

## Tips for Communicating New School Models + Next Gen Systems

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When communicating the value of your new school model or program, **target regionally, but think nationally.**

You want support from the greater Seattle/Tacoma region directly, but keep in mind that your school/program can act as a model for any district in the country. Ideally, you want people from all over sharing and citing your content because it's informative, insightful, and provides a fresh perspective. This is what we call **establishing thought leadership**. This level of authority can, in turn, instill greater trust in your program model within your specific community.

### • Blog

- Set up a blog on your website with short pieces (~500 words) that educate stakeholders and spotlight the unique value proposition of your school/program. What pain points is it solving? What will students, educators, and business leaders gain from your model?
- Avoid leading with trade terms like “microschool” or “wall-to-wall” in headlines as they will not be immediately understood by most readers, and may cause people to keep scrolling. Keep it simple by addressing the problem(s) you're aiming to solve.
- Reach out to people you've worked with - parents, students, industry partners - to see if they'd be willing to provide their insights on how the program has benefited them. First-hand accounts go a long way in telling your story, as it's crucial to “show” and not just “tell.”

### • LinkedIn

- **Organizational:** Establish a [LinkedIn Company Page](#): share content from your website tailored to a business audience at least 3 times a week. What will business leaders gain from working with you? (i.e. expanded talent pipeline)
- **Individual:** Your school/program's leaders can utilize [Pulse](#), LinkedIn's built-in, blog-style platform, to write short pieces that communicate the expertise of your people. Additionally, regularly share (at least 2 times/week) other content from your website as well as third-party sources that back up or validate your POV from personal LinkedIn accounts.
- Share in regional LinkedIn groups to reach those directly in your community and start a local dialogue. This can only be done from accounts of your individual leaders, not as a Company Page. Some examples:
  - [Linked:Seattle](#)
  - [Greater Seattle - Tacoma](#)
  - [Puget Sound Business Leaders](#) (access to professionals who can facilitate hands-on learning)

### • Facebook

- **Organizational:** Establish a Facebook Company Page. Unlike LinkedIn, your primary audience here will be parents and educators. Share content (at least 3 times/week) tailored to this audience that addresses their pain points and your unique value proposition.
- Create a [Facebook Group](#) off of your Company Page. This will allow your community to engage with and learn from each other under the umbrella of your school/program.

- **Individual:** Leaders from your school/program should share about the Company Page and encourage others in their networks to do the same. This will help to grow your following organically.
- Seek out community groups in your region to engage in and share your school/program's content to educate. Some examples:
  - [Future of Seattle Public Schools](#)
  - [Greater Puget Sound Networking Group](#)
  - [Tacoma Community](#)

- **Twitter/X**

- [X \(formerly Twitter\)](#) combines the audiences of LinkedIn and Facebook as a more all-encompassing platform. Here, you'll reach both business and personal audiences, so you can share a mixed array of content tailored to all stakeholders in your community.
- This platform provides the best opportunity for social listening - that is, actively seeking out like-minded conversations, organizations, and individuals relevant to your space and engaging with them.
- Share your own content as well as third-party sources that speak to your school/program's mission; @mention relevant writers and publications whenever possible to build synergy.

#### GENERAL SOCIAL TIPS:

- Social media is a two-way street. Make sure you're actively monitoring and responding to anyone who engages with you. On the other side of that, be sure to amplify content from like-minded people/organizations. This is key to relationship and coalition-building.
- For engaging on social media, establish "engagement pods" with others in your school/program that agree to engage with/share content whenever posted, whether by an individual or a company page. While algorithms differ across platforms, they have one thing in common: engagement = greater reach and priority in people's feeds.

- **Medium**

- [Medium](#) provides another opportunity to write and self-publish blog-style content, with the added bonus of discoverability. Education is one of the top topics on Medium. For each piece you write, you can add up to 5 topic tags, and your content will appear in the feeds of anyone who follows those topic tags.

- **Substack**

- [Substack](#) also offers the value of discoverability, and allows you to publish newsletters with important information and updates around your school/program. This is another great avenue to establish regular communications with your community. Write content here consistently; a bi-weekly or monthly cadence is ideal.

- **Traditional Media Engagement**

- Consider writing and pitching op-eds to both local and national publications.
  - **Local:** focus on a regional problem (using a compelling or provocative statistic to back it up) and how your school/program addresses it.
  - **National:** focus on a widespread, national trend (i.e. college enrollment decline, COVID learning loss) and how schools/programs like yours provide a solution. If picked up, it will be read by people outside of your region, but will help to establish your school/program as an innovator to watch.

