



Six common social media mistakes, and how to avoid them

Managing your school's marketing doesn't need to be hard. Social media, when used correctly, can be a really powerful asset for your school.



Six social media mistakes to avoid

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1

No profile picture, or one that is poor quality

Your profile picture lets people know they have reached the right account. Without that, or one of bad quality, users may not follow your account or your posts.

2

Bad spelling or grammar

It might be obvious, but poor grammar and misspellings throughout your posts just don't look great. Using uncommon abbreviations and slang could alienate your audience too.

3

Irregular updates, and no interaction with your followers

One of the great things about social media is how easy it is to interact with other users. If your followers tweet you, reply! It could help start a conversation.

4

...but don't post too much!

Sharing too many status updates, or 'spamming' your followers could turn them off wanting to be your follower.

5

Avoid using too many social media sites

You should be where your students, teachers and parents already are. It doesn't make sense to set up a Pinterest account if none of your target audience uses it. Running a short questionnaire, and asking your school which social media channels they currently use, can be a great place to start.

6

Not having a social media strategy

It should be considered an important part of your marketing and communications plan, so it deserves its own strategy. Consider your proposed tone of voice (normally more friendly than traditional marketing), who will be scheduling your posts (will you involve students?), and what type of posts you will share (images work really well on social media).

Once you've set up your social profiles, why not follow e4education on [Facebook](#) and [Twitter](#)?