

Big Shoulders Fund Project

Final Presentation

2022/05/20

Table of Contents

- **Survey Result sharing**
- **Children of Peace**
 - Objectives
 - Target Audience
 - Online presence - Website (SEO/ UI/ UX)
 - Social media performance and content strategy
 - **Overall plan**
- **St. Pius V**
 - Objectives
 - Target Audience
 - Online presence - Website (SEO/ UI/ UX)
 - Social media performance and content strategy
 - **Overall plan**

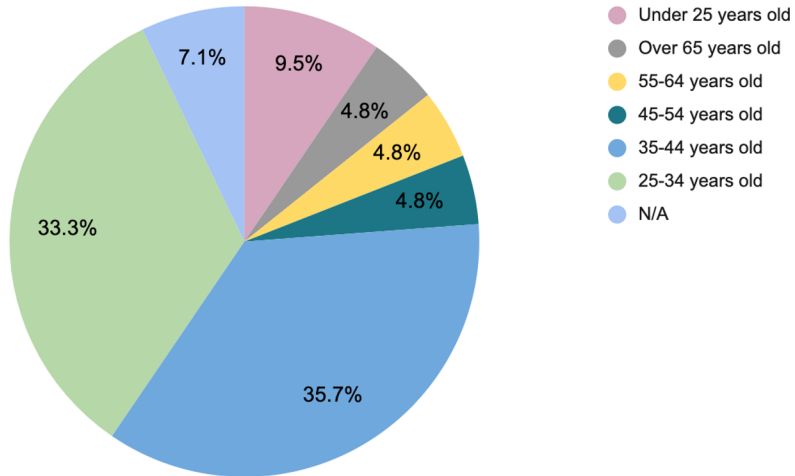


Survey Result

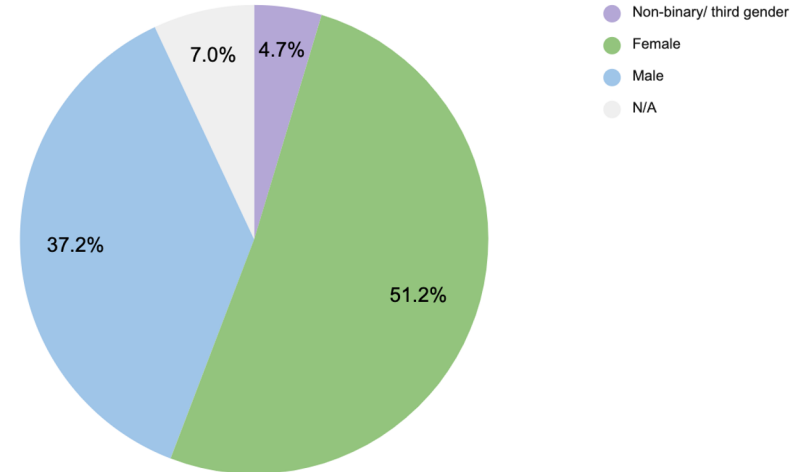
Survey Results

Gender Distribution: 51.2% Females, 37.2% Males, 4.7% Third Gender
Age Group Distribution: 35.7% 35-44 years old, 33.3% 25-34 years old

Percentage of Age Groups



Percentage of Genders



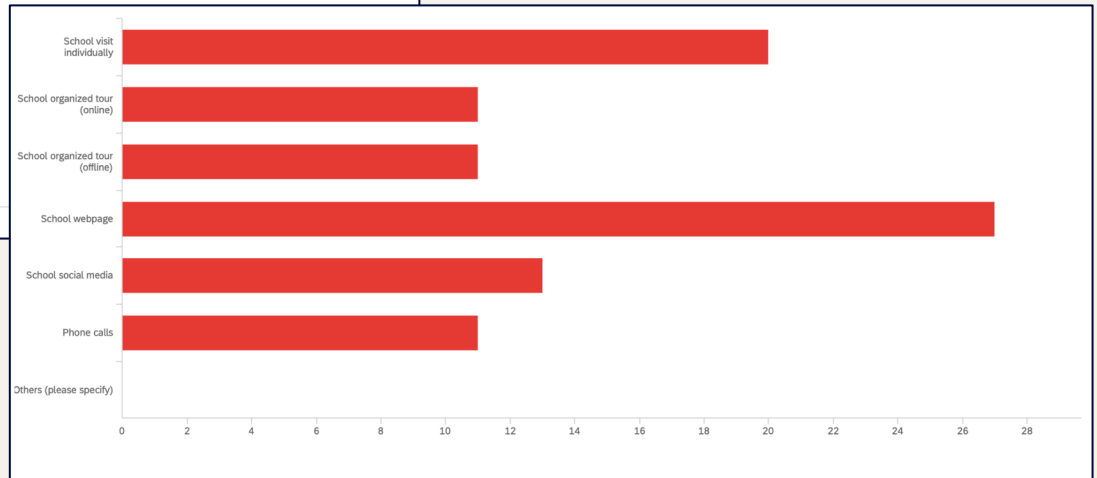
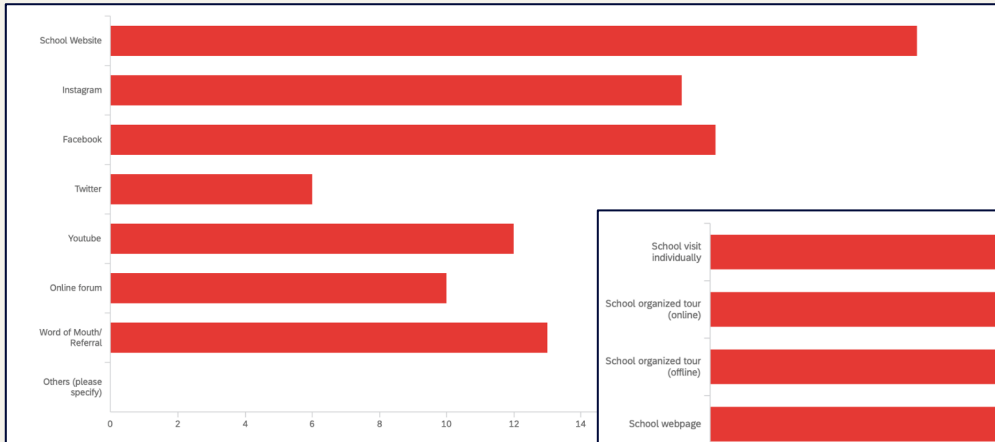
Survey Overview

- **43 observations**
- **How many childrens do you have:**
 - 58.14% 1-2 children
 - 25.58% 3-4 children
 - 16.28% others
- **Income:**
 - 30.23% \$30000-\$49999
 - 16.28% \$50,000-\$69,999
 - 16.28% \$70,000-\$89,999
 - 37.21% others



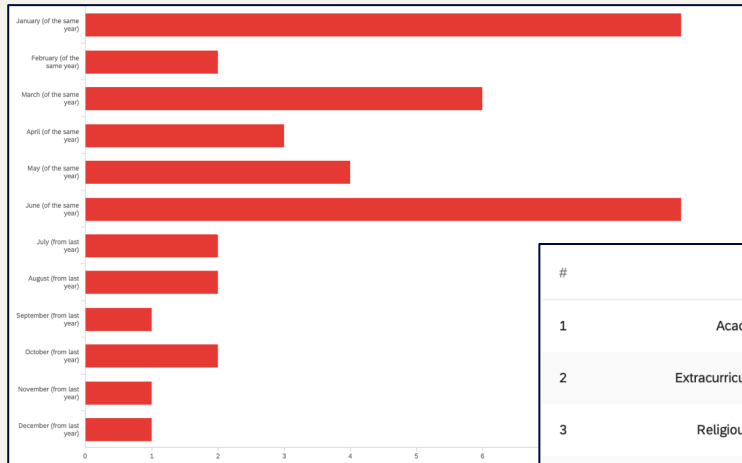
Survey implications

School Website is the most used channel to get school information and evaluate potential enrollment.



Survey implications

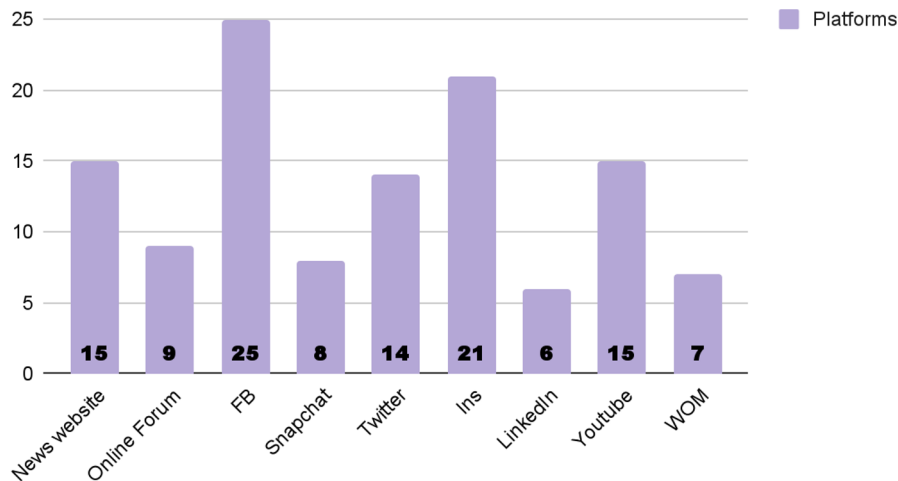
Parents usually look for school information in Jan, March, and June, and they care most about academic, tuition, and extracurricular activities.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Academic (1-5)	2.00	5.00	4.02	0.94	0.88	42
2	Extracurricular activities (1-5)	2.00	5.00	3.52	1.02	1.05	40
3	Religious beliefs (1-5)	1.00	5.00	3.10	1.36	1.84	40
4	Culture (1-5)	1.00	5.00	3.33	1.25	1.57	40
5	Tuition (1-5)	1.00	5.00	3.73	1.20	1.45	40
6	Geographic location (1-5)	1.00	5.00	3.66	1.13	1.28	38
7	Others (please specify)	1.00	5.00	2.76	1.42	2.02	25

Survey results - Media Platforms

Platforms Where Parents Get Info of schools

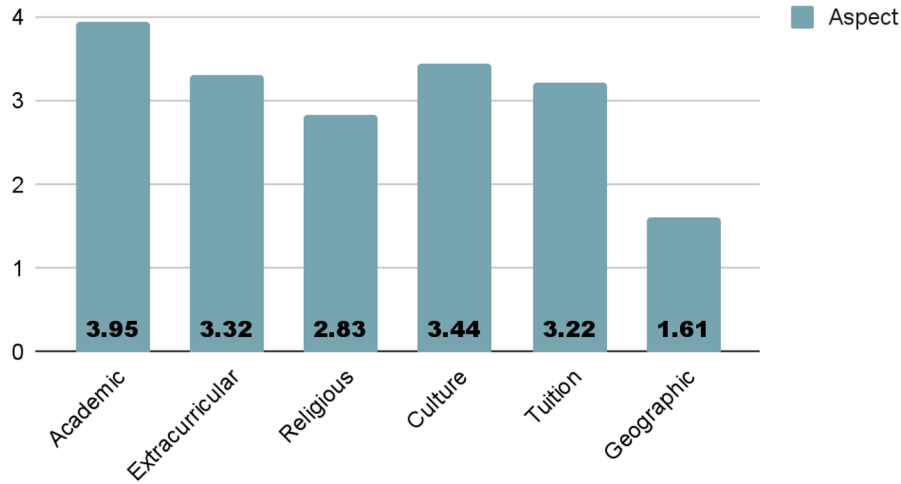


FB and Instagram are the two main media platforms where parents get information about the school

- Consistent pace of posting content on these two platforms
- Digital Presence is important!

Survey results - What parents value the most when choosing schools

Average Score for Each Aspect of the School

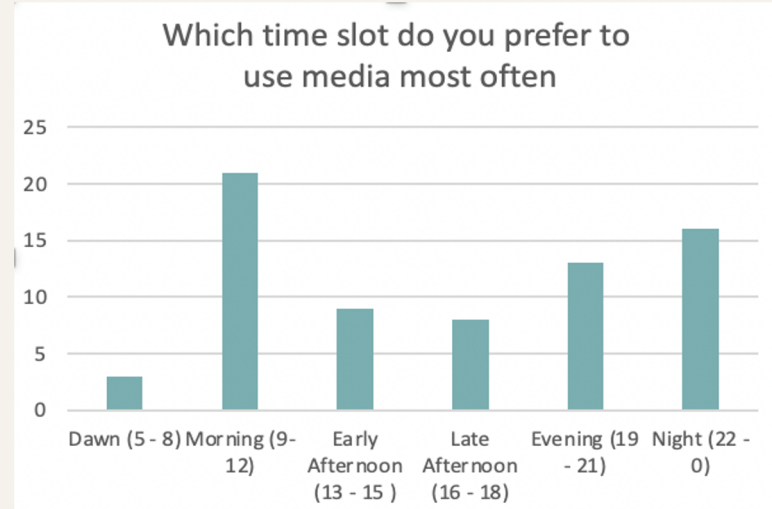


1. Score 1 - 5 : 1 means least important and 5 means the most important
2. Academic, Culture, Extracurricular are listed as the most important factors when parents are choosing the school for their children
3. On Media channels, it's important to show the school activities, class works, and academic programs that the school offers.

Target Audience 3.0

Survey Result

1. With platforms in mind, then we want to find the right time for communicating
2. Morning (9-12): just get to the office and check through emails, social media and others
3. Night (22-0): ready for bed and checking cell phones





Children of Peace School



Objective

Main objective: Leverage the digital presence research to understand:

- how to better connect with parents who work in Medical district
- how to better reach families with children who are deaf or hard of hearing
- how to better label and promote school through horizontal surfaces (roof, parking lot) and utilize gym asset

Phase I

Exploration & Initial Considerations
Suggested timing: July to October

- **Unpaid media**
 - **SEO: Relevant keyword and high website quality to increase ranking**
- **Paid media**
 - **PR & blog collaboration: increase exposure and web page backlinks**
 - **SEM: Bid for long-tail keywords**
 - **Promoted Social Media Ads:**
 - Informational content of the academic / extracurricular experience
 - Timeline and logistics of registration
- **Own media**
 - **Website:**
 - Enhance user experience with better navigation, concise content, and rich information.
 - Optimize the academic and extracurricular information
 - Emphasize the deaf and hard of hearing program
 - **Social media:**
 - Student's experience related to academic and extracurricular activities
 - Content related to the time and logistics of registration
 - Insert URL to navigate parents to the website

Phase II

Evaluation + Moment of Decision

Suggested timing: November to February

- **Unpaid media**
 - **SEO:**
 - **Content optimization:** make the school website content more relevant to the searcher intent
 - School Evaluation: Academic, Culture, Tuition information, Religious diversity
- **Paid media**
 - **SEM:**
 - **Relevant keyword related to the school selection:** Chicago best academic school, Great Extracurricular activities school in Chicago, etc.
 - **Great Ad position**
 - **Promoted Social Media Ads:**
 - **Overall Information about the school:** Tuition, Geographic, and school culture
 - **Other student/ Parent's shared experience**
 - **Content related to the school activities and special program**
 - **Incentive messages:** sign up for an information session to win gifts, scholarship
- **Own media**
 - **Social media:**
 - **Launch post on the morning(survey result) and on the late afternoon(FB result)**
 - **Content related to the social event (help to drive up the views and engagement)**

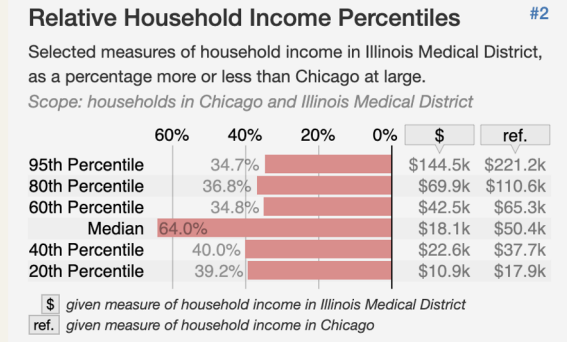
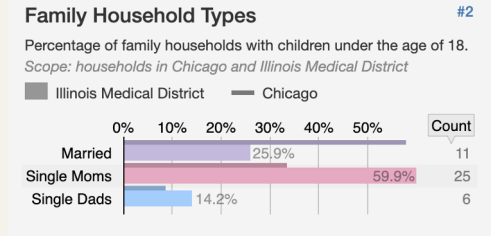
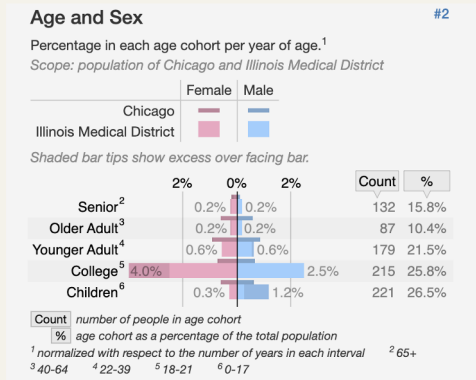
Phase III

Focus on Call to Action (CTA)
Suggested timing: March to June

- **Unpaid media**
 - **SEO: Keep updating the website by adding backlinks and keywords to increase exposure**
- **Paid media**
 - **Promoted Social Media Ads:**
 - **Informational content of the academic / extracurricular experience**
 - **Enrollment information for new parents**
- **Owned media**
 - **Social media:**
 - **Invite Parents to share their thoughts about the school (Videos / Posts Series)**
 - **Continue generating content on student activities (Follow a consistent pace)**
 - **Website:**
 - **Updating photos of students activities in a more frequent pace**
 - **Maintain a parents database (like the Alumni one) to build deeper connections**
 - **Easy to collect their opinions and thoughts**
 - **Emphasize the deaf and hard of hearing program**
- **Offline Activities:**
 - **Seminars / panels**
 - **More interactions with parents of enrolled students**
 - **Provide new information to parents who are considering the school**

Target Audience 1.0

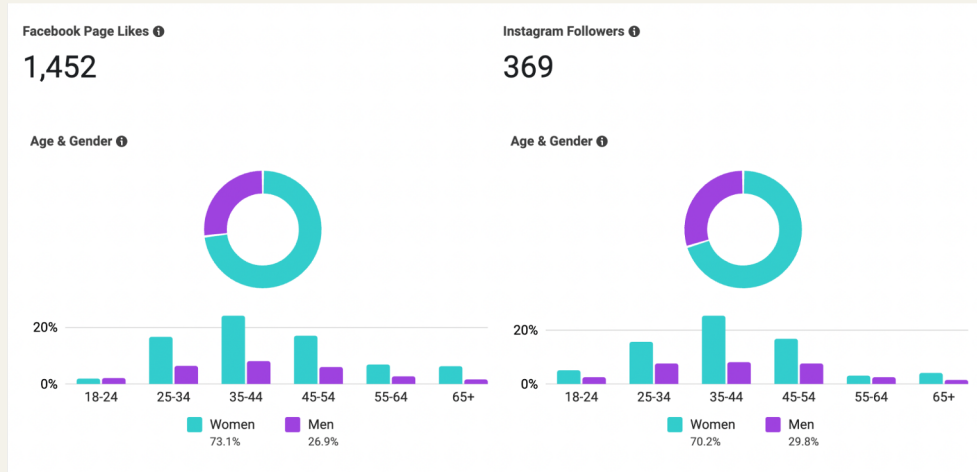
Demographic of the Illinois Medical District



- When observed the sex ratio across different age groups and household types, we can see that female has the higher ratio compared to male.
- Younger people occupied higher proportion compared to older age groups
- 64% of the household income are fall into the median income group of 18.1k

Target Audience 2.0

Audience in Social Media



Language	People Reach...
English (US)	11,427
Spanish	764
English (UK)	165
Polish	93
Spanish (Spain)	75
French (France)	30
Arabic	28
Portuguese (Brazil)	18

- In both Facebook and Instagram, we observe that women users are more likely to follow and engage with the school's social media.
- The audience's average age mostly gathers in the age group of 35 to 44.
- Mostly are English and Spanish speakers

Online presence analysis- Website

01

Awareness

High awareness builds up credibility, trust, and brand recall.

- Higher Ranking
- Shows up in multiple relevant web pages

02

Consideration

Higher recognition entice considerations, resulting in clicks and info requests.

- Relevant content (i.e. Fall 2022 registration is opened!)
- Incentives (i.e. scholarship / free gifts)
- Emotional connection (i.e. value and identity messages)

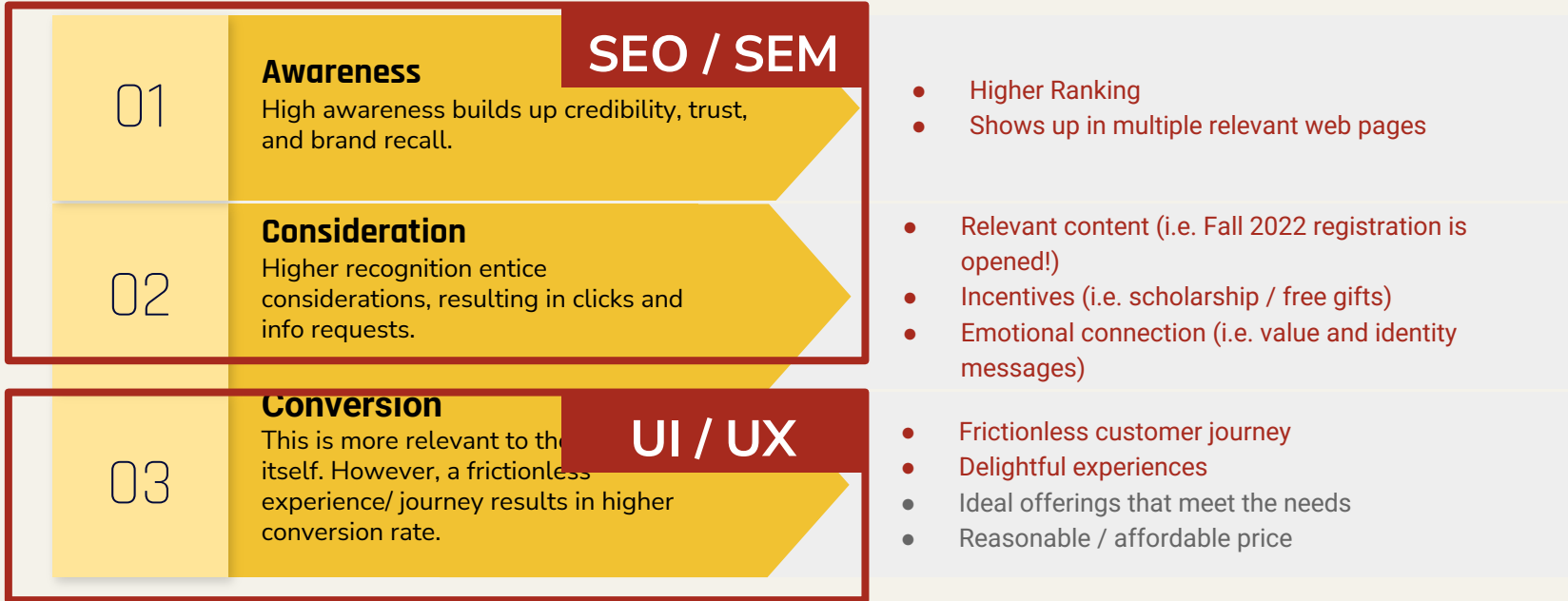
03

Conversion

This is more relevant to the “offering” itself. However, a frictionless experience/ journey results in higher conversion rate.

- Frictionless customer journey
- Delightful experiences
- Ideal offerings that meet the needs
- Reasonable / affordable price

Online presence analysis- Website



SEO

1. How do parents look for schools on Google?

General searching

- “Best (pre k) in Chicago medical district”
- “Best (deaf and hearing program) in Chicago medical district”
- “Best Catholic (pre k) in Chicago medial district”

Selected options

- “Children of peace and St. Malachy”

2. What do parents find out?

- Informational websites / blogs
- Websites that provide multiple options

- School websites and socials
- Blogs and post of a specific school

<https://www.expertise.com> › [chicago](#) › [preschools](#)

18 Best Chicago Preschools | Expertise.com

Here are the Picks: · [Bubbles Academy](#) · [Chicago Preschool Academy](#) · [Children's Creative Center](#) · [Christie's Carousel of Learning](#) · [Creative Scholars Preschool](#) · For ...

<https://www.yelp.com> › [Chicago, IL](#) › [Education](#)

Top 10 Best Pre Kindergarten in Chicago, IL - May 2022 - Yelp

Reviews on [Pre Kindergarten in Chicago, IL](#) - [Cornerstone Children's Learning Center](#), [Everbrook Academy of Lincoln Park](#), [The Goddard School](#), [Bucktown Academy](#) ...

What are some popular services for preschools? ▾

What are people saying about preschools in Chicago, IL? ▾

<https://www.niche.com> › [Schools](#) › [Preschools](#)

Compare Preschools in the Chicago Area - Niche

Explore school ratings for preschools in the Chicago Area. Compare pre-K cost, part time and full day PK options, and parent ratings. Find the best early ...
Missing: [medical](#) | Must include: [medical](#)

<https://www.cps.edu> › [schools](#) › [grade-levels-served](#) p...

Pre-K (Ages Birth-5) | Chicago Public Schools

CPS offers different types of Pre-K programs at more than 40 elementary schools, so parents can choose the option that best fits their needs. Application for ...

<https://www.greatschools.org> › [Illinois](#) › [Chicago](#)

Chicago Preschools, 1-25 - Chicago, IL | GreatSchools

Schools 1 - 25 of 1439 — [Lenart Elementary Regional Gifted Center](#). 8101 South La Salle Street, Chicago, IL, 60620 • 268 | [Burlay Elementary School](#). 1630 West Barry ...
Missing: [medical](#) | Must include: [medical](#)

<https://www.childrenofpeacechicago.org>

Children of Peace Catholic School | Chicago

Children of Peace Catholic School Providing an outstanding education for the whole child: mind, spirit and body. Preschool - 8th Grade. Visit us today!
Missing: [Malachy](#) | Must include: [Malachy](#)

<https://www.facebook.com> › [School](#) › [Private School](#)

Children of Peace School - Home | Facebook

Children of Peace School is a Catholic PreK - 8th elementary school located in the heart of... 1900 W Taylor St, Chicago, IL 60612

Rating: 4.8 / 33 votes

<https://www.facebook.com> › [Elementary School](#)

St. Malachy School - Home | Facebook

St. Malachy school is a Catholic elementary school serving to committed families with children in... 2252 W Washington Blvd, Chicago, IL 60612

Rating: 4.9 / 33 votes

<https://www.chicagoathletic.com> › [articles](#) › [2019/03/09](#)

41 years of opening her arms to students - Chicago Catholic

Jan 5, 2019 — [Renee MacKenzie](#) had met Bridget Miller in 1980, when she moved her four children to St. Malachy School, 2252 W. Washington Blvd.

<https://www.chicagoathletic.com> › [blogs](#)

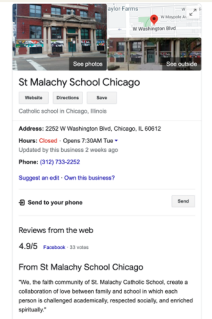
St. Malachy Elementary School in Chicago, IL - Niche

Malachy Elementary School is a private, Catholic school located in CHICAGO, IL. It has 248 students in grades PK, K-8 with a student-teacher ratio of 19 to 1.

<https://www.chicagoathletic.com> › [news](#) › [breaking](#) › [catholic](#)

How St. Malachy school beat the odds and thrives as a ...

Oct 12, 2020 — For decades, St. Malachy set the standard for the Holy Name Homes and ...



The screenshot shows the Facebook profile for St Malachy School Chicago. The profile picture is a building. The cover photo shows a group of people. The page name is "St Malachy School Chicago". The address is "2252 W Washington Blvd, Chicago, IL 60612". The phone number is "(312) 733-0252". The page has 4.9/5 stars and 33 reviews. The bio says "We, the faith community of St. Malachy Catholic School, create a collaboration of love between family and school in which each person is challenged academically, respected socially, and enriched spiritually."

SEO

1. How do parents look for schools on Google?

General searching

- “Best (pre k) in Chicago medical area”
- “Best (deaf and hearing program) in Chicago medical area”
- “Best Catholic (pre k) in Chicago medial area”

Selected options

- “Children of peace and St. Malachy”

2. What do parents find out?

- Informational websites / blogs
- Websites that provide multiple options
- School websites and socials
- Blogs and post of a specific school

3. Why?

The school selection process is a **long-cycle journey**
visibility and **touchpoints** matter

SEO

Organic search - be searchable, quality, and relevant

Suggested tactics	Mechanism and reasoning
PR and blog collbaraton	<ul style="list-style-type: none">● Leverage reliable sites to increase awareness in higher ranking placements● Enable bloggers/ influencers to see & promote● Expertise.com / Yelp / usnew.com / niche.com
Backlinks	<ul style="list-style-type: none">● Increase credibility and have Google enhance the ranking automatically● Competitors have much more backlinks that COP does<ul style="list-style-type: none">○ Home page of Chalmers (513), St. Malachy (113), COP (97)● Instead of home page, COP can also invest on the “admission info” page and “hard of hearing” program

SEO

Organic search - be searchable, quality, and relevant

Suggested tactics	Mechanism and reasoning
Keywords	<ul style="list-style-type: none">● Invest in diverse but relevant keywords and assign landing pages● Invest in long-tail keywords to build up traffic● Test, test, test
Incentives	<ul style="list-style-type: none">● Tailor messages to attract attention and foster consideration<ul style="list-style-type: none">○ “2022 Fall registration opened”○ “Scholarships”○ “Best hard of hearing program”



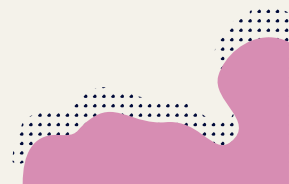
SEO Strategy

Searchable and Relevant

Keyword– searchable

- Involve diverse but relevant keywords and assign landing pages
- Invest on multiple long-tail keywords
- PR and blog collaborations
- Keyword bidding
- Test, test, test

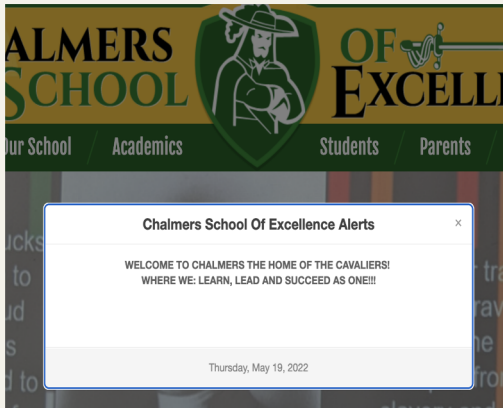
Ranking– quality and relevancy

- Increase the amount of backlinks
 - Optimization on one specific page (e.g. Admissions)
 - Website quality (UI/UX)
- 

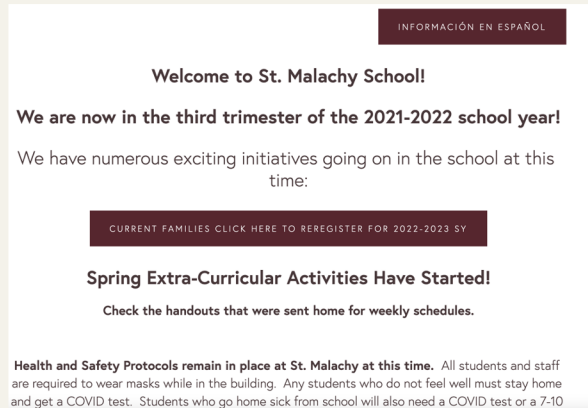
UI / UX

Customer Journey and User Experience

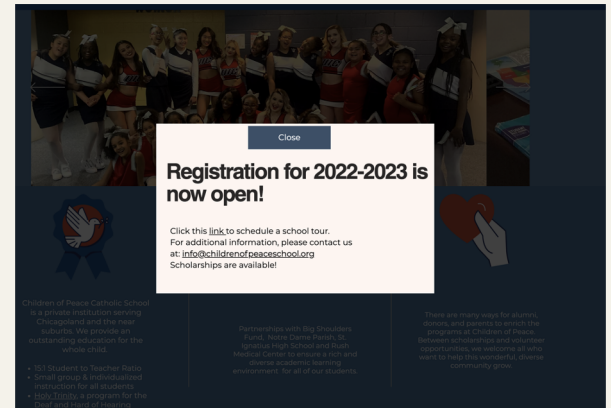
Chalmers



St. Malachy



Children of peace



UI / UX

Customer Journey and User Experience

Sites / Issues	Suggested tactics
Home page	<p>The most “navigatable”</p> <ul style="list-style-type: none">• More navigating tools, concise messagings, and clear organization• Homepage button
Admissions page & program page	<p>The most informational</p> <ul style="list-style-type: none">• More details in the logistics• Add buttons to allow browsing across the website• Avoid embedding Google surveys. Can use alternative tools like Calendly.
Content & design	<p>A structured website architecture and appealing content allow users to get the most from it and encourage users to browse around for more information proactively</p>
Customer journey	<p>Pixel, tags, GA code enables COP to understand the whole customer journey and identify frictions</p>

FB Performance

Reach:

Facebook peak → End of Feb

End of Feb: Interesting series - Cop Dove.

Students present as historical figures.

Page and Profile visits:

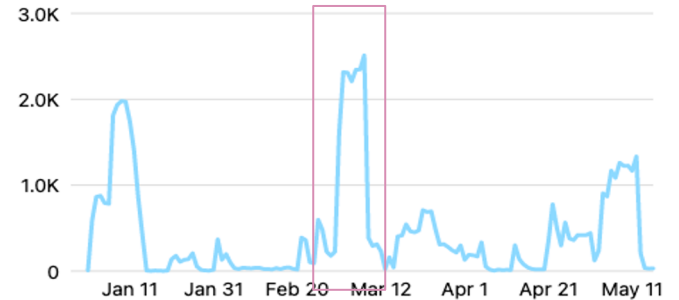
Facebook peak → April 21st

April 21st: A bunch posts about students who participate in school activities (such as Drop everything and Read).

Reach

Facebook Page Reach ⓘ

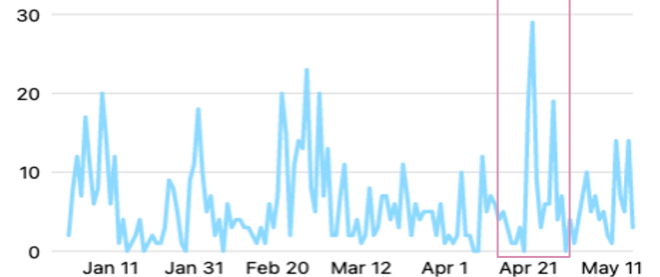
39,957 ↑ 603.3%



Page and profile visits

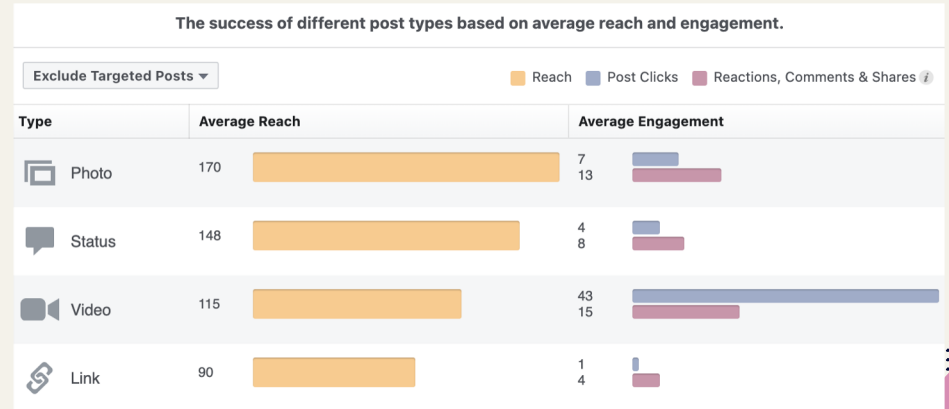
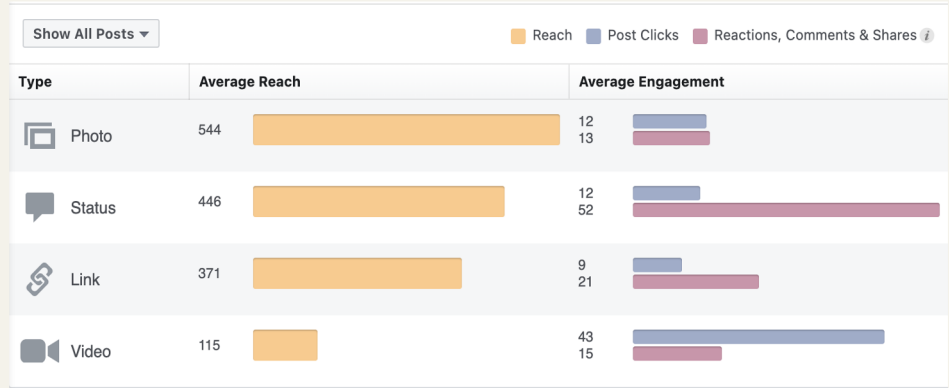
Facebook Page Visits ⓘ

817 ↑ 67.8%



FB Post Types

- While Photos generate more reach than other types of content, Videos have higher engagement rate
- Most people watch less than 15 seconds for each video



Video Content Suggestions

Top engagement content suggestion:

- Students activities (including clubs, class activities, school special events)
- Teachers and students talk about their school experiences/ what they love about the school
- Make the first 15 seconds interesting so that it can attract more views



We love our parents, they're family! Mr. Seltzer is a proud parent of tw...

14 weeks ago · 179 views



Celebrating the Lunar Chinese New Year! Our Montessori class paraded...

14 weeks ago · 382 views



Gumbboot is a south African dance that enslaved migrant worked used when...

11 weeks ago · 87 views



Yesterday our cheerleaders performed for our Black History Month Assembl...

11 weeks ago · 392 views



Content Suggestions

Top engagement content suggestion:

- Students activities and class works
 - creates more engagement and visits
 - Important to show the process!
- More interesting series
 - Art work, Scholar, etc.
- Holiday posts
 - Lunar New year post reached high views
- Include hashtags and website links in the post to increase views of the school website

Children of Peace School added 5 photos · September 7, 2020.
Published by Clara Murray [?] · September 7, 2020

We are very proud of our students! Student maintain social distance and stay in their class.

Big Shoulders Fund #ArchdioceseOfChicago #ChicagoCatholicSchools #EducationForTheFuture #ChildrenOfPeaceChicago



Children of Peace School
Published by Cop Dove [?] · February 21 · 3

Our 3-5th grade ELA teacher, Mrs. Helgerson and her fifth graders are active participants in the Blackhawks Reading Program, a program that encourages students to read outside of the classroom. Since Mrs. Helgerson's students often win as the most prolific reader of the month for all the schools and classrooms participating, her class had a special treat this week. Tommy the Blackhawk mascot visited our 5th grade classroom and presented gifts to all the students. It was a fun and exciting visit.





St. Pius V

St. Pius V- Objectives

Main objective: Leverage the digital presence research to understand:

- how to drive awareness of and interest in early childhood classrooms (Preschool and Kindergarten) and to build that enrollment
- how to attract alumni with young children

Phase I

Long-term Foundation Building Suggested timing: July to October

- **Unpaid media**
 - **SEO: Goal: Increase the SERP of St.Pius V related results**
 - PR & blog collaboration: increase exposure and web page backlinks at the same time
 - Insert KWs in website page for St.Pius V website to be found more easily (higher SERP result)
 - Increase Google Map rating: e.g. use small incentives to encourage parents to rate highly of the school during school events.
- **Paid media**
 - **SEM: Goal: Try and error to understand best keyword to bid (specific or general keywords)**
 - **Promoted Social Media Ads: Goal: Try and error to understand best demographic to target.**
 - Incentive messages, e.g. scholarship
 - Informational content of the academic / extracurricular experience
- **Owned media**
 - **Social media: Goal: Create serial contents and build up a strong position.**
 - Be clear about the value of the school (to differentiate from all other schools): early-childhood program/ well-rounded academic programs (STEM)/ location
 - Post content: Student's experience related to academic and extracurricular activities
 - Channels: remain the originals, but could also increase in FB stories
 - **Website: Goal: Make the website easily navigable (usually takes more time)**
 - Improve registration page (booked the tour automatically, information flyers ready...)
 - Modify the flow for "early childhood" page, also increase exposure of the program on home page.

Phase II

Increase engagement
Suggested timing: November to February

- **Unpaid media**
 - **SEO: Goal: Keep the result from Phase I and continue to update latest news**
 - PR & blog collaboration: increase exposure and web page backlinks at the same time
 - Insert KWs in website page for St.Pius V website to be found more easily.
 - Increase Google Map rating: e.g. use small incentives to encourage parents to rate highly of the school during school events.
- **Paid media**
 - **Promoted Social Media Ads: Goal: Increase fan base and engagement on social media**
 - Incentive messages, e.g. scholarship
 - Informational content of the academic / extracurricular experience
 - Engaging content, e.g. Student lives sharing/ extracurricular activities/ videos of students' lives
- **Owned media**
 - **Social media: Goal: Social media campaign to increase engagement and traffic to website**
 - #/ @/ or referral campaign to increase parents and students involvement on social.

Phase III

Focus on Call to Action (CTA)
Suggested timing: March to June

- **Unpaid media**
 - **SEO: Goal: Make sure St. Pius V shows up in the school search KWs**
 - PR & blog collaboration: increase exposure and web page backlinks at the same time
- **Paid media**
 - **SEM: Goal: Increase traffic to registration page**
 - **Promoted Social Media Ads: Goal: Increase clicks to registration**
 - Promote school value and aim to schedule a tour
 - Incentive messages, e.g. scholarship
 - Informational content of the academic / extracurricular experience
- **Owned media**
 - **Social media: Goal: Promoting school and redirect audience to register page**
 - Promote the academic achievement of the school -> encourage registration/ book school tour
 - Promote extracurricular activities-> encourage registration/ book school tour
 - Promote well-performing students -> encourage registration/ book school tour
 - Broadcast any kinds of scholarships -> encourage registration/ book school tour
 - **Website: Goal: Increase clicks to registration for the school and the early childhood program**
 - Pop-up window to encourage registration

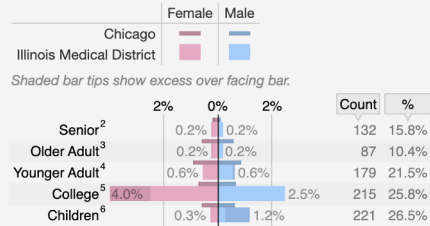
Target Audience 1.0

Demographic of the Illinois Medical District

Age and Sex #2

Percentage in each age cohort per year of age.¹

Scope: population of Chicago and Illinois Medical District



Count: number of people in age cohort

%: age cohort as a percentage of the total population

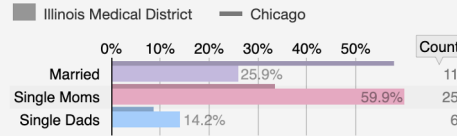
¹ normalized with respect to the number of years in each interval ² 65+

³ 40-64 ⁴ 22-39 ⁵ 18-21 ⁶ 0-17

Family Household Types #2

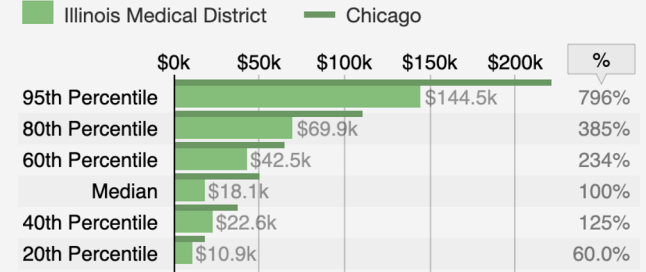
Percentage of family households with children under the age of 18.

Scope: households in Chicago and Illinois Medical District



Household Income Percentiles #1

Scope: households in Chicago and Illinois Medical District



% as percentage of median household income

- Share the same demographic as Children of Peach school

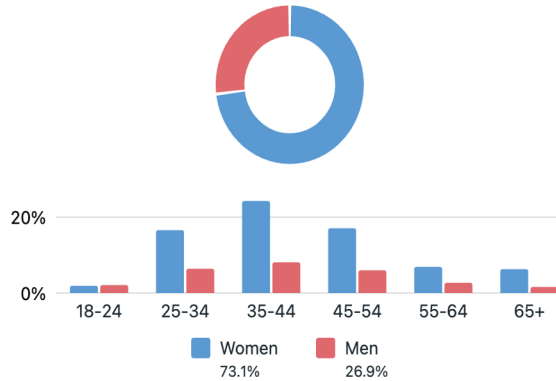
Target Audience 2.0

Audience in Social Media

Facebook Page likes ⓘ

1,454

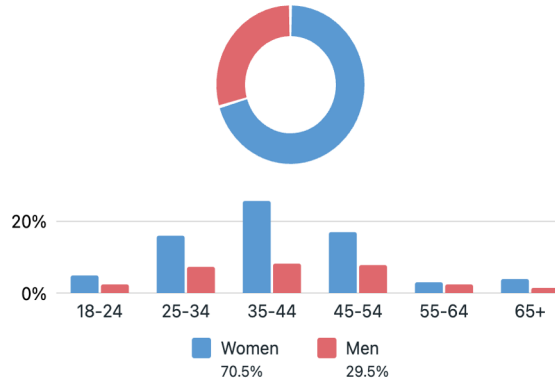
Age & gender ⓘ



Instagram followers ⓘ

375

Age & gender ⓘ



Target Audience 3.0

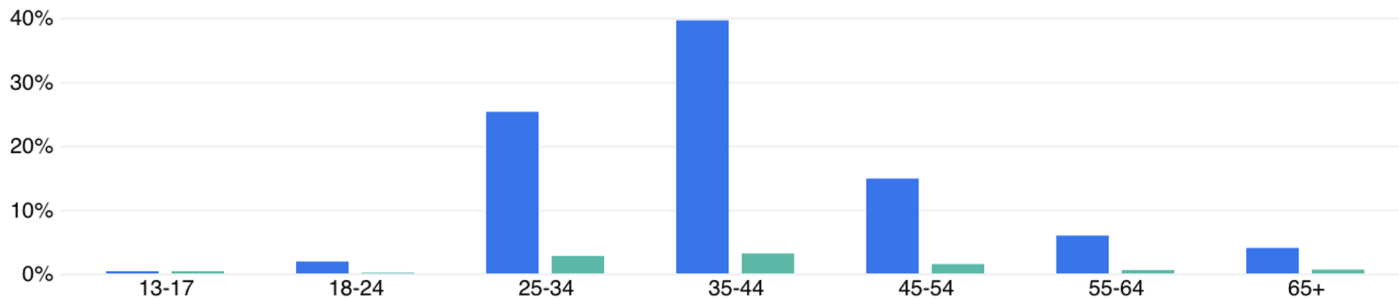
FB backend data

Audience

This ad reached **1,516** people in your audience.

People Placements Locations

91.4% Women 8.6% Men




Facebook Ads

- Launched three Facebook ads before
- Audiences are mostly women from 35-44
- Channel of placement: mobile app
- Cost Per Event Response (on average): \$1.75
- The latest post had better engagements, 177
- Potential:
 - Give more try-outs on Facebook Ads
 - Content include:
 - School open house
 - School athletic programs
 - Guest speaker
 - Fundraising
 - etc ...

Ads

Completed • Created by Elizabeth Tracy Shea [View results](#)


Post engagements
We can not say thank you enough to these wonderful vo...



1,084 Reach	177 Post Engagements	\$10.00 Spent of \$10.00
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Completed • Created by Elizabeth Tracy Shea [View results](#)


Event responses
Come join us for our Chalk Talk every Friday from July 2...



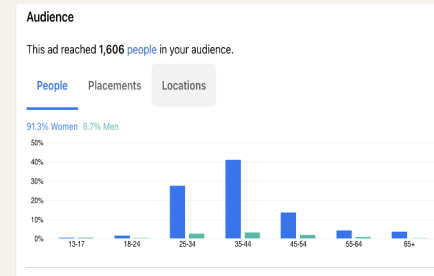
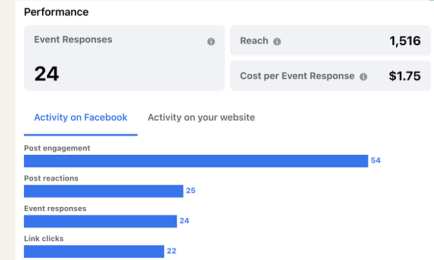
1,516 Reach	24 Event Responses	\$42.00 Spent of \$42.00
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Completed • Created by Elizabeth Tracy Shea [View results](#)

Event responses
Join us every Thursday at Harrison Park, near the playr...



1,606 Reach	24 Event Responses	\$42.00 Spent of \$42.00
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SEO

1. How do parents look for schools on Google?

General searching

- “Best elementary school in Chicago”
- “Top elementary school in Chicago”

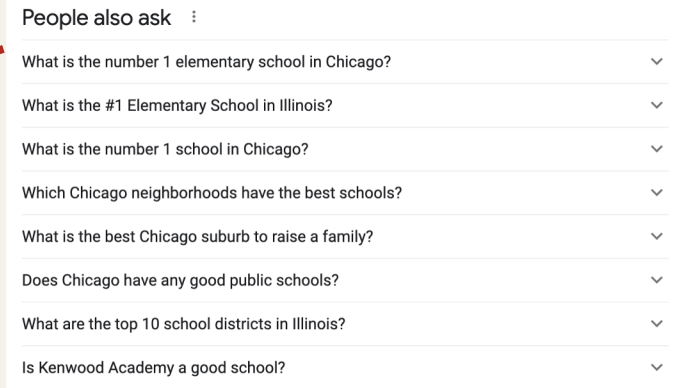
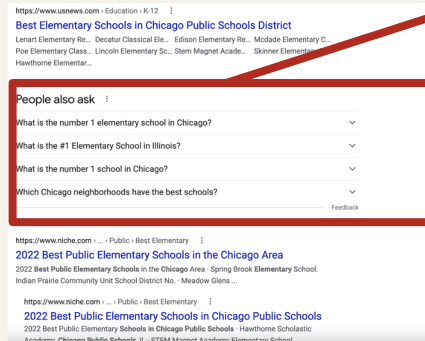
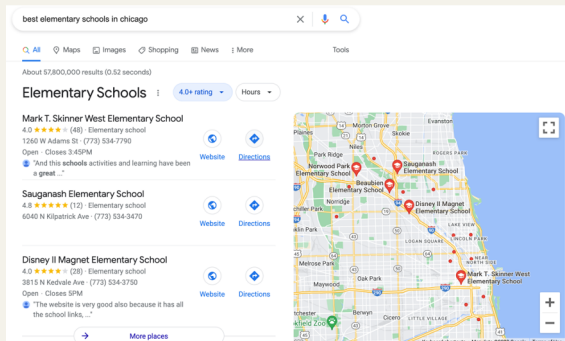
Selected options

- “St. Pius V school”

2. What do parents find out?

- Google Map
- Informational websites / blogs
- Websites that provide multiple options

- School websites and socials (FB)
- Blogs and post of a specific school



SEO

Organic search - be searchable, quality, and relevant

Suggested tactics	Mechanism and reasoning
PR and blog collaboration	<ul style="list-style-type: none">● Leverage reliable sites to increase awareness in higher ranking placements● Enable bloggers/ influencers to see & promote● Expertise.com / Yelp / usnew.com / niche.com
Backlinks (St. Pius V: 131)	<ul style="list-style-type: none">● Increase credibility and have Google enhance the ranking automatically● Could improve on backlinks.<ul style="list-style-type: none">○ Home page of St. Ann (393), St. Procopius (183)

SEO

Organic search - be searchable, quality, and relevant

Suggested tactics	Mechanism and reasoning
Keywords	<ul style="list-style-type: none">● Invest in diverse but relevant keywords and assign landing pages● Invest in long-tail keywords to build up traffic● Test, test, test
Incentives	<ul style="list-style-type: none">● Tailor messages to attract attention and foster consideration<ul style="list-style-type: none">○ “2022 Fall registration opened”○ “Scholarships”

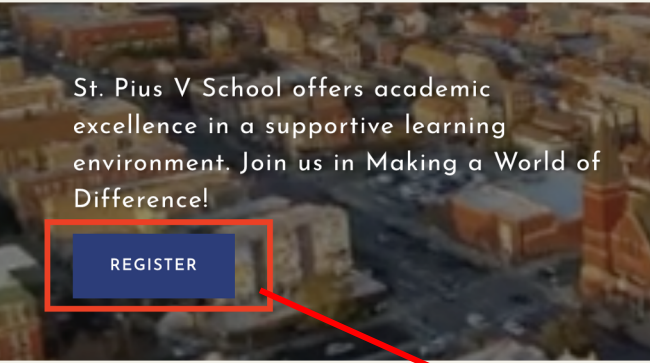
UI / UX

Customer Journey and User Experience

Sites / Issues	Suggested tactics
Home page	<p>The most “navigatable”</p> <ul style="list-style-type: none">• More navigating tools, concise messagings, and clear organization• Homepage button
Admissions page & program page	<p>The most informational</p> <ul style="list-style-type: none">• More details in the logistics• Add buttons to allow browsing across the website• Avoid embedding Google surveys. Can use alternative tools like Calendly.
Content & design	<p>A structured website architecture and appealing content allow users to get the most from it and encourage users to browse around for more information proactively</p>
Customer journey	<p>Pixel, tags, GA code enables COP to understand the whole customer journey and identify frictions</p>

UI / UX

Easier and clearer booking steps and documents ready.



St. Pius V School offers academic excellence in a supportive learning environment. Join us in Making a World of Difference!

REGISTER

CONTACT US

St. Pius V School

1919 South Ashland Avenue, Chicago, Illinois 60608, United States

PHONE: (312) 226-1590

FAX: (312) 226-7265

EMAIL: SCHOOL@SAINTPIUSV.ORG

School Hours

Open today 07:30 am - 06:00 pm ▾

Monday - Friday: 8:00 AM - 2:45 PM - Office Staff

Monday - Friday: 7:30 AM - 8:00 AM - Before School Care

Monday - Friday: 2:45 PM - 6:00 PM - After School Care

Saturday - Sunday: Closed

GET IN TOUCH

Get in Touch

Name*

Email*

Message

Sign up for our email list for our school newsletter, events, and more!

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

SEND

[Cancel](#)



EARLY CHILDHOOD AT ST. PIUS V SCHOOL



JOIN US FOR A UNIQUE EARLY CHILDHOOD EXPERIENCE!
THROUGH A PARTNERSHIP WITH BIG SHOULDERS FUND, WE ARE
BRINGING YOU AND YOUR FAMILY EARLY CHILDHOOD ACTIVITIES
TO KEEP THEM ENGAGED WHILE AT HOME!

To learn more about these Early Childhood Activities click here!

[LEARN MORE](#)



LIVE EVENTS

You can now apply to St. Pius V School for the 2021-22 school year!
Please complete the form below!



CONTENT LIBRARY

Can't make the live enrichment sessions? Click here to get access to the recording library!



SCHOLARSHIPS AVAILABLE

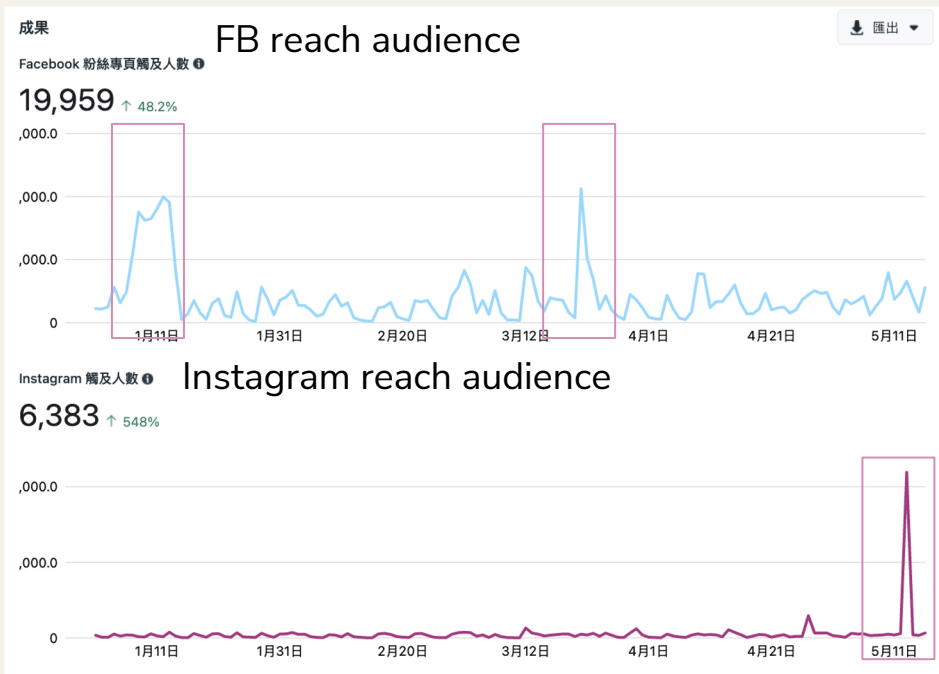
Through a special scholarship funded by Big Shoulders Fund, an early childhood education at St. Pius V School has never been more accessible! New families who qualify can join St. Pius V for \$10,000 (that's \$10 a week!)

[LEARN MORE](#)

UI / UX

Scholarship incentives could be moved to a more obvious slot.

Social platform Performance



2022/01/01-2022/05/16

Average Reach on Fb: 382

Facebook peak → Jan 12 & March 21

- March 21: a prayer vigil activity to pray for peace in Ukraine (in the future, the school can post content that connects to the current social news..)

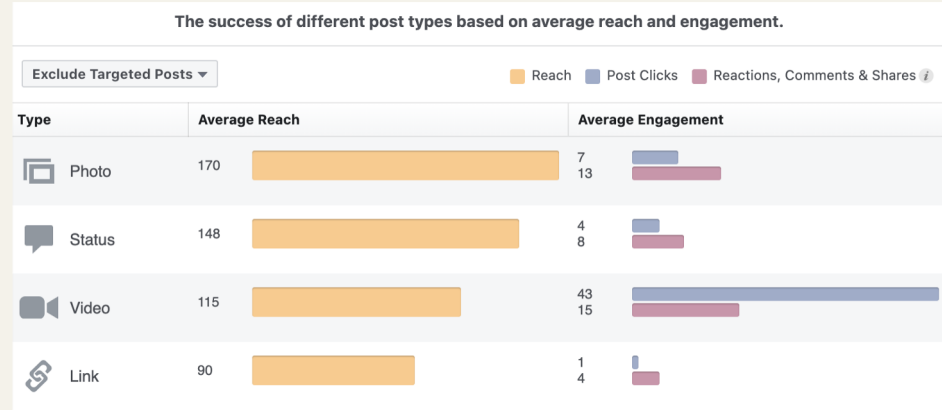
Average Reach on Instagram: 72

Instagram peak → April 27


- Two posts at that day: video & photo
- Content: set up for twice-postponed Christmas (related to the holiday)

Social Post Types

- Photo post has higher reach; video create higher engagement.
- Video content:
 - Over 26% of viewers watched over 15 secs; average viewership is 25 secs.
 - Main concept should be shown in the first 15 secs.
 - Content suggestion: main element: student + activity.



Best performing video (03/02):



The students of 7th-grade wrote speeches inspired by Martin Luther King's "I Have a...

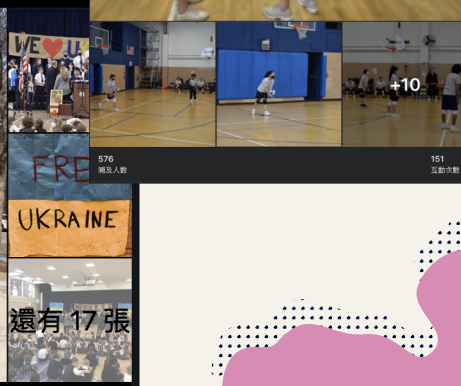
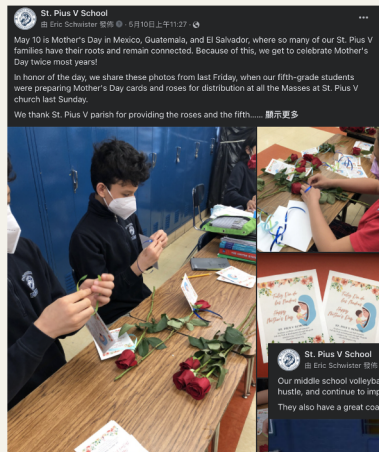
4:02

St. Pius V School

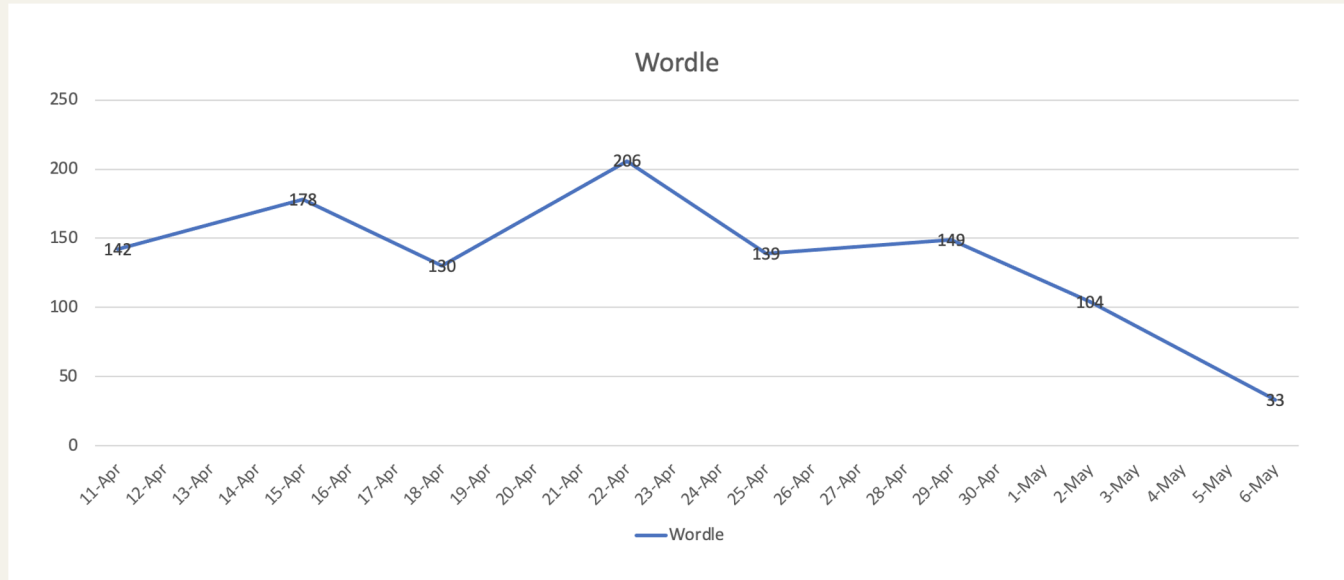
Content Suggestions

Top engagement content suggestion:

- Student life (sports, extracurricular, events)
 - creates peak on FB performance.
- With student photo, and showing the process.
 - 5/10 Mother's Day post (903 reach)
- Informative/ holiday/ announcement
- Correspond to current social event
 - prayer vigil activity to pray for peace in Ukraine)



Content Suggestions



Wordle game has a diminishing growth, suggesting a new series could be started, better if its student life related.

FB stories is a new opportunity

202

開啟限時動態的不重複人數

▲1% 與前28天相比

27

互動次數

▲200% 與前28天相比

4 4 stories posted

已發佈的限時動態數量

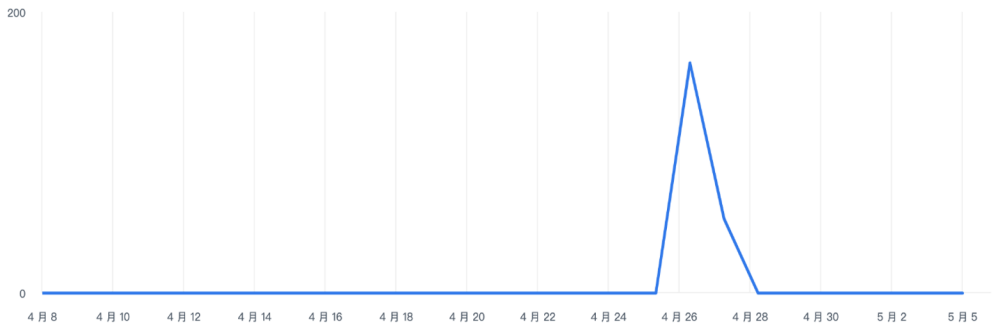
▲300% 與前28天相比

27 engagement

開啟限時動態的不重複人數 Unique viewers for FB stories

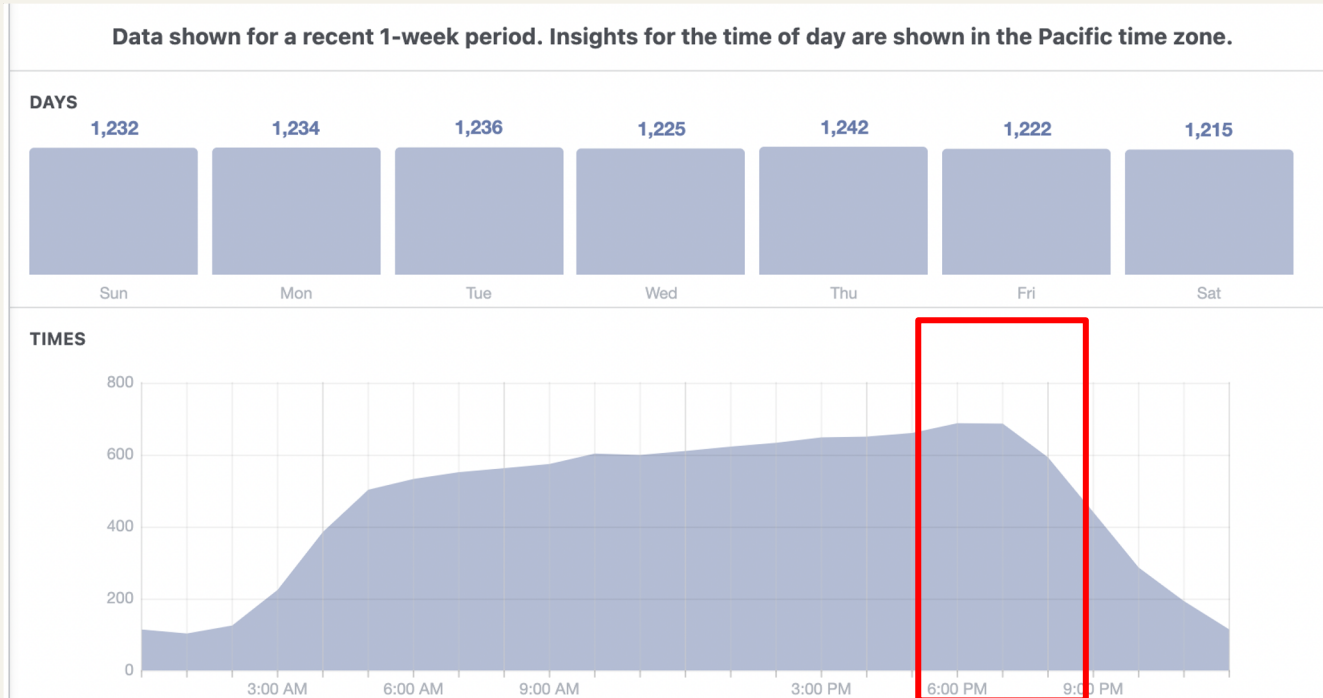
過去 28 天：2022年4月8日 - 2022年5月5日

202 開啟限時動態的不重複人數



High viewing rate and engagement (13%). Should do more of this.

Hour of most active users



Best posting time: weekends during 18-19 (most active FB users)



End