



SHORELINE CHRISTIAN SCHOOL

Word of Mouth Toolkit

How to help spread the word about Shoreline Christian

SOCIAL MEDIA POSTS

Posting on your individual social media accounts is a great way to publicize our school. To the right are sample posts you can use to get started. Feel free to think of them as templates you can personalize to talk about your experience with SCS in a way your friends and family would resonate with. In the end, this is about sharing what YOU love about SCS in a way that feels natural.

When possible, make sure to link to a specific page on the SCS website (the calendar, enrollment page, etc).

In addition, sharing SCS page posts helps increase our visibility as well.

Enrollment

"Our twins love their teachers at Shoreline Christian School. If you've ever thought Christian education might be right for your family, now is the time to apply. Join us at SCS!"

Schedule a Tour

"Colin loves the big playground at Shoreline Christian School. I love that he goes to art class twice a week. SCS has great teachers and a wonderful facility. Don't just take my word on it though. Let's take a tour together!"

Event Invitation

"Our son Kyle loves his school. Recently he showed me a science project he worked on in class. The individualized attention he receives is really helping him thrive! You should join us at an upcoming event!"

SOCIAL MEDIA GROUPS

Many neighborhoods, churches, and preschools have private Facebook groups where members can share news and invite others to parties and events. This is a great place to share invitations to SCS events like open enrollment, a tour, or an upcoming sporting event. Also people often ask for recommendations on these community pages. Keep an eye out for people asking for recommendations for preschool private school options.

Some possible groups to look for are:

- Greater NE Seattle Community Group
- NW Seattle Community Chatter
- MOPS groups
- Church groups
- Parent support groups
- Homeschool groups
- Nextdoor

ONLINE REVIEWS

Reviews are an important part of our online presence. They don't carry as much weight as a word-of-mouth recommendation, but they do help boost our visibility and credibility, and are often one of the first points of contact for people who find our school online. Each site has a slightly different format for reviews, so we can't provide you with sample text, but we would encourage you to use keywords like the following:

Seattle, Shoreline, Christian, education, faith, individualized, private education, personal attention, rigorous

E-MAIL & DIGITAL

While social media and online advertising has a broad reach, the vast majority of our new students still come from word of mouth invitations to apply. Sharing with your friends and family about what you and your student like about Shoreline Christian, and inviting them to join you is a powerful appeal that only you can make! To the right is a sample for inviting a friend to take a tour here at SCS.

Contact Tassie DeMoney (tdemoney@shorelinechristian.org) to talk about hosting a group gathering at SCS along with a tour of the campus.

REFERRAL CREDITS

In order to thank parents for sharing the good news about our school, we offer the Referral Credit program, which offers a **\$650 tuition credit** for the upcoming year to current SCS families for each successful referral of a new family to our school.

Your family will also receive a \$50 Amazon gift card after the tour as a thank-you.

Consider posting reviews to these sites:

- Facebook
- Yelp
- Niche
- Great Schools
- Google

Karen,

It was good to see you at church yesterday! I wanted to follow up on our conversation about where Tony is going to school next year. Our Kyle has been at Shoreline Christian School since Kindergarten and absolutely loves it. He has blossomed with the extra time and individual attention his teachers give him. I know he would have fun being in class together with Tony. If you have free time this week, I'd love to schedule a tour of our school with you so you can learn more.

Let me know if you have any questions, and when you might be available for a tour.

For full referral credit procedures, please contact [Michelle Jimenez](#). You can also download the Referral Credit form [here](#).