

The Power of Branding

GUIDING QUESTIONS YOU NEED TO ANSWER TO BEGIN CREATING, BUILDING, AND SHARING YOUR SCHOOL BRAND

1. What do you stand for and believe in?
2. Does your community – students, staff and families – know what YOU and the school stand for and believe in?
3. How are you sharing information with the community? Paper newsletter? Email? Twitter? Not sharing at all? Etc.
4. What is the feedback you have been getting from your communication? Is it just an information dump or is it two-way communication?
5. What is your brand? When people think of your school, what do they think? What do you want them to think? Do you have a logo?
6. Does the brand experience match the brand promise?
7. How are you promoting your brand and telling your story today?
8. What do you want to try differently starting tomorrow?
9. How will you include student and staff voice in telling your story?
10. Now get out there and have some fun telling your school story before someone else does it for you!