



PARENTAL

ENGAGEMENT

THAT WORKS



Blippit Social Media Service for Schools



Our strategy is underpinned by a 26 year history of working with schools

OUR AIM FOR YOUR TRUST

Blipit Social uses its tried and tested approach to effectively & measurably engage existing or new parents from a school or Trust’s local community and locality.

WHAT’S THE CHALLENGE?

The world for parents is a noisy place with communications, each carrying a different level of authority, constantly competing for their attention. Schools and Trusts have to look at new ways of reaching their families to cut through the noise and critically provide a channel for communication to flow back.

BLIPIT SOCIAL MEDIA STRATEGY

Our strategy for parental engagement using social media will complement and may even help shape your organisation’s overall communication and engagement strategy with parents and other stakeholders.

Whether your school is well established, the Trust is set to break new ground or maybe things are just at the planning stage, Blipit Social will support and guide your team to

- build up a ready community of local parents who are engaged with the Trust school
- generate engagement data and

intelligence that can be shared with project groups in a useful form to steer future engagement activities

- nurture the relationship between the Trust school (all levels) and existing or potential parents
- support the Considerate Constructors Scheme; most likely to be adopted by the builders

Our strategy is underpinned by a 26 year history of working with schools at a leadership and communication technology level; the last 6 of these years targeting specifically social media for parental engagement.

THE PARENT JOURNEY

From nursery through to secondary the key principle we follow is to focus on managing what we call ‘The Parent Journey’.

The Parent Journey is about knowing and understanding where and when your major stakeholders, parents, make some sort of contact with the school. It’s about understanding that each interaction comes packed with various levels of positive and negative emotion and knowing that the school has the power to make this journey of emotional spikes a great deal smoother.

We see understanding and managing parents’ emotional states as a key benefit of using the Parent Journey.

Done well, your school’s positive interactions will

- become reflected in parents’ attitudes, interest, support and enthusiasm
- mean parents are more closely aligned with your vision
- help parents be more likely to champion the Trust’s values
- clearly convey your ethos to the community





**BLIPPIT SOCIAL HAVE BEEN
A PLEASURE TO WORK WITH.
THEY HAVE HELPED OUR
SCHOOL LEADERSHIP TEAM GO
FROM SITTING ON THE FENCE
TO FULLY EMBRACING THE
POWER OF SOCIAL MEDIA IN
THIS MODERN AGE.**

**- MR GLYN ELLIS, HEAD TEACHER
HASLINGDEN PRIMARY, 2015**



OUR SERVICE

First, Blippit Social works with your Trust to create a practical social media strategy for school taking into consideration available capacity and existing skills.

We help you to identify the best people for your core social school team then focus our training and support on these people.

We setup, brand and configure the most effective social platforms. It is important to be accessible and to quickly establish a professional presence where community members already are in order to become the most trusted and authoritative source of information when it comes to the Trust.

Our support is year round and we make our Blippit Social Administrators

part of your team too for proactive monitoring and support.

From day one we monitor and report monthly on all activity across all platforms to share with other school or Trust groups as required about the impact of the work.

Personalised, surveys using social media, are a powerful tool for community information gathering and Blippit Social gives schools the ability achieve this through Facebook individually or across the Trust. Parents respond well because there is little change to their routine or habits in order to take part.

Contact Blippit today to ask about our services. We will be glad to take your questions.

**Want to know the best day to talk to parents?
We will tell you.**
**Want to know the best time of day to share with parents?
We will tell you.**



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