

# Communication & Marketing at (Oregon) OASC!

By Katie Beer, Communications & Marketing

Over the past six years, OASC has been working to make its presence recognized throughout Oregon schools. While this hasn't been easy, we are seeing the fruits of our labors in school loyalty, increased number in events, and more social media engagement. Below are a few tips that helped our organization.

## We are social.

The Pew Research Center found that 92% of teens (age 13-17) report going online daily—including 24% who say they go online “almost constantly.” (Pew Research 2015) While online, 71% use Facebook, 52% use Instagram, 41% use Snapchat and 33% use Twitter. OASC uses all of the mentioned social media sites in marketing events and activities to students and their advisers.

Social media is also great for connecting with parents. As of January 2014, 74% of online adults use social media sites (Pew Research). While a majority of our audience are students; parents can easily see what their students are doing at our events by checking our social media accounts.

## We track our analytics.

OASC tracks its marketing engagement via multiple platforms—Mailchimp, Google and Facebook. Probably like most organizations, the most spikes in likes and follows on social media occur during and directly after events. While this is good, we look for ways to increase traffic to our website via social media during the lull periods. Why send them to our website? All OASC event registration happens on our website. The more traffic we can draw to our website, the more people will see what event will be best for them.

One way OASC found helpful was through blog posts. Last year a reminiscent article was written about attending Missouri (MASC) Stuco Camps. We loved the idea and were inspired to write “20 signs you went to OASC Summer Leadership Camp.” Quickly after posting, it rose to our most read article with over 750 page views. While visiting our website to view the article, guests saw that our summer leadership camp for the current year was open for registration.

## We are consistent.

While our calendar is similar in events each year, so is our communication to our members. Consistency not only keeps members informed but it helps to build loyalty and brand recognition.

OASC sends out scheduled news weekly, monthly, and bi-monthly. Every other week, OASC sends out a marketing email to our subscribers. This email is filled with current news about the organization, upcoming events and usually some sort of motivation or inspiration. Once a month, member schools receive an email to their advisers with upcoming information from our State Director. Every other month, our member newsletter is produced and posted on our website. Our newsletter is written by members of our executive board. This year, we chose a theme for each issue and write content based on the theme. Along with articles, we include a leadership lesson for advisers to use.

## Other tips.

Not every organization can afford a graphic designer and marketer. But that doesn't mean you can't have great design and marketing. OASC loves to use two apps for marketing:

**Word Swag:** An easy way to create attractive posts with photos and text (<http://wordswag.co>)

**Ripl:** A way to create eye-catching *animated* posts (<http://ripl.com>).

Marketing doesn't have to fall on your head alone. Utilize your alumni, local colleges/universities, and students of your organization for help. Earl Reum said, “People tend to support that which they themselves create.” Want to grow your organization? Get others involved!

*We hope these tips will help you with your organization. If you have any questions, feel free to reach out to OASC by emailing Katie at [Katie@oasc.org](mailto:Katie@oasc.org).*

# **A Message from the NASSCED President**

*Charisse Hilton, UTAH State Executive Director*

The theme this month is communication and social media. Those of you on Instagram and Facebook with me know that I am a social media fan. As a school principal, we utilize Facebook, Instagram and Twitter. My goal is to highlight as many programs as possible- not just sports! We have received several compliments about the diversity of our coverage. Kids speak with social media and as their parents get younger and younger (younger than me), we must speak the same language. Here are a few tips we use:

1. Link your accounts so that only one post is necessary.
2. Pictures, pictures, pictures! Everyone wants to see pictures.
3. Tag your district, newspapers and other interested parties. Good PR goes a long way!
4. Have more than one person on the account to allow for more posts. I am the primary account holder and have given access to each of my administrative team and my athletic director. Share the load!
5. Keep your posts current. You don't need to post everyday but, post often enough to make it worthwhile for others to "follow" you.
6. Have your student leaders "retweet" important information that needs to reach your student body.
7. Follow other schools in your area. Give shout outs and display good sportsmanship through your posts.
8. Follow important state agencies- Board of Ed, State Office, the Governor
9. Follow your local news agencies and newspapers. Tag them with your news. My school gets a great deal of press coverage.
10. Have each club in your school create a Twitter and tag your main account each time they post. This helps with coverage.