

Leveraging Social Media & AI for Reputation Building, Student Attraction & Community Partnerships

Presented by:
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Principal of St Albert Learning Centre
Sudbury, ON

About St. Albert Learning Centre

Under 18 Program

- U-Turn
- Educational Community Partnership Program
- PEACE

Literacy Basic Skills

Corrections Literacy Initiative

Personal Support Worker

Skills For Success Pilot Programs

Continuing Education Program

International Heritage and Language Classes



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Workshop Overview

- ❖ Social Media in Canadian Education
- ❖ Leveraging Social Media
- ❖ Enhancing Reputation Through Social Media
- ❖ Attracting New Students
- ❖ Building Community Partnerships
- ❖ Creating Engaging Content
- ❖ Leveraging AI
- ❖ Documenting Your School's Journey
- ❖ Q&A

Social Media in Canadian Education:

Why Social Media Matters

- **Prevalence:** As of early 2023, Canada had approximately 33.1 million social media users, representing a penetration rate of **91.3% of the population.**
- **Platform Popularity:** **Facebook is the most popular platform**, with over 26 million users, followed by Instagram with 20.65 million users.

(Source: Made in CA, 2023)

Social Media in Canadian Education

Youth Engagement:

In 2018, about 9 in 10 Canadians aged 15 to 34 regularly used social media, with usage rates of 8 in 10 for those aged 35 to 49, and 6 in 10 for individuals aged 50 to 64.

(Source: Statistics Canada, 2018)

Social Media in Canadian Education

Adult Engagement

A 2022 survey indicated that 94% of online Canadian adults had an account on at least one social media platform, suggesting widespread adoption among educators and institutions.

(Source: Borealis Data, 2022)

Leveraging Social Media and AI

Educational institutions are increasingly utilizing social media to:

- ★ Enhance their reputation
- ★ Attract new students
- ★ Foster community partnerships

Effective Strategies

- ★ Showcasing student achievements
- ★ Promoting programs
- ★ Engaging with the community through interactive content

Enhancing Reputation Through Social Media

Key Principles:

- ★ Authenticity
- ★ Consistency
- ★ Celebrating student achievement and school culture

The Key Principle of Authenticity

What it Means:

- Be genuine and transparent about your school's values, programs, and achievements.
- Share real stories from your students, staff, and community to create an ***emotional connection***.
- Avoid overly polished or "salesy" content; focus on relatable, honest narratives.

The Key Principle of Authenticity

Authenticity builds trust!

What it Means:

- Be genuine and transparent about your school's values, programs, and achievements.
- Share real stories from your students, staff, and community to create an emotional connection.
- Avoid overly polished or "salesy" content; focus on relatable, honest narratives.

The Key Principle of Authenticity

Examples:

- Posting a behind-the-scenes video of students preparing for a community event.
- Sharing a teacher's candid reflection on a successful class project.
- Featuring student testimonials or “day in the life” posts that highlight authentic experiences.

Thank You

Whoever is marking this, thank you. You may not know, or realize, that you're changing lives. You are making such a difference, to both men, and women, I would just want you to know that, we appreciate your time, and energy. I for one did not think that I would ever graduate school. However, people like you, and Mel, make dreams possible. I know my mother would thank you if she could. Now in my hand, I have a tool, that can get me out of the cycle, drugs, crime and jail. No-one has ever given me that gift. Mel, thank you especially for the fact that you come in here, and you encourage us to succeed, with your kindness and teaching style. From all of thank you.



St. Albert Adult Learning Centre

Published by StAlberts Admin-team

June 5

Please read the beautiful thank you note that one of our students handed in with their homework today!

The heartfelt message reminds us of the profound impact our exceptional teaching team at St. Albert Learning Centre has on our students' lives.

For those who might not know, we have an amazing teacher, Ms. Johncox, who leads the Correctional Learning Initiative at Sudbury Jail. She provides adults with the opportunity to improve their lives by earning their Ontario Secon... [See more](#)

Edit

Boost post

You and 37 others

6



Comment as St. Albert Adult Learnin...



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Post Insights

Total Insights


See more details about your post.

Post Impressions 

4,602

Post reach 

4,408

Engagement 

498



St. Albert Adult Learning Centre

Published by StAlberths Admin-team



· April 18 · ⚙️



Just another emotional day at St. Albert Learning Centre!

This morning, Richard stopped by to get his graduation pictures done. When his mom, Sherry, realized that Richard completed his entire OSSD, she broke down in tears of pride!

Not only was Mom proud, but so was the principal. Richard is a family friend, and after a discussion over supper about finishing his missing credits, he accomplished his goal!

What's next for Richard? He's eyeing a career in the skilled trades.

Join us in congratulating Richard on reaching his goal!

[#Graduation](#) [#SuccessStory](#) [#ProudMoment](#)



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Post Insights

Total Insights

See more details about your post.

Post Impressions i

10,363

Post reach i

10,076

Engagement

2,264



The Key Principles of Consistency

What it Means:

- Maintain a regular posting schedule to keep your audience engaged.
- Align your messaging across platforms to reinforce your school's brand and values.
- Use consistent visuals, hashtags, and tone to establish a recognizable online presence.

Celebrating Student Achievement & School Culture

The Key Principles of Celebrating Achievements

- Highlight student accomplishments and milestones to showcase your school's impact.
- Promote events, traditions, and cultural initiatives that reflect your school's unique environment.
- Show gratitude for community support and partnerships.

Celebrating Student Achievement & School Culture

· October 18 · ⚙️

📣 Celebrating Early Graduates: Saige and Darian Beat the Odds! 📣

We're thrilled to share some exciting news—our first two secondary students, Saige and Darian, have officially met their graduation requirements... and it's only October!

"How is this possible?" you ask? It comes down to a goal, a plan, and the right support.

Saige and Darian joined our St. Albert Learning community last May, aiming to graduate by December 2024.

Over the summer, they also participated in a double cooperative education experience, gaining valuable skills while staying on track academically.

With their hard work, the support of the entire school—including their attendance counsellor—not only did they meet their goal, they beat it!

Their achievement shows that when you're focused and supported, anything is possible.

Join us in congratulating Saige and Darian on this amazing accomplishment, and let's carry this positive energy into next week!

Who's next to graduate? We can't wait to find out!

[#GoalGetters](#) [#GraduationSuccess](#) [#StAlbertLearningCentre](#)
[#HardWorkPaysOff](#)



Celebrating Student Achievement & School Culture



Post Insights

Total Insights

See more details about your post.

Post Impressions i

6,102

Post reach i

6,087

Engagement

1,371

Celebrating Student Achievement & School Culture



Jen Laura Cyr

September 27 · 🌐



I wish today wasn't a P.A day I just wish I was in school today (usually I never say this about school), but I'm really enjoying school at St.Alberts I know P.A days is good to have but I'm enjoying St.Alberts school I wish that it was my actual high school I'm getting the respect that I deserve compared to what I went through at my old high school st bens , with St.Alberts I feel more at ease , actually missing being at school when school is done for the day or weekend Guess I gotta wait till Monday , I want the weekend to go fast I miss everyone at school ❤️



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Attracting New Students

Jen Laura Cyr
October 1 · 🌐

I love ❤️ my school St.Alberts ❤️❤️❤️



Jen Laura Cyr
October 4 · 🌐

Passed my learning strategies course with a 73% ❤️❤️❤️❤️ next course foods then grade 12 English

👍❤️😮 20

14 comments

Jen Laura Cyr
October 9 · 🌐

❤️❤️❤️❤️ my school St.Alberts this was so much fun to participate for Thanksgiving luncheon at school today



Building Community Partnerships

- ★ acknowledge & tag local partners
- ★ share collaborations or joint events
- ★ drive engagement through campaigns



Caruso Club - Società Caruso is with **Sudbury Catholic Schools.**

October 30 at 3:20 PM · 🌐

FREE Italian classes are back!! 🇮🇹📖✎

We are partnering with the Sudbury Catholic District School Board again this year to offer FREE Italian classes for children 4-12 years of age!

The classes will begin on Saturday, November 23rd.

\$25 Activity fee. Spaces fill quickly - register now to avoid disappointment! 🙌

Parents can register their children by filling out our form online here:
<https://docs.google.com/.../1FAIpQLSdLQMe3uxJ0Xz.../viewform>



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**SUDBURY
 CATHOLIC
 DISTRICT
 SCHOOL BOARD**

**ITALIAN LANGUAGE &
 HERITAGE PROGRAM**





St. Albert Adult Learning Centre

Published by StAlberts Admin-team

June 20, 2023

St. Albert students are giving back and showing appreciation to our amazing supporters! A huge shoutout to the Società Caruso -Caruso Club executive for their consistent support of our student-led businesses! Since teaming up with them last fall to organize our first international heritage language classes, focusing on Italian, they have been incredible allies. 🇮🇹

The Società Caruso -Caruso Club challenged our students to create unique gifts for various occasions. And guess what? They truly went above and beyond! From personalized Christmas ornaments to tic tac toe games, they even engraved wooden spoons that quickly became our favorite!

To express our heartfelt gratitude, our students engraved a special wooden gift box and presented it, along with some awesome St. Albert swag, as prizes for the Società Caruso - Caruso Club's annual fundraiser at the Fish Pond during the Italian Festival!

In the picture, you can see Angela Corsi-Raso, Società Caruso -Caruso Club's entertainment chair with our donations! We want to extend a massive thank you to the Società Caruso - Caruso Club for believing in us and supporting our journey!

[#StAlbertStudents](#) [#GivingBack](#) [#CarusoClubSupport](#) [#ItalianHeritage](#)
[#CommunitySupport](#)



St. Albert Adult Learning Centre

Published by StAlberts Admin-team

· 17h ·

🌟 Thank You to Deacon Rolly! 🌟

Today, we extend our deepest gratitude to Deacon Rolly for blessing not just the 75 "blessing bags" created by our students, but also each and every one of us. His prayers and kind words filled us with a renewed sense of purpose and love as we continue this mission to serve others.

As part of our year-long religion credit initiative, our students have committed to monthly activities supporting the homeless in Sudbury. Thanks to the generosity of the Michael Monk award, these 75 blessing bags were carefully assembled with:

- 🧣 A warm hat, mitts, and socks
- 💳 A \$5 Tim Hortons gift card

These small tokens of care are a way to share warmth and hope during the challenging winter months.

Deacon Rolly reminded us that, true blessings come from what we give with love and compassion. His blessing of the bags—and of all of us—reinforces our mission to bring Christ's love and kindness to those who need it most.

To our students and educators, thank you for your hard work and dedication to this beautiful project. Together, we are spreading light, one blessing bag at a time.

Let's continue this journey—each month, one act of love for our Sudbury community.

[#ThankYouDeaconRolly](#) [#BlessingBags](#) [#75ActsOfKindness](#) [#FaithInAction](#) [#Sudbury](#)





Loretta Ronchin

November 24 at 4:14 PM · 🌐



The November Bake Sale and Sewing Table >>> in case you missed it, have a glimpse below... Many thanks for the generosity of the St. Albert Learning Centre and the students who baked an amazing array of items. What an impressive table it was! Parishioners, thank you, once again, for purchasing baking and sewing items - your support brings us closer to beginning construction. All proceeds go to the Front Steps Project.



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Creating Engaging Content

- **Know Your Audience:** Tailor content to the interests and needs of your target audience (students, parents, community partners).
- **Use Visuals:** Include eye-catching photos, videos, and graphics to grab attention and enhance engagement.
- **Tell a Story:** Share authentic and relatable stories that highlight successes, challenges, or milestones.
- **Incorporate Call-to-Actions:** Encourage interaction with clear prompts, like “Comment your thoughts,” “Share this post,” or “Sign up today!”

Creating Engaging Content

- **Be Consistent:** Post regularly and ensure content aligns with your messaging and mission.
- **Leverage Trends:** Use relevant hashtags, participate in trending challenges, or create content tied to current events.
- **Monitor and Adapt:** Use analytics to track engagement and refine your approach based on audience response.

Leveraging AI for Social Media Efficiency

- ★ **Chat GPT:** Generating captions and post ideas
- ★ **Canva:** Creating Professional Graphics
- ★ **Buffer AI:** Scheduling and analyzing performances

ChatGPT – Generating Captions

Example:

Input: "Write a caption for students winning a community service award."

ChatGPT Output: 'Congratulations to our students for making a difference! Their hard work and dedication to our community earned them the Community Service Award. #ProudMoments #StudentLeaders'

ChatGPT– Post Ideas

Input: What are some social media post ideas for promoting adult learning programs?

Here are some engaging social media post ideas for promoting adult learning programs:

1. Success Stories

- **Text:** “Meet Sarah, who returned to school to complete her diploma and is now pursuing her dream career! ✨ It’s never too late to learn and achieve your goals. Join our Adult Learning Program today!”
- **Visual:** Before-and-after photos or a video testimonial from a graduate.

2. Program Highlights

- **Text:** “Discover our wide range of programs tailored for adult learners: Literacy & Basic Skills, Continuing Education, and PSW Certification. 📖 Let’s take the next step together!”
- **Visual:** A short infographic or carousel showing key programs, eligibility criteria, and benefits.



3. Workforce Preparation

- **Text:** “Gain the skills employers are looking for! 🧰 Our programs prepare you for the workforce or help you transition into higher education. Start your journey today!”
- **Visual:** Students participating in workshops or a graphic listing in-demand skills taught.

4. Flexible Learning Options

- **Text:** “Busy schedule? No problem! Our programs offer flexible options to fit your lifestyle. Whether it’s online, in-person, or hybrid, we’ve got you covered. 🙌”
- **Visual:** A video of a student balancing work, family, and school, or a graphic of a flexible schedule.

5. Upcoming Events

- **Text:** “📣 Join us for our Information Session on [date]. Learn how you can enroll, explore funding options, and start your journey with us! Free transportation options available.”
- **Visual:** A clean, eye-catching event flyer with essential details.

6. Inspirational Quotes

- **Text:** “💡 ‘The beautiful thing about learning is that no one can take it away from you.’ – B.B. King. Start your learning journey with us today!”
- **Visual:** A motivational quote graphic with branding.

7. Partnership Highlights

- **Text:** “Thanks to [partner organization], our students benefit from paid placements and hands-on experience. Ready to gain real-world skills? Enroll now!”
- **Visual:** A photo of students in a placement setting or a thank-you graphic for partners.

8. Student Benefits

- **Text:** “Why choose our program? ✅ Free tuition options, ✅ Paid placements, ✅ Small class sizes, ✅ Supportive learning environment. Don't wait—apply now!”
- **Visual:** A quick video or carousel explaining each benefit with visuals of students in action.

9. Celebrating Achievements

- **Text:** “Congratulations to our recent graduates! 🎓 We’re so proud of the determination and hard work they’ve shown. Ready to join the next graduating class?”
- **Visual:** Graduation photos or a video compilation of highlights from a recent ceremony.

10. Community Impact

- **Text:** “Our students don’t just learn—they give back! ✨ Profits from our student-run business help support community initiatives. Be part of something bigger.”
- **Visual:** Photos or videos of students involved in community activities.

11. Daily Life at School

- **Text:** “Take a sneak peek into our classrooms! ✏️ Our students are busy learning, collaborating, and achieving their goals. Want to be next? Enroll today.”
- **Visual:** Candid shots or a day-in-the-life reel featuring students and staff.

12. Call to Action

- **Text:** “Ready to take the first step? 📁 Enroll now in our adult learning programs and unlock your potential. Visit [website link] to apply!”
- **Visual:** A vibrant graphic with a strong call-to-action and contact info.

Would you like help designing a post or creating visuals for one of these ideas?



Chat GPT: Writing Social Media Stories

Key Benefits:

- Saves time and generates polished, engaging content quickly.
- Encourages creativity and consistent messaging.
- Helps highlight student achievements and boost school reputation.

Chat GPT: How I Input Prompt

1. State Your Role
2. Ask for a Catchy Title
3. Provide All the Facts
4. State the Desired Tone or Purpose
5. Review and ask for changes

Documenting Your School's Journey

Build a Digital Portfolio:

- Every post serves as a snapshot of your school's achievements, culture, and impact.
- Over time, you create a rich archive of moments that represent your school's journey.

Documenting Your School's Journey

Save Time on Administrative Tasks:

- Easily pull content for grant proposals, year-end reports, and award applications.

Principal's Year-End Report



Documenting Your School's Journey

Create Compelling Media:

- Use your archived posts to craft video entries or promotional materials.

Contest Entries

Mindshare Video



1st Prize Winner

School: St. Albert Learning Centre
Grades: 9-12 Teacher: Christina Raso

Documenting Your School's Journey

Stay Organized:

- With consistent posting, you always have ready-made examples of your school's growth and achievements at your fingertips.

Manage Pages and profiles ...



St. Albert Adult Learning Centre



Post reach ⓘ 11,456



Post Engagement ⓘ 5,051



New Page likes ⓘ 9



View advanced insights ⓘ ↗



Create promotion

Page overview

Last 28 days

Create post

Views ⓘ

38,832

Reach ⓘ

9,093

Content interactions ⓘ

581

Follows ⓘ

15



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Final Takeaways

- ★ Post consistently
- ★ Balance content types
- ★ Use AI tools to save time and increase efficiency
- ★ Document achievements for year-end use



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CESBA Conference 2024
December 4-5
CELEBRATING 25 YEARS

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Conférence de CESBA 2024
4-5 décembre
CÉLÉBRONS NOS 25 ANS

Questions & Answers

Tell us what you think!

Visit:

www.cesba.com/2024surveys

or use the QR code to share feedback on this workshop.



Coming up - Workshops block C | À suivre - Atelier bloc C

1:30 PM – 2:35 PM

C1 - The Best of Blended Learning	Rossetti
C2 - Those Who Lead Must First Learn to Serve: Centering Equity in our Leadership Practices	Mountbatten B
C3 - Inclusion and Employment Awareness: Building an Employment Transition Path for Students with Developmental/Intellectual Disabilities	Scott
C4 - Sharing Our Stories, Experiences, and Ideas: Professional Learning for Adult Educators in a Changing World of Work	Wren
C5 - Pardon Me, Your AI is Showing: The Impact of Generative AI	Mountbatten A

Thank you

Merci



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