

# Promoting Your Virtual Program

After you've designed your virtual program, the next step is to start promoting it, and there are many easy ways to do this.



## EMAILS

Because many schools already email students and families, you should have the best contact information for them, including those who left your district. Be mindful of the subject line and the message you want to convey, as well as what action you want recipients to take after reading the email.



## SOCIAL MEDIA

Social media is a great resource for promotion and marketing. Use your school's or district's existing social media accounts to connect with interested students and parents, making sure to monitor messages and replies so people get prompt answers to their questions.



## FLYERS

Flyers are easy to create and print, and can easily be posted, distributed, and sent out. Hand out flyers during events, like back-to-school night and football games, and post them in places students visit, like guidance counselors' offices, public libraries, and restaurants.



## LETTERS

Schools and districts often send home important printed materials via students or the traditional mail. Sending a letter to introduce your virtual program may feel more formal, familiar, and even reassuring to parents and guardians who are less tech-savvy.



## ADS

With pay-per-click advertising through Google and Facebook, you can easily promote your program to people who are already looking for what you offer. Additionally, consider advertising in district materials, like official websites, course catalogs, and school newspapers, as well as your local newspaper.



Because your goal is to inform as many people as possible about your virtual program, it's best to do so using multiple formats and resources.

Sending targeted messages, like emails and ads, can help in reaching the right people at the right time. Consider what you're promoting as well: If your goal is to offer students more flexibility, lead with that in your message, and reach out to people who could most benefit from flexibility, like student athletes or working students.

Additionally, your district's communications/PR team and web administrator may be good resources.