



# How to Make Your Website Work

## And Why it Matters

# Introduction

- Please stop me and ask questions
- How I got here
- Today's Agenda
  - Understanding Content
  - Identifying our Constituents
  - Brother Rice Marketing Today
  - Getting Started On Our Own

# Content is King

## SUN-TIMES PREVIEW

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### BROTHER RICE

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■ Conference: Catholic League South

■ Coach: Cliff Petrak

■ 1994 Record: 26-7

■ Top Players: C.J. Keating (P/1B), Tom Radz (C), Dan Lotito (CF), Mike Meyer (P), Keith Herrera (SS), Brian Barkowski (RF).

■ 1995 Outlook: The loss of four pitchers to graduation will make it difficult for the Crusaders to reach last year's league mark of 14-4. Rice finished tied for first in the South with St. Laurence and Mount Carmel. Keating is projected to be the pitching ace, with Meyer serving as the closer. Petrak, who enters his sixth season as varsity coach and 31st overall, also has two outfield spots to fill with Lotito the only returnee. The defense remains solid and the hitting should take care of itself. In the tough Catholic League, the Crusaders will be an underdog.

■ Coach's Comment: "We have a long way to go to match last year's accomplishment. How quickly we can learn and mature will determine how high we can finish this year."

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# Internet Allows us to Control the Message

- Our Website(s)
- Social Channels
  - Facebook
  - Twitter
  - YouTube
  - LinkedIn
- Email Communications
- Newspapers/Online Publishers
- SEO
  - Site Content
  - Links
- Analytics

# Constituents

- Prospective Families
  - Admissions
- Current Families
  - News
- Alumni
  - Yearbook Pickup
  - Never Lose Connection

# Brother Rice Marketing

- Personnel
  - Me
    - Post Articles...Everywhere
    - Pictures
    - Organize Content
  - Editor
    - Stipend Teacher
      - Develop and Edit Content
  - Faculty/Staff/Coaches
    - Get Buy-in
    - They will generate most of the content
  - Journalism Class

# Brother Rice Marketing

- Branding
- Websites
  - BrotherRice.org
  - Athletics.BrotherRice.org
  - Alumni.BrotherRice.org
  - TheStandard.BrotherRice.org
- Mobile Application
  - iOS
  - Android
    - Schedule/Scores?Rosters
    - Photos
    - Videos
    - Live Streaming
    - Directions
    - News
    - Social
    - Edline

# Brother Rice Marketing

- Social
  - Facebook
    - Page vs. Group
  - Twitter
    - BrotherRice
      - School News & Events
      - Share College News
      - Keep Up With Competitions
      - In the Classroom
        - Web Development
        - Band
    - Rice\_Pride
      - Athletics News
      - Live Event Updates
  - Google+



# Brother Rice Marketing

- YouTube
- LinkedIn
- Email Communications
  - Constant Contact
    - Prospective Families
    - Current Families
    - Alumni
- Newspapers
- Publishing
  - HootSuite
  - Sprout Social

# Getting Started On Our Own

- Branding
  - Consistent Message
    - Design
    - Writing Tone
- Website
  - Hub & Spoke
    - Website = Hub
    - External Channels = Spokes
  - Content Management System (CMS)
    - Wordpress
    - Joomla
    - Drupal
    - Third Party

# Getting Started On Our Own

- Social Channels
  - [Facebook](#)
  - [Twitter](#)
  - [Google+](#)
  - [YouTube](#)
  - [LinkedIn](#)
  - [Instagram](#)
  - [Pinterest](#)
  - [Tumblr](#)
- Email Platforms
  - [Constant Contact](#)
  - [Mail Chimp](#)
  - [My Emma](#)
  - [iContact](#)
- Newspaper Distribution
  - Church Bulletins

# Contact

Brian Barkowski

[bbarkowski@brrice.org](mailto:bbarkowski@brrice.org)

cell/office: 312-772-2756

