Using Social Media to Sell Your School

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PRINCIPAL- MAMOU HIGH SCHOOL
Mamou High School

- 5-12
- 850 students
- 70 teachers and staff members
- 45% black, 55% white
- 75% free and reduced lunch
- high poverty community
My Story

- I was born and raised in Mamou, LA.
- I graduated from Mamou High School.
- After graduating with a degree in education, I returned home and taught in the public schools in Mamou for 18 years.
- In 2009 I obtained my Masters in Educational Leadership.
- I became an assistant principal at Mamou High School in 2011.
- I became principal at Mamou High School in 2012, and I am currently in that position.
Mamou High’s School Culture in 2012

- As a new principal, I inherited a school culture that had stagnated.
- The physical plant was dreary and depressing.
- There was a disconnect among students, parents, community, and faculty.
- Buy-in from the students and teachers did not exist.
- Although the school was community based, the community was rarely involved.
How I discovered the power of social media...

- One of my first projects as principal was the remodeling of the high school main building.
- I painted, bought new rugs, and put out new furniture.
- As I finished each part of the project, I posted the progress on my personal Facebook page that had been established in 2009 with my first and middle name.
- Being from a small community, I was friends with many people who had kids at Mamou High School.
- I was truly amazed at the response from the community.
- People began to not only praise the school for the facelift it was receiving, but they also offered to assist.
- At that point I decided to launch a social media campaign, and I never dreamed that it would transform our school’s culture.
How I discovered the power of social media.....
U.S. Teens Love Instagram
% of U.S. teens who consider the following social networks the most important

Spring 2015  Fall 2015

<table>
<thead>
<tr>
<th>Platform</th>
<th>Spring 2015</th>
<th>Fall 2015</th>
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</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>Twitter</td>
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<td>20%</td>
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<td>Snapchat</td>
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<td>19%</td>
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<tr>
<td>Facebook</td>
<td>14%</td>
<td>14%</td>
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<tr>
<td>Tumblr</td>
<td>4%</td>
<td>3%</td>
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<td>Google+</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
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How are people informed?

- In the past, most people relied on newspapers and word of mouth to learn about school news.
- Some schools sent newsletters home and perhaps schools made the local news at 5:00 P.M. occasionally.
- The truth is that never before have people been so connected.
- It is safe to say that news gets around very quickly with social media.
Why do we need to sell our schools?

- With social media being the way that most people stay informed, we are charged with the job of making sure that our students, parents, alumni, and community members are correctly informed.

- There is plenty of room for misinformation so we must make sure that we send out a clear picture of what our schools are really doing.

- We cannot allow others to report for us, as this often leads to negative spins on potentially positive information.
Social Media Mamou High Fun Fact:
Why did the cat cross the hall in the junior high building?
Create your school’s culture by using social media.

- People WANT to know what is happening at their schools.

- Selling our schools involves creating an image of what people think when they hear your school’s name.

- Using social media can truly alter your school’s image.

Teacher Appreciation Week
The importance of social media in our culture...

- Social media is a large part of student life. It can help to create a positive school culture.
- **Many issues can be addressed through social media.**
  - attendance
  - at school-related events
  - raise participation in spirit days
  - heighten attention toward issues or topics during awareness months
  - increase engagement in school fundraisers, charity events, or community outreach efforts.
  - athletic teams
  - theater

Most importantly....it keeps the community **informed**!

fundraiser to benefit local cancer patients
Social Media
Mamou High
Fun Fact:
How much is
too much
school spirit?
Using Social Media to Build School Culture

- At Mamou High School we discovered how to engage students, parents, and community members by tapping into their excitement associated with social media.
- We helped students learn how to use social media in creative, effective, and responsible ways.

The police department bought pizza for our girl’s softball team’s playoff game.
Community buy in

- One of the areas at our school that needed attention was our commons area. With one Facebook post that was shared by community and alumni we now have 27 benches valued at $16,000.
Community buy in

- We create awareness for all that is happening at our school. It is crucial in promoting our image. With a positive image comes community support. With support comes success.
After using my personal facebook page for a year or two I added a school page....
Social Media Mamou High Fun Fact: Coffee never tasted so great!
In addition to our new school page we began to specialize in videos!
From snickers commercials....

to the mannequin challenge....

https://www.facebook.com/792257170851255/videos/1166982983378670/
We’ve never been so popular!

https://www.facebook.com/792257170851255/videos/1354577627952537/?t=5
But we are not just having fun! We are selling our AP program...

https://www.facebook.com/792257170851255/videos/1065307456879557/?t=3

These were Mamou High School graduates that enrolled in AP.
...and we are letting everyone know that we are an “A” school!

- https://www.facebook.com/792257170851255/videos/1167409883335980/?t=5
Even the news stations wait for our videos to debut.......
We have won state and national awards for our videos!
Social media team

- Mamou High School has partnered with the University of Lafayette in an effort to create our very own social media team.
- It consists of juniors and seniors.
- These students meet in order to give assignments for all Mamou High events.
Mamou High School’s Social Media Team!
Social Media Team Mentor

- Kade is our mentor
  From UL.
The Social Media Fix!

- Although it is not the catch all to success, Mamou High School largely credits social media with reviving our school culture, and a positive school culture contributes to overall success.
- As principal I watched our school score rise from being a “C” school to being an “A” school in only 4 years.
- I have watched our enrollment rise from 635 to presently over 800. Our school is now the largest school in the district, and we are truly in demand. We look interesting! We perform!
- I have watched our AP program soar.
- I have watched community and alumni contribute more to our school than ever before.
Hey you’re that principal!

- Our videos have been viewed more than 100,000 times.

- We have made ourselves relevant.

- We have found a way to merge the excitement surrounding social media with the excitement we have for our students!

- Shopping in Lafayette, LA:

  After a long day of shopping, I made a final stop at Hobby Lobby. I turned to the cashier to pay, and I noticed her looking at me so intently. She told me that I looked so familiar to her, and I could not for the life of me think of any place that I had seen her before. After I paid, I was walking out the door when I heard her yell at me. “Hey! You are that principal in all the videos! I love that school. I wish I could have gone to a school like that!”.