

**Spark Academy of Advanced Technologies**  
**Admissions Committee**  
**Minutes for 10/7/20**

In attendance: Susan McGowan, Kim Lavalley, Robert Best, Patty Humphrey, Althea Barton, Crystal Chretien

Update on meeting held with Rich Woodfin (Granite Creative) about optimizing website – he will be speaking with our current webmaster. Will be moving this along in the background. He suggests not using facebook ads until website is optimized and effective

Spark Connect – advertised in newsletter – can readvertise this week as well. Althea reports that a few more parents have joined.

Denis mentioned having a few parents out there in the morning to greet new parents and connect with them. Perhaps we can use a hand out to promote Spark Connect. (Sue will check with Denis.)

Coffee with Director – will promote in the next few weeks and begin

Short videos with kids producing – presented to teachers – they like idea. Will need to get back with Denis to see if this will fit into their day. We may have to get permission from parents to use their testimonies for advertising. (Sue will check with Denis)

We have unlimited space on google drive to create library of photos and videos to use.

Crystal presented a social media plan (see appended page).

We will need to check into the Facebook account to see the ownership and who is the administrator. If it is in a personal name we will have to transfer ownership and create business page.

“How can Spark help me reach my goal” could be new focus of web and advertising. Goal on the end result.

# SOCIAL MEDIA STRATEGY

Crystal Chretien

10-7-2020

## 1. Why do we want to be on social media?

Our social media goals are:

- *Increase knowledge of Spark Academy*
- *Attract new families and students to Spark Academy*
- *Engage families of younger children to “keep an eye” on Spark Academy for the future*
- *Attract new partnerships/opportunities for Spark Academy*

## 2. Who is our target audience?

Who are they?	<i>Families with middle and high school age children in the greater Manchester area</i>
What are they interested in that you can provide?	<i>Education (charter school for grades 9-12), Enrichment opportunities, Open Houses</i>
Where do they usually hang out online?	<i>Facebook, Instagram, SnapChat</i>

## 3. What are we going to share on where?

Here are the themes of our content for each of our social media profiles:

Facebook	<ul style="list-style-type: none"><li>• Overview of Spark- highlight each feature of the school separately (Small class sizes, Early College, Block scheduling, Wednesday format)</li><li>• Teacher profiles - long with photo</li><li>• Classroom profiles - use info from the Program of Studies, screenshots of academic tools, short demo videos of teaching interesting topics</li><li>• Post content related to holidays and other historic events of interest to families that may be interested in Spark (example - September 2002 Roomba first released for sale)</li><li>• Highlights on the MCC partnership</li><li>• Student achievement outside the classroom using first name only (Job success, Awards outside of school, interesting hobbies)</li></ul>
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Instagram	<ul style="list-style-type: none"> <li>● A day in the life of a Spark Student - short videos, interviews with responses to a specific question,, first person perspective submitted by students</li> <li>● Teacher profiles - short with photo</li> <li>● Specific class highlights - include both photo and short videos.</li> <li>● Post content related to holidays and other historic events of interest to families that may be interested in Spark (example - September 2002 Roomba first release for sale)</li> <li>● Robotics updates</li> </ul>
SnapChat	<ul style="list-style-type: none"> <li>● Custom filters for special events that can be used by students and staff (\$)</li> </ul>