



Publication and Digital Media Excellence: Social Media

Purpose

Amanda Holdsworth of Holdsworth Communications created a series of editable social media templates for the AmTech Career Academy staff to use as they rolled out a new Facebook page, school name and brand. AmTech is scheduled to open in August 2021 and after a two-day photo shoot and dozens of interviews, Amanda pulled student and teacher quotes to match the pictures her photographer, Derek Cookson, took.

Usage

The video was used to announce the name of the new school on Facebook and the social media templates, along with branded fonts and colors, have been used multiple times in the last few months.

Target Audience

Current and potential students and their families, as well as community members.

Outcomes Achieved

With very little promotion, the AmTech Career Academy's Facebook page has grown to almost 1,000 followers in five months. The principal and staff have been able to edit the templates on their own, maintaining a consistent brand and steady flow.

The initial enrollment goal for AmTech when it opens its doors in August was 2,200; as of late March, approximately 2,900 students have pre-enrolled.