

AVCS

Social Media Strategy

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ABOUT

AVCS

MISSION STATEMENT

****DIRECTLY FROM WEBSITE****

“It is the mission of the school, as a ministry of Lutheran Church of the Cross, to be a Christ-centered, Bible-based environment, which provides academic excellence and nurtures students to become lifelong learners who know Jesus Christ and share His Word, His grace, and His love with all people.”

WHO IS AVCS?



- Private, faith-based school in Aliso Viejo, CA.
- Values: Guiding Hearts • Inspiring Minds • Transforming Lives
- Grades offered: Junior Kindergarten - 8th grade
- Students come from all over the world to attend

THE COMPETITION

SWOT ANALYSIS

Strengths

- Solid reviews
- Positive reputation
- Value hands-on teaching
- Known internationally
- Many extracurriculars/enrichment

Weaknesses

- Reels are not engaging
- Low engagement/reach
- Non-consistent post schedule

Opportunities

- Speak more on international student life
- Do more with surrounding community
- Highlight what's happening on campus

Threats

- More people are interested in public schooling
- 1.3% of people in LB, CA are Lutheran
- High cost of attendance

COMPETITORS

COMPETITOR 1: Anneliese Schools

- Instagram is based around all their schools instead of individual campuses
- Larger following on Instagram (1,146 followers vs. 597)
- Featured highlights section
- Higher engagement on videos (they are not using reels)
- Feature student spotlights
- Posts are more casual and not so much edited (*this is what we want to strive for*)
- Not religious based
- Feature a link-tree for easy access to important information

COMPETITOR 2: St. Anne Catholic School

- There are more catholics in the Laguna Beach area than Lutherans
- Featured highlights section
- Higher following on Instagram (1,104 followers vs 597)
- Very similar in branding??
- More casual than edited posts
- Not utilizing reels

AUDIT

INSTAGRAM

- 745 posts
- 597 followers
- Range of video views (including reels): 106 - 3,168 (with majority being under 500)
- Engagement
 - Avg. likes = 55
 - Avg. Comments = 1
 - $(66/597) \times 100 = 11.1\%$ (good) (engagement is high because there is a low follower count) higher the following -> lower the engagement
- No featured highlights
- Highlights
 - Students
 - Important information
 - Holidays
 - Faculty and staff
 - Extracurriculars
 - Values
 - Events

FACEBOOK

- 565 followers
- 5.0 rating / 35 reviews
- Range of video views: 58 - 692
- Engagement:
 - Average likes = 16
 - Average comments <5
 - Engagement rate = ~3% (poor)
- Albums are not representative of AVCS values/pillars

PILLARS

PILLAR 1

ABOUT US

Description:

- Quotes/Verses
- Our Values
- Who we are
- Prayers and Pledges

Topics/Post Types:

- Verse of the week
- Q&As (more personal)
- What are we doing right now? - how we are acting on our values right now

PILLAR 2

CAMPUS LIFE

Description:

- Fun things on campus
- Spirit days
- Holidays
- Culture
- What's going on
- Activities
- Events
- Field Trips

Topics/Post Types:

- Promotional material
- Spirit day photos
- Countdowns to bigger events (gala, halloween bash/trunk or treat, end of school year carnival)
- Fun classes to take
- Special video for each holiday
 - Thanksgiving Feast
 - Happy Birthday Jesus Party (Christmas)
 - Jesus is Love (Valentine's Day)
 - Resurrection Parties (Easter)
 - Field Day (Last Day of School)

PILLAR 3

COMMUNITY

Description:

- Students
- Teachers
- Staff
- Parents
- Perspective students
- Alumni
- International students

Topics/Post Types

- Spotlights
- Advice for incoming/returning students
- Where are they now (alumni)?
- Q&As (more fun)
- AVCS in the community
 - Food Drives
 - Samaritans Purse
 - Shoebox drive
 - Middle School community service
- Resources [Right Now Media] (reminder of offering)
 - Christian-based advice for parents
 - Educational advice for kids
 - Webinar - Social Media Safety/Responsibility

PILLAR 4

INFORMATIVE

Description:

- General updates
- Anything to know
- FAQs
- Programs

Topics/Post Types

- General AVCS info
- Things to know
- Updates
 - Band and orchestra combining

STRATEG

Y

THE GOAL

To retain current students and families, increase brand awareness (social media engagement/reach) by 10%, and increase community engagement by 8-10 local businesses.

THE AUDIENCE

Persona 1: Angie is a 38-year-old, Christian mother living in Laguna Niguel, CA. Her son, John, is a 5th-grader at AVCS. She likes to be active with events at AVCS and be in the know.

Persona 2: Luke is a 13-year-old, 8th grade student at AVCS. He and his friends love being active in as many extracurriculars as possible. He loves it when his school features content of his favorite clubs and activities.

Persona 3: Kate is a 22-year-old new college graduate looking for employment. She has been Christian all her life and has an interest at working for AVCS. She was inspired to become a teacher early in her college career by watching videos of other teachers showing off their classrooms or a day in their life.

THE PLATFORMS & THEIR PURPOSE

INSTAGRAM:

- Casual yet professional
- Organic content
- Parents, alumni, students, and staff/faculty
- Reels can show off the school personality and more fun side

FACEBOOK:

- Updates
- Parents
- Alumni
- Faculty/staff
- Upcoming events
- Archive of old photos and videos

METRICS & KPIs

REACH

- Who are we reaching? Is it the right people? Are we potentially leaving out a new/existing audience group?
- How much of our content is actually getting out to the public?

ENGAGEMENT

- Total number of interactions
 - Likes, comments, shares, reposts
- Audience willingness to react

HASHTAG PERFORMANCE

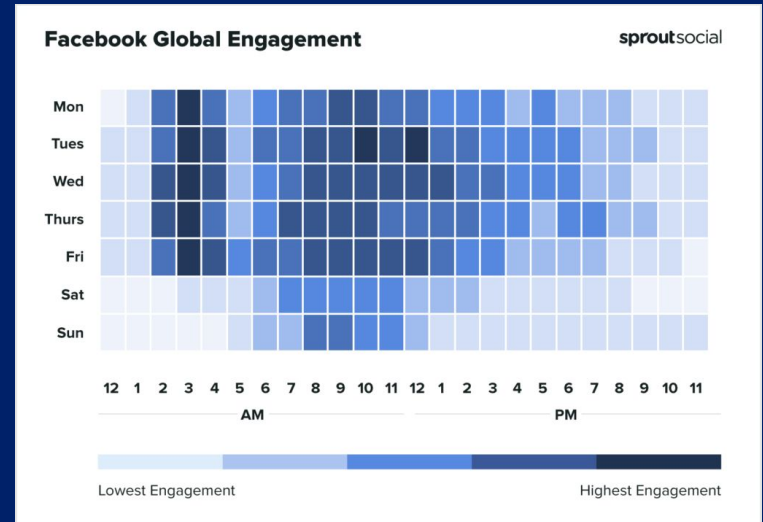
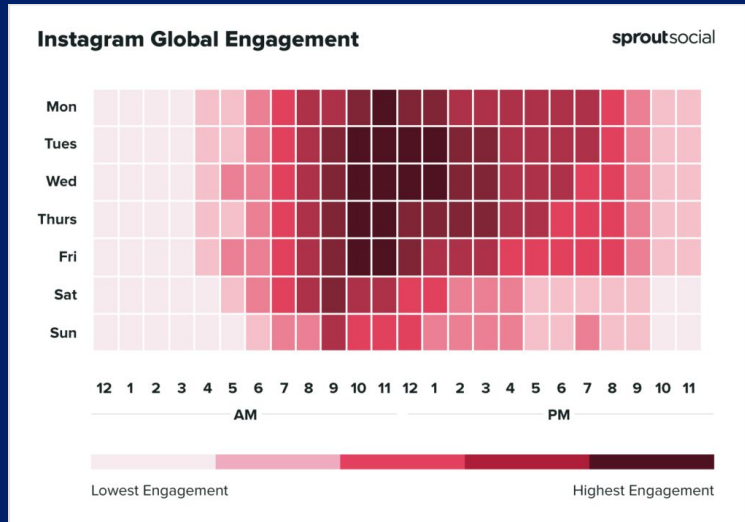
- Are people using the hashtags associated with AVCS?

SENTIMENT

- Do people like our content?
- Is there something offensive we did?
- How are people reacting to it?

TIMELINESS

Post around different times on different platforms. Posts shouldn't be posted to be posted. There must be a purpose. (**Note: you can post on both platforms on the same day just try to spread out the times you post on each)



**LIST OF
GENERIC
HASHTAGS**

- **#AVCS**
- **#AVCSCONQUERORS**
- **#CONQUERORS**
- **#CHRISTIANEDUCATION**
- **#CHRISTIANSCHOOL**
- **#EARLYEDUCATION**
- **#LOVEGODLOVEPEOPLE**

CONTENT

CALENDAR