

# First Impressions Audit:

## Social Media



Reflects Our  
Mission



Shares Our  
Story



Connects Our  
Community

 FAITH • LEARNING • COMMUNITY • PURPOSE



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# Introductions

Name

Job Title

School

City

Archdiocese / Diocese

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*To get the most out of today's workshop,  
please consider partnering with someone for discussion.*

It takes **7 seconds** to form a  
**first impression.**

# That is 7 seconds to convince a parent...

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- Your school is the **best place** for their child
- Their child will **encounter Christ**
- Your team can be **trusted** to nurture the **whole** child
- Their family will be **welcome**
- The financial sacrifice is **worth it**

# That is 7 seconds to convince a student...

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- They will make **friends**
- They will **learn**
- They will be **treated fairly**
- They will like their **teachers**
- They will be set up for **success**

First impressions are often  
formed on social media.

What impression is your social media leaving viewers?

Effective social media usage helps you **connect** with, **recruit**, and **retain** families, donors, alumni, and community members.

How is *your* school's social media doing?

Is it driving traffic to your website?

Is it gaining you email / newsletter subscribers?

Is it leading to event attendance?

Is it compelling donors to give?

Is it convincing families to inquire  
and enroll?

# Best Practices

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- Align messaging with your school's mission and goals
- Connect emotionally with your audience (e.g. testimonials, legacy)
- Keep messages simple, clear, and actionable





# Know Your Audience

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- Age and generation
- Culture
- Language
- Education level
- Catholic school experience
- Priorities and values



# Know Your Audience



<b>Characteristic</b>	<b>Group 1</b>	<b>Group 2</b>	<b>Group 3</b>
<b>Commonality</b>			
<b>Ages of Children</b>			
<b>Group Age Range</b>			
<b>Generation</b>			
<b>Primary Language(s)</b>			
<b>Education Level</b>			
<b>Experience with Catholic Schools</b>			
<b>Household Income</b>			
<b>Priorities / values</b>			

# What Parents Want

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- Faith-filled Environment
- Safe Community
- Strong Academics
- Diverse Extracurriculars
- High Expectations

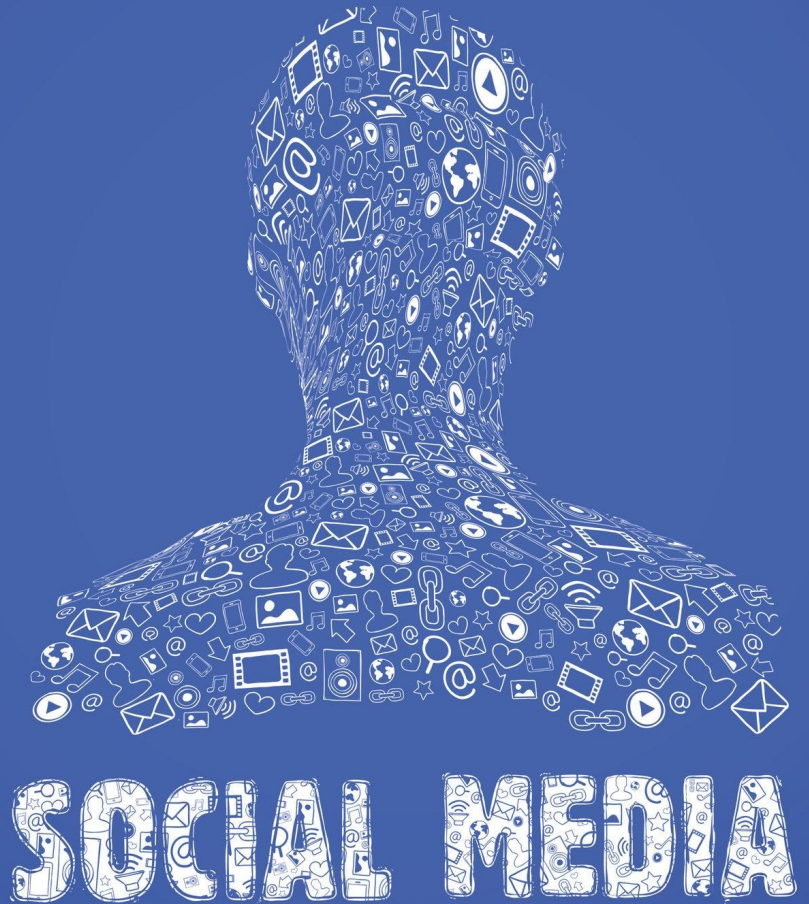




# Social Media

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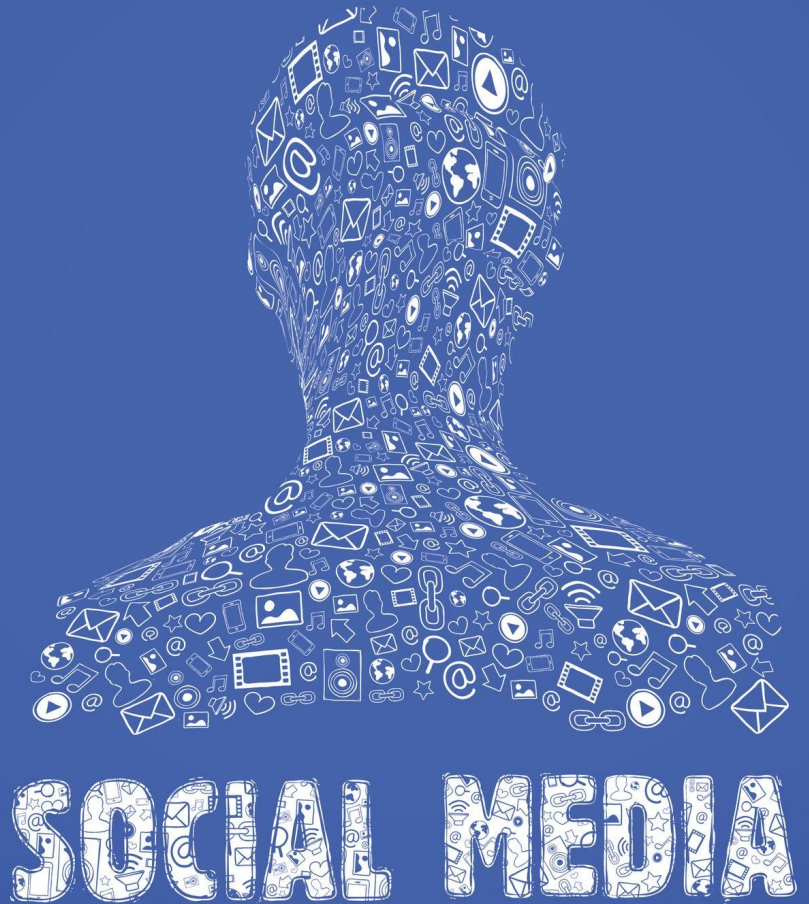
- 82% of Americans use social media (Data Report, 2025)
- 81% of Americans use Youtube (Pew Research, 2025)
- 69% of Americans use Facebook (Pew Research, 2025)



# Social Media

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- Low cost
- Can be very *time* consuming
- Businesses see up to 30% higher conversion rates IF they approach social media strategically



# Facebook

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**Target Audience:** Parents  
(Especially Moms 30–55),  
Grandparents, Parishioners

Best for:

- School updates
- Event promotions
- Photo albums
- Parish partnerships
- Bilingual posts (higher Hispanic engagement)



# Content Scan

Look at your last 10-15 posts - which buckets do they fall into?

## Marketing & Enrollment (10%)



- Enrollment dates
- Open House
- Invitations and reminders

## Community Culture (20%)



- Events
- Spirit
- Celebrations
- Traditions
- Alumni

## Learning in Action (30%)



- Academics
- Classroom life

## Mission and Faith (40%)



- Mass
- Prayer
- Faith in action
- Sacraments

# Facebook Audit

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- Profile & Cover Photo
- Bio, Identity, and Page Information
- Call to Action (CTA)
- Content Strategy
- Content Engagement



Repeat process for your partner's Facebook page.

# Facebook Audit

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Score Range	Level	Interpretation	Parent Experience	Focus Area
0–18	Weak Presence	Page does not clearly communicate identity or next steps	Confusing or incomplete impression	Fix branding, complete page info, clarify admissions path
19–30	Developing Presence	Some strong elements, but inconsistent execution	“Looks good, but I still have questions”	Improve consistency, storytelling, engagement habits
31–39	Strong Presence	Clear identity and strong enrollment support	Clear, trustworthy, easy to act on	Maintain consistency and refine content quality
40–44	Exceptional Presence	High-performing enrollment and trust platform	Confident and emotionally connected	Maintain excellence and model best practices

# Moving Forward

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- Stop?
- Continue?
- Start?



# Instagram

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**Target Audience:** Millennial Parents, Students (Middle–High School), Young Alumni

## **Best for:**

- Photos & videos of student life
- Reels
- Stories
- Celebrations, faith moments, sports highlights



# Instagram

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## Why they prefer it:

- Visual, quick, mobile-friendly
- Reels receive high engagement
- Great for showcasing campus culture & joy

# Instagram Audit

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- Profile, Branding, and First Impression
- Content Grid and Visual Storytelling
- Reels, Stories, and Highlights
- Engagement and Community Interaction

Repeat process for your partner's Instagram page.

# Instagram Audit

Score Range	Level	Interpretation	Parent Experience	Focus Area
0–13	Weak Presence	Identity is unclear or inconsistent	Confusing or incomplete impression	Fix branding, bio, and content foundation
14–23	Developing Presence	Some strong elements but inconsistent execution	“Looks good, but I still have questions”	Improve consistency, Reels, and engagement
24–30	Strong Presence	Clear identity and engaging content strategy	Trustworthy and engaging	Maintain consistency and refine storytelling
31–34	Exceptional Presence	High-performing enrollment communication platform	Confident, compelling, and emotionally connected	Sustain excellence and model best practices

# Moving Forward

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- Stop?
- Continue?
- Start?



# LinkedIn

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**Target Audience:** Parents, Teachers, Prospective Job Candidates, Donors, Partners

**Best for:**

- Faculty recruitment
- Professional achievements
- Leadership messages
- Alumni success stories
- Community partners & donors



# LinkedIn

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## Why they prefer it:

- Professional and mission-driven tone
- Showcases credibility and academic excellence
- Great for strengthening employer brand



What is being  
said about  
**your school?**



# Don't Forget:

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- Google Business
- Niche
- Great Schools
- Private Schools  
Review



# Next Steps

