


Student Voice in School Marketing

As a school district, the product you're selling is education, so highlighting your most impacted customers—your students—is a highly effective way to show your success. If your community can see your schools through the eyes of your most valuable stakeholders, they'll believe in your mission that much more. That means your students can be natural marketers for your schools.


Discussion Guide

 *"In our conversations with school leaders and communications directors, we find that many are hesitant to use students in their marketing efforts—and we understand that."*


- Do you have hesitations using students in your district marketing?
- How can you tell authentic stories that highlight the way students experience your schools?

 *"There are several ways to incorporate student voice into your marketing, but the most successful strategies start with student input."*

- What did you learn from the Lake Oswego example that could be implemented in your own district?
- How could student voice impact your district's marketing efforts?

 *"You want your community and the world to see the opportunities your campuses offer—and if that's coming straight from your students, your audience will be even more inspired by your vision and mission."*

- Do you currently use students' perspectives to share your district's story?
- How can you incorporate student voice in your district marketing with what you learned from Lakota Local Schools and Allen ISD?

 *"Your students know what they need, want, and care about more than anyone else, so it just makes sense to have them tell prospective students what your schools are all about."*

- Does your district share student produced content on social media?
- Would a student ambassador program work to increase your district brand awareness?



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“Making student voice a prominent part of your strategic planning, your community outreach, and your social media isn’t just a smart move—it’s a necessary one.”

- How can you use student voices to help your community better connect with your district?
- How would keeping students at the forefront of decision making and implementation of district marketing impact your students and schools?



For more information on Student Voice in School Marketing:

<https://www.schoolceo.com/a/student-voice-in-school-marketing/>