



2010 NCEA Conference

Connecting Your School Mission and Brand Champions
Through Social Media

Minneapolis, MN

April 6, 2010

Rex Whisman and Martin Mendelsberg

Purpose of Session

- Demonstrate how to move beyond traditional marketing
- Build school community by leveraging digital media
- Recruit and retain brand champions

Definitions

- Brand- our name and the associations that people make when they hear or see our name
- Branding- process of aligning our internal culture and our external reputation
- Social media- any form of online presence that allows users to engage in multi-directional conversations

State of Education

- Increasing competition
- Economic restraints
- Savvy consumers
- Need to stand for something
- Must offer value

State of Communications

- Traditional mediums less relevant and authentic
- Organizations and consumers have fewer resources
- Social media becoming mainstream
- Benefits of digital media- community building, metrics, real time, SEO, flexibility, costs



Social Media Factoids

- Radio- 38 years to reach 50 million users
- TV- 13 years to reach 50 million users
- iPod- three years to reach 50 million users
- Facebook- 100 million users in nine months, over 350 million users today, would be fourth largest country

Social Media Big Five

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook.

The TypePad logo, featuring a stylized white icon of a document with a folded corner on a teal background, followed by the text "TypePad" in white.

TypePad

The Twitter logo, the word "twitter" in a light blue, lowercase, rounded font with a white outline and a soft drop shadow.

twitter

The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square, followed by a registered trademark symbol.

LinkedIn®

The YouTube logo, with "You" in black and "Tube" in white inside a red rounded rectangle, with the tagline "Broadcast Yourself" below it.

YouTube
Broadcast Yourself

Red Bull



Search here

Search

ATHLETES & TEAMS

SPORTS

EVENTS

WORLD SERIES

MUSIC & CULTURE

PRODUCTS

VIDEOS

PHOTOS

GAMES

HOLY SHIT

RED BULLETIN

PICK OF THE DAY



Red Bull
TV

www.redbull.com/tv

RED BULL GIVES TV WINGS **1:00**



THE LATEST STUFF

Subscribe to All Content

All Content

Videos

Photos

Articles

Events



RED BULL ON FACEBOOK



Become a Fan

Red Bull NASCAR fans: The Red Bull Racing Team is celebrating **Brian Vickers & Scott Speed** securing spots in the Top 35 by offering 35% off all 2010 team merchandise thru 11:59pm EST tonight. Use the checkout code "RBNA-35-10".
<http://store.redbullracing.com>



Home - Red Bull Racing Team

store.redbullracing.com

10 hours ago

Red Bull Video reveals next-gen space suit and pressure helmet designed specifically for **Felix Baumgartner** and the Red Bull Stratos mission to the edge of space.



Next-gen space suit

Red Bull has 2,453,079 Fans



Dalal



Lisa



Rex



Nathan



Makrina



Ismath



Christina



Rocky



Jordan



Jan

RED BULL MUSIC ACADEMY RADIO



Lasallian Education Brand Initiative for the US-Toronto Region

BrandED
consultants group™



Lasallian Education Brand Initiative for the US-Toronto Region



- Edit Page
- Promote with an Ad
- Add to My Page's Favorites
- Suggest to Friends

Upcoming Minnesota Engagement Sessions DATES: April 19 and 20

Insights

See All

6.9 Post Quality

11 Interactions This Week

Most Active Countries

United States 2

Insights are visible to page admins only.

Fans

6 of 227 fans See All



Lasallian Brand

- Wall
- Info
- Photos
- Discussions
- +

What's on your mind?

Attach: [Icons]

Everyone

Share

Lasallian Brand + Fans Lasallian Brand Just Fans

Settings



Lasallian Brand Question from previous enagement sessions? Should Lasallian schools actively recruit non-Catholics? Many parents say yes, Lasallian is inclusive.

Yesterday at 10:30am · Comment · Like



Susan Altamore Carusi Absolutely! Yesterday at 10:35am · Delete · Report



Danielle Wright I have not experienced any exclusivity, being a Protestant attending Christian Brothers University. Yesterday at 10:45am · Delete · Report



Catherine Ward Inclusive is a good word - and it doesn't diminish our Catholicity. Yesterday at 10:56am · Delete · Report



Molly B. Allen of course! The Lasallian Mission is for everyone! Yesterday at 11:43am · Delete · Report



Jerry Meyer Absolutely! Our mission statement is clear about this! We teach from a Catholic perspective, but we provide education to all, especially the poor. We absolutely have to provide a message, and a means, of hope to all! Yesterday at 11:50am · Delete · Report



Jerry Meyer Brother Superior's 2009 Christmas pastoral letter to the Brothers also discusses this point rather powerfully. Yesterday at 1:24pm · Delete · Report



Fr. Brian O'Brien I would say "yes." The presence of non-Catholics can certainly be a financial benefit to a school with empty seats as well as adding to the richness of a school culture. The potential downside is a watering down of the school's Catholic identity but with

Get More Fans

Get more fans for you Page with Facebook Ads Preview below.

Lasallian Brand



Your Text Here

Martin Mendelsberg is a fan.

Become a Fan



[@verocha10](#) do u really have a question?

8:26 PM Feb 2nd from txt

[@verocha10](#) ha ha ha ha ha hee hee hee hee hee!

8:24 PM Feb 2nd from txt

[@MaestraMeyer](#) Nope, didn't know that! Last stat is sad.

5:43 PM Feb 2nd from Chromed Bird in reply to MaestraMeyer

All seniors – anyone with a Lenten reflection rewrite due, remember that it is due on Wednesday!!!

4:03 PM Feb 2nd from web

12M: No homework, but make sure to bring Siddhartha sheets to class Wednesday

4:02 PM Feb 2nd from web

[@LasallianBrand](#) Affordable education 4 needed life skills, responsibility, community, Christian moral foundation, & respect 4 dignity of all

2:56 PM Feb 2nd from web in reply to LasallianBrand

[@susejoveli3](#) Then they are denying reality! Never bothered me.

11:46 AM Feb 2nd from Chromed Bird

[@susejoveli3](#) cheese, and steak came from?

11:17 AM Feb 2nd from txt

[@susejoveli3](#) Why not? Where did u think the milk, che

11:16 AM Feb 2nd from txt

[@clarissa_vidal](#) I'll be here until about 6

7:15 PM Feb 1st from txt

Sorry, that's TA and TB seniors with the table and diagram due

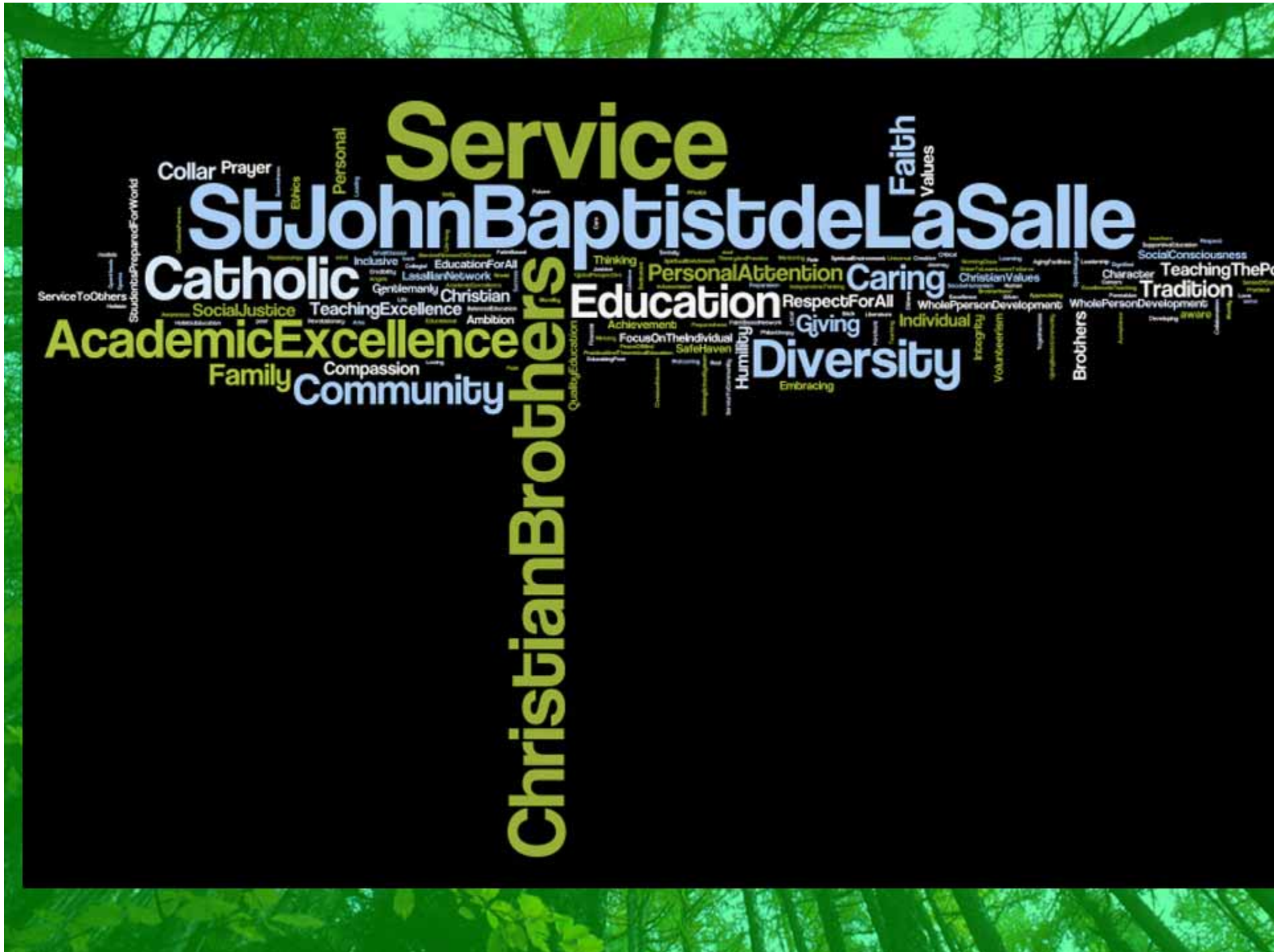
10:43 AM Feb 1st from web

Seniors: Video/text/meaning table due 2/3, as well as Hindu/Buddhism Venn diagram!

10:42 AM Feb 1st from web

[more](#)





Service

St John Baptist de LaSalle

Faith
Values

Catholic

Academic Excellence

Education

Diversity

Christian Brothers

Caring

Respect For All

Giving

Individual

Community

Family

Compassion

Teaching Excellence

Social Justice

Personal Attention

Education For All

Teaching The People

Tradition

Social Consciousness

Focus On The Individual

Achievement

Humility

Embracing

Whole Person Development

Whole Person Development

Brothers

Collar Prayer

Personal

Ethics

Loving

Thinking

Society

Christian Values

Leadership

Digital

Innovation

Service To Others

Students Prepared For World

Quality Education

Safe Haven

Integrity

Volunteerism

Aware



transcosmos
mos
mos.co.jp

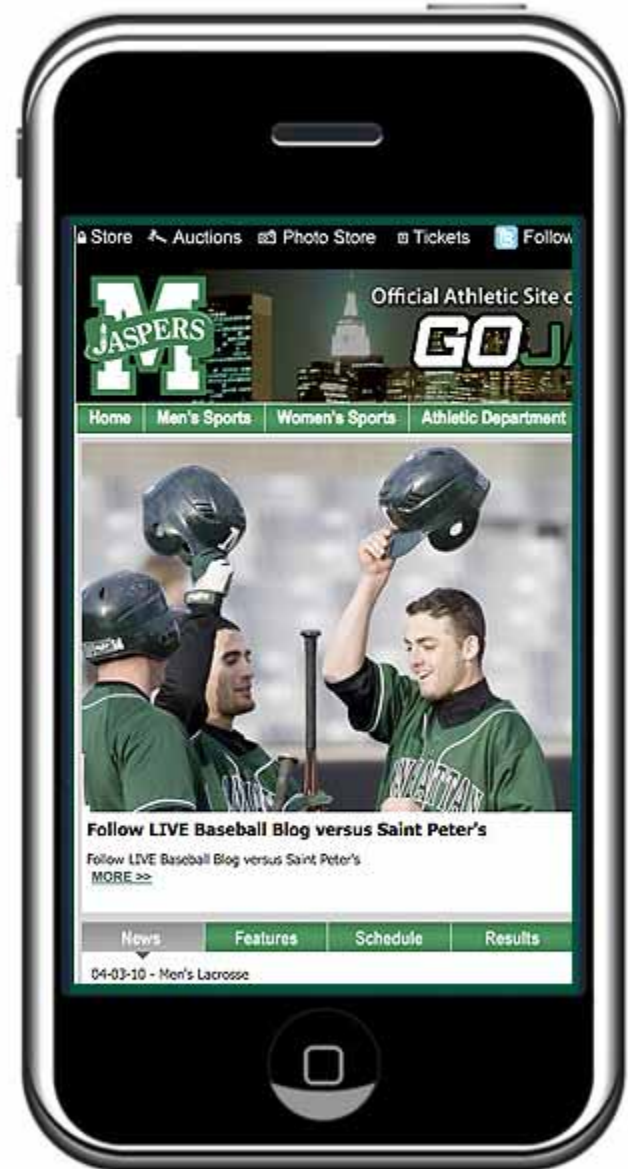
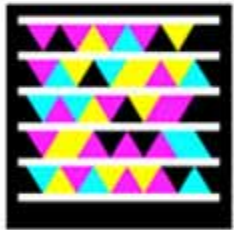
transcosmos group



富士
4F

745

英会話 & 留



Next Steps

- Assess communications
- Experiment with social media
- Discover how others use
- Integrate into current plan
- Develop new plan

Get Connected

Rex Whisman

Principal

BrandED *consultants group*

rwhisman@BrandEDus.net

www.BrandEDus.net

www.brandchampionsblog.com

www.facebook.com/rexwhisman

www.twitter.com/rwhisman

www.linkedin.com/in/rexwhisman

www.youtube.com/rexwhisman