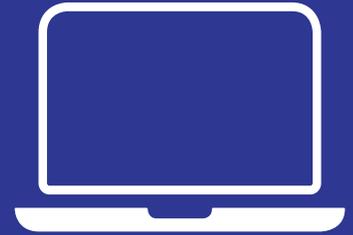# How to Promote Your Virtual Program

Raising awareness with students and families

Whether you want to increase enrollment in your virtual program, recover students who have enrolled in a program outside of your district, or re-engage students who have dropped out of school, you can spread the word about your virtual program through many different communication channels and formats.

E-MAILS

Many schools and districts already use e-mail or eNewsletters to contact parents and guardians, so promoting your virtual program through e-mail would require few additional resources. You can also include important links to more information about your program and enrollment steps.

SOCIAL MEDIA

Another quick and modern way to reach parents is through your social media accounts, including Facebook, Twitter, LinkedIn, Google+, and Instagram. With targeted messages, you can easily direct interested students, parents, and guardians to your website for more information.

ADS

Ads can be used in many different ways. You can place an ad in district-sponsored materials, such as the course catalog or school newspaper, or in public materials, such as the local newspaper. Ads can also be embedded on Facebook, Google, your school/district website, or a partner's website.

FLYER

Flyers can be posted in schools, distributed in guidance offices, or mailed home. They can also be handed out during events, such as back-to-school night. You may also post the flyer in other community locations that students and their families frequently visit.

LETTER

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, or even reassuring to parents and guardians who are less tech-savvy.

It is best to use more than one format to promote your program because some parents may not use social media accounts, whereas others may not check their email regularly.

Additionally, depending on the type of virtual program you have, you can send targeted messages with specific focuses. For example, to raise general awareness, you may focus more on the rigor and variety of courses your virtual program offers. Or, your messaging may place a larger emphasis on convenience and flexibility if you want to target students who have fallen behind or dropped out.

Your district PR representative, communications department, or web administrator may also be a good resource to help you plan where and how to best promote your virtual program.

CONTACT US to learn more about materials you can use to promote your virtual program.

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