matter of either work full time and put a roof over your head or live in a homeless shelter and attempt to go to school.”

She tried the latter but it wasn’t working for her so she dropped out of school and went to work. “Once I got on my feet a little bit I decided I needed to get my diploma,” she said. “I actually want to get a really good job and you can’t really do that without a diploma.”

Hamilton is one of 490 students who earned a high school diploma at St. Louis this year — the most the 34-year-old school has ever graduated in a year.

[Read more...](#)



# Questions / Comments

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PROGRAM MANAGER, PARTNERSHIPS &  
PROPOSALS  
ST. LOUIS ADULT LEARNING CENTRES