

## **Marketing Your School Through Social Media & Community Partnerships**

### **Church Spotlight/Bulletin Inserts –**

- Photos of weekly activities on monitors (played when children come for Children's Story)
- Monthly newsletter
- Fundraisers (food fundraisers, school events, etc.)

### **Website –**

- Update it at least 1x/year
- Relevance of materials (current parent survey quotes, photos, links, etc.)

### **Social Media (Facebook/Instagram) –**

- Update weekly (photos, upcoming events/fundraisers)
- Highlight experiments, hands-on activities, things that set you apart from the next school

### **Chamber of Commerce –**

- Radio Show
- School advertisements provided to new families and walk-ins
- Website platform that tracks yearly investment and clicks from Chamber website to school website
- Community partnership opportunities (for PACS Friday Program)

### **Google Business –**

- Google Voice (it's free and transcribes messages!)
- Tracks website interactions, calls, searches, etc. and provides a monthly report

### **PACS Friday Program –**

- Partner with small business and community members to lead Clubs/Career Days/Service Days
- Partner with homeschool families who enroll and join full time students on Fridays only (includes Chapel, Clubs/Career Days/Service Days, some academic time, and recess)
- Homeschool income fully funds our Friday program (approx. \$10,000-20,000/year)
- See sample Friday program