

Set-Up and Support

SOCIAL PAGE SET-UP

One-time fee: \$500
Facebook and Twitter

Add Pinterest set-up:
\$100

- Establish branded Facebook and Twitter pages including professional graphics and best-practice settings.
- Set up Facebook posts to “push” to Twitter.
- Provide training for staff members who will manage the pages.
- Add graphic buttons linking webpages to your school website.
- Create a branded graphic signature for administrators and faculty to use in their e-mails.

#SOCIAL4SCHOOLS ACADEMY

Coming Soon!

- This online course will be for educators who wish to manage their school/district social media themselves, but do so more effectively
- Will feature access to online course work, phone/e-mail support by SWM social media team, free graphics, and social media report cards.

Social Media Management Packages

COMMUNICATION PACKAGE

\$150/month

Add additional FB posts:
Each add'l post/week =
\$12/month

Add Pinterest management:
10-15 pins/week = \$25/month

- 3 posts per week (Facebook)
- Content taken from newsletter, website, school calendar.
- Photos/graphic images to go with posts, including custom graphics.
- Posts from Facebook will automatically push to Twitter (we will not work Twitter as separate platform).

MARKETING PACKAGE

\$250/month

- 5 Facebook posts per week.
- Posts featuring content from newsletter, website, school calendar, etc. As well as programs, faculty members, etc. We generate some content.
- Photos/graphics with posts, including custom graphics.
- FB posts push to Twitter + 10 additional Tweets/week.
- Focus on building community by actively engaging with followers and sharing and commenting on other related social pages to drive awareness and build community.
- Manage Pinterest page, adding 10-15 pins/wk. We will find majority of pins, but we welcome you to send photos of school events, staff, etc.