This is not a communication campaign using social media, this is a **strategic communication** using social media.

**Why the social media is being used?**
The school CRM system shows that social media is one of the most indicated sources of contact.

**How the social media is being used?**
We use social media to communicate relevant events, classes, activities to tell stories and share images that impact positively the audience (students, parents, teachers - actual and future). We produce all these videos with I-phone. We have a post suggestion calendar aligned with the principal and coordinators.

**What was the outcomes achieved?**
We increase the number of students looking for our school, even when pandemic.

---

9 relevant postings since March 2021

*https://www.instagram.com/tv/CbyI_UzvHlo/*
Students and teachers telling about the Notre Dame English Camp to engage new students to apply for this extra activity.

*https://www.instagram.com/tv/CYdTPvNdq/*
ASTRO-ND is an activity that encourage students to apply for Brazilian Astronomic School Olimpic.

*https://www.instagram.com/tv/CUpVCDij6mF/*
A Kindergarten video to inspire parents to come back to school after pandemic crisis.

*https://www.instagram.com/reel/CZu7PcHvTCJ/*
With the world trending top music “that’s not my name” we made this VideoReel and reach almost 7k views.

*https://www.instagram.com/reel/Cb0wDFl6hF/*
Opening “Place to Play”, a new and special room for children have classes with fun.

*https://www.instagram.com/reel/CPuKiR-HJfW/*
Our teachers and employees getting anti-Covid vax. It be encouraged others to do the same and show for parents that we care about life.

*https://www.instagram.com/tv/CPI0GC8HVha/*
Activity at square beside school to show for parents that is better come to school than stay remote.

*https://www.instagram.com/tv/CL72itnnou/*
An important class about “how to deal with emotions?”

*https://www.instagram.com/tv/CN9TP2nPbd/*
Easter time is important to us, a catholic school, to share messages of hope and empathy.