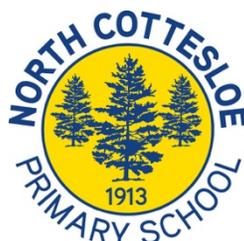


Facebook Strategy

NCPS

November 2022



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Introduction

This document is intended to provide some strategic guidance and practical advice to the administrators of the newly-established North Cottesloe Primary School (NCPS) Facebook page.

As with any communications plan, a social media strategy/plan should link directly to the overall organisational/business goals, and be underpinned by the organisational vision and values.

The new NCPS Facebook page has been established as School Priority of the NCPS Business Plan 2021-2023, under 'Relationships and Partnerships':

- **Engage with the wider community through new media platforms and promote North Cottesloe Primary School with current and prospective families**

This relates directly to the following System Standards:

- **Clear communications are evident, both within the school and with key stakeholders**
- **Community partnerships are sustainable**
- **The local community values its school**

As with all of the school's communications, the NCPS Facebook page should be consistent with, support and demonstrate the NCPS Vision and Core Values

Vision

North Cottesloe Primary School is committed to providing opportunities and experiences that support students to aspire to excellence in all their endeavours.

Students are supported to become life-long learners who are valued members of our community.

Values

We aim to provide all students with ongoing opportunities to develop the academic, social, physical and creative skills necessary to reach their full potential, and become lifelong learners and happy, well adjusted members of society.

We believe it is essential to develop in our students a broad range of skills in order that they can develop responsibility for their own learning, enjoy the learning experience, develop life long learning strategies and ultimately contribute positively to society.

We endeavour to provide these learning opportunities in an environment that is caring and supportive and respectful of the rights of all. We have in place a number of pastoral care policies and initiatives to help us achieve this aim.

North Cottesloe Primary embraces 4 main values that become the soul of the school community:

Excellence - Respect - Integrity - Care

This describes our students, staff and parent body. We take pride in who we are and welcome all who come to our school.

Goals

The NCPS Facebook page is to be utilised as a stakeholder engagement tool, to connect with existing and new audiences within the local community, in order to promote the school.

- Stakeholder engagement – with three key audiences
 - Current families
 - Enhance relationship with the school
 - Contribute to sense of school community pride
 - Prospective families (also part of wider community)
 - Establish credibility and trust
 - Contribute to welcoming environment
 - Wider community
 - Create awareness of NCPS
 - Build a positive relationship with NCPS

Given these are quite broad, general goals, it is useful to set smaller, measurable targets which will contribute to the achievement of these goals.

Short-term targets

- 1) Increase number of people who like or follow the NCPS page
- 2) Increase the number of groups/organisations the NCPS page follows

3) Post regularly – at least weekly initially, increasing to 2 or 3 times per week (which will be aided by a content planner/calendar)

In the longer term, it may be useful to focus on follower growth, post engagement and post reach.

The NCPS Brand

The NCPS Facebook page will contribute to the school's overall 'brand'.

A brand is ultimately what an organisation does and how it presents itself every day. It's the 'voice' the organisation speaks with in all communications, and offers stakeholders a concept they can identify and feel a sense of pride in. The NCPS brand is what differentiates it from other schools.

Key Features of the NCPS Facebook page:

Profile picture – should always be the school logo/crest (which it already is), given this is what people will see first when searching for the school on Facebook.

Header picture (large image across top of the page) – try to use an image unique to NCPS, such as a distinctive exterior shot of the school, and/or featuring students in uniform. Eg some of the images on the website are great.

Pinned post – promote your best content or the information you most want new people to the page to see. Eg a general welcome message or particularly significant event/achievement. This can be done with any post – just use the dropdown menu next to the post and select '*Pin to top of Page*'.

'About' info – ensure this is as current and comprehensive as possible.

Voice and Style

The NCPS voice is:

- That of a trusted and respected community member
- Smart but not condescending or superior
- Helpful but not bossy
- Confident but humble and hardworking
- Open to honest feedback and respectful debate

The NCPS style is:

- Smart casual (ie smart but not formal)
- Lively, warm, engaging
- Careful – ie use proper grammar and ensure there are no spelling errors. (However, emoji use is ok! Provided not used excessively.) Mindful of privacy considerations.
-

Content

General content guidelines

- **Always include a photo/image in a post**
- **Be consistent/regular in posting**
- **Use a calendar to plan content**
- **Attempt to post videos when possible**
- **Engage!**

Basically, the better the content on the Facebook page, the more other users will see NCPS's content on their Facebook feed. Due to the Facebook algorithm, users need to engage with content in order for Facebook to identify it as something worth showing to other followers. Similarly, once Facebook sees that an individual often engages with NCPS content, it will be more likely to show up higher on their news feeds in the future.

Types of content:

General school highlights

- student achievements
- classroom highlights
- school events – swimming, athletics, cross country, Book Week, NAIDOC Week, Reconciliation Week, parent information nights
- school programs/facilities
- staff achievements and introductions
- general messages eg public holiday, school holidays, Christmas break

School and community information

- Enrolment application dates
- Assembly dates/times
- Special school event details
- COVID-19 protocol changes/updates
- Community information

These posts should be the most frequent posts on the page. (ie around 70-80%) Where possible, they should weave in elements of the NCPS core values, either implicitly or occasionally explicitly.

Engaging – posts which actively encourage users to engage. These types of posts can be more difficult to generate and will probably not feature frequently.

- Anything that actively encourages likes, comments, responses
- Conversation starters
- Seeking expertise/help/input from the community
- Polls, quizzes

Educational - educating NCPS's audience provides added value to them for being part of the NCPS Facebook community.

- Facts, figures, trivia
- May often be from third parties (see below)

Sharing Third Party content

While third party content should only make up a small proportion (up to 20%) of NCPS content overall, sharing content from other organisations' pages serves several purposes:

- Adds interest/variation/entertainment to the NCPS page

- Provide an opportunity to engage with organisations
- Educates/informs
- Enhances NCPS credibility
- Positions NCPS as an active and engaged member of the community (real and online)

When sharing content from a third party, it's always best to include a caption which explains the purpose of the post on the NCPS page, such as why it might affect, help or interest the school community. In addition to adding clarification, this practice assists to build the brand for NCPS followers to connect with.

Be cautious in sharing third party content and, before posting, ask:

- Does it have value to the NCPS audience?
- Is it reputable?
- Is it timely? (ie don't share old material)
- Is NCPS happy to support / be associated with that organisation?

Audience attraction

The initial attraction of followers to the new NCPS Facebook page can be encouraged by:

- Requesting the P&C page do another reminder/info post that the page exists – to encourage it's 250 followers to follow
- Featuring another short item prominently in the next NCPS newsletter, including an easy link to the Facebook page
- Place a small sign/notice in the main office eg 'NCPS is now on Facebook, please follow us!'
- A specific Connect notice encouraging all parents/families to like the page (providing several reasons why it will be useful to them) – include the link
- Mentioning the page (and the reason for it) at an assembly

On an ongoing basis, attract new followers by:

- Include the Facebook link prominently on the NCPS website
- Include the link on staff email signatures
- Ensure that anyone who likes an individual post but is not a follower, is shortly after invited to follow the page
- Follow, comment on and share content from appropriate third party Facebook pages (see third party content info)
- Invite all new families to the school to follow the page – include in official information provided on enrolment material
- If a follower reposts/shares NCPS material, ensure this is acknowledged/commented on.

Engagement and monitoring

Interaction with followers is integral to a successful Facebook page. As per the Law of Reciprocity - you can't expect others to engage with your content if you don't do the same for them.

- Respond promptly to comments and questions on posts
- Use personality and humour
- Talk TO the audience, not AT them – encourage conversations
- Capture attention of the audience and motivate them to listen, relate, respond, share
- Encourage feedback (polls, comments, etc.)
- Interact with other organisations

Facebook Insights

Facebook Insights is a useful tool to track the success of the NCPS Facebook page and should be monitored on a regular basis.

Key features to track include:

- Which posts get the best engagement
- How many followers gained and lost (note if there are spikes in people unliking the page – this would indicate specific content may have been unpopular)
- When page fans are online can help identify good times to post (how recent the post is and how quickly it gets engagement may be factors in how many people it reaches).
- What time of day posted content gets the most engagement
- Which day of the week is most effective to post on

As experience with the page increases, administrators can look into the demographic information Insights provides also.

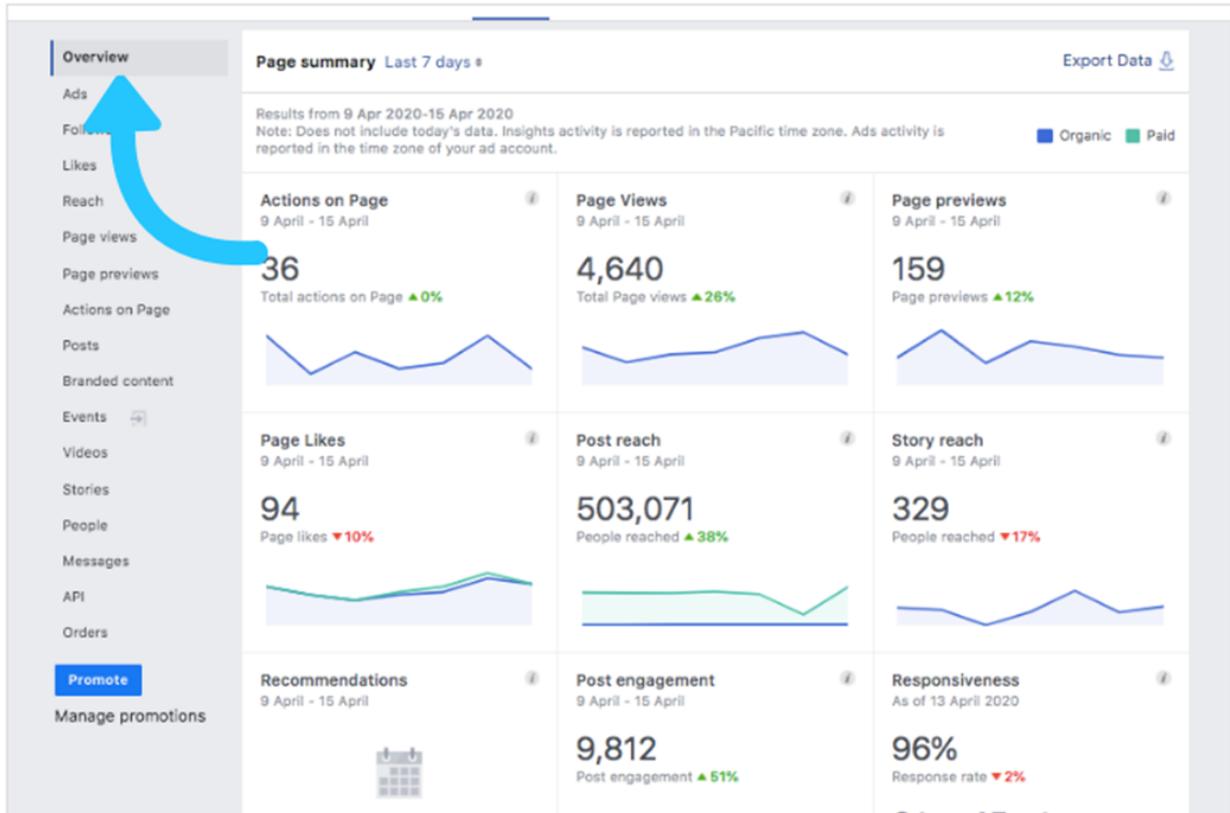
Information on utilising Facebook Insights:

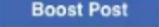
<https://blog.hootsuite.com/facebook-analytics-insights-beginners-guide/>

<https://neilpatel.com/blog/guide-to-facebook-insights/>

<https://buffer.com/library/facebook-insights/>

Insight dashboard examples:



Your 5 Most Recent Posts							>
Published	Post	Type	Targeting	Reach	Engagement	Promote	
09/29/2017 3:00 pm	 ICYMI: Learn how to overcome a bad SEO experience: http://bit.ly/			144 	3 0 		
09/29/2017 10:53 am	 Bing is Proving the Future of AI is Now for Small Businesses http://b			120 	1 0 		
09/27/2017 10:30 am	 Why choose between SEO & PPC? They need to work together se			168 	3 4 		
09/25/2017 12:00 pm	 How to Stop Those Annoying SEO Robo Sales Calls http://bit.ly/2ft			234 	12 1 		
09/18/2017 5:02 pm	 Conversions Might Take a Hit with Chrome 62 http://bit.ly/2vHz6XZ			141 	3 1 		

Risk Management

Given the sensitivities around use of social media, combined with the unique privacy considerations and sensitivities of the primary school environment, it's recommended a NCPS Facebook Code of Conduct be developed.

The Code of Conduct should outline the responsibilities of the page administrators/moderators, the expectations on those who engage with the page, general guidelines, disclaimers, complaints mechanism, issues management etc.

It should be published on the NCPS website, and promoted in the newsletter/Connect. There should be a link to it on the Facebook page information.

The following documents (attached) from schools (not in WA) could be used to as examples to guide the development of a NCPS Facebook Code of Conduct:

Florey Primary School Facebook Page Guidelines and Procedures

http://www.floreyps.act.edu.au/_data/assets/pdf_file/0003/395490/Face_Book_Page_Guidelines_and_Procedures.pdf

Ringwood Heights Primary School Facebook Policy and Code of Conduct

<https://ringwoodheights.vic.edu.au/pdf/Facebook%20Policy.pdf>

Third party Facebook pages to consider following/liking and possibly sharing content from:

Local groups/organisations

<https://www.facebook.com/groups/2153934528163458> (a group, not a page)

<https://www.facebook.com/citystirlingwa>

<https://www.facebook.com/bayswatercity>

<https://www.facebook.com/DianellaHeightsPS>

<https://www.facebook.com/dianellaplaza>

<https://www.facebook.com/Dianella.Community>

<https://www.facebook.com/DianellaSoccerClub>

<https://www.facebook.com/dianellasecondarycollege>

Government

<https://www.facebook.com/PublicEducationWA>

<https://www.facebook.com/MarkMcGowanMP>

<https://www.facebook.com/wagovnews>

<https://www.facebook.com/HealthyWA>

<https://www.facebook.com/SimonMillmanMLA>

Media

<https://www.facebook.com/abcperth>

<https://www.facebook.com/thewestaustrian>

<https://www.facebook.com/WAtoday>

Education/children focused organisations

<https://www.facebook.com/ABCKidsCommunity>

<https://www.facebook.com/TelethonKids>

<https://www.facebook.com/telethon7/>

<https://www.facebook.com/NaturePlayWA>

<https://www.facebook.com/theCBCA/>