

Social Media Platform A: Facebook

Caption: In need of some Christmas spirit? DSCS has an upcoming Christmas concert! Come on down to St. Rose Chapel, December 16th at 7pm to listen to some Christmas carols sung by the DSCS students and get a reminder of the true meaning of Christmas. All are welcome! We hope to see you there!

insert picture(s) of kids singing

Facebook would be the best platform to announce a product launch/the upcoming events that DSCS is offering, such as their Christmas concert. People of all ages are on Facebook, especially parents. Facebook is family friendly and also professional. There is a larger demographic, which would work well when trying to get news out. People are also able to share and repost information they see. This would be another great way to help spread the news of the upcoming Christmas concert or any other news/events.

Social Media Platform B: Twitter

Caption: IN NEED OF VOLUNTEERS TO HELP HAND OUT PAMPHLETS AND COLLECT DONATIONS FOR DSCS TECHNOLOGY FUND!

Help is greatly appreciated on December 16th, at 7pm to pass out pamphlets for DSCS' Christmas concert. Donation baskets will be in the front and back of church. Contact dcssschool@dscsfredonia.org if interested or for any questions.

Twitter would be the best platform to seek engagement from fellow parents and friends of the school. News spreads fast on Twitter and Twitter also has a very large audience. Teenagers all the way to adults up to 50+ years old are on the app. Granted, Twitter has a 280 character limit but that is enough to get a quick message out. Important information only needs to be included such as: who, what, where, why and when.

Social Media Platform C: Instagram

Caption: Are you into art, costume making, and Christmas? If you said yes, come and see the hard work students of Divine Savior Catholic School have been working on for their Christmas concert, *Keeping Christ at the Center of Christmas*. Set designs are made during art class and costumes are in the process of being finalized and sewn in Home Ec class. You can see the set and costumes come to life December 16th at 7pm at St. Rose Chapel in Fredonia, WI. We hope to see you there! :)

pictures of costumes and set designs

Instagram is a family friendly app that targets teenagers and parents. Overall, Instagram is an app mainly used to show off pictures. This is a perfect way to show off costumes or any new project the school has been up to. Instagram also allows people to reshare posts to their

Instagram stories. This is a helpful way to show off the students' God given skills. It is also another great platform to share news/updates. These could be posted on DSCS' Instagram story as well.

Social Media Platform D: Tik Tok

A video would be posted of the kids showing off their artwork to a catchy beat

I would use the platform Tik Tok to correspond with Divine Savior's brand. It would show that the school is up to date with social media. Universities and other schools are also on Tik Tok. It would attract a lot of parents, and viewers, to see their child show off their artwork or projects that are being done around school. The parent would have to approve of their child being put out on social media before posting. Viewers would also get a good laugh. Following the theme of the Christmas concert, the video would include Christmas artwork for the concert as well as Christmas gifts the students make for their parents.