

Maximising our use of Social Media - MINUTES

WEBSITE www.sfwodonga.catholic.edu.au

Plus	Minus	Recommendations
<ul style="list-style-type: none"> scrolling images non-attendance notification colours great photos phone number in top corner events are great, further ahead would be better 	<ul style="list-style-type: none"> no school ground photos - scenery 	<ul style="list-style-type: none"> non-attendance confirmation notification to reporting parent gallery of images for different pages (ie after school care, PFN page) more reference to our Indigenous Australians MOB explanations photos for after school care promo for after school care office/admin staff info? apologies if that's already in there.

NEWSLETTER <http://sfwodonga.catholic.edu.au/download/newsletters/st-francis-newsletter-feb11.pdf>

Plus	Minus	Recommendations
<ul style="list-style-type: none"> like little photos News sheet - spot on, aesthetics and amount of info. Nothing lost, yet succinct. font - easy to read (small but ok) good that headings are different colours 	<ul style="list-style-type: none"> spelling mistakes 	<ul style="list-style-type: none"> more eye catching - need to read info carefully to make sure we have taken it all in font darker Please spell Deb Cousins correctly. Possessive apostrophe etc. alert for change of dates Lunch orders and check dates correctly Teacher profile eg why do they love teaching/where study/what study/hobbies/pets? Parent rep profiles?

FACEBOOK www.facebook.com/StFrancisWodonga

Plus	Minus	Recommendations
<ul style="list-style-type: none"> Great 'vibe' and positive language. Feelgood posts. events talking to iOS are great. great marketing tool love seeing the daily life photos weekly happenings/summary are a great reminder grandparents can follow facebook page and then know what is happening at school If I was a prospective parent I would be very impressed. Students are happy to see themselves on facebook - or come home saying 'Let's look 		<ul style="list-style-type: none"> (is site Moderated often? ie snarky comments removed?) Keep info limited ie perhaps omit/limit links to 'school lunch suggestions'/Essential Kids website article regarding parenting styles etc. Keep St F - focus. photos or happenings of things in the senior part of the school Stephanie Alexander - happenings for the week More chicken and guinea fowl photos please. reconsider that it is a public page, maybe have 2 fb pages, one for marketing and 1 for internal school happenings - discussed - will keep the page public and use the other page as a parent page)

at the school photos.'

- great talking point for kids who NEVER talk about what happens at school!
- parents can opt for their children not to have their photos on fb

- each post should have a heading in capitals to give a brief title to the topic, easier to find things in amongst posts.
- critical info (e.g. monitoring yard) must be on fb and on newsletter as many are not fb users.
- No use of names
- further discussion on events and who can accept to attend. No events posted until the term 2