

Freshmen Promotion Guide

Reminders!

- A variety of methods is the best strategy for promotion
- Have everyone on staff participate in reaching freshmen
- Each year is a new group of freshmen so you have to give as much effort each year
- Update social media pages with the freshman registration link!
- Consistently look to your brand guide! (located in your retreat folder)
 - This a helpful guideline when posting and navigating social media and to ensure you stick to the retreat's branding

Methods:

- Word of Mouth
 - Personal connections, connections through others
 - Student ministries at churches (outgoing seniors)
 - Visiting high schools in May
 - Plan a time during staff meeting to call/text all incoming freshmen they know
 - Wearing retreat merch helps start conversations and brand recognition!
- Social Media
 - Retreat posting consistently (1-3 times weekly)
 - Staff reposting on personal accounts
 - Make post location your school (or area if serving multiple schools)
 - Join and post on Facebook pages for parents (ex. *SCHOOL* class of 2029)
 - Commenting and DM incoming students
 - Utilize hashtags, class of 2029 pages, etc. to find incoming students to reach out to
 - Comment or DM a simple connection message.
Example: "Hey! Congratulations on getting into *SCHOOL*, I hope you come to The *NAME* Retreat before school starts!"
 - Be sure to tag the retreat's social media account
 - Have everyone on staff participate!
- On Campus
 - Tabling on campus during new student orientations in the summertime

Don't hesitate to reach out to Abra if you have any questions: abra@oakscolab.com