

THE CHARTER INSTITUTE AT

# ERSKINE



## Communications Training

October 8, 2020



# HOUSEKEEPING

- Add me to your email newsletters distribution lists!
- Shoutout to Ms. Hamilton(Virtus) and Ms. Wrighter(Gray Collegiate) for using the [School PR Submissions](#) form – keep it coming!
- COVID Map
- Advanced Training
- Welcome Ms. Graves from Odyssey Online Learning!

# UPCOMING TRAININGS

- November 12 – Advanced Photo and Video Training
- December 10 – Content Planning
- Bonus Webinar – How to create and brand graphics



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WHY?



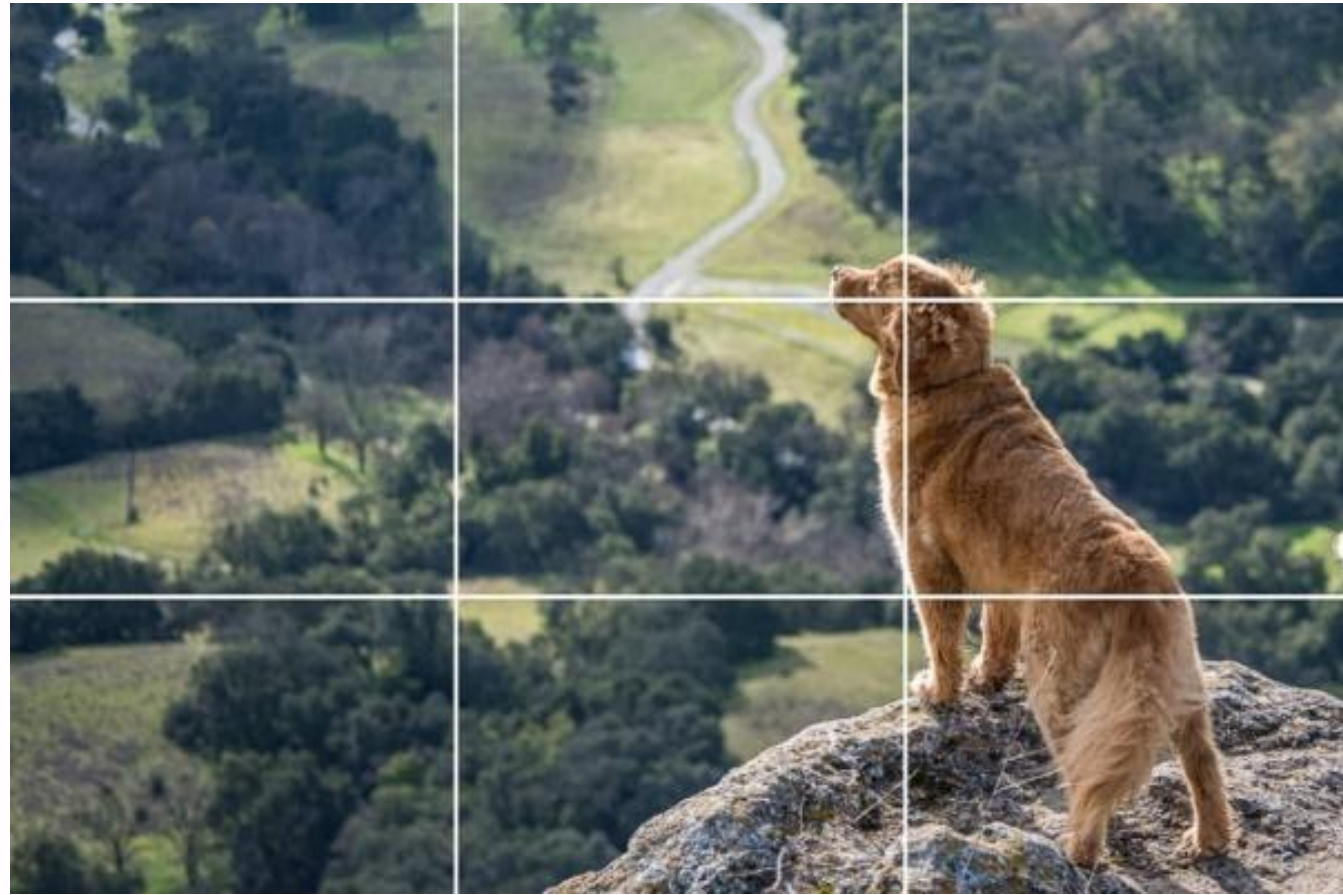
**Innovation!**

WHY?



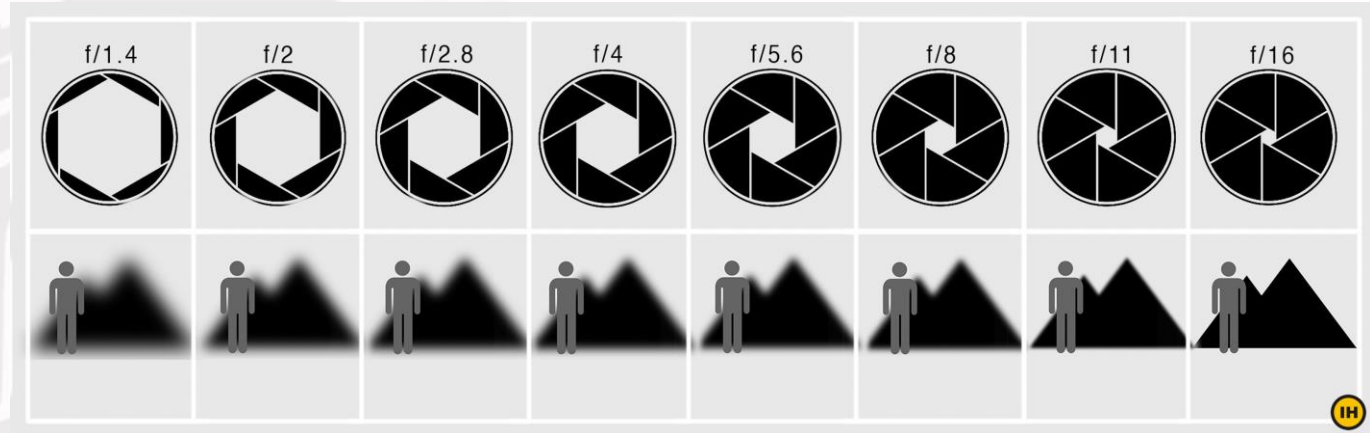
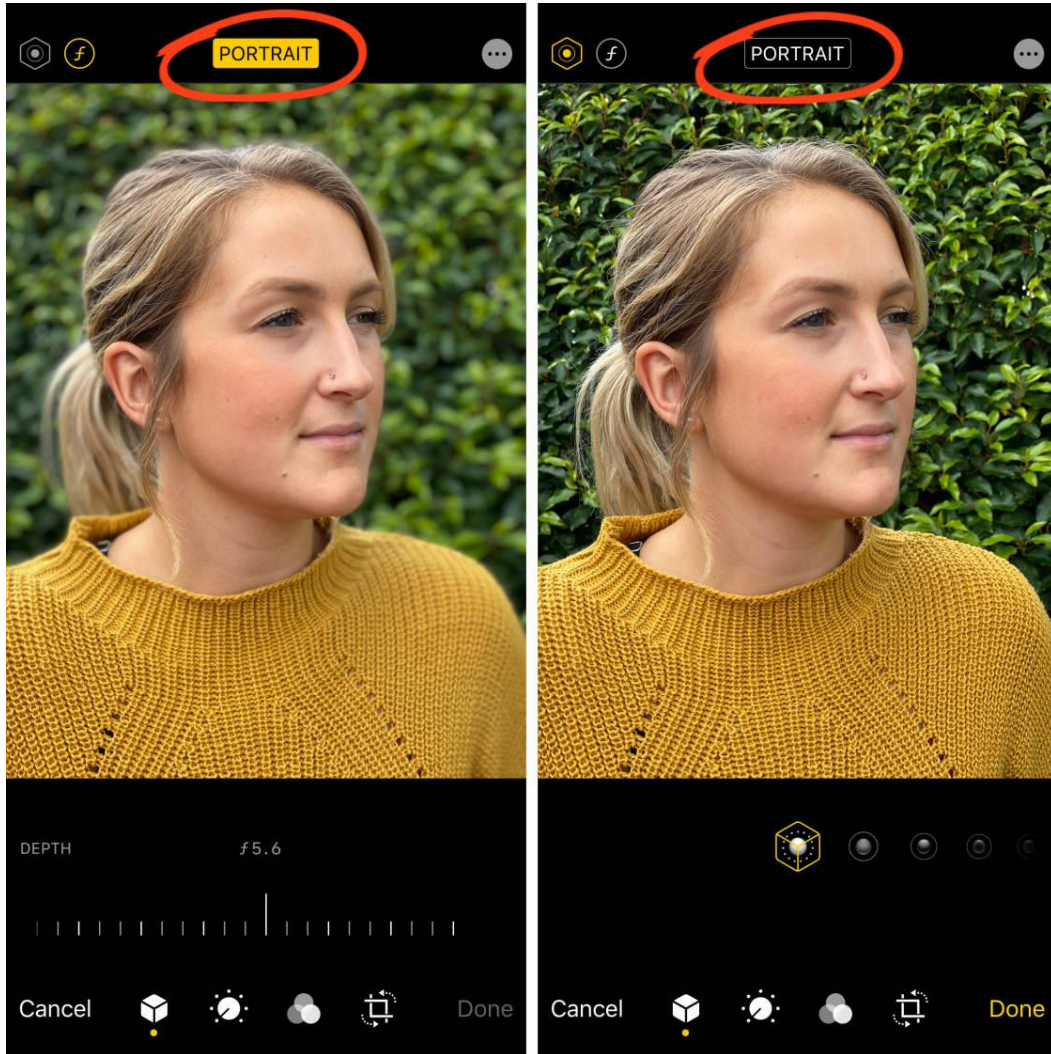
Why are you taking pictures/video?

# PHOTO BASICS - COMPOSITION



**Rule of Thirds**

# PHOTO BASICS - COMPOSITION



Depth

# PHOTO BASICS



Depth



# PHOTO BASICS - COMPOSITION



**Reducing Distractions**

# RESOURCES – PHOTO APPS



Photoshop Express



Lightroom

Photomaker

CollageMaker



# VIDEO BASICS – A ROLL AND B ROLL

## A ROLL

- Interviews
- Sound bites/footage with your main “characters”

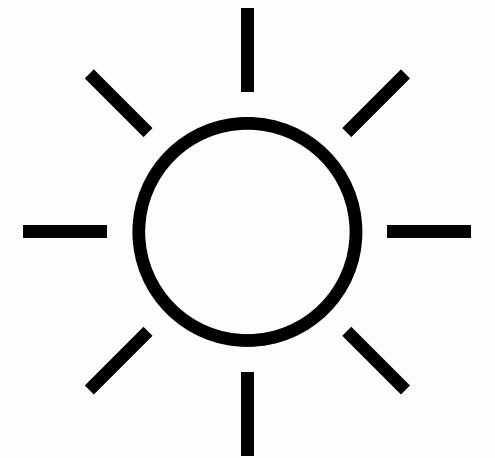
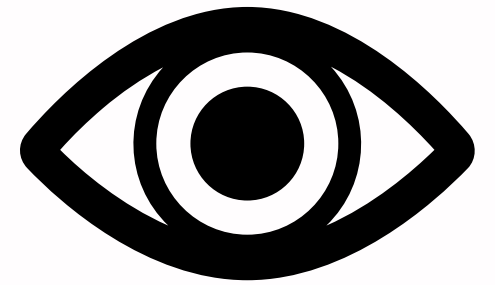
## B ROLL

- Visuals that support what is being talked about in the A roll



Make especially sure to communicate with those in your A roll, and plan your B roll shots out well based on what you hear from your A roll subjects

# VIDEO BASICS – FRAMING



# VIDEO BASICS – FRAMING



# VIDEO BASICS – SOUND



Make sure you are filming A roll in a quiet place with minimal distractions

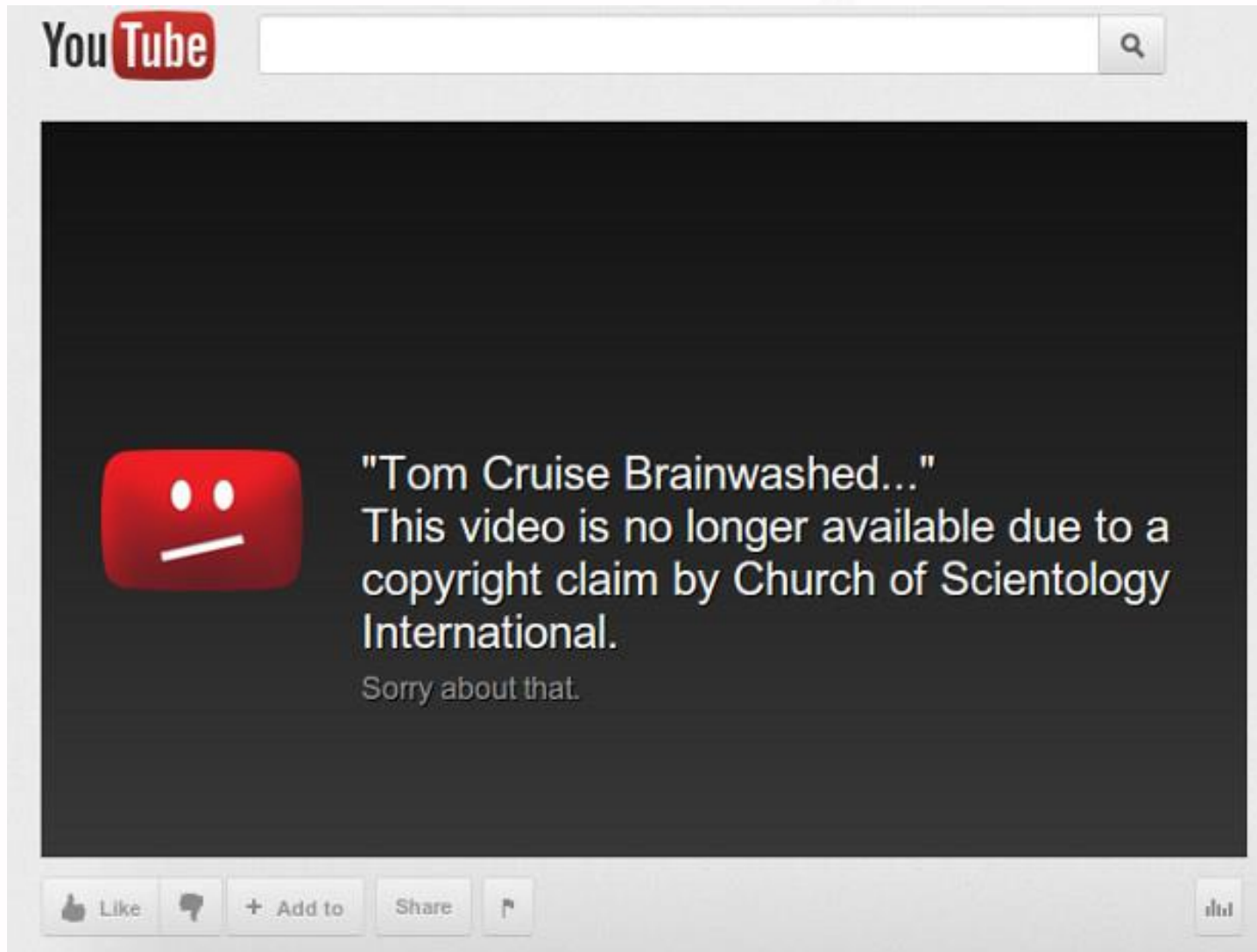


Use royalty free music that isn't too loud or distracting, and fits the mood of your video



Resource:  
YouTube  
Audio  
Library

# VIDEO BASICS – SOUND



# VIDEO BASICS – BAD EXAMPLE



- Poor audio quality – can hear people, cars
- Lots of background noise

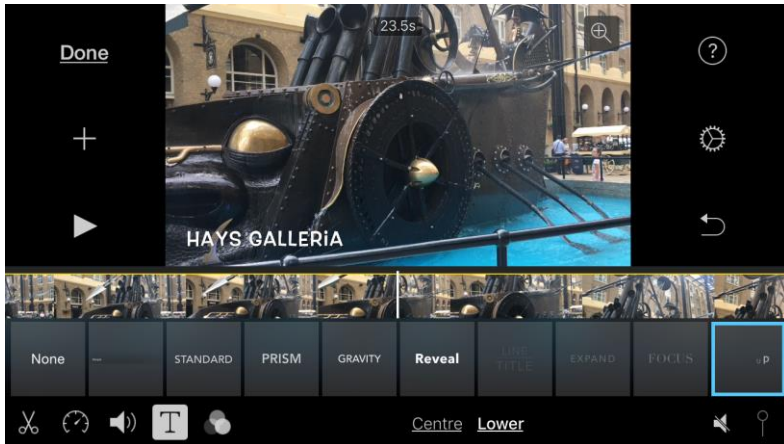
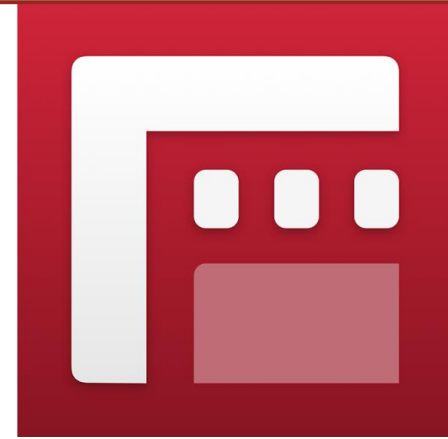


# VIDEO BASICS – GOOD EXAMPLE



- Mic provides much better audio quality
- No background noise in filming location

# RESOURCES – VIDEO APPS



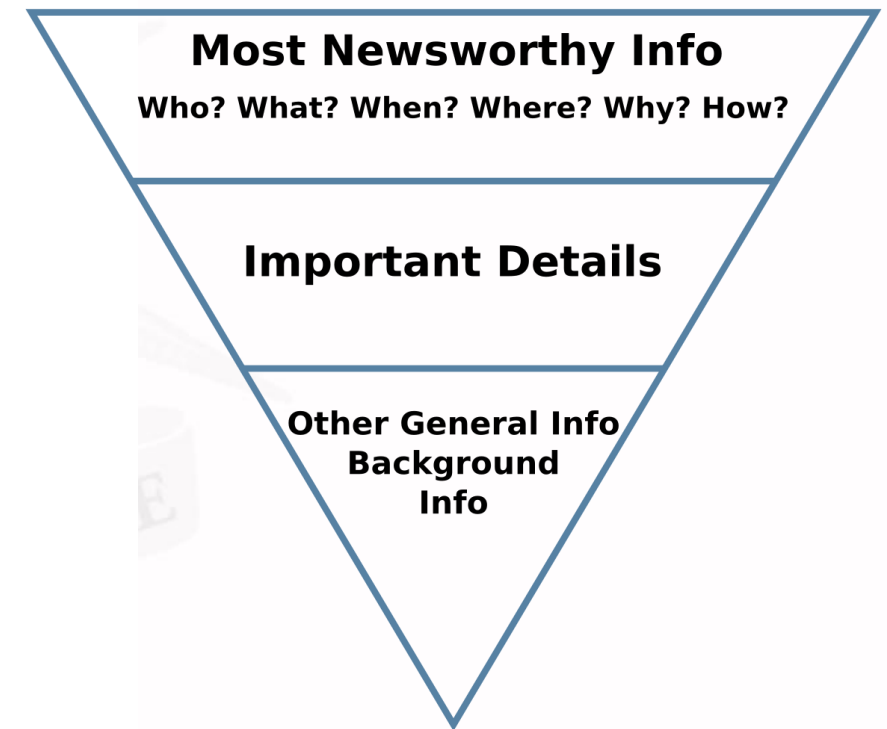
iMovie



CHARTER  
@ERSKINE  
Filmic Pro

# DISTRIBUTION - NEWSWORTHINESS

## 8 Elements of Newsworthiness



# DISTRIBUTION – WHEN TO POST



These tools can help you determine when is best to post.



Resources:  
HootSuite  
Planoly



In general, a good plan is to post once in the morning and once around 5 PM when parents are getting off of work.



Resource: Facebook Analytics

Your Page -> Insights -> Posts

# DISTRIBUTION – CAPTION WRITING

1

## The Hook

- An engaging, striking phrase, quote, or comment that is less than 2 lines in length.
- Think of a headline in a newspaper
- Consider using some emojis here to grab attention

2

## The Story

- You've got their attention, so now it's time to do a little bit of explaining.
- What's happening? Who is in the photo? How is it innovative?
- Think back to our last training - are you educating? Reporting?

3

## The Call to Action

- How can they learn more?
- How can they enroll?
- What profiles/hashtags should they look at for more?

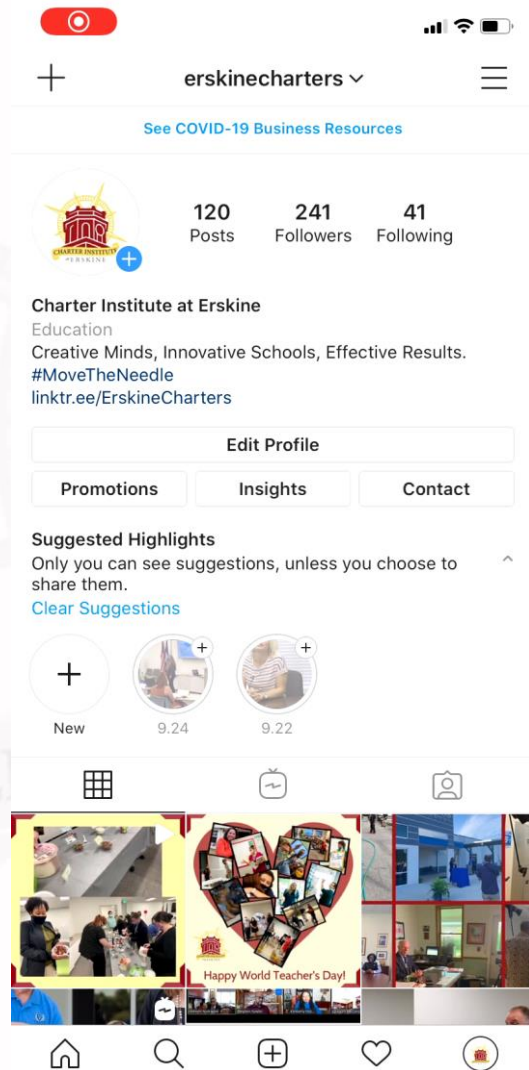
# DISTRIBUTION – INSTAGRAM

- Tag relevant accounts (that includes us!)
- Add a list of hashtags at the end of the caption or in a comment - apps like Hashtag Generator are great
- Do not include URLs. Instagram does not convert URLs to links. Instead, put the link in your Instagram bio and mention 'link in bio' or something of the sorts
  - Use a service like Linktree to add multiple links into your bio. This has a higher conversion rate and allows you to not be stuck with a single link
  - Also use a link shortener for long links (bit.ly, tinyurl)



**Resources:**  
**Hashtag Generator**  
**Linktree**  
**Bit.ly**  
**tinyurl**

# DISTRIBUTION – LINKTREE DEMO

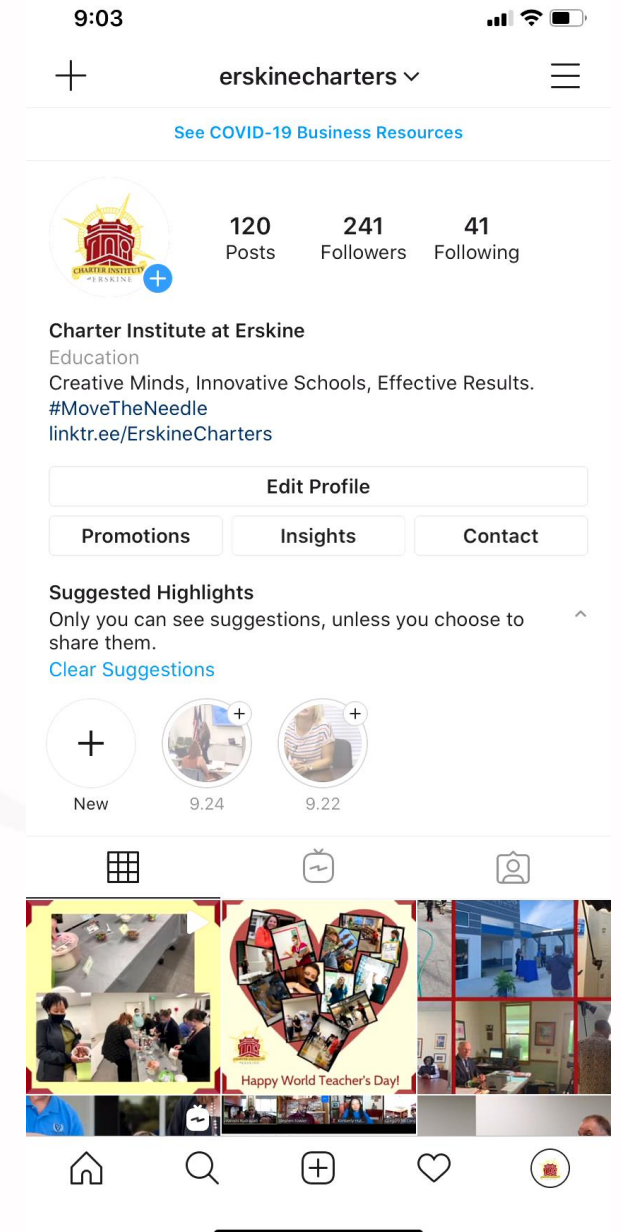


# DISTRIBUTION – IGTV

## What is IGTV?

IGTV (Instagram TV) is a free app to share long-form videos.

Whereas Instagram allows the publication of videos of up to 60 seconds, the new app has space for videos of up to one hour in length.





# DISTRIBUTION – FACEBOOK

- Do not include a list of hashtags - use a couple, consider using your branded hashtags as well as #MoveTheNeedle
  - Examples: #WeAreTheVillage #GrowWithVirtus
- Tag relevant accounts
- Use URLs when possible. Facebook will make them into links which makes it easier for users to visit the site.
- Do not upload video links from other sites, upload directly to Facebook to operate on their player

# POSTING PROCESS

## Creating a Post – Checklist

- Become aware of an event, story, something that needs posting
- Create content – photo or video using tips and tricks learned here today
- Write an engaging caption using tips and tricks from today
- Generate some hashtags for Instagram, use your branded hashtags for Facebook
- Use analytics to decide when is best to post or follow your schedule/content plan
- Post and enjoy the likes, comments, and shares!



Make sure you have a media release for any students that you post, always

# RESOURCES LIST

Photoshop Express  
Lightroom  
Photomaker  
CollageMaker  
iMovie  
Filmic Pro  
YouTube Audio Library  
Facebook Analytics  
Hashtag Generator  
Linktree  
Bit.ly  
tinyurl

# YOUR HOMEWORK

Did you know October is National School Principal's month?

We want to celebrate our hard-working leaders with you.

Create a short video celebrating your school leader and a fun fact about them. Get creative and have fun!


Please send to [commspecialist@erskinecharters.org](mailto:commspecialist@erskinecharters.org) by October 14.



NATIONAL

PRINCIPALS

MONTH



Be sure to post your content using  
#ThankAPrincipal  
#ChartersThankAPrincipal  
#MoveTheNeedle

# ADVANCED TRAINING SIGN-UP

Thursday, November 12, 2020 at 10:00 AM

Zoom



# GREAT IDEAS HALL OF FAME

SC Connections  
has been great  
submitting  
COVID cases

BPA Bullying  
series

Calhoun Falls  
hype video

Oceanside has  
been stepping  
up their game!

Football content!

# Q & A



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CREATIVE MINDS  
INNOVATIVE SCHOOLS  
EFFECTIVE RESULTS

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