

Using Social Media Wisely

Seth Hinz @sethhez

About Us

Millennials Outpace Older Americans in Technology Use

	Millennial (18-29) %	Gen X (30-45) %	Boomer (46-64) %	Silent (65+) %
Internet behaviors				
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
Cell phones and texting				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/no landline	41	24	13	5
Median # texts in past 24 hours	20	12	5	--

Source: Pew Research Center, 2010.

Image by: Kris Murray, Childcare-Marketing.com

Our Goal

- **Get Found Online**
- **Engage Community**
- **Build Trust through Story**

TELLING YOUR STORY ONLINE

What is Social Media?

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

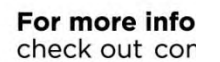
**It's not
Just Facebook**

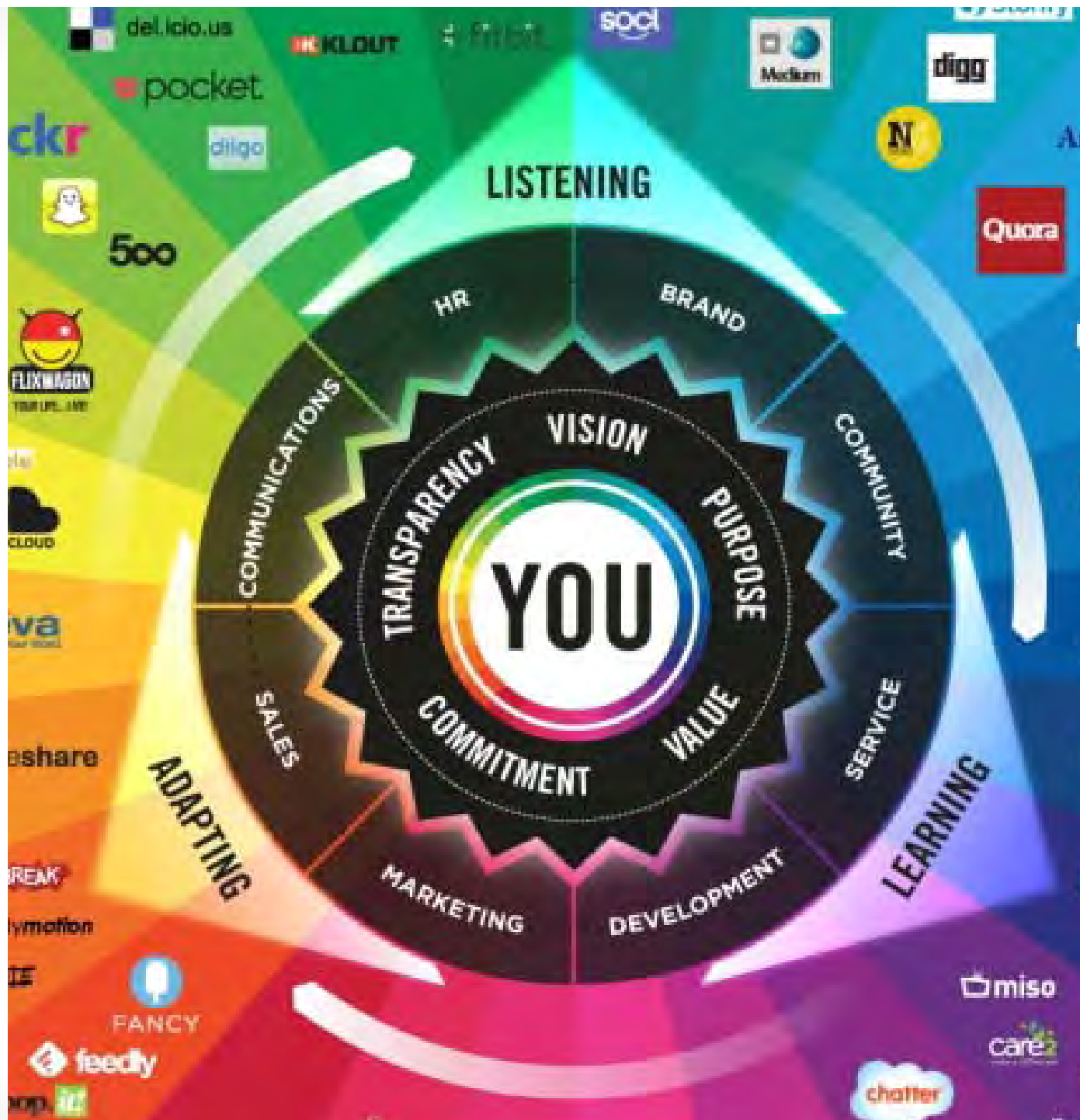
It's not
a one-way communication

It IS
an ongoing conversation

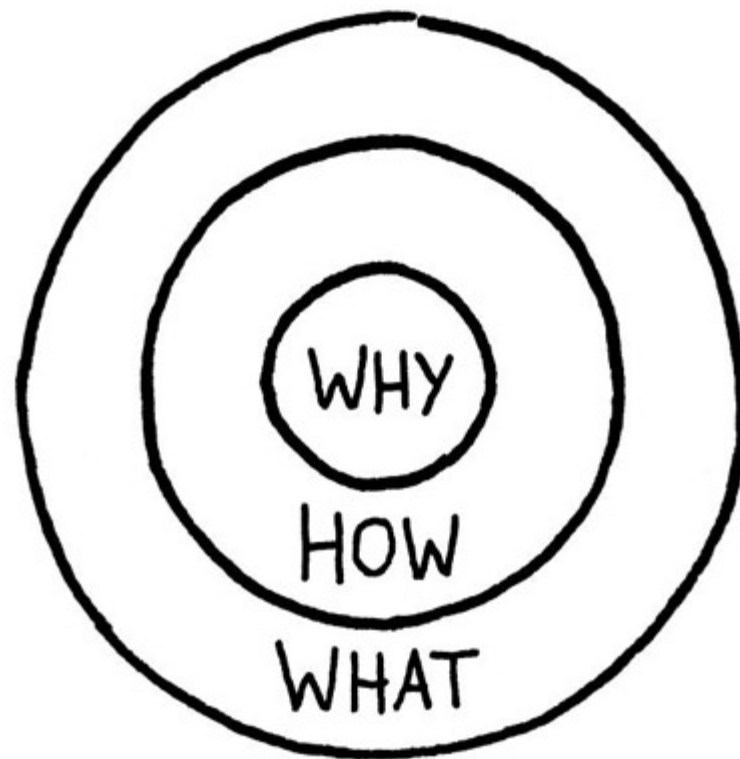
It IS
a two-way street

Brought to you by
Brian Solis & JESS3

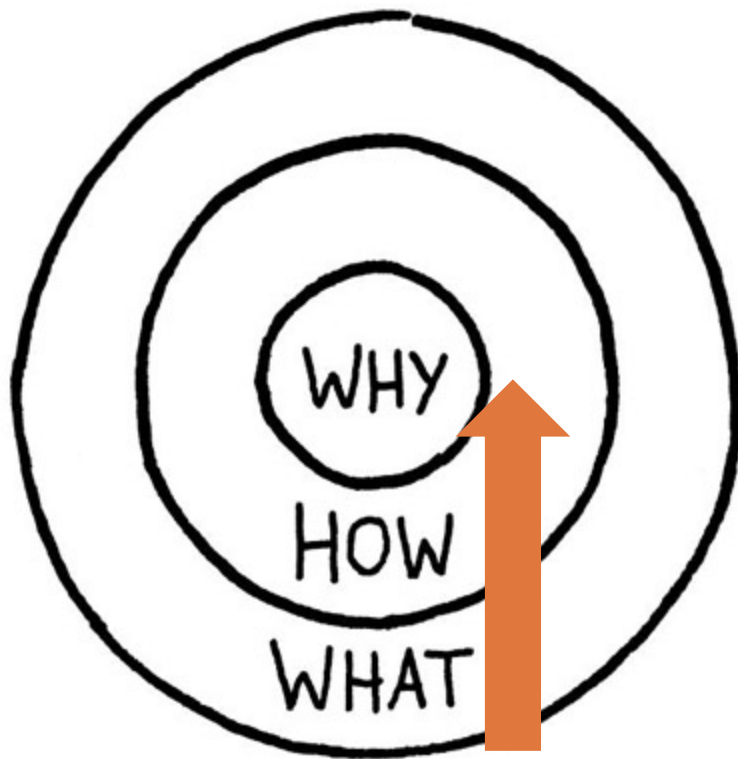




Telling Your Story Simply



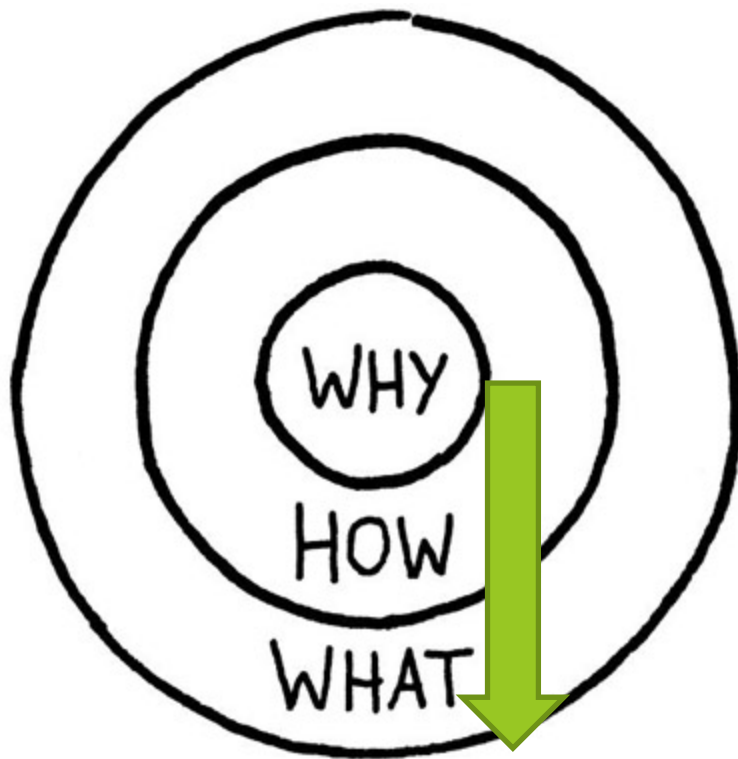
Telling Your Story - Apple



- What
 - We make great computers
- How
 - Beautifully design
 - Simple to use
 - User-friendly

Want to buy one?

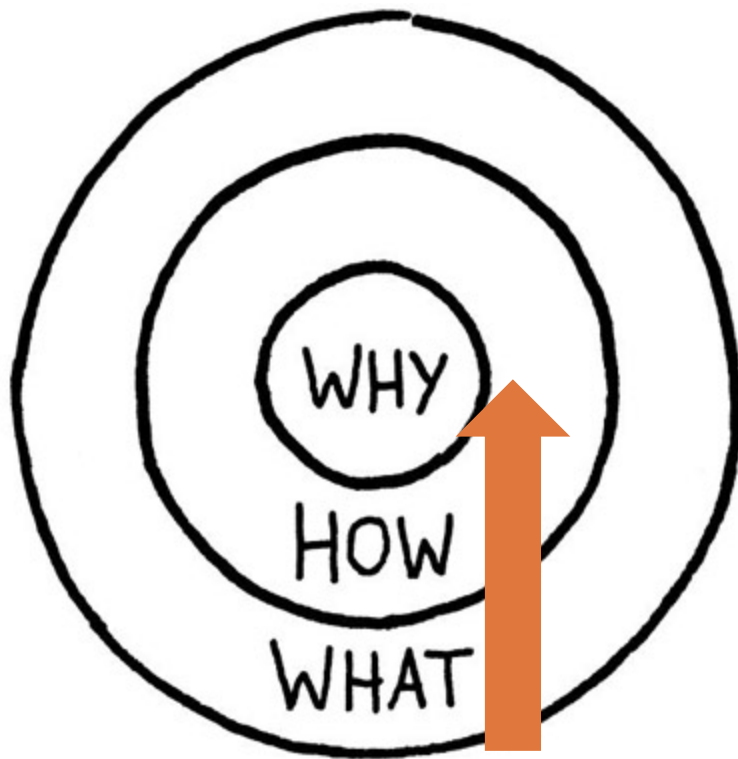
Telling Your Story - Apple



- Why
 - Everything we do, we believe in challenging the status quo. We believe in thinking differently.
- How
 - The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.
- What
 - We just happen to make great computers

Want to buy one?

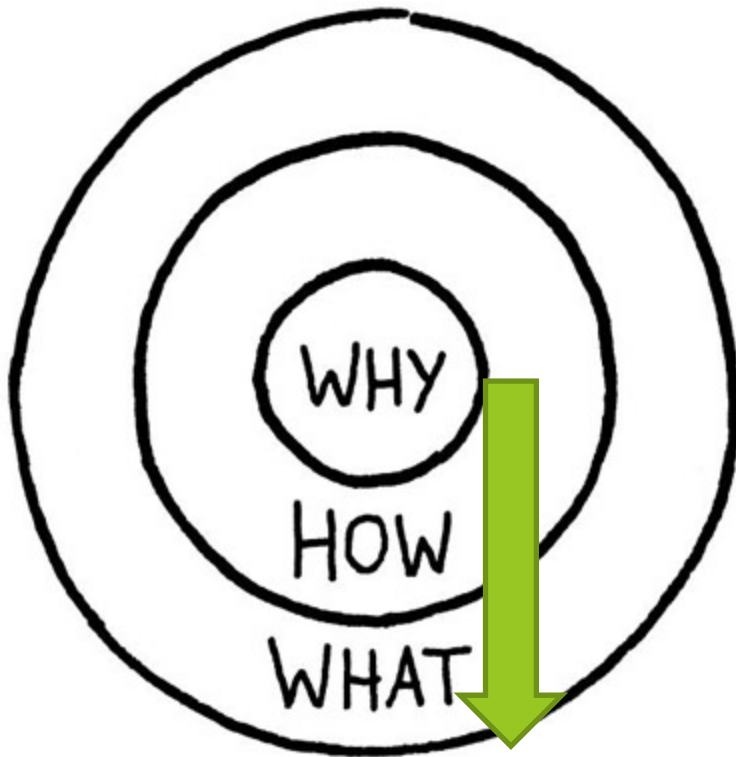
Standard School Pitch



- What
 - We educate students in a private, Christ-centered school
- How
 - Strong Academics
 - Great Accreditation
 - Many Achievements
 - Solid Curriculum

Want to sign up?

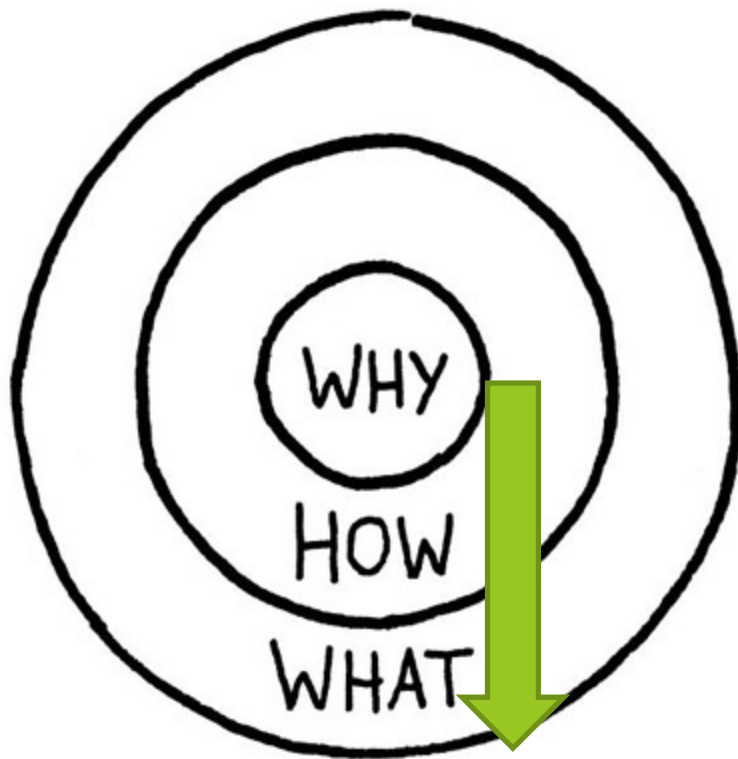
Inside Out School Pitch



- Why
 - We believe society is in need of strong Christian leaders, equipped to face the challenges of the 21st Century.
- How
 - The way we participate in the transformation is through an education with
 - Strong Academics
 - Great Accreditation
 - Solid Curriculum
- What
 - We graduate students ready to succeed

Want to sign up?

Your Turn



- Why
- How
- What

Want to sign up?

BUILDING A STRATEGY

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Brian Solis & JESS3



4 Part Online Marketing Foundation

Effective
Website

Google
Places

Directory
Listings

Facebook
Page

4 Areas Working





Effective
Website

THE EFFECTIVE WEBSITE

Effective Website

- Structure
- Search Engine Optimization (SEO)
- Tools to Build



Effective
Website

Effective Website – Structure

- Main Menu
 - Home
 - About Us
 - The Difference
 - Academics/Programs
 - Testimonials
 - Schedule a Tour
 - Contact Us



Effective
Website

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Effective
Website

Website – If Nothing Else

- Main Menu
 - **Home**
 - **The Difference (aka Unique Benefits)**
 - **Academics**
 - **Testimonials**
 - **Schedule a Tour**

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Website

Website Homepage

- Welcome Message
- Mini-Testimonial
- Phone Number
- Social Links
- Pictures



Effective
Website

Toddlers



Click to see the
Prep Promise

Schedule a tour



Sign up for our
newsletter

E-mail to a
Friend



Click play to see why
we are called the
"Harvard of Preschools"

Welcome to Prep Academy Schools

At Prep Academy Schools, we are developing a generation of young people who will compete and excel not only in their future education, but in the ever-increasingly competitive world they will face. We believe what goes into the mind of a child, comes out in the life of an adult, so we are preparing each and every Prep student to be leaders in their future adult world.

How are Prep Academy Schools different from other childcare programs and preschools you'll find?
[Click here for more info!](#)

How we prepare our children today starting at birth is the key to their success in the future. We all owe our children the best education money can buy, and that's what we offer at Prep Academy Schools!

- Infant & Toddler Care
- Preschool
- Pre-Kindergarten
- Full-Day Kindergarten
- After School Enrichment

for more information please call 614-568-7747



ACCELERATED
Academics

NEWS /
ALERTS

Testimonials

" I have had so many compliments on my daughters, and although I would like to take all of the credit for their development, I know that your school has played a big part in who they are and how they act. "

" I've gone through that whole process of how to find schools and this is just the best that I've seen. She really loves it. "

" We looked at some of the other private schools in town and for the money, for what they were offering, for what I felt my daughter could get out of it, this was the best choice. "

Toddlers



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Website – The Difference

- Options
 - Under “About Us”
 - Own Tab
- Features
- Benefits



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Website



ABOUT TLC

PHILOSOPHY

MEET OUR LEADERS

MEET OUR TEACHERS

UNIQUE BENEFITS

TESTIMONIALS

FAQ

OUR UNIQUE BENEFITS

TLC makes a difference because TLC is different.

- The lowest teacher-to-student ratios in the Hudson area. We understand the importance of stimulation and individualized attention and have created classrooms with ratios well below the State requirements.
- Our curriculum is unlike any other because our teachers are asked to create lessons based on the child's current academic knowledge, developmental needs and interests. Our standards are aligned with Ohio's Early Learning Standards and Ohio's Common Core Standards for math and English language arts.
- We have a full-time trained cook on staff who plans hot, healthy meals and delicious snacks, featuring a great variety of fresh fruits and vegetables. We are a peanut-free facility.
- We are located on a residential street with easy access to nature, where we get to enjoy beautiful walking trails and spend time observing the sights and sounds of nature up close!

ADDITIONAL FEATURES & SERVICES THAT WE PROVIDE

- **An exciting and playful learning environment:** TLC's environment has been designed to stimulate your child's senses and imagination. Space design, colors and lighting were researched and carefully chosen to create the best environment for learning and caring.
- **Before- and after-school care for students in kindergarten through second grade:** Hudson City Schools transports students directly to and from school from our location.
- **A loving and caring staff of talented and highly qualified teachers and assistant teachers:** Many of our teachers are working on advanced degrees in teaching and early childhood development.
- **Full-day/half-day Kindergarten:** Our program is chartered by the Ohio Department of Education and aligned with Hudson City Schools, with a ratio of 1:12 students.
- **Beginnergarten for "young fives":** This program is aligned with Ohio's Kindergarten standards and is designed to give children more time to mature and grow academically prior to starting Kindergarten.
- **Flexible programs:** We accommodate busy families by offering a flexible schedule, including full- and half-day options to meet needs.

Unique Features vs. Benefits

- The lowest teacher-to-student ratios in the Hudson area.
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Website

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Website

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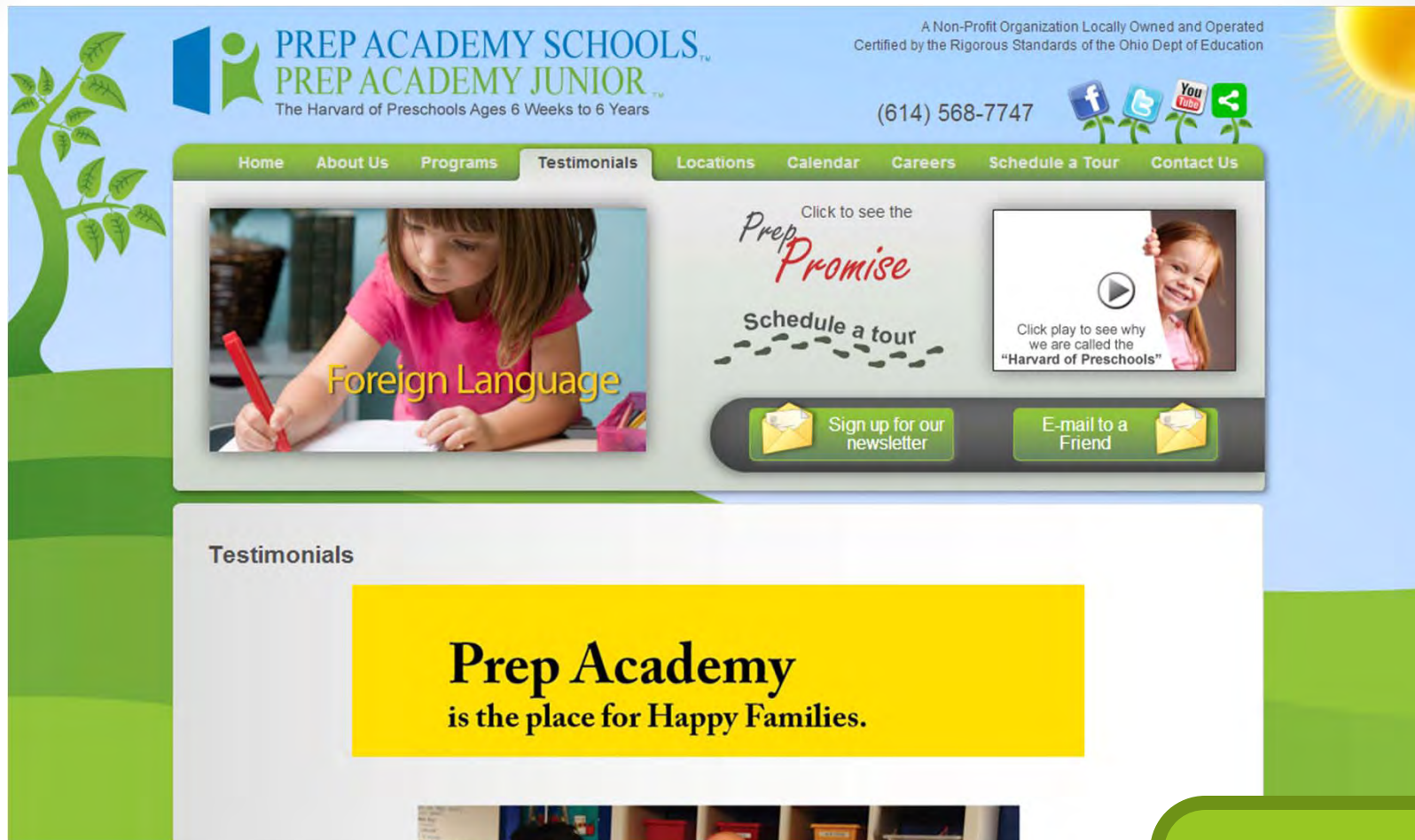
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Website – Testimonials

- Real People Pictures
- Short Quotes about Benefits
- Bonus: before & afters



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Website



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Testimonials

Prep Academy
is the place for Happy Families.



“Prep Academies is a great investment in our daughters’ futures!”

“Sophia has always been a very shy child, and when she goes into the school, she just lights up. We are so thrilled to know she loves going to school, and it allows us to not worry about her as we go about our days at work. That’s why we enrolled Stella in the Prep Junior Program as well.

Our girls are learning valuable things at school that will last their lifetime and they are being taught by professional teachers who really care and who make learning fun.

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“Prep Academy offers an outstanding environment to help build the confidence of our children.”

“Prep Academy offers an outstanding environment to help build the confidence of our children. The classrooms are fun and filled with colorful and relevant information to stimulate their minds.

The other students are also a great plus for our children. By being in class with other students who have the drive to learn, it only helps our children want to learn more, and we see them doing that constantly.”

- Veronica & Scott H.
Prep Academy Parents

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Website



“Prep Academy gave our daughter a tremendous foundation...”

Moving from another state we relied on our best judgment to find a Preschool for our daughter that was close to our home. We decided to enroll her in one of the 'popular brand preschools.' After two months of frustration from this school's basic play-based environment with very little academics, we decided to research and find a school that met ALL our expectations.

Wow, what a goldmine we found in Prep Academy. From an accelerated learning curriculum, to small class sizes, spacious gyms and awesome teachers. With computer labs, art, music, Spanish @gym classes all included in their moderate price, this great school exceeded ALL our expectations! rep Academy gave our daughter a tremendous foundation for excelling in academics but also developed positive character growth in her, which has enhanced her level of confidence.

Prep Academy is truly the Harvard of Preschools and the BEST investment my family has ever made.”

- Garnett and Sandy J.
Prep Academy Parents

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“He is very happy and excited about going to school every morning.”

“He never complains when he has to get up and go to school. He is very happy and excited about going to school to see his friends and learn something new every day.

One of my favorite things about Prep Academy is the amount of material he brings home. I am always surprised, and so are our friends, by the things he knows and the biggest surprise was when he started bringing home music. I would hear him singing songs to himself and feeling very happy as he was doing it. The song I remember most was about zoo animals.

I find comfort knowing he is happy at school while getting a great education.”

- Dr. Abha G.
A Prep Academy Mom

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Website



"She's gaining... self-esteem, self-awareness, and confidence."

"At Prep Academy, she's gaining something that is building her self-esteem, self-awareness, and confidence. She has become more aware that she can take control and ask questions. It is wonderful to watch her as she grows and learns more.

The facilities are unbelievable. There is a movie theater, computer labs, art and music classes. I love the gym. I guess I just want to play in the gym myself!"
(LOL)

- Liz and Jeff S.
Prep Academy Parents

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Website

Website – Testimonials

- Real People Pictures
- Short Quotes about Benefits
- Bonus: before & afters



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Website – Contact Us

- Address
- Phone Number
- Email
- Web form
- Hours
- Map(s)



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Website



TLC Academy
for Young Children

Call us at 330-855-2797

[HOME](#)[ABOUT US](#)[OUR PROGRAMS](#)[CURRICULUM](#)[EVENTS & NEWS](#)[CONTACT US](#)

CONTACT US

We'd love to hear from you! Please call today to schedule your tour.

187 Ravenna Street, Hudson, Ohio 44236

Phone: 330-855-2797

[Email Us](#)

HOURS

TLC is open year-round, 7 a.m. to 6 p.m., Monday through Friday.

HOLIDAYS (CLOSED)

New Year's Eve (4 p.m.)

New Year's Day

Memorial Day

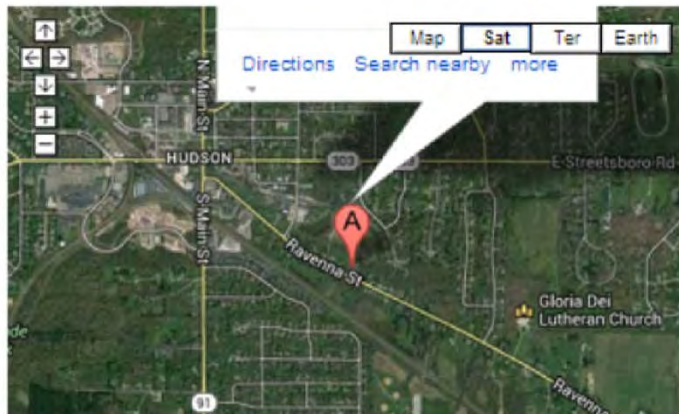
July 4th

Labor Day

Thanksgiving (Thursday and Friday)

Christmas Eve (4 p.m.)

Christmas Day



QUESTIONS, COMMENTS OR SCHEDULING A VISIT

Name *

First

Last

Email *

Comment *

SUBMIT



Click to see the
Prep Promise
Schedule a tour



Sign up for our
newsletter

E-mail to a
Friend



Schedule a Tour

(required) *

First Name*

Last Name*

Address*

Address 2

City*

State*

ZIP Code*

Your Phone Number*

Your Email*

How old is your child?*

Program of Interest*

Infant & Toddler Care ▼

Your Message

Schedule a Tour

Contact Us

Website – Parent Portal

- Optional
- Area just for parents
 - Resources
 - Access to Feedback
 - Place for pictures



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Website – Parent Portal

- Memberhub
 - MemberHub allows schools and early learning programs to share a private online site where teachers and parents can communicate – school-wide, on a grade level, on the classroom level, or one-on-one.



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Website

Admin Console

Feedback & Support

Get Started Overview People Hubs Settings

Select All None 1 - 25 of 48 hubs

☐	JY Joyner	789 members	
☐	Fifth Grade Hub	112 members	
☐	Arch	25 members	
☐	Lewis		
☐	Ms. Melendez' Fifth		
☐	Smith		
☐	First		
☐	Davis	19 members	
☐	Lyon	33 members	
☐	Ms. Julie Thompson's First Grade Class	26 members	
☐	Ms. Kim Thompson's First Grade Class	20 members	
☐	Munster	23 members	
☐	Rickley	9 members	
☐	Strom	23 members	
☐	Fourth Grade Hub	113 members	
☐	Johnson	19 members	
☐	Jones	26 members	

New Hub
Preauthorize Hubs

Filter by Hub Name
Q Search

Filter by Tag
Manage Tags

Communicate school-wide,
at the grade level, and the
classroom level.



Lyons

https://jy.memberhub.com/hubs/6205/calendar

JY Joyner ▾ Dashboard Main Calendar Directory Profile Admin Matt Harrell ▾ Help

Lyons



Feedback & Support

Hub Navigation

- Home Page
- Announcements
- Calendar
- Discussions
- Files
- Members
- Photos
- Whiteboards

Hub Settings

Need a little help?
Read the [Hub Overview](#).

November 2013

Today

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
October 27	28 Teacher Workday	29	30 12:35pm Book and Bite - Marlene	31	November 1 Joyner Book Fair	2 Magnet Fair
					8 Teacher Appreciation 12:30pm Early Release	9
10	11 NO SCHOOL - Veterans Day	12 7pm PTA Board Meeting	13 12:35pm Book and Bite - Arinn Widmayer	14	15	16
17	18	19 PTA Coffee and Bites	20 12:35pm Book and Bite - Kelli Gracely	21	22	23
24	25	26	27 NO SCHOOL - Thanksgiving Holiday	28	29	30

Each classroom hub has a calendar to keep parents & teachers in sync.



LYON

Hub Navigation

- Home Page
- Announcements
- Calendar
- Discussions
- Files
- Members
- Photos
- Whiteboards

Hub Settings

Need a little help?
Read the [Hub Overview](#).

Files

Showing 1-7 of 7

Store & send newsletters, files and documents of any kind.

FIRST GRADE E-NEWS .doc
First Grade News
By Tina Lyon, Mrs. | October 23, 10:57AM | [Edit](#) | [Share](#)
Tagged with: [Weekly Newsletter](#)

Project Enlightenment Book Drive.doc
Project Enlightenment Book Drive
By Tina Lyon, Mrs. | October 16, 4:21PM | [Edit](#) | [Share](#)

FIRST GRADE E-NEWS .doc
Mrs. Lyon's Newsletter
By Tina Lyon, Mrs. | October 16, 4:20PM | [Edit](#) | [Share](#)
Tagged with: [Weekly Newsletter](#)

FIRST GRADE E-NEWS .doc
Mrs. Lyon's Newsletter
By Tina Lyon, Mrs. | October 9, 2:02PM | [Edit](#) | [Share](#)
Tagged with: [Weekly Newsletter](#)

Updated: Staff Favorite Things Sheet.doc
The STA had all of the staff members fill out a Favorite Things sheet...

Upload File

Sort Files

- ☐ A-Z
- ☐ Z-A
- ☒ Newest
- ☐ Oldest

Filter by Tag [Manage](#)

[Teacher Appreciation Weekly Newsletter](#)

What is a tag? Read about [Categorizing Files with Tags](#).

Danielle's Three-Year-Olds

https://hbbp.memberhub.com/hubs/2544/albums/6958

Feedback & Support

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Hub Settings

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Read the [Hub Overview](#).

All Albums

First week of school!

Showing 1-24 of 25 | [Add photos](#) | [Edit](#) | [Print](#)

Page: [1](#) [2](#) [Next](#)

Share pictures in a private and safe environment.

DSC03311.jpg
0 Comments

DSC03312.jpg
0 Comments

DSC03313.jpg
0 Comments

DSC03314.jpg
0 Comments

DSC03315.jpg
0 Comments

DSC03316.jpg
0 Comments

DSC03317.jpg
0 Comments

DSC03318.jpg
0 Comments





Effective
Website

SEARCH ENGINE OPTIMIZATION (SEO)

preschool ann arbor michigan



+Set

Web

Maps

Images

Shopping

News

More ▾

Search tools

About 605,000 results (0.48 seconds)

Ads related to **preschool ann arbor michigan** ⓘ

Ann Arbor, MI Preschool - Childtime.com

www.childtime.com/ann-arbor ▾ 1 (855) 488 6844

Home-Like Environment with Highly Trained Teachers. Schedule a Tour!

📍 4220 Plymouth Road, Ann Arbor, MI

Find Local Tuition Rates

What's Childtime Like?

Locate the Nearest School

Take a Virtual Tour

Preschool in Ann Arbor - TutorTime.com

www.tutortime.com/ann-arbor ▾ 1 (855) 488 6839

Working With Your Child's Strengths for Kindergarten Readiness.

Locate the Nearest School - Take a Virtual Tour - Find Local Tuition Rates

📍 2380 Oak Valley Drive, Ann Arbor, MI

Preschool Ann Arbor MI - golikethewind.com

www.golikethewind.com/ ▾ 1 (734) 747 7422

Friendly & Caring Teachers With A Supportive Approach. Call Us Now!

📍 3540 Dixboro Lane, Ann Arbor, MI

Preschool and Family Center - Ann Arbor Public Schools

www.aaps.k12.mi.us/preschool.home ▾

Ann Arbor, MI 48104 ... Ann Arbor Preschool and Family Center Enrollment Forms ...

Click Here to learn about AAPS free, need-based preschool programs.

1) PA: 30

12 links

DA: 52

Access more link
metrics with PRO



Link
Analysis

Full-Time Child Care and Preschool Programs - Ann Arbor Observer

annarborobserver.com/cg/t0056.html ▾

Centers listed care for 13 or more children and are licensed by the Michigan ... Home
Day Care: Ann Arbor has over 60 active, registered day care family homes.



Map for **preschool ann arbor michigan**

Ads ⓘ

Affordable Preschool

www.kindercare.com/ ▾

1 (855) 315 7759

Find Preschool Care Today. Schedule

A Tour With Your Local KinderCare®!

📍 2300 South Huron Pkwy, Ann Arbor

Preschool at Goddard

www.goddardschool.com/preschool ▾

The Goddard School® program is an
innovative, play-based curriculum.

Ann Arbor YMCA

www.annarborymca.org/ ▾

1 (734) 996 9622

Do More Together:

Pool, Fitness, Youth Sports

📍 400 West Washington Street

Family Friendly Theater

preschool ann arbor michigan



+Set

Web Maps Images Shopping News More Search tools

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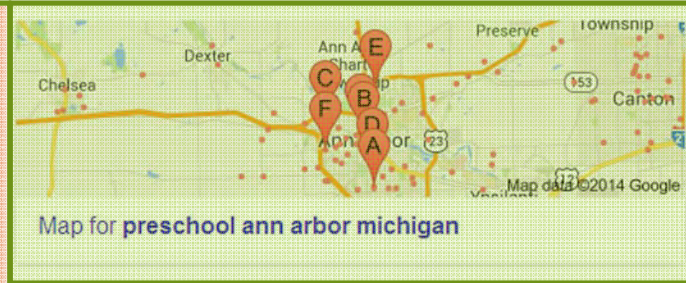
1) PA: 30 12 links DA: 52 Access more link metrics with PRO Link Analysis

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AdWords



Map for preschool ann arbor michigan

Ads ⓘ

Affordable Preschool

www.kindercare.com/

1 (855) 315 7759

Find Preschool Care Today. Schedule

A Tour With Your Local KinderCare®!

📍 2300 South Huron Pkwy, Ann Arbor

Preschool at Goddard

www.goddardschool.com/preschool

The Goddard School® program is an innovative, play-based curriculum.

Ann Arbor YMCA

www.annarborymca.org/

1 (734) 996 9622

Do More Together.

Pool, Fitness, Youth Sports

📍 400 West Washington Street

Family Friendly Theater

AdWords

43 Google reviews

SEO Factors

- On-Page

- Page Titles
- Meta Descriptions
- Meta Tags
- URL Structure
- Body Tags (H1, H2...)
- Keyword Density
- Image SEO
- Internal Links

- Off-Page

- Inbound Links
- Social Networks
- Social Bookmarking
- Review Sites
- Forums & Commenting

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SEO Keywords

If you want to show up in Google,
you HAVE to use the keywords on your site.

Effective
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SEO Keywords

Pick 2-3 Keywords or Phrases
Find a way to utilize those terms



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SEO Keywords

WELCOME

Welcome to TLC Academy for Young Children. TLC is an independent, family-owned child-care experience unlike any other. We are a cozy home away from home where learning blooms and where children are part of our family!

Our philosophy is rooted in small group sizes and intimate learning environments. Our unmatched teacher-to-child ratios ensure that we can provide the individualized approach to child care that your child needs and deserves. We believe that children excel in a small group of learners. These limited sizes allow us to ensure your child's academic plan is individualized to their personal interests and learning style.

We love seeing that look on a child's face when they discover something new, and it is our goal to see that light in your child's eyes each day. Fostering your child's curiosity and love for learning is at the heart of TLC Academy for Young Children. We invite you to come see what makes our approach to early-childhood learning and child care unlike any other center. Come join our family.

Learn more about our [unique benefits](#) or contact us at 330-655-2797.

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WELCOME

Welcome to TLC Academy for **Young Children**. TLC is an independent, family-owned **child-care** experience unlike any other. We are a cozy home away from home where learning blooms and where **children** are part of our family!

Our philosophy is rooted in small group sizes and intimate learning environments. Our unmatched teacher-to-child ratios ensure that we can provide the individualized approach to **child care** that your **child** needs and deserves. We believe that children excel in a small group of learners. These limited sizes allow us to ensure your child's academic plan is individualized to their personal interests and learning style.

We love seeing that look on a child's face when they discover something new, and it is our goal to see that light in your child's eyes each day. Fostering your child's curiosity and love for learning is at the heart of TLC Academy for Young Children. We invite you to come see what makes our approach to **early-childhood** learning and child care unlike any other center. Come join our family.

Learn more about our **unique benefits** or contact us at 330-655-2797.



Bonus! Unique Benefits & Internal Linking SEO

Effective
Website

SEO Checklist

- Main pages
 - 2-3 Keyword Phrases
 - 2-5% Keyword Density
- Home page title tag and description tag
- | can be a helpful tag separator
- Make the Title Tags and descriptors on other pages unique
- Keywords for all main should be complete and different, don't state the same thing over and over

Effective
Website

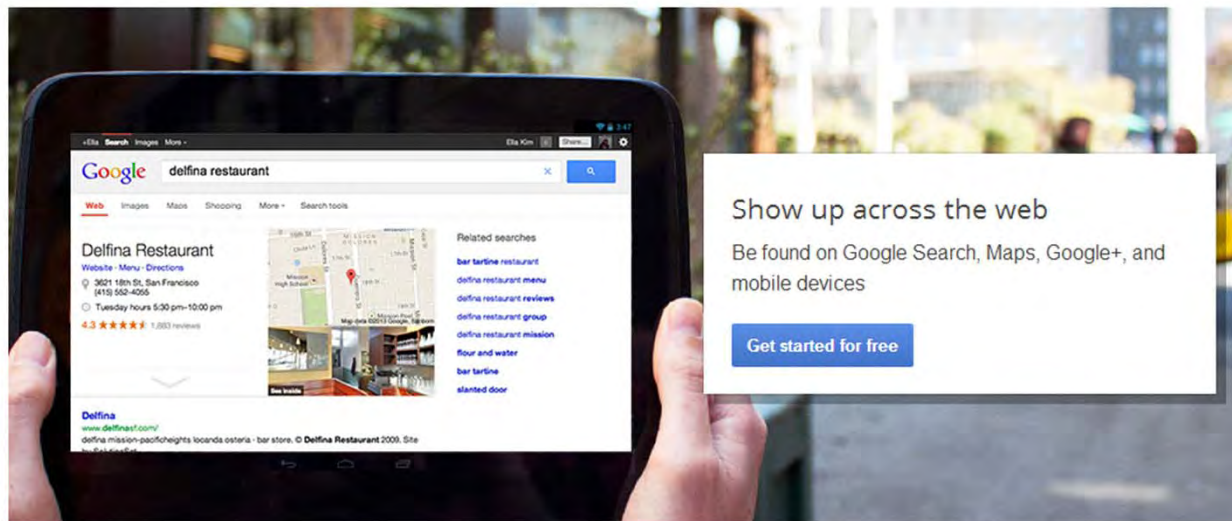
Website Questions

- Main pages
 - 2-3 Keyword Phrases
 - 2-5% Keyword Density
- Home page title tag and description tag
- | can be a helpful tag separator
- Make the Title Tags and descriptors on other pages unique
- Keywords for all main should be complete and different, don't state the same thing over and over



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Website

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www.aaps.k12.mi.us

1 Google review

[Ann Arbor Co-Op **Preschool**](#)

www.a2preschool.org

3 Google reviews · Google+ page

[Allen Creek **Preschool**](#)

www.allencreek.org

4.9 ★★★★★ 6 Google reviews · Google+ page

[Community Day Care & **Preschool**](#)

www.communitydaycareinc.org

Google+ page

[Gretchen's House Childcare Center](#)

gretchenshouse.com

Google+ page

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www.thediscoverycenterpreschool.com

3 Google reviews

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(734) 769-7966

C 2350 Miller Ave
Ann Arbor, MI
(734) 994-3382

D 1611 Westminster Pl
Ann Arbor, MI
(734) 761-7101

E 1580 Dhu Varren Rd
Ann Arbor, MI
(734) 821-2800

F 775 S Maple Rd
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1 review · Preschool

2775 Boardwalk Dr, Ann Arbor, MI 48104 (734) 994-2303



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3 reviews · Preschool

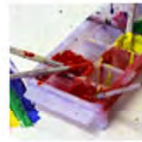
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Allen Creek Preschool

4.9 ★★★★★ 6 reviews · Kindergarten

People talk about: children and parents · two children · family consultant · early education · feelings

2350 Miller Ave, Ann Arbor, MI 48103 (734) 994-3382



Community Day Care & Preschool

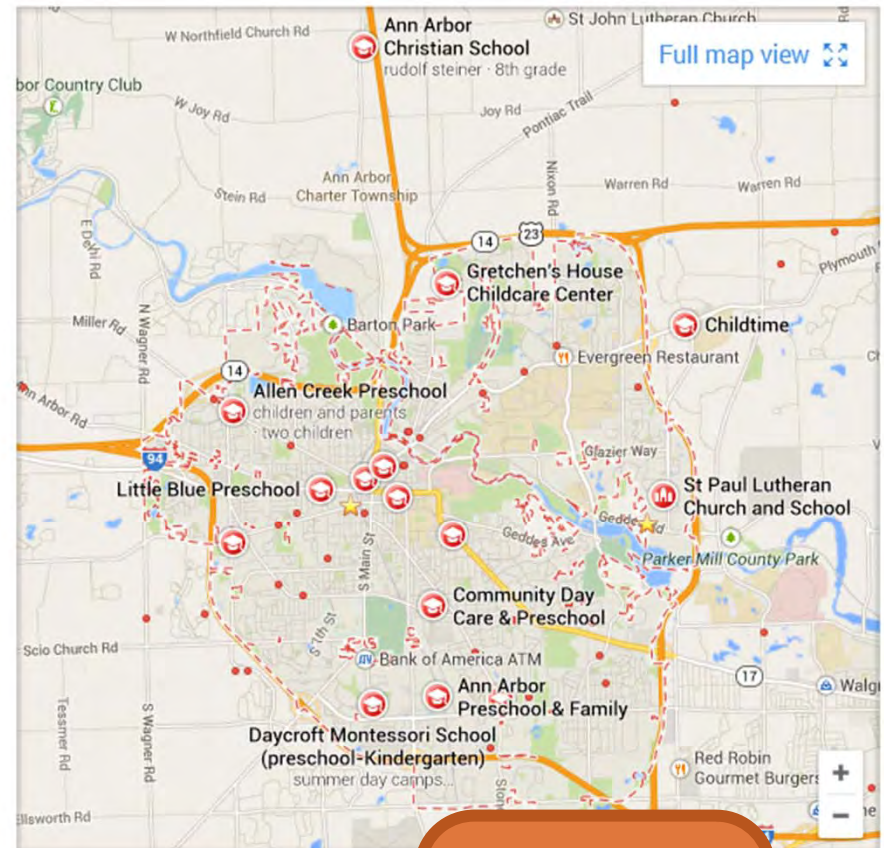
Day Care Center

1611 Westminster Pl, Ann Arbor, MI 48104 (734) 761-7101

Gretchen's House Childcare Center

Day Care Center

1580 Dhu Warren Rd, Ann Arbor, MI 48105 (734) 821-2800



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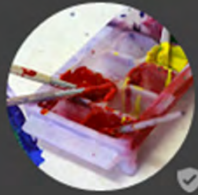
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-  **C** 2350 Miller Ave
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-  **D** 1611 Westminster Pl
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Ann Arbor, MI
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-  **G** 216 Beakes St
Ann Arbor, MI
(734) 761-8070

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Allen Creek Preschool

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(734) 994-3382
allencreek.org

Kindergarten
Today 8:30 am – 4:00 pm

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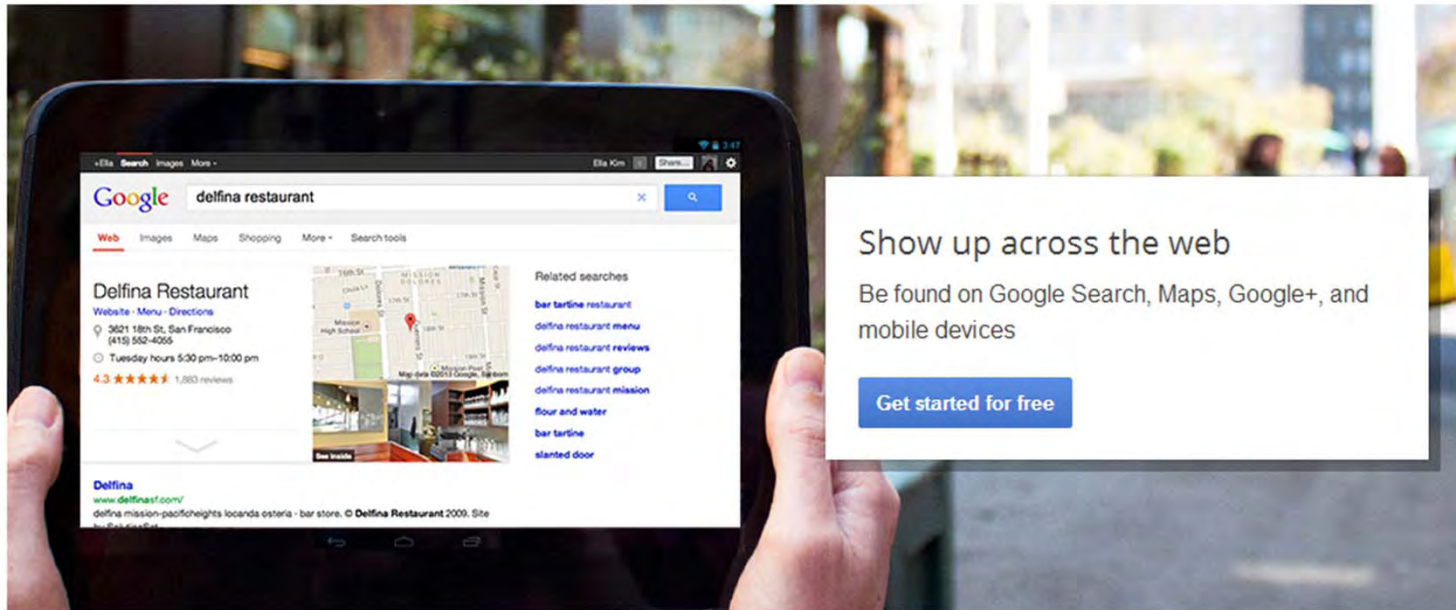
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(734) 994-3382
- B Ann Arbor Preschool & Family**
2775 Boardwalk Drive
Ann Arbor, Michigan 48104
(734) 994-2303
- C Ann Arbor Co-Op Preschool**
517 E Washington St
Ann Arbor, MI 48104
(734) 769-7966
- No, these are not my businesses
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State

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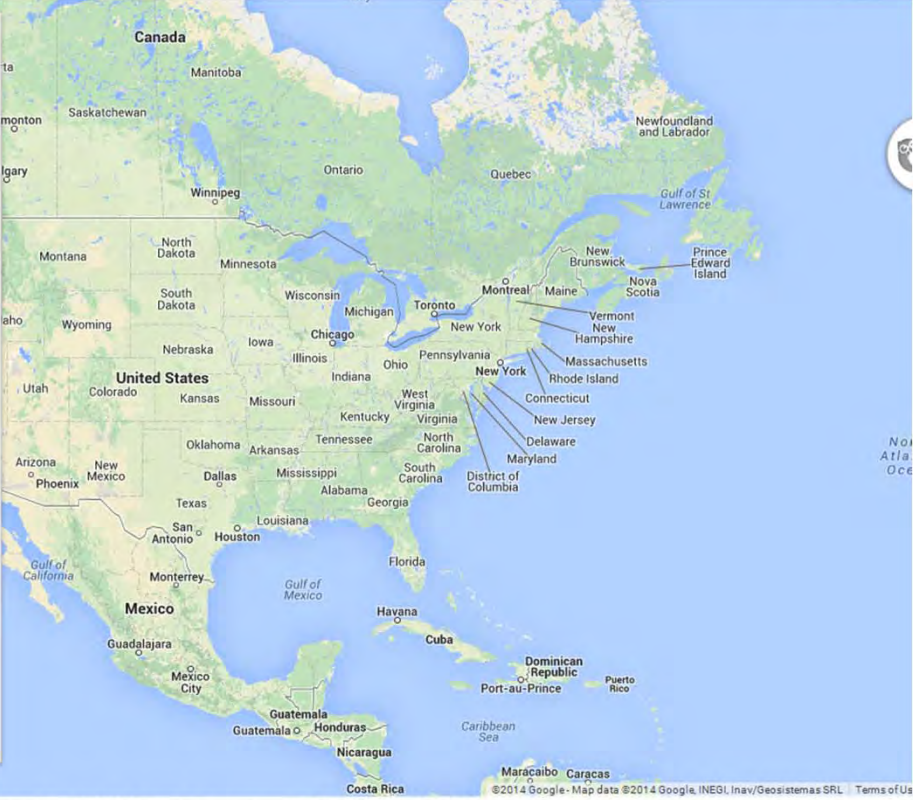
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Directory
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DIRECTORIES

Why Directories?

- Trusted Review Sites
- High SEO Impact
 - “Off-page”
- Parents Will Browse



Directory
Listings

What Directories?

- Greatschools.org
- 50states.com
- Privateschoolreview.com
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- Local Churches
- Local papers
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- Others?



Directory
Listings



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Community
Homes for sale



Atlanta

Community
Homes for sale



Chicago

Community
Homes for sale



Houston

Community
Homes for sale

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Your child's progress

Grade-by-grade steps to success



Preschool Kindergarten 1st 2nd 3rd 4th 5th Middle School High School

- All-time best book series for kids
- Academic debates of 2013
- AP/Dual Enrollment Courses while...

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challenging academics. I love this school ... GO
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Holy Trinity Tiny Tots Preschool



★★★★★

Private · Preschool
39020 5 Mile Road
Livonia, MI 48154

My daughter is attending her
second year at Tiny Tots
and...
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TLC Adventure Preschool



★★★★★

Private · Preschool
1400 West Stadium Boulevard
Ann Arbor, MI 48103

I believe TLC preschool
prepared my first son for
kinderg...
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Eager Minds Montessori



★★★★★

Private · PK-1
2100 Bloomfield Woods Ct
West Bloomfield, MI 48323

My family loves eager minds
montessori! Our daughter
Ashl...
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Spanish For Toddlers



★★★★★

Private · Preschool
509 Fisher Court
Clawson, MI 48017

My son has been going to
Spanish Immersion
Montessori for...
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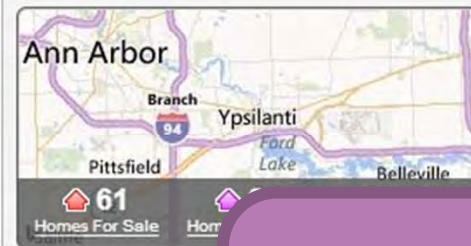
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Should you go private? It all comes down to
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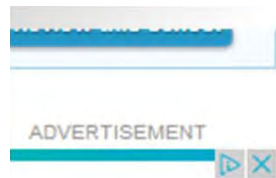
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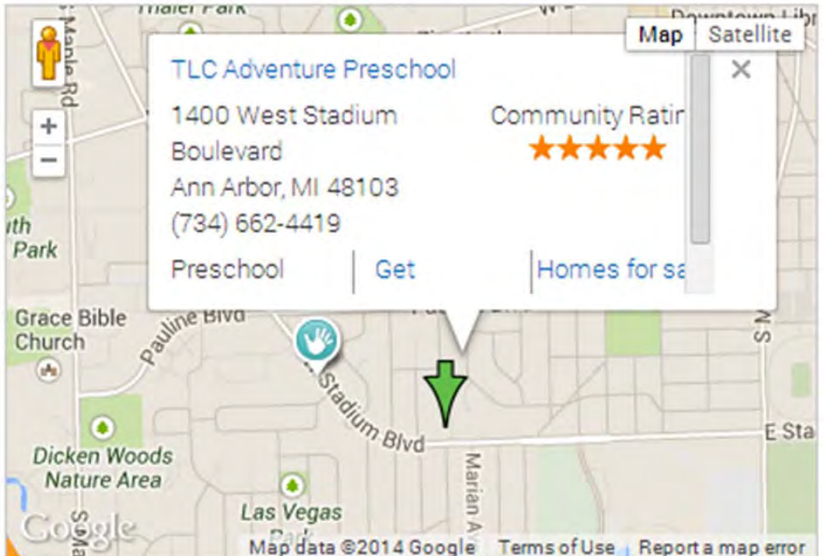
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Homes for sale School and District Boundaries Map

SCHOOL	COMMUNITY RATING
TLC Adventure Preschool	★★★★★
Gretchens House III 0.3 miles	★☆☆☆☆
Children's Creative Center 0.3 miles	★★★★★
Gretchens House II 0.6 miles	Rate it! ★★★★★

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- Preschool
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(0 replies)
- My baby is 2
in elicott city MD
My baby is not showing interest in eating solid...

Directory
Listings

These reviews even show up on
Real Estate sites

Directory
Listings

Most Holy Trinity Elementary School

School Overview

Address

535 E Alice Ave
Phoenix, AZ 85020
(602) 943-9058
[School Website](#)
[View map](#)

Profile

Grades: PK - 8
School Type: Catholic
Student
Student

Parent Reviews

★★★★★ (9 reviews)

9 Parent Reviews for Most Holy



We put our daughter in MHT made. The school is like a b grades. The environment is [more](#)

Posted by a parent on 11/17



This is the 2nd year my daughter has attended. I could not be happier. The atmosphere is warm & caring, but with an emphasis on discipline and responsibility. The principal is one of the nicest people you will ever meet and truly cares about each individual kid. The academics are excellent. I feel ... [Read more](#)

Posted by a parent on 04/13/11



I have a 4th grader, 2nd grader, and pre-schooler attending, and will not move them at a faculty is dedicated, nurturing, and loving. Our leadership is outstanding, with great curri level accreditation.

Posted by a parent on 12/10/09



the school counselor is awesome, a great asset to the school and the kids love her

Posted by a parent on 06/04/09



im a student at MHT and if your looking for an awesome place to send your kid, send them at most holy trinity, especially since its small, so we are able to know pretty much everyones name. its

Parent Reviews

These reviews include feedback from parents, students, former students, administrators and other staff. This feedback may help you further evaluate and compare schools, along with other information such as test scores, academic programs, school resources, classroom and teacher ratios, etc. The reviews are provided by [GreatSchools](#).

Ask a question about this school on [Trulia Voices](#) to learn more about this school or district from residents and other local experts.

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 - “Off-page”
- Parents Are Going to Look
 - 90% Trust Peer Reviews



Directory
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Directory Action Step

- Add 2-3 Directory Listings per week
- Recruit Happy Parents to them



Directory
Listings



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- What it looks like
- Optimizing Information
- Posting Engaging Content



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Christ Community Lutheran School- St. Louis

★★★★★ (11 ratings)

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School

CCLS is a 2009 Nationally Recognized Blue Ribbon School by the U.S. Department of Education.

About — Suggest an Edit



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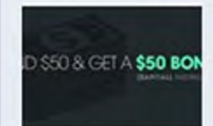
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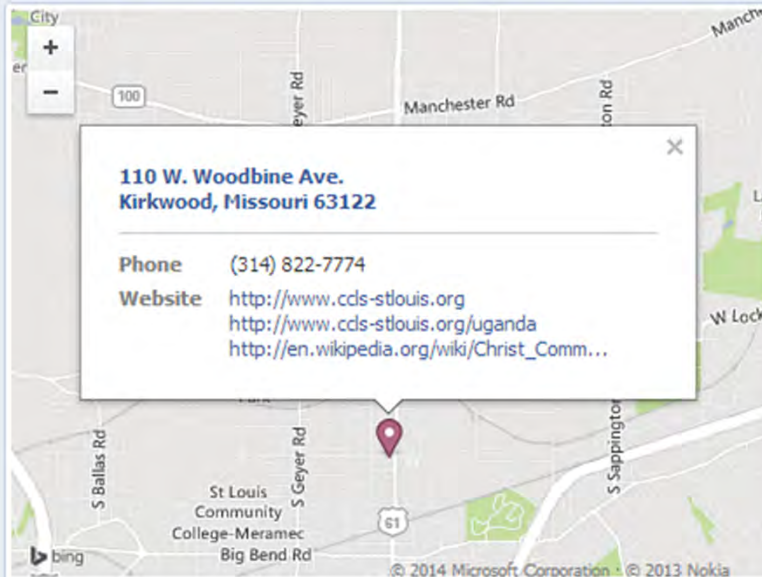


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About

CCLS is a 2009 Nationally Recognized Blue Ribbon School by the U.S. Department of Education.

Mission

Christ Community Lutheran School exists to nurture each child through the Gospel to live the faith and share the Good News of Jesus Christ in an innovative environment of academic excellence.

General Information

CCLS has four campuses in the Kirkwood(Preschool & Grades 5-8), Webster Groves(Preschool-4th Grade), Glendale(Preschool) and Crestwood(Full Day Preschool) areas.

Basic Info

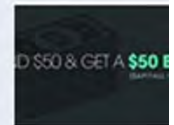
Founded 1973

Awards

CCLS was named a 2009 nationally recognized Blue Ribbon School by the U.S. Department of Education. CCLS was ranked top 5 in the 2010 United Nations NGO Positive Peace Awards in the elementary category.

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uses #socialmed
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Green Park Lutheran School

★★★★★ (50 ratings)

617 likes · 90 talking about this · 269 were here

✓ Liked

✓ Following



Elementary School · Middle School

K-8 school in south St. Louis county faithfully equipping the next generation through superior education.

About – Suggest an Edit



Photos



Likes



Events

Highlights



Post



Photo / Video

Write something on Green Park Lutheran School's Page...



Green Park Lutheran School

4 hours ago

1 Friend

Likes Green Park Lutheran School



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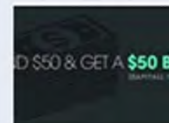
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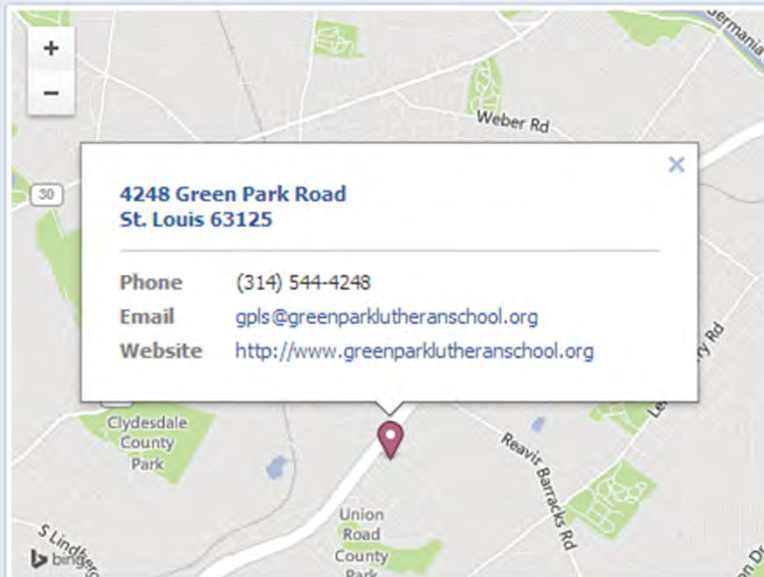


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I stopped havin
tomorrow to be
reason why I ge
nothing done to



4248 Green Park Road
St. Louis 63125

Phone (314) 544-4248
Email gpls@greenparklutherschool.org
Website <http://www.greenparklutherschool.org>

Basic Info

Joined
Facebook

12/07/2011

About

K-8 school in south St. Louis county faithfully equipping the next generation through superior education.

Mission

Our mission is to provide an exceptional education in a Christ-centered environment which fosters the development of a God-pleasing academic and spiritual life.

The vision and mission statements are based upon the following key beliefs.

We believe in:

- A Christ-centered environment
- A strong partnership between church, school, parents, and students
- A comprehensive approach to academics
- Development of the whole child

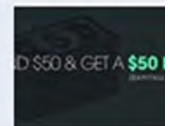
"Train a child in the way he should go, and when his is old, he will not turn from it." Proverbs 22:6

Description

Green Park Lutheran School is a workshop where students, parents and teachers

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took action. No
I'm successful.

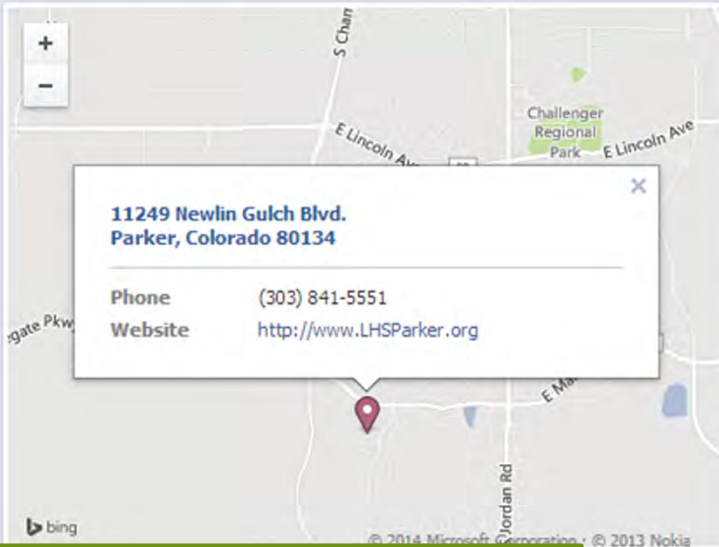
50 Tried and True Social...

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Social Insig...



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uses #socialme
a different way
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featuring...

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Page



11249 Newlin Gulch Blvd.
Parker, Colorado 80134

Phone (303) 841-5551

Website <http://www.LHSParker.org>

About

Lutheran High School, grades 9-12

Mission

Nurturing Academic Excellence
Encouraging Growth in Christ

Description

The 2011-2012 school year will unveil the consolidation of Denver Lutheran High School and Lutheran High School Parker to form "Lutheran High School" located in Parker, Colorado.

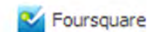
Basic Info

Founded 1955

Life Events

1955 Founded in 1955

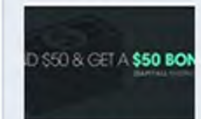
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Page



Lutheran High School

★★★★★ (31 ratings)

1,913 likes · 355 talking about this · 1,132 were here

✓ Liked

✓ Following

Message



School · Public School
Lutheran High School, grades 9-12



1,913



Flood Relief Info

The recent flooding has left 1,502 homes destroyed, 17,994 h

1

About – Suggest an Edit

Photos

Likes

"Our Story" E-mail Si...

Notes 3

Highlights



Post



Photo / Video

Write something on Lutheran High School's Page...



Lutheran High School

5 hours ago

4 Friends

Connected to Lutheran High School

4 friends like this



Facebook
Page

Create Page

Recent

2010s

Founded

Sponsored

Be a Stock Star!

landing.kapital.com

Get \$50 & GET A \$50 BONUS

Open and fund an account today and we'll give you a \$50 bonus. Kapital. Investing for All.

Love Your Doctor

reviews.angieslist.co



Angie's List and the Guesswork Finding A with Reviews ings.



Michigan District of the LCMS

Timeline

Recent

Admin Panel

Promote Page

A Reflection on Lent, Easter, and Grace



Michigan District of the
LCMS

★★★★★ (135 ratings)

2,300 likes · 667 talking about this · 46 were here

Update Page Info

✓ Liked

Follow



Religious Organization · Lutheran Church

The official Facebook page of Michigan District, LCMS |

<http://www.michigandistrict.org/> | <http://twitter.com/milcms>

| <http://pinterest.com/milcms/>

About



Photos



Video Contest



Events

2,300

3

Facebook
Page

Highlights

Status

Photo / Video

Offer, Event +

273 Friends

Connected to Michigan District of the LCMS

What have you been up to?

Ideas for Posts

TELLING YOUR STORY

“Using social media wisely
gives your school an
opportunity to *share
its story every day.*”

- Ryan Bredow, Parker Lutheran H.S.



“Social media provides another avenue for people to see how awesome your school is.”

- Liz Daniels, Christ Community Lutheran School.



Christ Community
Lutheran School

(314) 822-7774
www.ccls-stlouis.org

FACEBOOK POSTING IDEAS

Gear EVERY social
post for **interaction.**



Christ Community Lutheran School- St. Louis

March 14

Mrs. Belsha's Kindergarten class of Leprechauns. Aren't they the cutest?!



Like · Comment · Share

50 people like this.

View 2 more comments



Norma Schroll What makes you think he won't? lol!

March 15 at 12:45am · Like



Tracey Aegerter So cute!

March 17 at 12:29pm · Like



Like · Comment · Share

13 people like this.



Write a comment...



Christ Community Lutheran School- St. Louis

March 14

Friday, March 14 (3.14) was International Pi Day. Students at CCLS were invited to see how many digits of the irrational number π they can memorize. This year's winner broke last year's winner by just one digit, he recited an amazing 227 digits! We also had 3 more students that were quite impressive: one with 160, next with 112, and the next highest with 75. Congratulations to these students and their memory skills.

Here's what our winner memorized:

3.1415926535897932384626433832
795028841971693993751058209749
445923078164062862089986280348
253421170679821480865132823066
470938446095505822317253594081
284811174502841027019385211055
5964462294895493038196442881097566593344612847564

Like · Comment · Share

31 people like this.

FACEBOOK POSTING IDEAS

Facebook
Page



Christ Community Lutheran School- St. Louis

March 13 ❄️

Thursday, March 13, 2014 the State Basketball Final Games will be played at St. John Ellisville:

6:30 pm—A1 Girls

7:45 pm—A1 Boys

Like · Comment · Share



Mark Kiessling and 8 others like this.



Joyce Muhlhauser Go Chargers!!

March 13 at 11:13am · Like · 🍷 1



Write a comment...



Christ Community Lutheran School- St. Louis

shared a link.

March 13 ❄️

Here's The Charger News for this week.

<http://storage.cloversites.com/christcommunitylutheralschool/documents/Charger%20News%20%20March%2013%2014.pdf>

<http://storage.cloversites.com/christcommunitylutheralschool/documents/Charger%20News%20%20March%2013%2014.pdf>

Like · Comment · Share



Dianna Pozzo likes this.



Write a comment...

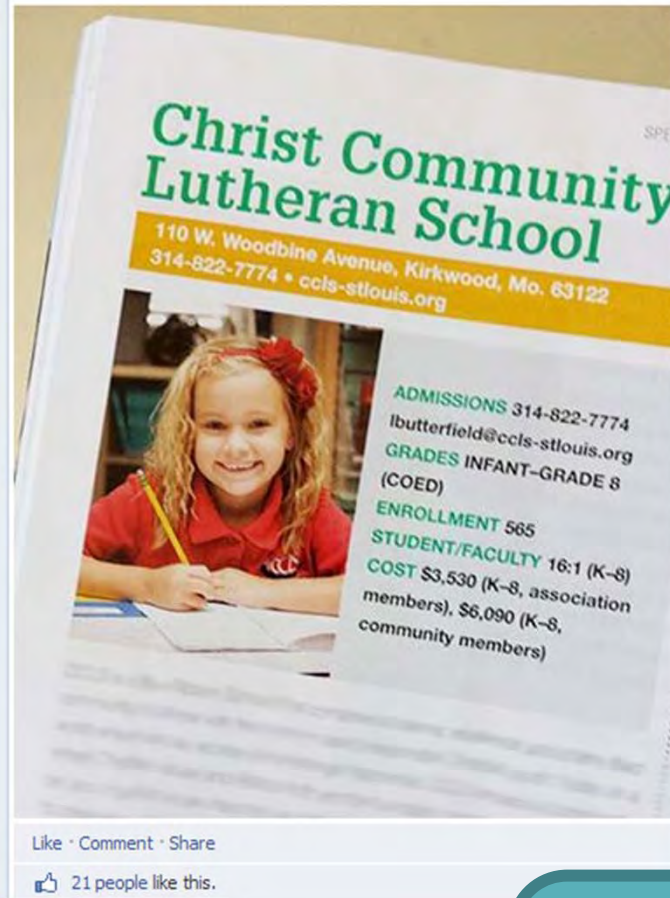
FACEBOOK POSTING IDEAS

Facebook
Page



Be sure to check out the St. Louis Magazine Education Edition!

<http://ow.ly/i/4RwF2>



FACEBOOK POSTING IDEAS

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Christ Community Lutheran School- St. Louis
 March 4

More progress on the ECE Glendale Campus. Come see the new education wing at the open house on April 1st!



Like · Comment · Share
 4 people like this.


Kari Eckelkamp What time is the open house?
 March 8 at 7:48am · Like


Christ Community Lutheran School- St. Louis There are two options, 8:00-10:00 am and 6:00-8:00 pm. Hope to see you there!
 March 8 at 11:07am · Edited · Like


 Write a comment...


Christ Community Lutheran School- St. Louis
 March 4

Mrs. Larson's 3-year-olds are making green eggs & ham today!
<http://ow.ly/i/4MKZk>



Like · Comment · Share
 17 people like this.


 Write a comment...


Christ Community Lutheran School- St. Louis
 March 1

FACEBOOK POSTING IDEAS

Facebook
Page



Like · Comment · Share 36

Christ Community Lutheran School- St. Louis
February 6

Check it out, the CCLS School News for today!
<https://www.youtube.com/watch?v=839xYc8fbAQ>



CCLS Morning News February 6, 2014
Pinnon hidden valley

Like · Comment · Share 17 2

Christ Community Lutheran School- St. Louis
February 10

It is with great joy that I share with you Mr. Butterfield's Letter of Acceptance to serve as the next Executive Director of CCLS. Congratulations to Mr. Butterfield and keep the Butterfield family in your prayers during this wonderful time of transition!



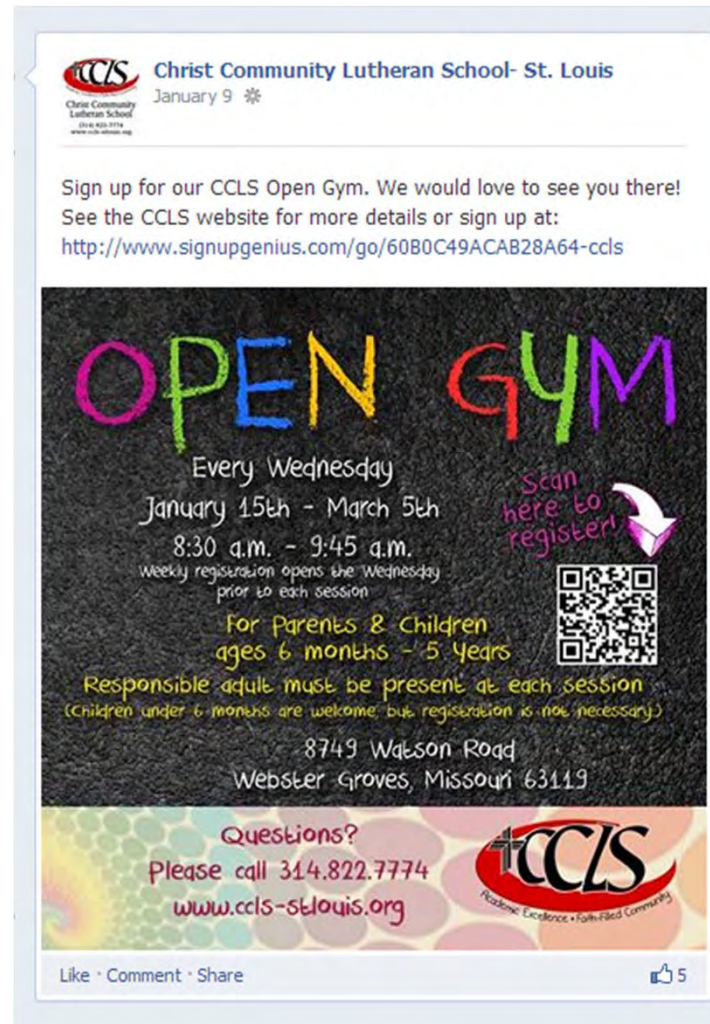
Like · Comment · Share 97 3 2

Christ Community Lutheran School- St. Louis
February 6

Happy Birthday to our amazing Middle School S...

FACEBOOK POSTING IDEAS

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FACEBOOK POSTING IDEAS

Facebook
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FACEBOOK POSTING IDEAS

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Lutheran High School shared a link.

January 5

We are looking for host families for January 21-26 for seven international students / future Lutheran High School students!

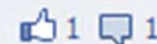
Follow the link below for more information on this awesome opportunity!

Lutheran High School - Parker

www.lhsparker.com

Host Families wanted for January 21-26 Host an international student / potential future Lutheran High School student for a week! Dear Lutheran High School families, We are excited to inform you that in just a few weeks from now, we will be hosting seven Korean (Christian) young...

Like · Comment · Share



FACEBOOK POSTING IDEAS

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Lutheran High School

January 30

Learning about waves in Physics



Like · Comment · Share

53 2 1



Lutheran High School

January 22

LuHi students at the March for Life in Washington D.C.



Like · Comment · Share

100 2

FACEBOOK POSTING IDEAS

Facebook
Page

80%

Activities
Fun Ideas
Inspiration
Photos

20%
Info &
Announcements

FACEBOOK POSTING IDEAS

Facebook
Page

4 Part Foundation



Action Steps

- Website
 - Extol your unique BENEFITS
 - Pick your keywords
 - Make each page title unique
 - Add Testimonials
 - Add Contact / Schedule a Tour Form
 - Consider Standalone Site
 - *Optional: Built on Wordpress*

Effective
Website

Action Steps

- Google Place Page
 - Claim Listing
 - Create Listing, if not listed
 - Verify by phone, mail
 - Complete Listing Details
 - Add Photos
 - Get Reviews
 - Consider Google Plus Page

The logo consists of an orange rounded square with the text "Google Places" in white. To the right of the slide is a vertical bar with a grey top section, a green middle section, and a grey bottom section.

Google
Places

Action Steps

- Directory Sites
 - MUSTs
 - Greatschools.org
 - Local Churches
 - Chamber of Commerce
 - Add and Improve
 - 1-2 Listings Per Week



Directory
Listings

Action Steps

- Facebook Page
 - Create Page
 - Optimize Profile
 - Share with parents, friends, etc.
 - Establish Policies & Procedures



Facebook
Page

Action Steps

- Recruit Parents
 - Testimonials
 - Family Photo
 - Videos
 - Online Review Sites

ORGANIZING YOUR STRATEGY

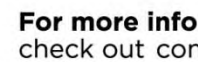
Network	Person (Owner)	Purpose	Plan	Performance

Network	Person (Owner)	Purpose	Plan	Performance
Website	Seth	Inform & educate constituents Facilitate Online Giving Provide resources for church & school ministry Connect constituents to resources for 4 Critical targets Network constituents	Monthly Audit Event landing Pages Resource Library Blogging at Critical Targets	Survey Satisfaction - Increase Increase Online Donations
Email	Debby	Share congregational news Connect people to local events Prayer Share E-Classified	Weekly E-newsletter Event Eblasts to Targetted Audience	Attendance up at Events Increase click-throughs to content
Twitter	Seth	Connect church leaders Drive traffic to blog Drive to Community Calendar Provide thought leadership Tweets that align with Critical Targets	12 updates per day based on optimal posting schedule (BufferApp, SocialBro) 4 Self-Promotion & Resources 4 Inspiration/Scripture 4 Promote others	Traffic increasing? Replies increasing? Blogs Shared increasing? Event Attendance Up
Facebook	Seth	Connect community members Build engagement through thought-provoking ?s Drive Traffic to Site Increase Event Attendance Foster a Culture of Love and Respect and Thankfulness Build a Hopeful District showing the Holy Spirit moving	Church Prayer - Weekdays 1 Text Update Per Day Links to Blog 3x Week Engage Others Daily at Noon	PTAT Up Reach Up Traffic from increasing? RSVPs up Webinar Attendance Up

Social Media Policy

CONTENT STRATEGY EXERCISE

Brought to you by
Brian Solis & JESS3



The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1 Cs Content strategy	
2 Ar Article	10 Sh Slideshow
3 V Video	11 Vi Visualisation
4 Im Image	12 Pr Press release
5 Ev Event	13 Wb Webinar
6 Gm Game	14 Ap App
7 To Tool	15 Eb Ebook
8 P Print	16 So Social
9 EI E-learning	17 Em Email

 Strategy	 Platform	 Sharing Triggers
 Format	 Metrics	 Checklist
 Content Type	 Goals	

A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

68 Pv Page views	76 Uv Unique visitors	84 Nv New visitors	91 Br Bounce rate	99 Tf Traffic
69 Nl New leads	77 Do Downloads	85 Cl Cost per lead	92 Kp Key pages	100 Le Leads
70 Bm Brand metrics	78 Rp Reputation metrics	86 Pm PR metrics	93 Dg Demographic metrics	101 Br Branding
71 Of Offline media	79 Mi Microsite	87 Am Acquisition metrics	94 Rm Retention metrics	102 Sa Sales
72 Li Linkedin	80 Pi Pinterest	88 Is Instagram	95 Sc Search metrics	103 S Search
73 Gp Google+	81 Fo Forums	89 Tu Tumblr	96 Nm New members	104 Me Members
74 Vn Vine	82 Sl Slideshare	90 Fl Flickr	97 Sm Social metrics	105 Sh Shares
75 Ps Partner sites	83 Ad Advertising		98 Eg Engagement metrics	106 En Engagement

107 Fu Funny	108 Sx Sexy	109 Sg Shocking	110 Mv Moving	111 Un Unbelievable	112 Cv Controversial	113 Co Cool	114 Ig Illuminating	115 Rd Random	116 Zg Zeitgeist	117 Aw Cute	118 Up Uplifting	119 Di Disgusting
120 Sq Search queries	121 Se Search optimisation	122 Ce Copy editing	123 Fm Formatting	124 Hd Headline optimisation	125 Tv Tone of voice	126 Gd Brand guidelines	127 Pe Plain English	128 Do Device optimisation	129 Fc Fact-checking	130 Cd Credit sources	131 Ct Calls to action	132 Fd Invite feedback



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Chris Lake (@lakey).

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Share Your Content Strategy

Parting Thought

Authenticity
TRUMPS
Excellence

Time to Talk