Create a Window

@HobbsBehrouzi
Agenda

1. Branding
2. Social Media
3. Engagement From Within
BRANDING
and why is it important for your school?
Who we are.

Who we are.
What do you have to offer?

How do you want them to feel?
Emotional Connection
Logos
Logos

Wise like an owl  Fast like a puma  Fierce like a T-Rex  Resilient like a highlander
Immediate Associations
Fuel Brand Identity
VOLVO

For Life.
YouTube Link:

https://www.youtube.com/watch?v=TttTRHDJLQg
BE
CONSISTENT
Make It Consumable
# Is it hastagable?

Socialize the Slogan
Keep It Simple & Unique
What Can You Do?
Emotional Connection
THE WINDOW

and why is it important for your school?
If you don’t tell the story, someone else will make one up

~Joe Sanfelippo
<table>
<thead>
<tr>
<th>What my friends think I do</th>
<th>What my mother thinks I do</th>
<th>What society thinks I do</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What my students think I do</td>
<td>What my boss thinks I do</td>
<td>What I really do</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Pane in the Glass
Emotional Connection
Colors
Have It Your Way | Slogan | I’m Lovin’ It
Burger King

Blog?

McDonald's

Nope.

Nope.
Burger King: 1.04 million Twitter Followers

McDonald's: 2.47 million Twitter Followers
Instagram Followers

1.5 million

3.2 million
Facebook Page Likes

Burger King: 7.59 million

McDonald's: 55.61 million
WHY?
• Make it simple
• Make it memorable
• Make it inviting to look at
• Make it fun to read

Gary Vaynerchuk

• Make it for your audience, not for yourself
burgerking raise your hand if you can't function without a croissan'wich in the morning. 🥓 🍳

Load more comments

17,799 likes
Thanks, Mom

mcdonalds Thanks to all the amazing moms out there for all you do today and every day. Happy #MothersDay! 😍💪❤️

Load more comments

48,656 views
I have had the greatest year ever, and I'm going to miss every one of these students! They're ready to be 2nd graders, though, and I couldn't be more proud!
Social Media In General

- Is the text too long? Stop the novel
- Is it entertaining, thought-provoking, surprising? 100% selling is 100% boring
- Is the photo high-quality enough?
- Is the video too shaky or long? Up to 2 min gets the most engagement
- Does the voice sound authentic? People see through every post.

Is this interesting in any way, to anyone?

Forreal?
Twitter

- Is it to the point? Just because you have 280 characters...
- Is your hashtag unique, memorable, and/or trending? Trendjack and have fun
- Are you being authentic or commercial? People know

Is this interesting in any way, to anyone?

Forreal?
Is the image “indie” or “artsy” enough for the IG audience? It’s different here.
Do you have enough hashtags? Add more.
Are my stories and posts appealing to the younger generation?

Is this interesting in any way, to anyone?

Forreal?
What you write is important...

But What You Show Creates a Connection
Emotional Connection
2017 Social Media Video Stats
Engagement From W
BSV=EB

Big Simple Visuals = Eye Balls
Pictures are more likely to generate verbal labels than words will
Showcase Your Results
Your Results Are The Students
BTF
Be Tribe Focused
Define their problem, create their solution, and tell the story
DYE

Define Your Enemy
Increase the polarity, increase the passion
INSPIRE WITH YOUR BIG VISION
What is your action plan to create your window?

Just Linda
@LindaInDisguise

You know it's Back to School time when moms alone at Target are high-fiving when they pass each other in the aisles.

68 RETWEETS 147 LIKES
1:01 PM - 25 Aug 2015