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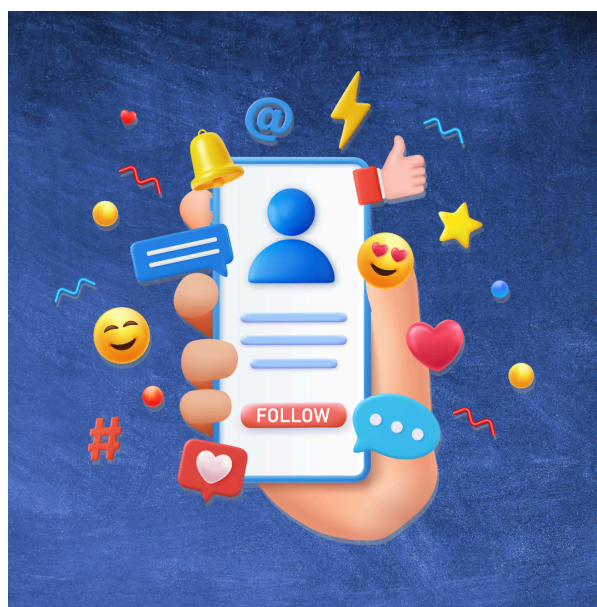
MONTHLY UPDATE: DECEMBER

Social Media Insights

This month, we're shining a light on the importance of social media engagement. Having an active presence on social media isn't just nice to have; it's essential for marketing. Here are a few tips to keep in mind!

Share Your Story

Don't hesitate to share your success stories. People love to hear about real experiences and achievements. Also, you can include educational tips!



Get Interactive

Content like quizzes and polls can be a fun way to engage with your followers. It doesn't just spark interest but encourages participation and makes your followers feel more connected to you.

Connect with Your Audience

Remember, social media is all about conversation. Respond to comments and messages to show your audience that you value and support them.

As part of our ongoing efforts to support your success, we have created a host of new School is Easy marketing assets to assist in your community marketing activity. Resources include new **flyers, posters, lawn signs, presentation folders, door hangers, tearaways, bookmarks, gift certificates**, and more!

Our Help Centre boasts an impressive number of marketing resources for your print and digital marketing needs. All marketing resources can be found in the *Lead Generation* category of the Help Centre, with the print marketing materials located in the “[Collateral & Templates](#)” section.

SIE Toolkit

We are excited to announce the release of the next marketing and promotional assets toolkit! The full kit can be ["accessed here"](#) on the Help Centre. These resources were developed to help you gain visibility in your local market, generate new business, and lead to increased brand loyalty.

[2024 School is Easy Holiday Cards](#)

Photos Needed

[Send us your photos and video!](#)

We are still in need of pictures of your tutors/students for the School is Easy network. Unfortunately, we are still heavily reliant on stock images, which Google ranks lower than quality organic content.

Any pictures/reels/videos that you or your team can create (tutoring sessions, activity in your community,

Use the link above to submit your content, or you can send them directly

to jon.hayes@schooliseasy.com.



School is Easy
TUTORING



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