



HOW TO POSITION YOURSELF AND YOUR SCHOOL AS EDUCATIONAL THOUGHT LEADERS

An AISAP 2021 Workshop



Jonathan Oleisky

- President of Kalix Marketing
- 29th year as on-campus faculty spouse at a girls' day and boarding K-12 school in suburban Baltimore
- Raised two daughters on campus, spent 13 years as a dorm parent/family
- Has deep understanding of independent school ecosystem
- Works with Heads of School and leadership teams to implement strategic marketing initiatives

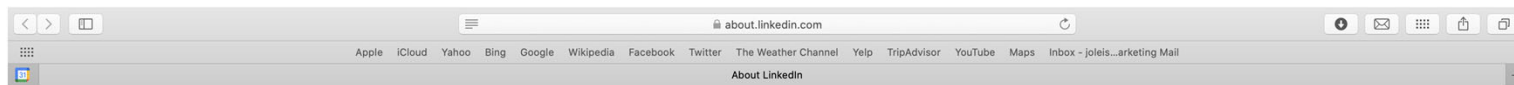


WHAT WE WILL LEARN TODAY

- A basic overview of LinkedIn functions
- How to create a robust LinkedIn profile
- How to use LinkedIn to grow your network and engage prospective parents
- How to position yourself, your Head of School and key administrators as educational thought leaders
- How to use LinkedIn for alumni engagement

POLL QUESTION

- How often do you use LinkedIn?
 - On a daily basis?
 - On a weekly basis?
 - On a monthly basis?
 - Hardly ever



LinkedIn



About LinkedIn

Welcome to LinkedIn, the world's largest professional network with 722+ million members in more than 200 countries and territories worldwide.

Vision

Create economic opportunity for every member of the global workforce.

Mission

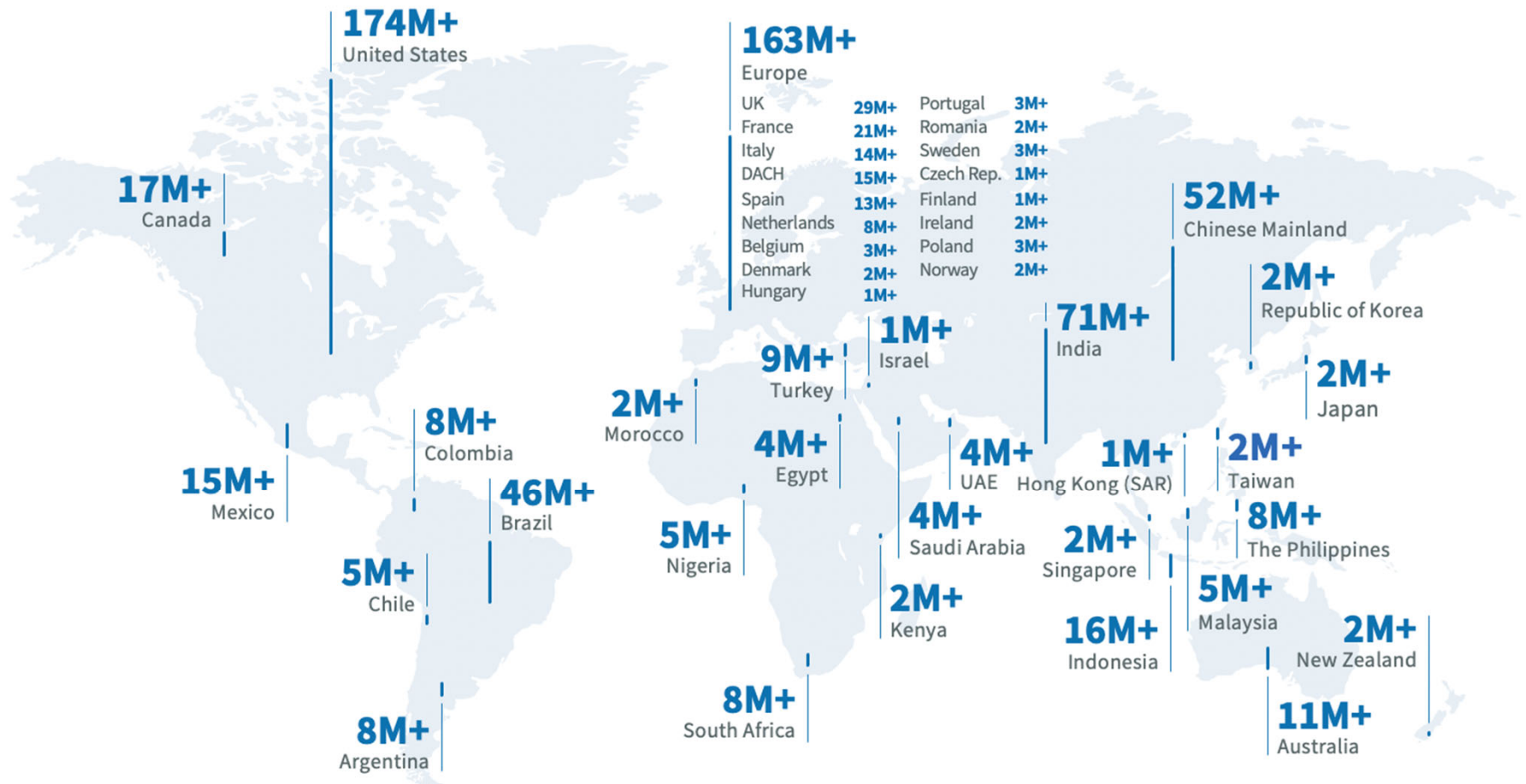
The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.

Who are we?

LinkedIn began in co-founder [Reid Hoffman's](#) living room in 2002 and was officially launched on May 5, 2003.

Today, LinkedIn leads a diversified business with revenues from membership subscriptions, advertising sales and recruitment solutions under the leadership of [Ryan Roslansky](#). In December 2016, Microsoft completed its acquisition of LinkedIn, bringing together the world's leading professional cloud and the world's leading professional network.

722 million members in 200 countries and regions worldwide



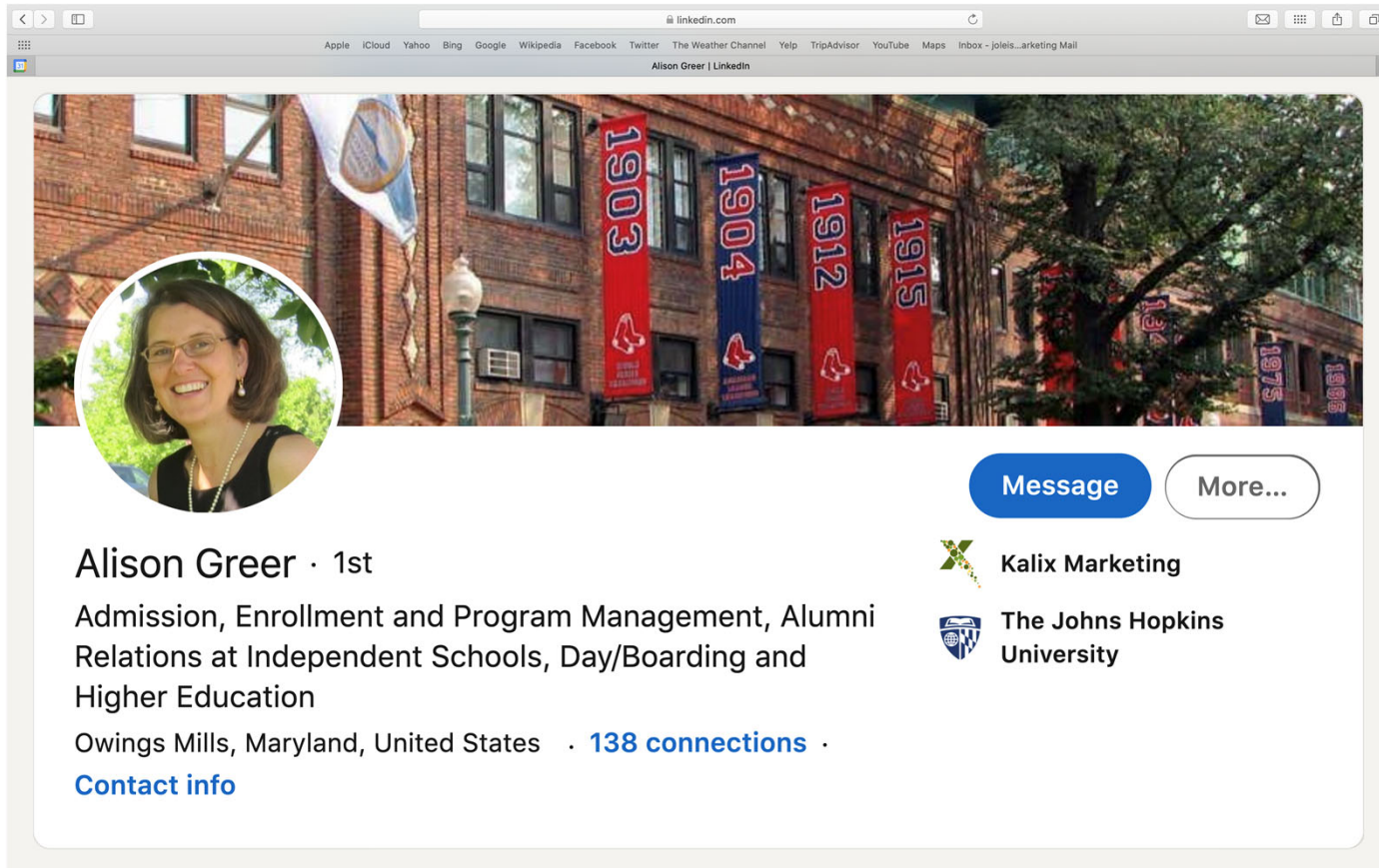
YOUR NEWSFEED: WHAT DOES IT LOOK LIKE?



The screenshot displays a LinkedIn newsfeed interface. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below this is a search bar and a navigation menu. The main content area is divided into several sections:

- User Profile:** Jonathan Oleisky, President @ Kalix Marketing, with 97 profile views and 35 post views.
- Post:** A post by Black Enterprise Magazine (91,756 followers) titled "After Disrespecting Stacey Abrams on Twitter, University of Tennessee at Chattanooga Football Coach Is Fired". The post includes a photo of Stacey Abrams speaking at a Dell event and has 946 comments.
- LinkedIn News:** A list of trending news items such as "Twitter permanently suspends Trump" and "Many workers are getting a raise".
- Today's most viewed courses:** A list of learning courses including "The Six Morning Habits of High Pe..." and "Unconscious Bias".
- Advertisement:** A job advertisement for Jonathan, Edelman, with a "Follow" button.
- Add to your feed:** Recommendations for following CNN and Melinda Gates.

YOUR PROFILE: MUST HAVES

A screenshot of a web browser displaying Alison Greer's LinkedIn profile. The browser's address bar shows "linkedin.com". The profile header features a large background photo of a brick building with vertical banners for the years 1903, 1904, 1912, and 1915. On the left side of the profile is a circular profile picture of Alison Greer, a woman with glasses and a black top. To the right of the profile picture are two buttons: a blue "Message" button and a white "More..." button. Below the profile picture, the name "Alison Greer · 1st" is displayed, followed by her current position: "Admission, Enrollment and Program Management, Alumni Relations at Independent Schools, Day/Boarding and Higher Education". Her location is listed as "Owings Mills, Maryland, United States" and she has "138 connections". A "Contact info" link is visible at the bottom left. To the right of the profile information, two logos are shown: "Kalix Marketing" with its green leaf logo and "The Johns Hopkins University" with its blue and white crest logo.

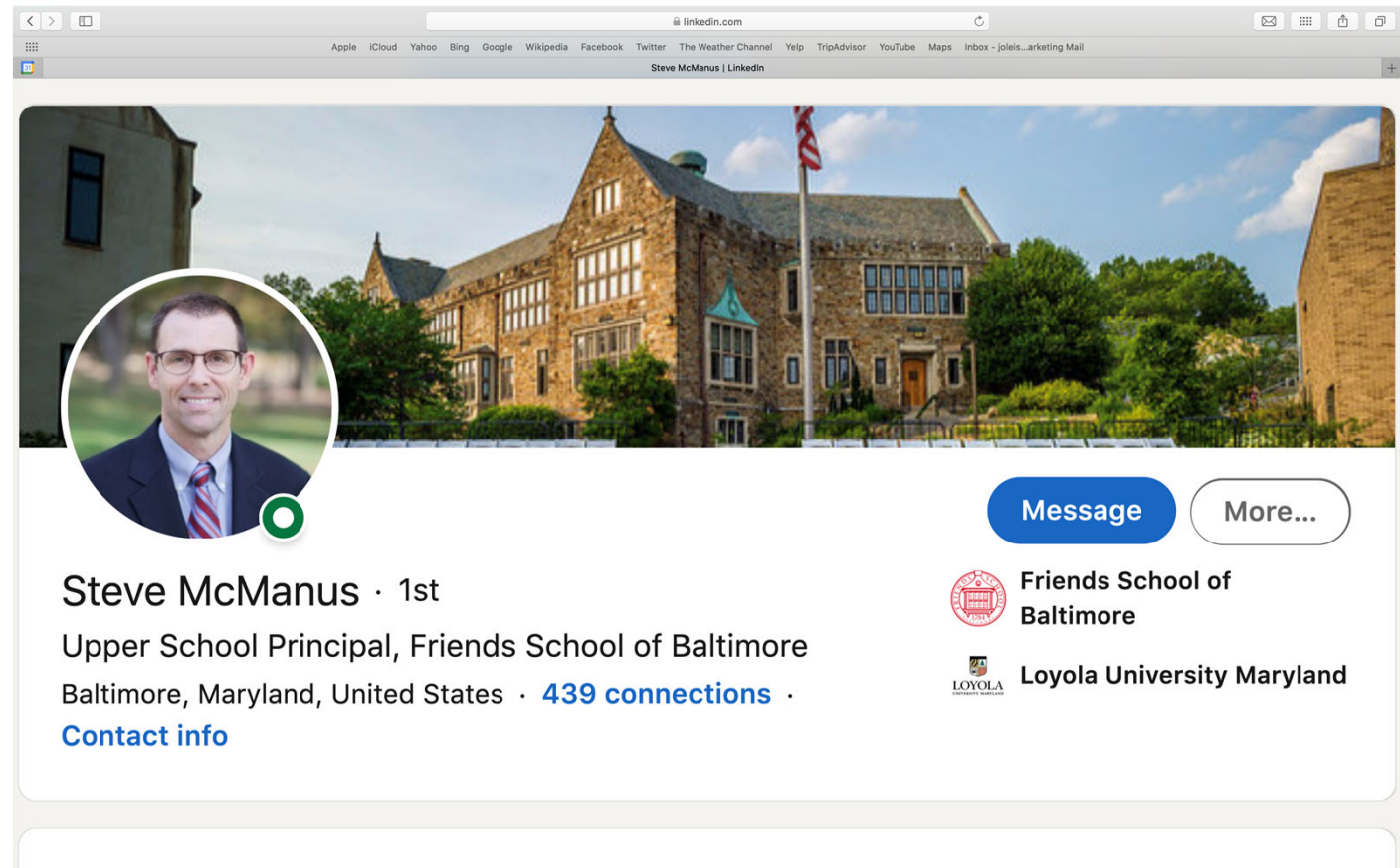
Your profile should include:

- Background photo
 - Personal or professional
- Your photo
 - Use hi-res, crisp image
- Your full name
- Your headline
 - Keywords that best describe your skill set and position you as a subject matter expert
- Your location and contact information

YOUR BACKGROUND PHOTO: YOUR SCHOOL?


Your background photo:


- Consider showcasing your school.



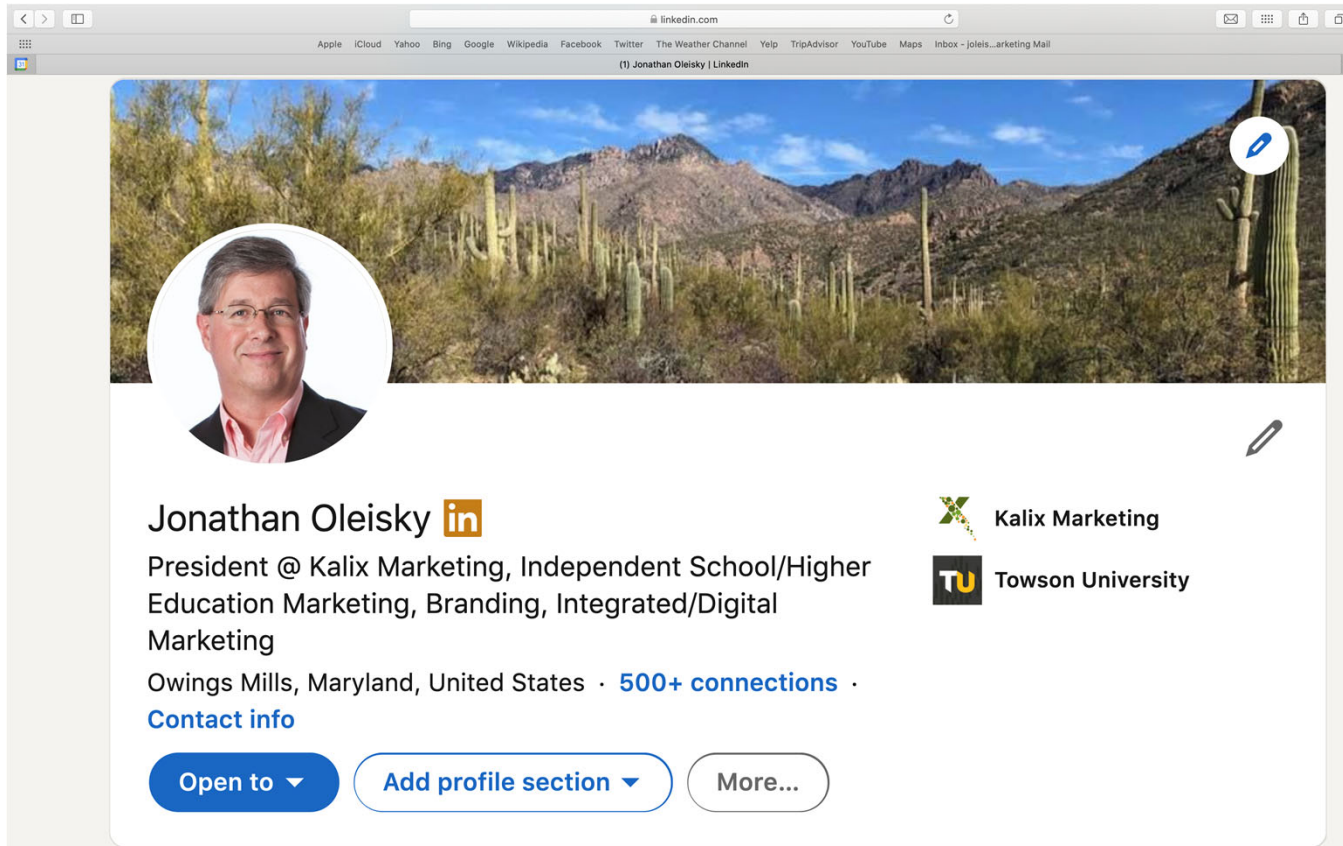
Steve McManus · 1st
Upper School Principal, Friends School of Baltimore
Baltimore, Maryland, United States · [439 connections](#) · [Contact info](#)

[Message](#) [More...](#)

 Friends School of Baltimore

 Loyola University Maryland

YOUR BACKGROUND PHOTOS TELL A STORY



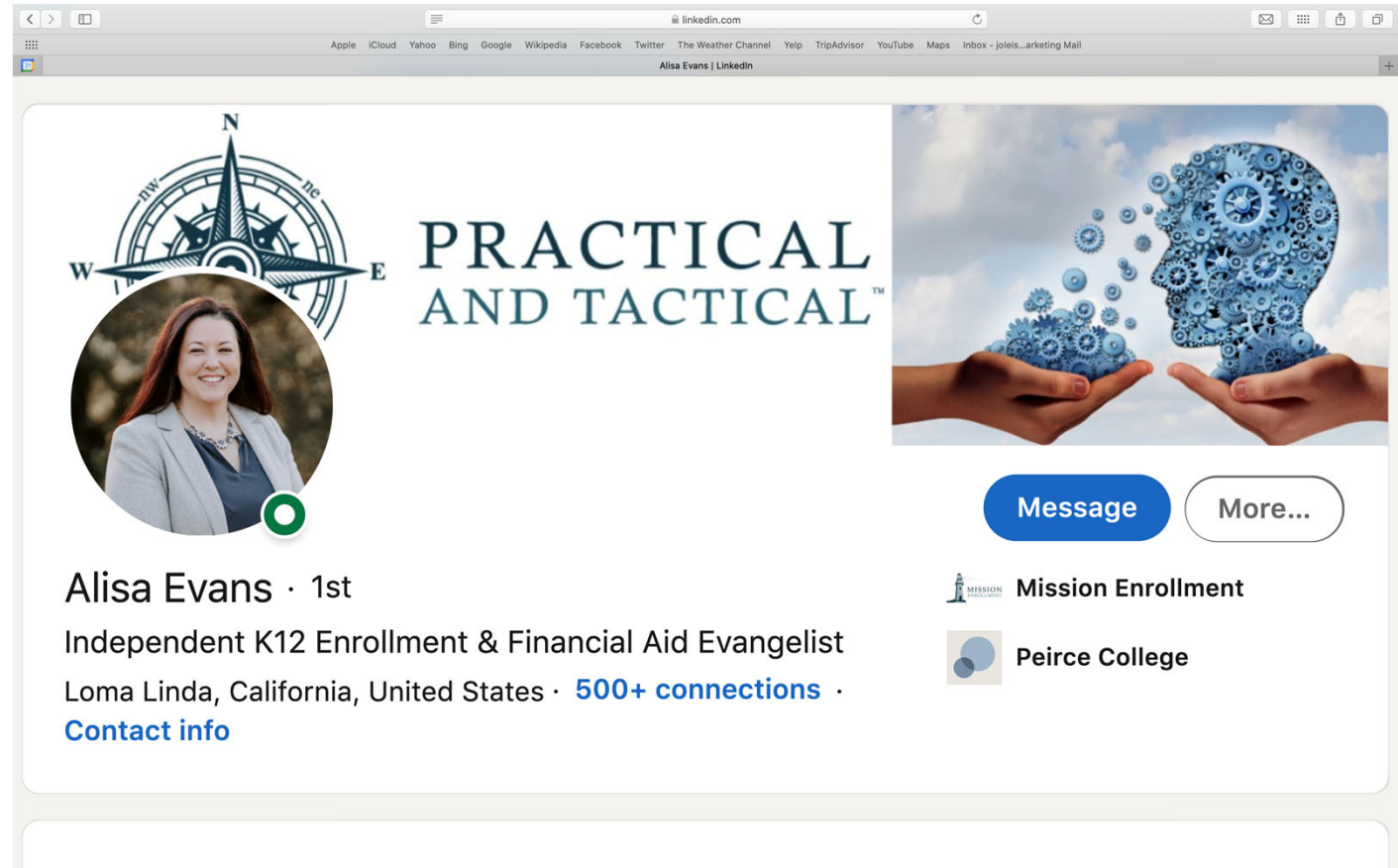
This is my story:

- My background photo tells an important part of my personal story and helps brand me in what I hope is a unique way.
- It's a great conversation starter.
- This is Tucson, Arizona where I grew up.
- It's a part of who I am.
- What's your story?

YOUR PROFILE: WHAT DOES IT LOOK LIKE?

Your must haves:

- Profile
 - Covered on page 8
- About
 - Your personal value proposition
- Experience
 - Can be imported from your resume
- Education
 - Be specific.





Looking for Board Roles? - Advisory Boards are Seeking Execs Right Now - Search 42 Currently Open. Ad ...

PRACTICAL AND TACTICAL

Alisa Evans · 1st
Independent K12 Enrollment & Financial Aid Evangelist
Loma Linda, California, United States · [500+ connections](#) · [Contact info](#)



[Message](#) [More...](#)

Mission Enrollment
Peirce College

Highlights

10 mutual connections
You and Alisa both know Caryn Pass, Jennifer Osland Hillen, CPA, CGMA, and 8 others

Reach out to Alisa for...
Contracting and freelancing, Joining a nonprofit board, Paid consulting.

[Message Alisa](#)

[Show more](#)

About

Spent over 20 years working with independent schools and higher education institutions on programs and tools designed to provide every child with an equal opportunity to receive an excellent education. During that time, developed methodologies, data analysis tools and best practices that have helped schools and organizations remain sustainable. She's a regular presenter on trends at local, regional and national conferences and is also available to work one-on-one with your school. You'll find a like-minded professional with decades of experience who can give you everything you need to make your management of enrollment efficient, strategic, and successful.

Promoted

- Looking for Board Roles?**
Advisory Boards are Seeking Execs Right Now - Search 42 Currently Open.
- monday.com for Marketing**
Organize your workflow Automate processes Improve your productivity
- Google reviews matter**
Your business needs more Google reviews. Here's how to do it.

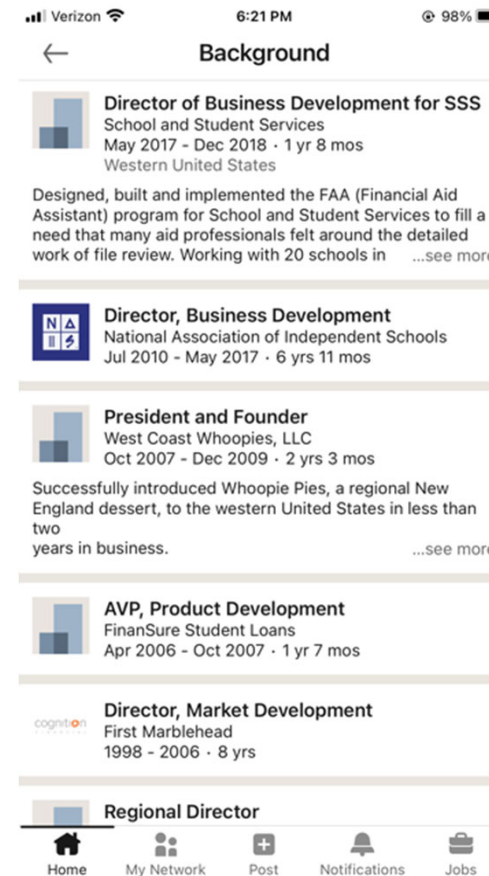
People also viewed

- Hilary Mueller** · 2nd
Co-founder & President of SchoolSuite
- John Gulla** · 2nd
Executive Director of the Edward E. Ford...
- Philip Diaz, MBA** · 3rd
Division Operations Officer at New York...
- Amy Jolly** · 2nd
Head of School at Applewild School
- Marcel Gauthier** · 2nd
Head of School at Shanghai American...

PROFILE WORK EXPERIENCE: MOBILE VIEW

Your Experience:

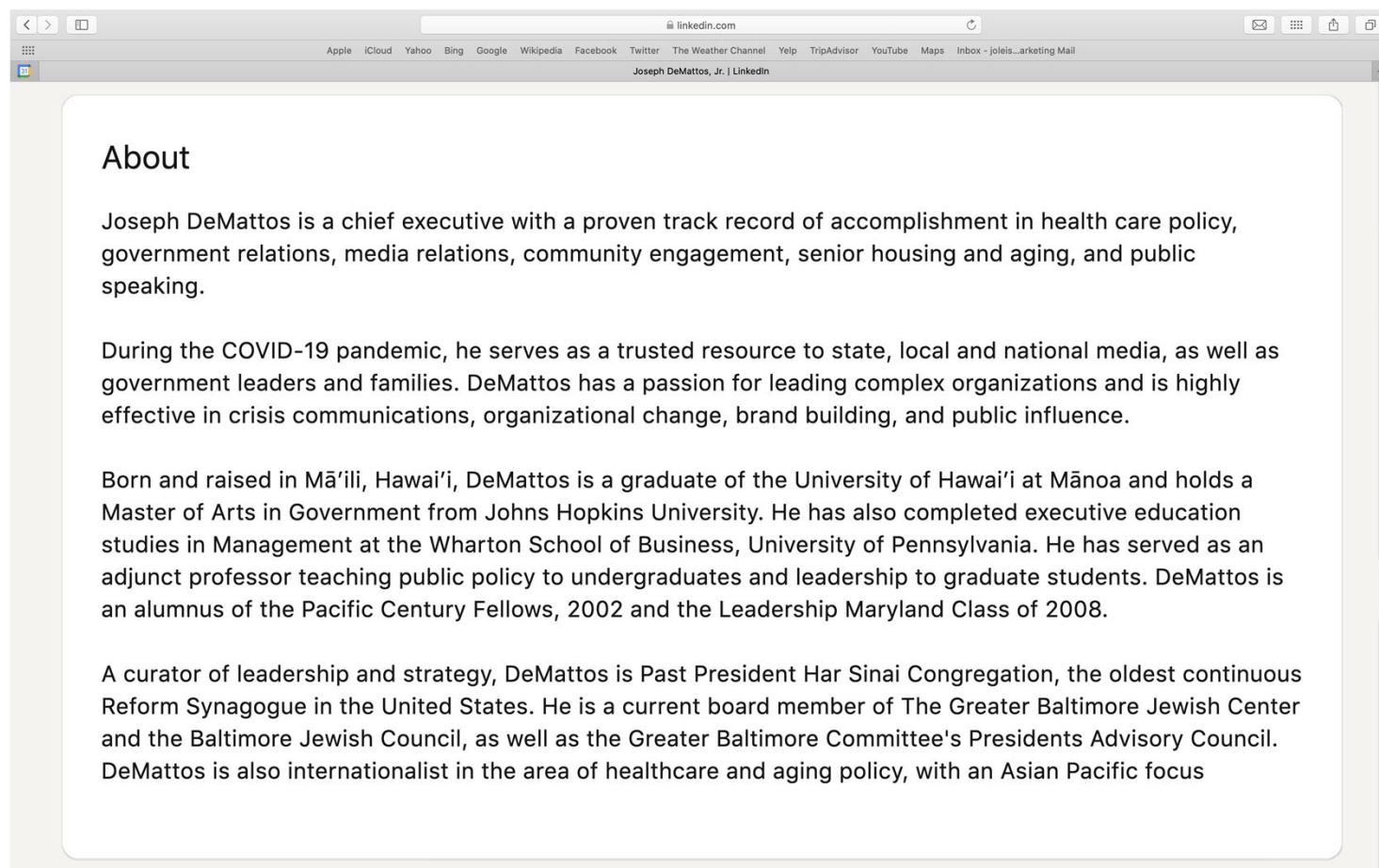
- Can be imported from your resume and is your opportunity to share your background in detail
- LinkedIn is keyword searchable, so make sure that your work experience utilizes as many keywords as possible.



YOUR ABOUT: YOUR VALUE PROPOSITION

Your about:

- This is your chance to tell your story.
- How will you position your personal brand?
- What makes you uniquely qualified to do what is you do?

About

Joseph DeMattos is a chief executive with a proven track record of accomplishment in health care policy, government relations, media relations, community engagement, senior housing and aging, and public speaking.

During the COVID-19 pandemic, he serves as a trusted resource to state, local and national media, as well as government leaders and families. DeMattos has a passion for leading complex organizations and is highly effective in crisis communications, organizational change, brand building, and public influence.

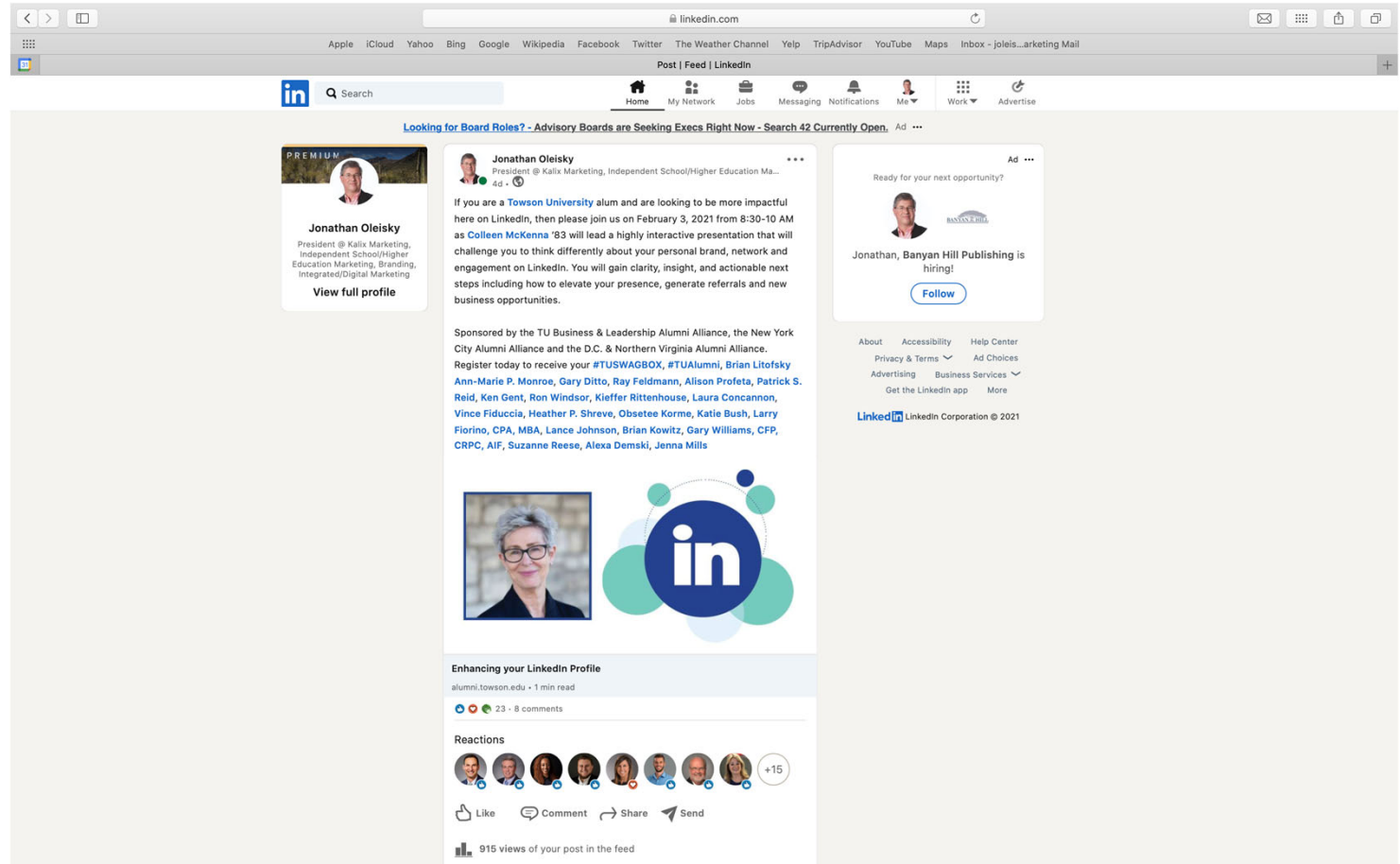
Born and raised in Mā'ili, Hawai'i, DeMattos is a graduate of the University of Hawai'i at Mānoa and holds a Master of Arts in Government from Johns Hopkins University. He has also completed executive education studies in Management at the Wharton School of Business, University of Pennsylvania. He has served as an adjunct professor teaching public policy to undergraduates and leadership to graduate students. DeMattos is an alumnus of the Pacific Century Fellows, 2002 and the Leadership Maryland Class of 2008.

A curator of leadership and strategy, DeMattos is Past President Har Sinai Congregation, the oldest continuous Reform Synagogue in the United States. He is a current board member of The Greater Baltimore Jewish Center and the Baltimore Jewish Council, as well as the Greater Baltimore Committee's Presidents Advisory Council. DeMattos is also internationalist in the area of healthcare and aging policy, with an Asian Pacific focus

ENGAGEMENT: PROMOTING AN EVENT

Tips:

- You can use a post to promote an open house or other type of admissions event.
- An event picture or logo will help your post stand out.
- Tag current parents or other members of the leadership team to help increase engagement.
- Use hashtags # at the end of your post.



THOUGHT LEADERSHIP: THE DESKTOP VIEW

Consider:

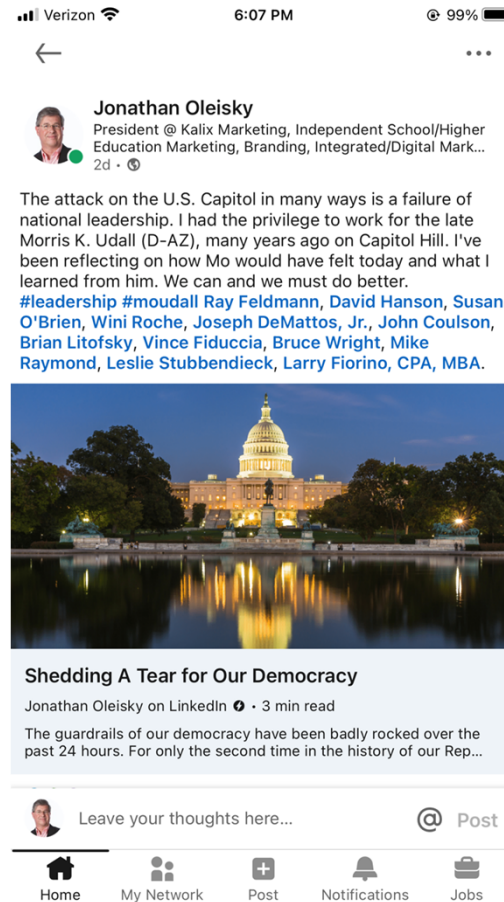
- Use the “write article” feature to share a blog-length post about something unique to your school.
- You need to include a picture along with a headline.
- Consider an article length of 400-500 words.
- You can also aggregate content here if your school has an active admissions blog.

The screenshot shows a LinkedIn article page. At the top, there's a navigation bar with the LinkedIn logo and search bar. Below that, the article title is prominently displayed: "Why Independent Schools Can No Longer Stay Silent on Black Lives Matter". The author's name, Jonathan Oleisky, is listed below the title, along with his role as President at Kalix Marketing. The article's publication date is August 28, 2020. The main content of the article begins with a paragraph discussing the national discussion surrounding the Black Lives Matter movement, mentioning the murder of George Floyd and the shooting of Jacob Blake. A photo of a Black Lives Matter rally is featured, showing a group of people holding signs, with one sign clearly visible that reads "IF YOU DON'T THINK RACISM EXISTS, THEN YOU ARE BUNDED BY YOUR PRIVILEGE #BLM".

THOUGHT LEADERSHIP: THE MOBILE VIEW

Tips:

- A great image will help your article get noticed.
- On the left-hand side of the slide, I've used a "post" to promote my article. Note that I've used hashtags and I've also tagged several LinkedIn connections to help raise the post's visibility.



ALUMNI ENGAGEMENT VIA YOUR SCHOOL PAGE

Tips:

- Every school must have a company page on LinkedIn.
- You want both your faculty and staff to connect with the page.
- Notice the alumni highlights at the bottom of the screen shot.

Garrison Forest School
Be Authentic. Be Brave. Be Compassionate. Be Curious. Be Spirited.
Owings Mills, MD · 773+ alumni · 740 followers

Doug & 9 other connections work here · 147 employees

[Visit website](#) [More](#)

Home About Posts Jobs Alumni Insights

Message from Garrison Forest School about COVID-19
Learn more about Garrison Forest School's COVID-19 Response and Reopening updates at gfs.org/reopening.

About
Garrison Forest School is a private, independent girls' school in Baltimore County, Maryland with an all-girls elementary, middle and high school program, coed preschool and national and international boarding program. Throughout our history, our mission has been to prepare young women for a rewarding college experie... see more

[See all details](#)

People highlights

111 alumni working in Business Development
Meachan, Kate, Beth Lacey, Katherine & 107 others

62 alumni work in Owings Mills
Camryn, Sophia, Rylee, Josie & 58 others

Ad
Jonathan, stay informed on industry news and trends

Ecommerce marketing insights from GRIN
[Follow](#)

Pages people also viewed

Archbishop Spalding High...
Education Management
448 followers
[+ Follow](#)

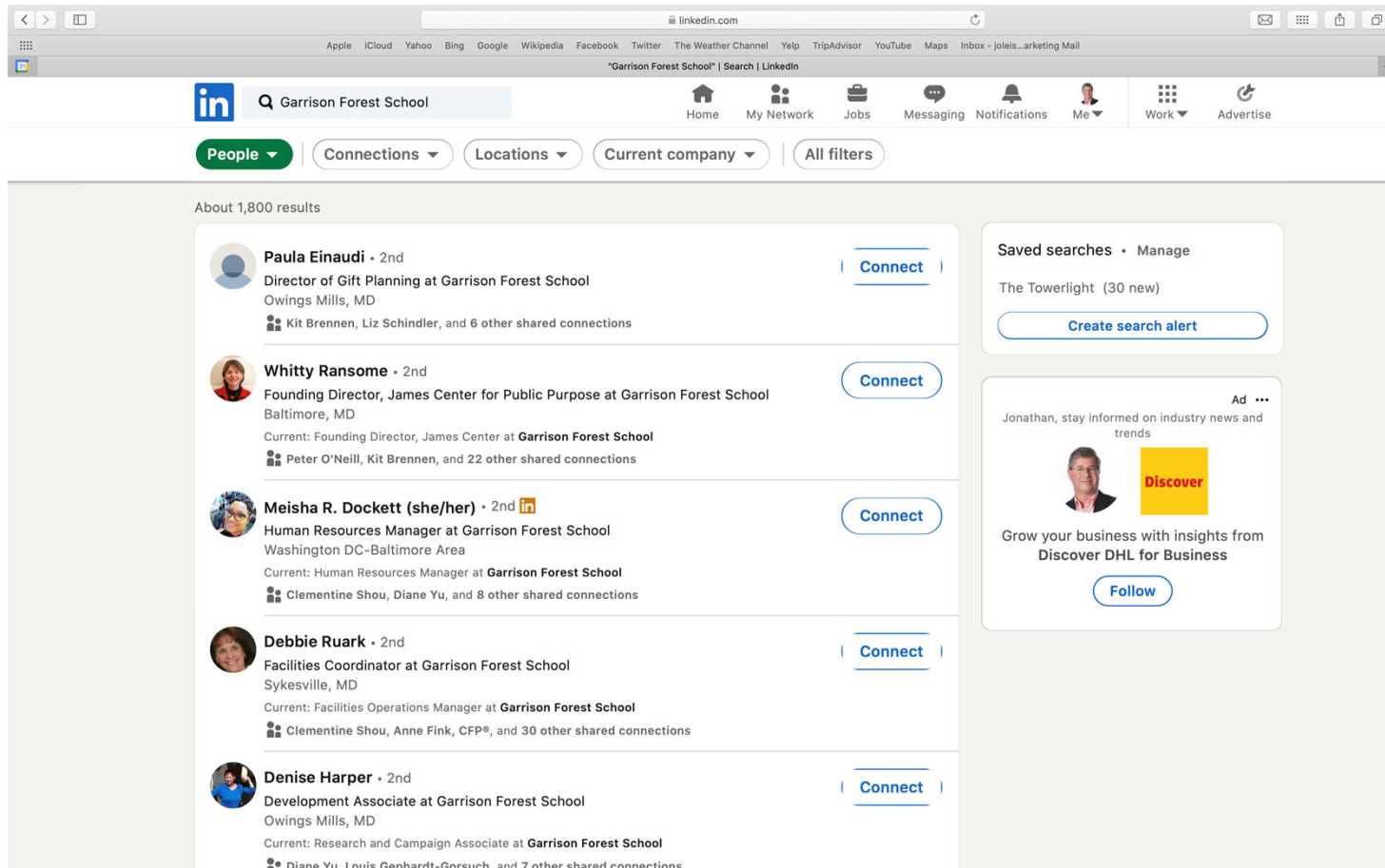
Connections that work here

Kim Marlor · 1st
Chair Physical Education at Garrison Forest School
[Message](#)

Deborah Fischer... · 1st
Science Educator, AP Chemistry
Teacher, Technology Innovator, ...
[Message](#)

Andrea Perry · 1st
Dean of Special Programs at Garrison Forest School

CONNECTING WITH YOUR ALUMNI



You can search for your alumni:

- Here I've searched for anyone affiliated with Garrison Forest School.
- 1,800 results
- You can then connect with as many of these alumni or current and former faculty and staff as you would like.

KEY TAKEAWAYS

- ✓ LinkedIn is an excellent opportunity to promote your professional brand.
- ✓ Using LinkedIn you can help to connect with and engage both current and prospective parents.
- ✓ The platform will help position you as a thought leader in the independent school space.
- ✓ Alumni engagement is a nice by-product of using LinkedIn.
- ✓ Just like any other social media platform, you need a personal strategy for success.
- ✓ You own your LinkedIn profile. It will travel with you for your entire career.



Questions

- I would be happy to answer any questions today.
- Thank you for your time and attention.

COMPLIMENTARY AISAP CONSULT

- Schedule a **45-minute, complimentary Zoom meeting/phone call** with Jonathan Oleisky, President, Kalix Marketing to help answer your questions or strategize.
- Kalix provides marketing services to independent schools nationwide, including:
 - market research
 - brand positioning and branding
 - digital marketing
 - admissions consulting
 - alumni magazine editorial and design services
- joleisky@kalixmarketing.com or 410-382-4017 (cell)



CONTACT US

Jonathan Oleisky

President

Kalix Marketing

3600 Clipper Mill Rd., Suite 300

Baltimore, MD 21211

410.382.4017

joleisky@kalixmarketing.com

www.kalixmarketing.com

