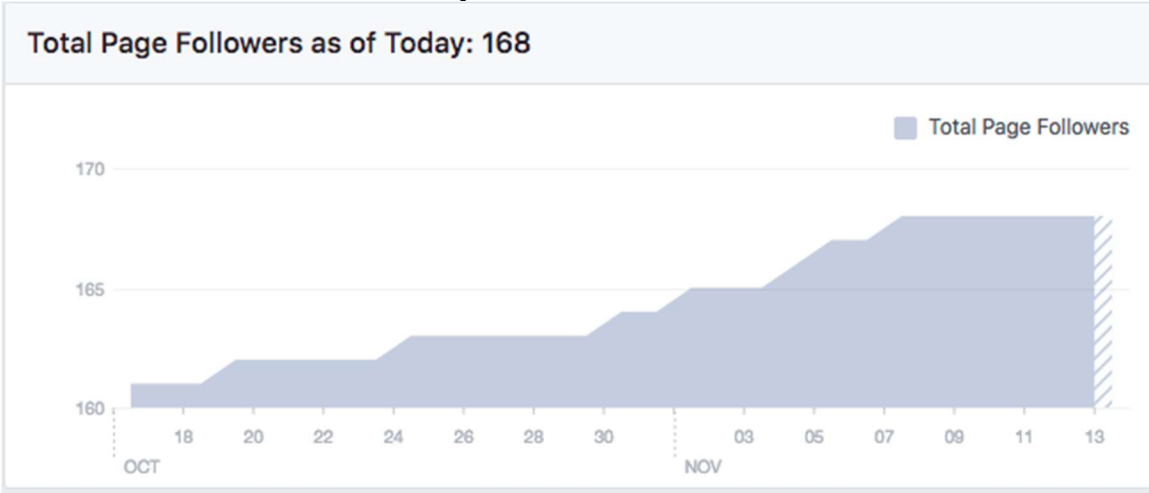
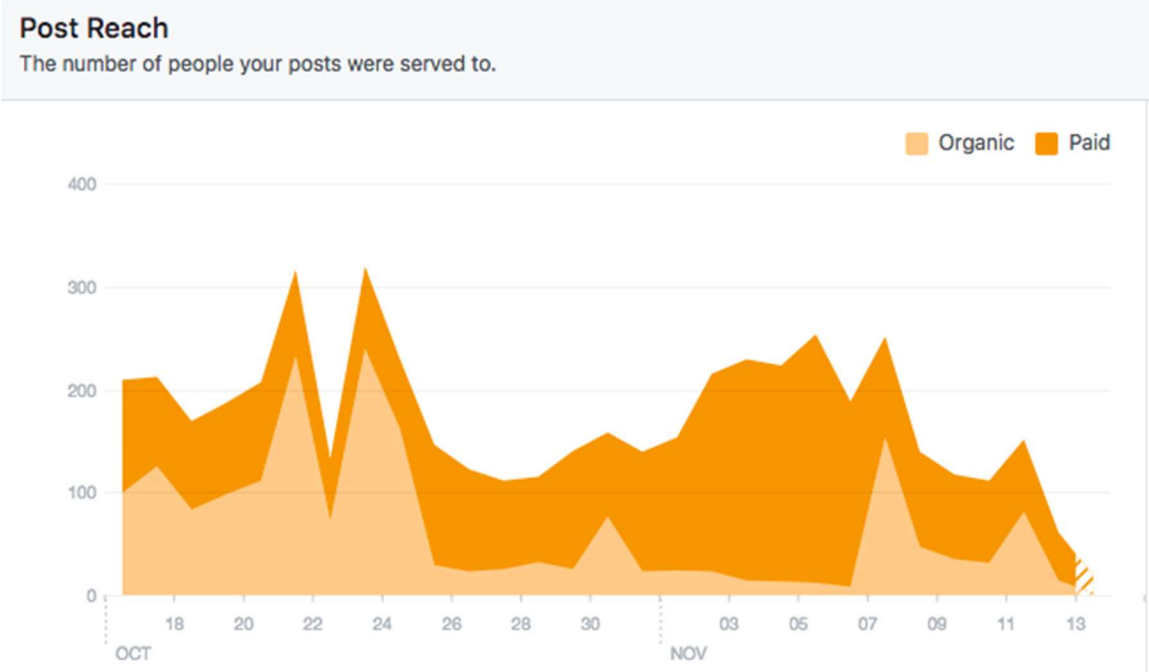


Social Marketing































- Overall summary
 - We've had a steady follower increase






- We are reaching more people now that we are boosting posts



- October's results
 - We had 35 posts on Facebook
 - By far the biggest success was the Starbucks card giveaway.

10/20/2017 8:00 pm	 lost and found has all kinds of stuff in it. Check it out if you			56		2	
10/11/2017 9:06 pm	 Maple Creek helps local families in need. Each classroom will be asked to contribute specific items to fill a red bucket			49		0	
10/11/2017 7:07 pm	 Another successful PTC meeting! The theme was "Pumpkins, spice and PTC nice!" We had a great turn out!			131		22	
10/10/2017 8:00 pm	 We would like to reach more Maple Creek parents. Share and tag someone you know is a Maple Creek parent and			2.2K		150	
10/10/2017 8:00 pm	 Our second general PTC meeting is on Tuesday, October 10th, 7-8pm. Our theme for the meeting will be "Pumpkins,			11		6	
10/09/2017 7:12 pm	 We want your opinion! If you went to the Husky Harvest Fest, we'd love your thoughts on how it went. If you have a			220		19	

- November so far
 - Page views are up 42%
 - Lost one follower
 - Reach is down 22%
 - Engagement is down
 - We've been very fundraiser heavy
 - The Great American Fundraiser was complicated enough to warrant multiple posts although people didn't comment, react or share.
- Summary of last few boosted posts

Recent Promotions on Maple Creek PTC						+ Create New Promotion
Ads activity is reported in the time zone of your ad account.						
	Boosted Post Finishes in 6 hours	375 People Reached	16 Link Clicks	\$5.82 Spent of \$15.00	View Results	
The Maple Creek Great American Fundraiser is... Promoted by Michele Long Meisch on 11/01/20...						
	Boosted Post Finishes in 2 days	251 People Reached	17 Post Engagements	\$14.25 Spent of \$15.00	View Results	
Our next general PTC meeting is on Tuesday, ... Promoted by Michele Long Meisch on 11/01/20...						
	Boosted Post Completed	605 People Reached	85 Post Engagements	\$18.00 Spent of \$18.00	View Results	
HOLIDAY RECIPE FUN! We want to know what ... Promoted by Michele Long Meisch on 10/24/20...						

- Ideas for future improvement
 - Survey
 - What are the top three reasons you aren't involved with Maple Creek PTC?
 - What is the number one reason you aren't involved with Maple Creek PTC?
 - What would make you want to get involved?

- Do one give away/enter-to-win per month to get viral traction.
 - Suggestions for November?
- Maybe do a PTC member monthly member feature.
 - Post pic, title (i.e. PTC president) and then your answers to the questions.
 - 1) How many kids you have and what grades?
 - 2) Favorite thing to do in your spare time?
 - 3) What do you love about Maple Creek?
 - 4) Something about you no one would ever guess?
- Monthly teacher feature similar to what we'd be doing for PTC member highlight

PTC Public Relations

- In an effort to continue to educate our families, teachers and admin as to what we do, we wanted to make a consistent effort to communicate what PTC does.
- Communicate what we do through: Social media, text, email, website, PeachJar and Chronicle
- Would like to come up with some ideas for the next few months about what to communicate. Ideas??

Next Big Push

- Parent Night 2018!! – Save the Date April 8th
- Next Steps
 - Committee Sign Up Sheet
 - First planning meeting (Last week of November ideal)
 - Promotions plan
 - How do we make it more attractive and interesting?
 - Should we theme it? Maybe masquerade or something?
 - Would like to send out a survey to find out why parents haven't come in year's past. We can also ask about a theme element.