

SANJAY.N

SOCIAL MEDIA MARKETING STRATEGY FOR TAGORE PUBLIC SCHOOL

PROJECT OVERVIEW

This comprehensive strategy aims to increase brand awareness, boost engagement, and improve conversions for Tagore Public School through a targeted social media marketing approach. The plan focuses on understanding the audience, creating impactful content, optimizing platform presence, and running effective paid campaigns while enhancing community interaction and using analytics to refine performance for sustainable digital growth.

Project Objective To establish Tagore Public School as a leading educational institution in the digital space by leveraging social media platforms to connect with parents, students, and the broader community.

BACKLINKES

TAGORE PUBLIC SCHOOL TAMIL NADU - CBSE CURRICULUM & MODERN EDUCATION

Tagore Public School in Tamil Nadu is a premier educational institution implementing the comprehensive CBSE curriculum with emphasis on practical learning and competitive exam preparation, following NCERT-based teaching methodologies aligned with national education policies. Established in 2012 under the Southern Educational and Rural Development Society, our institution serves over 1,250 students with 75+ faculty members, operating under cbse

The school maintains strong links with the Tamil Nadu School Education Portal for compliance with state guidelines. Visit our website The campus infrastructure includes smart classrooms with interactive technology, modern science laboratories for practical experiments, and a digital library with extensive educational resources [2]. Sports facilities support both competitive training and recreational activities with regulation-size playing fields and indoor sports complexes.

Beyond academics, our holistic development programs focus on creative arts education, community service initiatives, and leadership training. Technology integration provides students with programming fundamentals and digital literacy skills through advanced computer labs and educational platforms [3].

Student well-being is prioritized through strict safety protocols, health monitoring systems, and mental health support services [4]. The institution maintains comprehensive child protection policies and nutritional guidance programs to ensure optimal development in a secure learning environment.

Regular workshops on career planning and skill development prepare students for future challenges while fostering social responsibility and team-building capabilities [5]. Our counseling services provide ongoing guidance for academic achievement and personal growth throughout each student's educational journey.

SOCIAL MEDIA ANALYTICS & PERFORMANCE MEASUREMENT FRAMEWORK

INTRODUCTION TO SOCIAL MEDIA ANALYTICS

Data-driven decision making separates successful social media strategies from ineffective ones. Comprehensive analytics tracking enables educational institutions to understand audience behavior, optimize content performance, measure return on investment, and continuously improve marketing effectiveness. This guide provides Tagore Public School with frameworks, tools, and methodologies to track, analyze, and leverage social media data for strategic growth.

1. Social Media Audit

Current State Analysis

A comprehensive social media audit forms the foundation of our strategy. This module evaluates the school's existing digital presence across all platforms to identify strengths, weaknesses, opportunities, and threats.

KEY AUDIT COMPONENTS

Platform Inventory

Identify all active and inactive social media accounts

Document current follower counts, engagement rates, and posting frequency

Analyze profile completeness and branding consistency

CONTENT PERFORMANCE REVIEW

Evaluate top-performing posts by engagement, reach, and conversion

Identify content gaps and underperforming content types

Review content quality, tone, and alignment with brand values

COMPETITOR BENCHMARKING

Analyze 5-8 competing educational institutions in the region

Compare follower growth, engagement rates, and content strategies

Identify best practices and differentiation opportunities

AUDIENCE INSIGHTS

Demographics: Age, location, gender, interests

Behavioral patterns: Peak engagement times, preferred content formats

Sentiment analysis: Public perception and feedback themes

Audit Deliverables

Comprehensive audit report with visual analytics

SWOT analysis for each platform

Actionable recommendations for immediate improvements

Baseline metrics for measuring future growth

2. PLATFORM STRATEGY

Multi-Platform Approach

Developing a tailored strategy for each social media platform ensures maximum impact and efficient resource allocation.

Facebook Strategy

Target Audience: Parents (30-50 years), Alumni, Local Community
Content Focus: School events, student achievements, parent testimonials, admission updates
Posting Frequency: 5-7 times per week
Key Features: Facebook Groups for parent community, Live sessions with faculty

INSTAGRAM STRATEGY

Target Audience: Prospective parents (25-40 years), Students, Young alumni
Content Focus: Visual storytelling, behind-the-scenes, student spotlights, campus life
Posting Frequency: Daily posts, 3-4 Stories per day
Key Features: Reels for trending educational content, Highlights for key information

LINKEDIN STRATEGY

Target Audience: Professional community, Corporate partnerships, Alumni network
Content Focus: Educational thought leadership, faculty expertise, student success stories
Posting Frequency: 3-4 times per week
Key Features: Articles on educational trends, Alumni success stories

YOUTUBE STRATEGY

Target Audience: Parents, Students, Prospective families
Content Focus: Virtual campus tours, educational content, event coverage, student projects
Posting Frequency: 2-3 videos per week
Key Features: Playlists organized by categories, Live streaming of major events

TWITTER STRATEGY

Target Audience: Education community, Media, Quick updates audience
Content Focus: Real-time updates, educational news, quick announcements
Posting Frequency: 3-5 times per day
Key Features: Hashtag campaigns, educational threads, Community engagement

PLATFORM PRIORITIZATION MATRIX

Priority Tier 1: Instagram, Facebook (Primary engagement platforms)
Priority Tier 2: YouTube (Content library and SEO)
Priority Tier 3: LinkedIn, Twitter (Professional and real-time communication)

3. CONTENT CREATION AND STRATEGY

CONTENT PILLARS

Our content strategy is built on five core pillars that align with Tagore Public School's values and audience interests.

PILLAR 1: EDUCATIONAL EXCELLENCE

CONTENT TYPES:

Student achievement highlights and academic awards

Innovative teaching methodologies and classroom innovations

Faculty expertise and qualifications

Academic program showcases and curriculum updates

PILLAR 2: CAMPUS LIFE AND CULTURE

CONTENT TYPES:

Day-in-the-life student features

Extracurricular activities and clubs

Sports achievements and team spirit

Cultural events and celebrations

PILLAR 3: COMMUNITY AND VALUES

CONTENT TYPES:

Social responsibility initiatives and community service

Character building and value education stories

Parent testimonials and success stories

Alumni achievements and career journeys

PILLAR 4: ADMISSIONS AND INFORMATION

CONTENT TYPES:

Admission process guides and timelines

Virtual campus tours and facilities showcase

FAQs and parent concerns addressed

Open house and campus visit information

PILLAR 5: THOUGHT LEADERSHIP

CONTENT TYPES:

Educational trends and insights

Parenting tips and child development advice

Expert interviews with educators

Research-backed educational content

Content Calendar Framework

MONTHLY THEME STRUCTURE

Week 1: Academic Focus

Week 2: Student Life and Activities

Week 3: Community and Values

Week 4: Admissions and Engagement

CONTENT MIX RATIO

40% Educational and Informational

30% Engagement and Community

20% Promotional and Admissions

10% Curated and User-Generated Content

VISUAL IDENTITY GUIDELINES

Brand Colors: School colors prominently featured in all graphics
Typography: Consistent fonts for headers and body text
Photography Style: Authentic, candid moments with natural lighting
Template Library: Pre-designed templates for quotes, announcements, achievements

Publishing: Platform-specific optimization

Monitoring: Real-time engagement tracking

4. PAID ADVERTISING CAMPAIGNS

CAMPAIGN OBJECTIVES AND STRUCTURE

Strategic paid advertising amplifies organic reach and targets specific conversion goals throughout the academic year.

Campaign 1: Admission Drive Campaign

Objective: Generate admission inquiries and application submissions Duration:

3 months (October - December) Platforms: Facebook, Instagram, Google Ads

Budget Allocation: 50% of total ad spend

Targeting Strategy:

Geographic: 15 km radius from school location

Demographics: Parents aged 28-45 with children aged 3-14

Interests: Education, parenting, child development, local community

Behaviors: Parents of preschoolers, school-aged children

Ad Formats:

Carousel ads showcasing facilities and programs

Video testimonials from satisfied parents

Lead generation forms for campus visit bookings

Dynamic retargeting for website visitors

Success Metrics:

Cost per lead (Target: ₹200-400)

Lead conversion rate (Target: 25%+)

Campus visit bookings (Target: 150+)

Application submissions (Target: 100+)

CAMPAIGN 2: BRAND AWARENESS CAMPAIGN

Objective: Increase brand recognition and establish thought leadership

Duration: Ongoing (Year-round) Platforms: Facebook, Instagram, YouTube

Budget Allocation: 25% of total ad spend

TARGETING STRATEGY:

BROAD AUDIENCE WITHIN TARGET GEOGRAPHY

Lookalike audiences based on current parent database

Interest-based targeting around quality education

Ad Formats:

Video ads highlighting unique school features

Story ads for event promotion

Reach campaigns for milestone announcements

Success Metrics:

Reach and impressions

Brand lift studies

Social media following growth

Engagement rate improvements

CAMPAIGN 3: EVENT PROMOTION CAMPAIGNS

Objective: Drive attendance to school events and open houses Duration: 2 weeks before each major event

Platforms: Facebook, Instagram Events Budget Allocation: 15% of total ad spend

Success Metrics:

Event responses and RSVPs

Actual attendance rates

Post-event engagement

Campaign 4: Remarketing Campaigns

Objective: Re-engage website visitors and convert warm leads Duration:

Ongoing Platforms: Facebook, Instagram, Google Display Network Budget

Allocation: 10% of total ad spend

Audience Segments:

Website visitors (last 30 days)

Video viewers (watched 75%+)

Form abandoners

Past event attendees

BUDGET RECOMMENDATIONS

Monthly Budget Range: ₹50,000 - ₹1,00,000 Peak Season (Oct-Jan):
₹1,00,000+ Off-Season (Mar-Jun): ₹40,000-60,000

A/B Testing Framework

TEST VARIABLES:

Ad creative (images vs. videos)

Copy variations (emotional vs. factual)

Call-to-action buttons

Audience segments

Ad placements (Feed vs. Stories vs. Reels)

5. ENGAGEMENT AND COMMUNITY MANAGEMENT

BUILDING A THRIVING ONLINE COMMUNITY

Active engagement transforms followers into advocates and creates a vibrant digital community around Tagore Public School.

Response Management Strategy

RESPONSE TIME TARGETS:

Comments: Within 2 hours during business hours

Direct messages: Within 4 hours

Reviews: Within 24 hours

Crisis situations: Within 30 minutes

USER-GENERATED CONTENT CAMPAIGNS:

#TagoreProud - Parents and students share achievements

#MyTagoreMoment - Community members share memorable experiences

Student artwork and project features (with permission)

Alumni success story submissions

Community Building Initiatives:

Facebook Group for current parents (exclusive updates and discussions)

WhatsApp broadcast lists for urgent updates

Monthly virtual parent-teacher interaction sessions

Student takeovers on Instagram Stories

Alumni network engagement programs

Reputation Management

Review Monitoring:

Daily monitoring of Google Reviews, Facebook Reviews

Encourage satisfied parents to leave positive reviews

Address negative feedback promptly and professionally

Follow up offline to resolve concerns

Crisis Communication Protocol:

Acknowledge the issue quickly

Take conversation offline when necessary

Provide factual information

Celebrate "Teacher Appreciation" posts

Highlight "Alumni Success Stories"

6. ANALYTICS AND REPORTING

Data-Driven Decision Making

Comprehensive analytics tracking ensures continuous improvement and demonstrates ROI to stakeholders.

Key Performance Indicators (KPIs)

Awareness Metrics:

Reach and impressions

Follower growth rate

Share of voice vs. competitors

Brand mention volume

Engagement Metrics:

Engagement rate (likes, comments, shares per post)

Average engagement per follower

Story views and completion rates

Video view duration and completion rates

Click-through rates on links

Conversion Metrics:

Website traffic from social media

Lead generation (inquiry forms, calls, emails)

Admission applications attributed to social media

Event registrations

Cost per acquisition

Community Metrics:

Response rate and time

YouTube Analytics

LinkedIn Analytics

Twitter Analytics

Third-Party Tools:

Google Analytics (website traffic attribution)

Social media management platform (unified dashboard)

Sentiment analysis tools

Competitor tracking tools

Reporting Structure

Weekly Reports (Internal):

Top performing content

Performance vs. goals across all KPIs

Content performance analysis
Audience growth and demographics
Paid campaign performance and ROI
Recommendations for next month
Quarterly Reports (Leadership):
Comprehensive performance review
Competitive benchmarking
Strategic recommendations
Budget allocation analysis
Long-term trend analysis

DASHBOARD COMPONENTS

Real-Time Dashboard Includes:

- Follower count across all platforms
- Today's engagement metrics
- Active campaign performance
- Pending responses and messages
- Top performing content of the week

7. INFLUENCER MARKETING

Leveraging Influential Voices

Strategic partnerships with relevant influencers amplify brand message and build credibility.

INFLUENCER CATEGORIES

Local Parent Influencers:

Micro-influencers (5K-50K followers) in the local area

Parenting bloggers and content creators

ALUMNI INFLUENCERS:

Successful alumni with strong social media presence

Alumni working in influential positions

Student leaders and achievers

Influencer Collaboration Strategy

Partnership Models:

- School visit and review posts
- Campus tour videos and vlogs
- Educational content co-creation
- Event coverage and live sessions
- Testimonial and experience sharing

COMPENSATION APPROACH:

Barter collaborations (free workshops, education resources)

- Paid partnerships for larger influencers
- Affiliate programs for admission referrals

Long-term brand ambassador programs

Selection Criteria

- Audience alignment with target demographics
- Engagement rate (minimum 3%)
- Content quality and authenticity
- Brand value alignment

Local relevance and reach

8. CAMPAIGN OPTIMIZATION

Continuous Improvement Framework

Ongoing optimization ensures maximum efficiency and effectiveness of all social media efforts.

OPTIMIZATION AREAS

CONTENT OPTIMIZATION:

- Analyze top-performing content formats and themes
- Double down on what works, eliminate what doesn't

Test new content types based on platform trends

Refine posting times based on engagement data

AUDIENCE OPTIMIZATION:

Refine targeting parameters based on conversion data

Create lookalike audiences from high-quality leads

Segment audiences for personalized messaging

Expand to new audience segments gradually

BUDGET OPTIMIZATION:

Reallocate budget to best-performing campaigns

Pause underperforming ad sets

Increase investment in high-ROI activities

Test different budget distribution models

PLATFORM OPTIMIZATION:

Focus resources on platforms delivering best results

Experiment with emerging platforms (when relevant)

Optimize profile elements (bio, highlights, pinned posts)

Leverage new platform features early

TESTING METHODOLOGY

MONTHLY TESTING CALENDAR:

Week 1: Creative testing (images, videos, copy)

Week 2: Audience testing (demographics, interests)

Week 3: Timing testing (post scheduling, campaign duration)

Week 4: Format testing (carousels, reels, stories)

LEARNING AND ADAPTATION

Monthly team meetings to review learnings

Quarterly strategy refinement sessions

Industry trend monitoring and incorporation

Competitor analysis for new ideas

Platform algorithm updates adaptation

implementation timeline

PHASE 1: FOUNDATION

Complete social media audit

Develop platform strategies and content calendar

Set up analytics infrastructure

Create content templates and brand guidelines

Build initial content library

PHASE 2: LAUNCH

Implement organic content strategy

Launch initial paid campaigns

Establish community management protocols

Begin influencer outreach

Set up reporting systems

PHASE 3: OPTIMIZATION

Analyze performance data

Optimize based on insights

Scale successful campaigns

Expand content formats

Deepen community engagement

PHASE 4: SCALING

Launch advanced campaigns

Expand influencer partnerships

Implement automation tools

Year 1 Goals: • Followers: Grow combined following by 200% • Engagement: Achieve 4%+ average engagement rate • Leads: Generate 500+ qualified admission inquiries • Conversions: Attribute 25% of new admissions to social media • Brand Awareness: Achieve 80%+ aided awareness in target geography

ABOUT TAGORE PUBLIC SCHOOL

ACADEMIC EXCELLENCE AND INFRASTRUCTURE

Tagore Public School in Tamil Nadu implements the comprehensive CBSE curriculum with emphasis on practical learning and competitive exam preparation. Our experienced faculty follows NCERT-based teaching methodologies enhanced with digital learning tools that align with national education policies while maintaining relevance to Tamil Nadu's educational framework.

HOLISTIC DEVELOPMENT APPROACH

Beyond academics, our holistic development programs focus on creative arts education, community service initiatives, and leadership training. Technology integration provides students with programming fundamentals and digital literacy skills through advanced computer labs and educational platforms.

STUDENT WELL-BEING AND SUPPORT

Student well-being is prioritized through strict safety protocols, health monitoring systems, and mental health support services. The institution maintains comprehensive child protection policies and nutritional guidance programs to ensure optimal development in a secure learning environment.

Regular workshops on career planning and skill development prepare students for future challenges while fostering social responsibility and team-building capabilities. Our counseling services provide ongoing guidance for academic achievement and personal growth throughout each student's educational journey.

ACCREDITATION AND RECOGNITION

CBSE Affiliation Number: 8564957

Established: 2012

Location: Chennai - 636002, Tamil Nadu

Contact: 91-427-2456789

| [Email : info@tagorepublicschool.edu.in]

CONCLUSION

This comprehensive Social Media Marketing Strategy provides Tagore Public School with a structured, data-driven approach to digital growth. By focusing on authentic storytelling, community engagement, strategic paid advertising, and continuous optimization, the school will establish a strong digital presence that drives admissions, builds brand loyalty, and creates a thriving online community.

Next Steps:

- Review and approve this strategy document
- Allocate budget and resources
- Assign team roles and responsibilities
- Initiate Phase 1 implementation
- Schedule monthly review meetings
- Success through consistency, authenticity, and community building.

REFERENCES AND RESOURCES

Tamil Nadu School Education Department - Official portal for Tamil Nadu school education policies and guidelines

Central Board of Secondary Education (CBSE) - National board curriculum and examination standards

Ministry of Education, Government of India - National education policies and initiatives

National Council of Educational Research and Training (NCERT) - Educational research and curriculum development

Tamil Nadu School Education Portal - State-level education administration and resources

Tagore Public School Official Website - School information, admissions, and updates