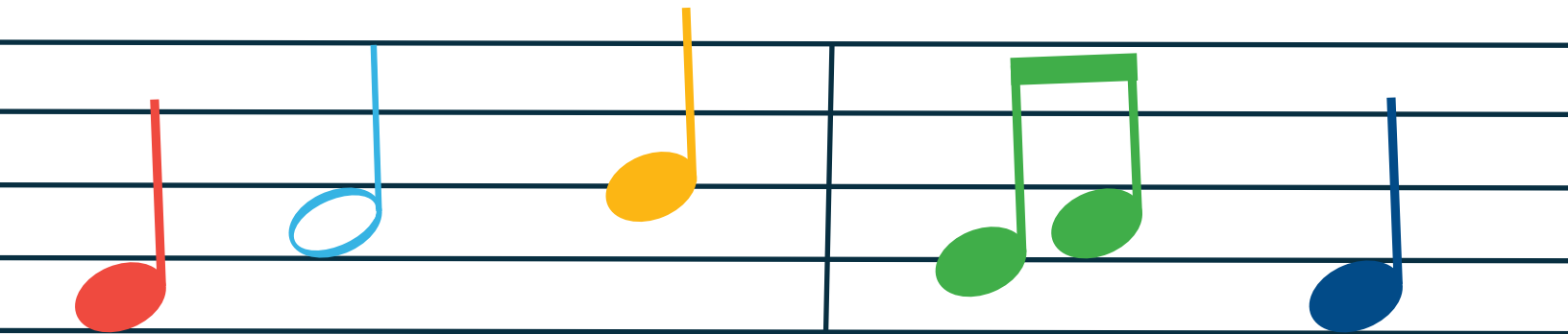




Social Media Content Guide

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Content Calendar

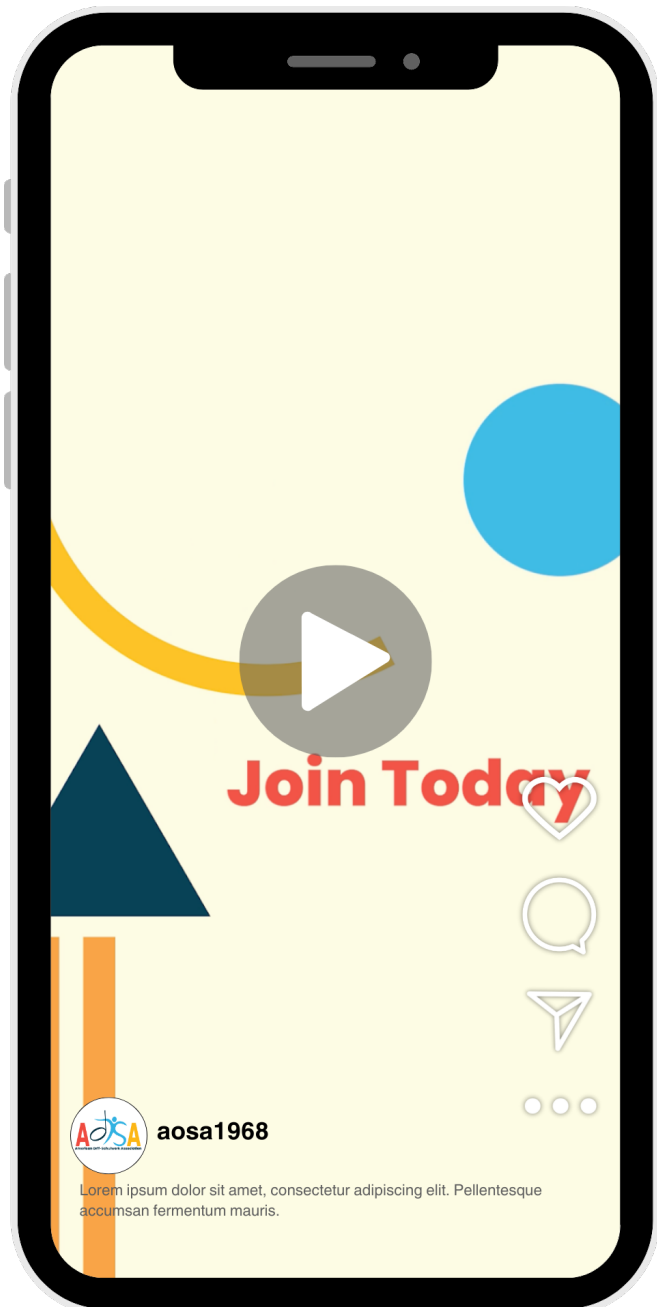
M	T	W	Th	F
 Post	 Reel	 Long form	 Post  Shorts	 Opportunities (as available)
 Post	 Post  Shorts	 Long form	 Reel	 Opportunities (as available)
 Post	 Reel	 Long form	 Post  Shorts	 Opportunities (as available)
 Post	 Post  Shorts	 Long form	 Reel	 Opportunities (as available)
 Post	 Reel	 Long form	 Post  Shorts	 Opportunities (as available)
 Post	 Post  Shorts	 Long form	 Reel	 Opportunities (as available)

Week One

- 🎵 1 video post/week
- 🎵 Playful colors, shapes, and graphics
- 🎵 Friendly and welcoming tone
- 🎵 Simple, brief text

Target Audience: Students

- 🎵 1 static post/week
- 🎵 Highlights AOSA offerings and affordability
- 🎵 Simple, brief text

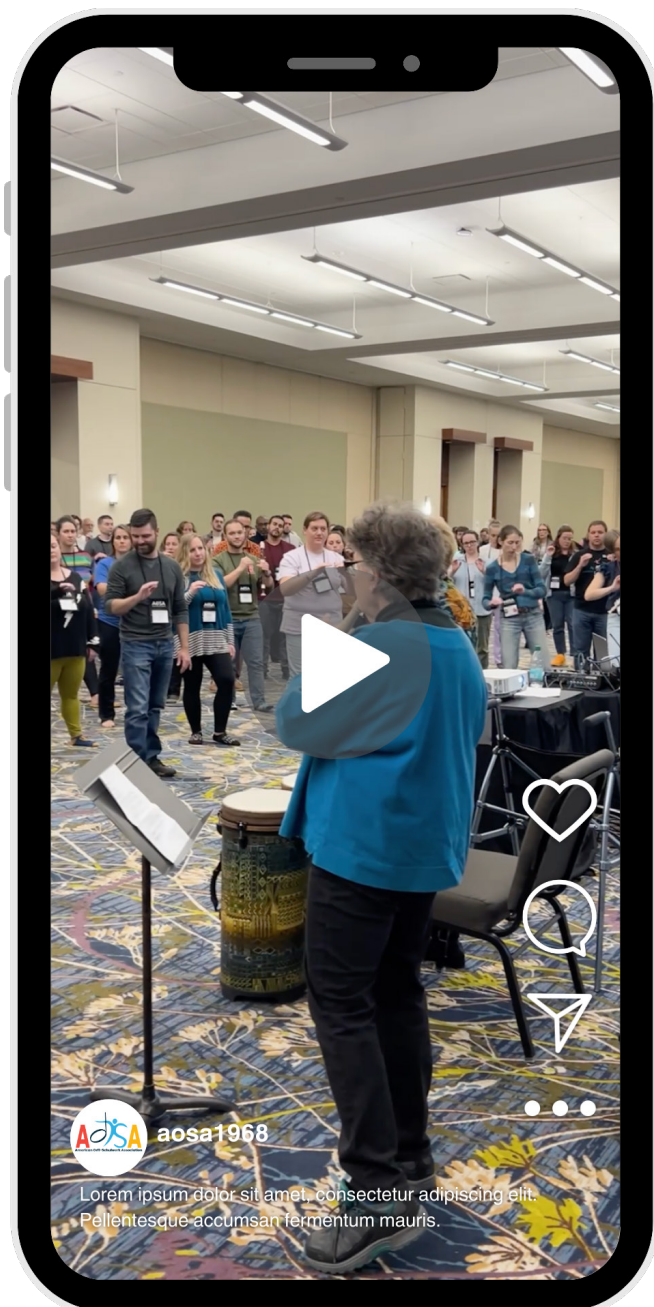


Week Two

- 🎵 1 video post/week
- 🎵 Highlights AOSA's community at convention
- 🎵 Shows togetherness, collaboration, and creativity

Target Audience: Teachers

- 🎵 1 static post/week
- 🎵 Seeks current member engagement
- 🎵 Brief text
- 🎵 Call-to-action



Week Three

Target Audience: Administrators

🎵 1 video post/week

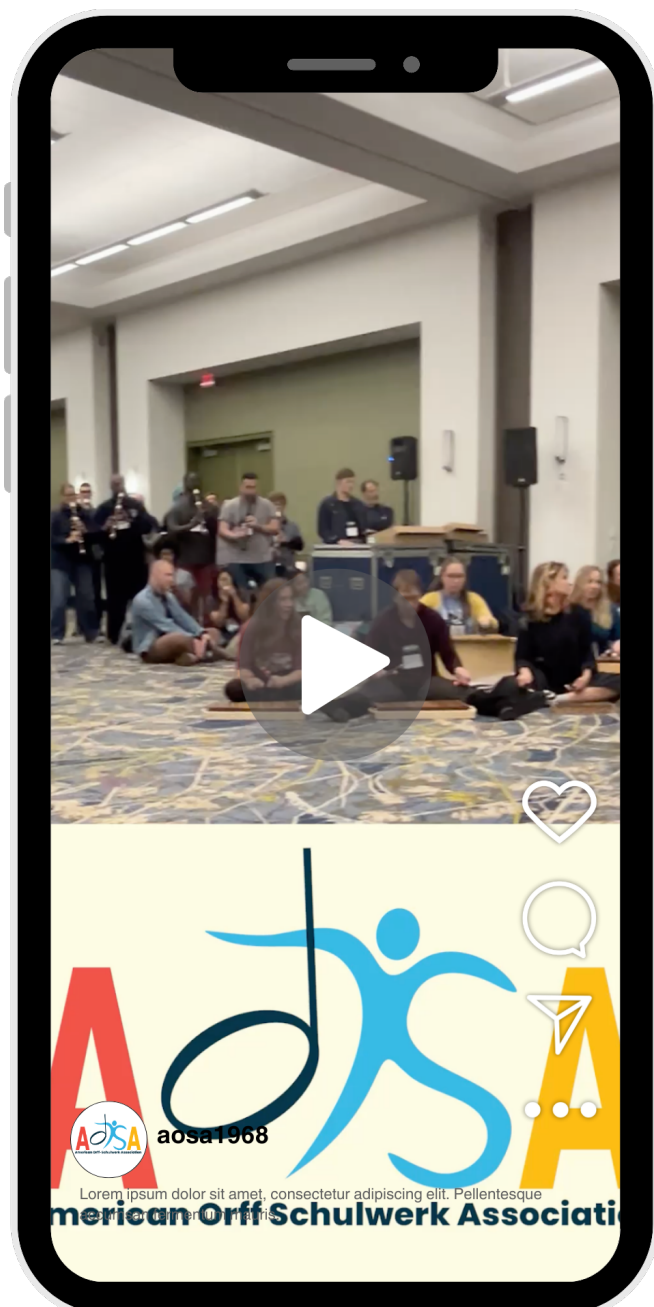
🎵 Shows the creative power of music

🎵 1 static post/week

🎵 Highlights AOSA's National Convention

🎵 Call-to-action

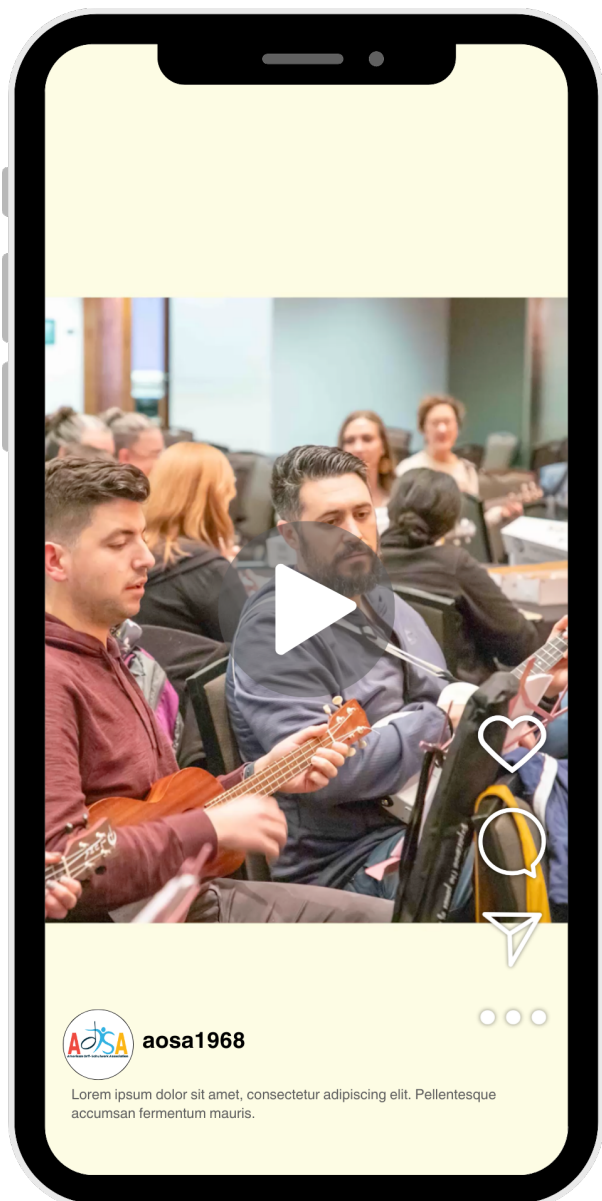
🎵 Includes engaging convention photos



Week Four

Target Audience: Students

- 1 video post/week
- Highlights AOSA's creative lessons and methods
- Shows community and togetherness
- 1 static post/week
- Promotes AOSA's ambassador program
- Features fun, activity-based photos of members



Week Five

- 🎵 1 video post/week
- 🎵 Highlights light-hearted, creative dancing
- 🎵 Fosters a community of members

Target Audience: Teachers

- 🎵 1 static post/week
- 🎵 Highlights an individual chapter
- 🎵 Fosters a sense of community
- 🎵 Encourages active member engagement

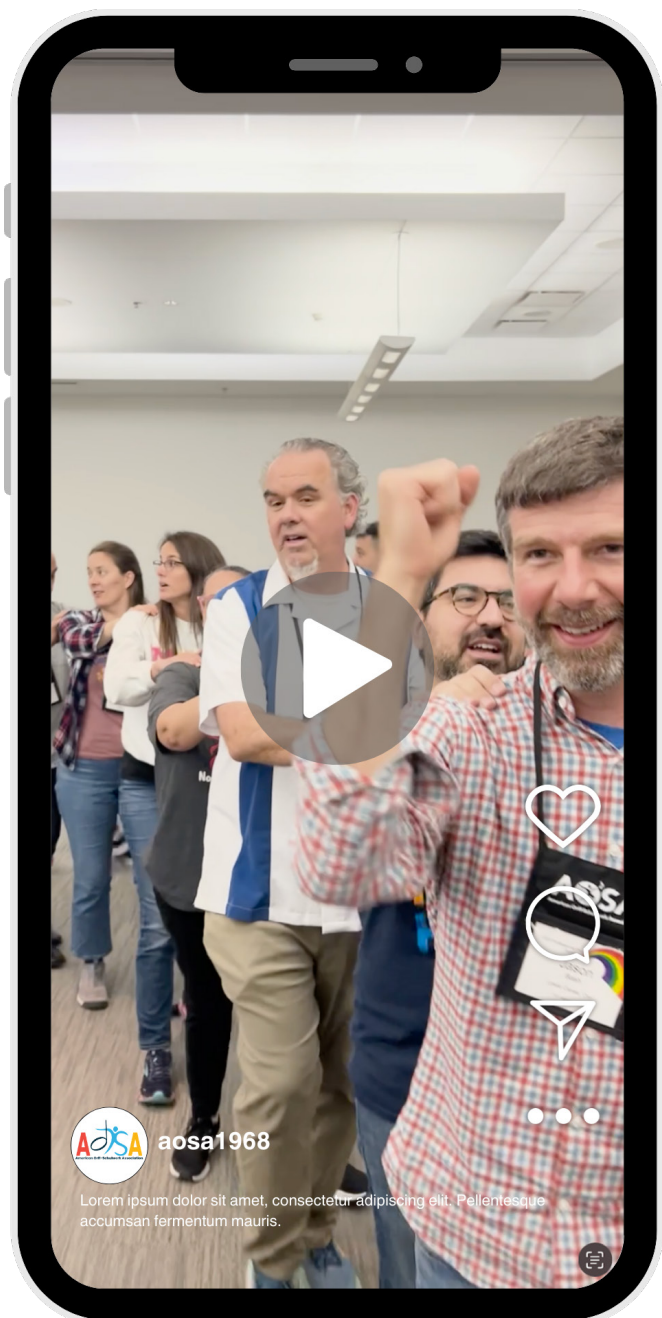


Week Six

- 1 video post/week
- Highlights AOSA's fun movement-based activities
- Fosters a sense of community among members

Target Audience: Administrators

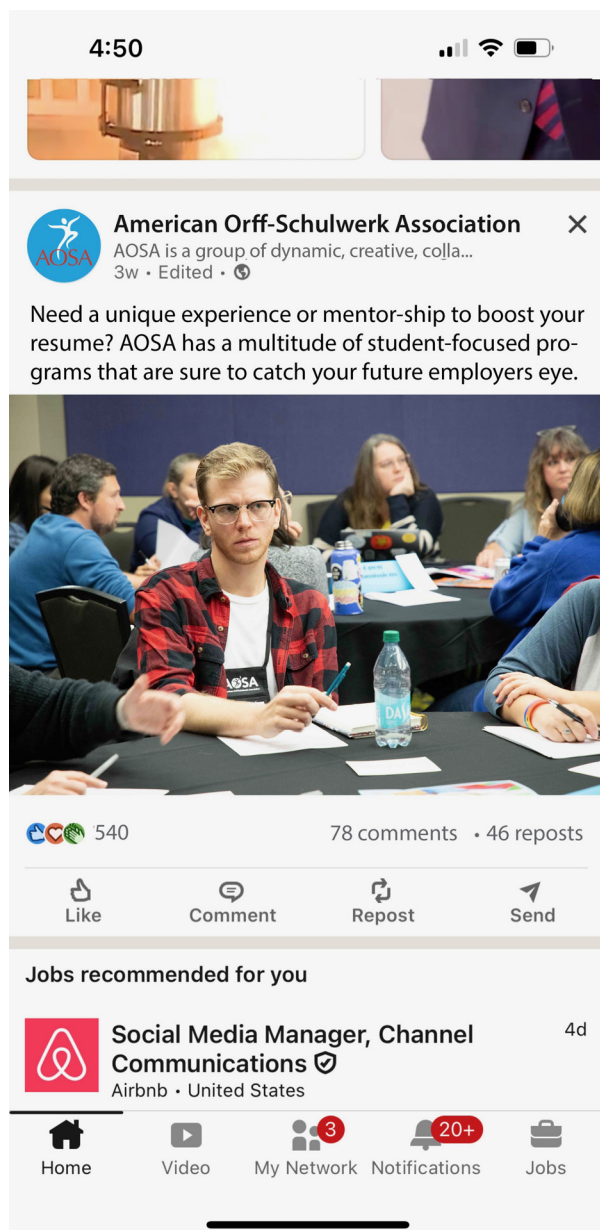
- 1 static post/week
- Features distinguished AOSA member testimonial
- Improves the perceived value of AOSA's offerings



LinkedIn Guide

LinkedIn is the world's largest professional networking platform. It's designed for **professional networking, career development, company branding, content marketing, event promotion, and group engagement.**

For AOSA, LinkedIn offers a unique opportunity to **expand professional reach, promote professional development** (Effectively market their national conference, "The Orff Echo" journal, and graduate-level certification programs), as well as strengthen national and local chapter connections.



LinkedIn Strategies for AOSA

Page Setup and Optimization:

1. **Create a Professional Company Page:**

Ensure the page is complete with AOSA's logo, a summarized "About Us" section, and accurate contact information.

2. **Highlight Key Information:** Emphasize AOSA's mission, values, and the benefits of Orff-Schulwerk education.

3. **Use Relevant Keywords:** Incorporate keywords like "Orff-Schulwerk," "music education," "music pedagogy," and "professional development" to improve search visibility.

4. **Consistent Branding:** Maintain consistent branding across all LinkedIn content, including visuals and messaging.

Content Strategy:

- **Keep it simple and professional.** Many people turn to LinkedIn as a simplified platform to access work-relevant content. Less is more when it comes to the platform.
- **Highlight scholarship opportunities.** Educate audiences about ways AOSA promotes equity in the organization and how AOSA welcomes professionals of all ages and experience.

LinkedIn Guide

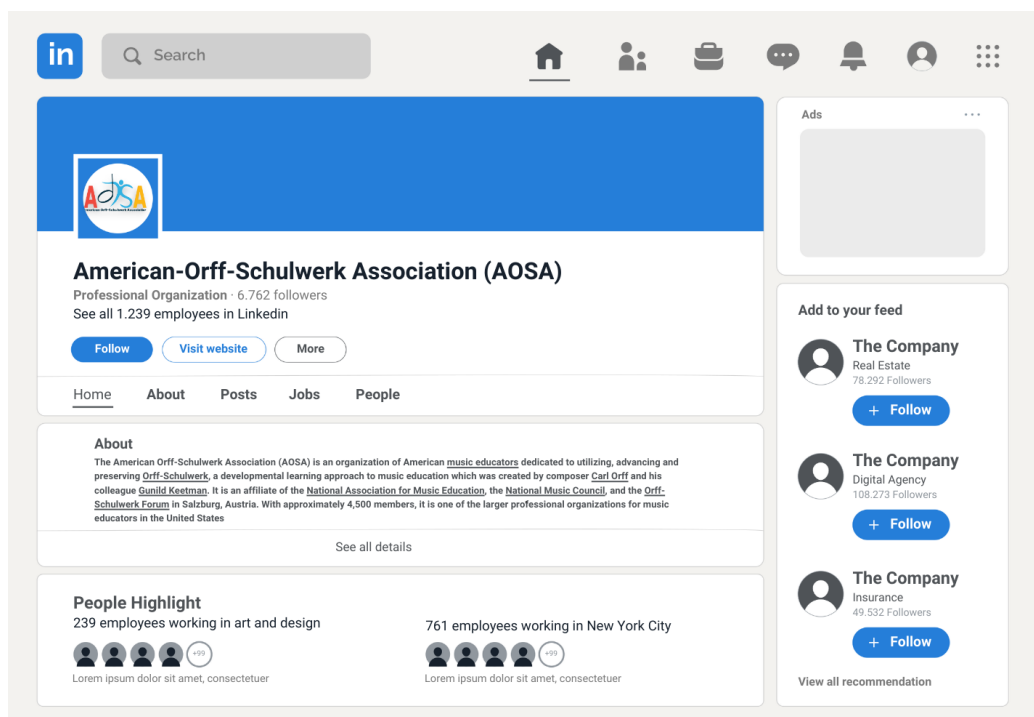
Relevant features on LinkedIn:

- **LinkedIn Events:** Promote AOSA's national conference and local chapter workshops using LinkedIn Events.
- **LinkedIn Groups:** Join and participate in relevant LinkedIn groups related to music education and professional development.
- **Repost feature:** Encourage AOSA members to share their experiences and repost it onto the main AOSA LinkedIn page.

A few ideas for posting on LinkedIn include, but not limited to:

- **Reach Out to Music Education Leaders:** Connect with influential music educators, administrators, and researchers on LinkedIn.
- **Partner with Universities and Institutions:** Create a post and collaborate with universities that offer Orff-Schulwerk certification programs to promote their programs and AOSA's LinkedIn page.
- **Analyze Post Performance:** Identify which types of content resonate most with AOSA's audience and adjust the content strategy accordingly.

By implementing these strategies, AOSA can effectively leverage LinkedIn to expand its reach, promote its programs, and strengthen its position as a leading organization in Orff-Schulwerk education.



Social Media Branding

AOSA's social media branding aims to reflect their core values of creativity and expression as well as professional development in the field of music education. The posts should represent a warm and playful tone, showcasing videos and pictures from conventions and local workshops. These videos can show active music-making and teaching in a real classroom setting. Some other content can include chapter highlights, event reminders, and networking opportunities. These forms of content on social media can aid AOSA in increasing their diversity of content, targeting content at a new younger audience, and expanding their reliability and awareness online.



Social Media Strategy

Goals and Objectives	Target Audience Insights	Measuring Results	Original Content	Timeline
Goal One Improve social media messaging to improve brand awareness and reliability to AOSA among students, young educators and school administrators. Goal Two Curate a variety of targeted posts between each social media platform to boost engagement and improve diversity of content. Goal Three Include more Gen Z representation and trends to allow a younger audience to feel more included in the brand.	Students - Looking for mentorship and access to informal and formal networks that can support them as they transition to their careers - Looking for involvement and work opportunities that provide hard skills to list on a job resume - Obtains a lot of their career news from social media Teachers - Seeking educational methods that improve the lives and skills of their students - Always looking for other teachers that they can reach out to Administrators - Constantly looking to improve the lives of their teachers and students. - Not as familiar with specific music education methods as they are with larger, generic organizations - Price conscious when choosing organizations and programs for their teachers	Instagram - Monitor views, shares, likes and comments on all reels and posts as well as total followers - Increase average likes per post to 30 likes within 3 months through interactive content - Increase average comments per post to 10-15 comments within 3 months Facebook - Share content from Instagram and YouTube Shorts to Facebook Page - Monitor likes, shares, and reposts on discussion groups. Youtube Shorts - Post suggested content to YouTube Shorts. - Monitor views, watch time, likes and comments per short as well as total subscribers - Adjust posting to time of increased engagement measured by views, likes, and comments.	Instagram - High-quality static posts - Short and long form videos for Reels - Visually interesting content such as day-in-the-life of music educators, content from the annual convention, classroom lesson workshops, and other large events Facebook - Discussion group posts for reminders of upcoming events and registration deadlines Youtube Shorts - Short-form video content - Highlighting dance, music, teaching, and community - Educational shorts to highlight recruitment, networking, and information for members - Workshop, lesson, and community content from the National Conference LinkedIn - Professional, comprehensive content - Promoting opportunities such as internships, shadowings, or job offerings	Instagram - Static posts can be made every two to three days to maintain interaction and activity - Reels can be published about once a week. - Closer to important events or deadlines, static and video content can be posted more frequently, ensuring the content remains timely and impactful. Facebook - Two posts per week, primarily for reminders of upcoming events and registration deadlines - Can be made more frequently as a deadline or event approaches. LinkedIn - Post when opportunities become available - Can also post before and after large events such as annual convention

Social Media Platforms



Instagram

For Instagram, we will utilize high-quality static posts as well as short and long form video content in the form of reels. These reels will offer an immersive look into various ideas, such as a day-in-the-life of music educators, content from the annual AOSA convention, classroom lesson workshops, and other large events. This style of content will boost AOSA's relatability and engagement with younger audiences. Static posts can be made every two to three days to maintain interaction and activity, whereas reels can be published about once a week. As we get closer to important events or deadlines, static and video content can be posted more frequently, ensuring our content remains timely and impactful.



Facebook

For Facebook, our biggest driver of engagement is our discussion groups. For these groups, we want to utilize two posts per week, primarily for reminders of upcoming events and registration deadlines. These can be made more frequently as a deadline or event approaches. These discussion groups are significant because they offer a space for individuals to discuss membership, recruitment information, AOSA services, networking, mentorship, and more. Most importantly, they foster community and connection for AOSA's members and chapters.



YouTube

For YouTube, we will primarily utilize short-form video content. Entertaining shorts will highlight the fun nature of dance, music, teaching, and the community that AOSA fosters. On the other hand, educational shorts will highlight recruitment, networking, as well as information for current and prospective members. Additionally, we will feature content from the National Conference to show workshops, lessons, and community.



LinkedIn

LinkedIn will feature professional, comprehensive content for certain stakeholders such as administrators, current members, and music education students seeking career advice. This platform will leverage opportunity-based posts such as internships, shadowing, or job offerings intended for newer, young members and industry professionals to network and grow connections.

Print Media: Flyers

for Students

Messaging:

-  Highlights the value and affordability of AOSA to students
-  Prominent QR code and call-to-action



Visuals:

-  Consistent color scheme
-  Music-inspired graphics

Print Media: Flyers

for Teachers

Messaging:

 Highlights AOSA workshop benefits

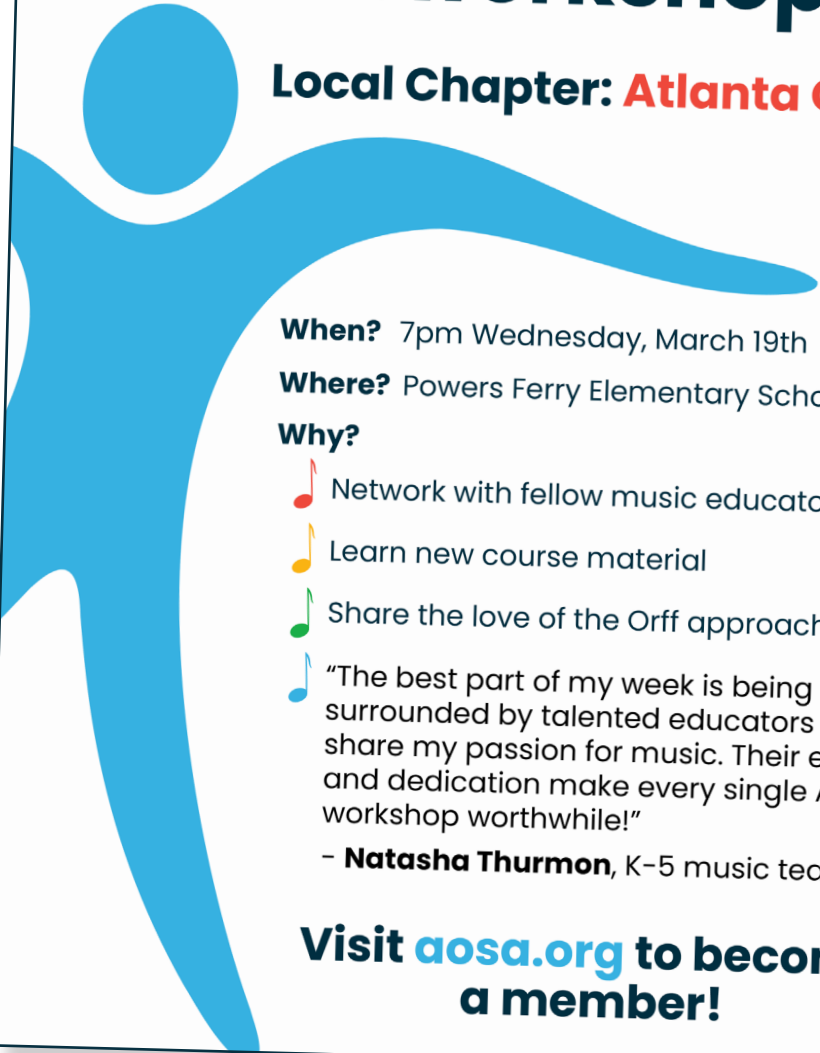
 Brief teacher testimonial

 Simple call-to-action

Visuals:

 Consistent color scheme

 Movement-inspired graphics



Attend this week's
AOSA workshop!

Local Chapter: Atlanta Orff

When? 7pm Wednesday, March 19th
Where? Powers Ferry Elementary School
Why?

-  Network with fellow music educators
-  Learn new course material
-  Share the love of the Orff approach
-  "The best part of my week is being surrounded by talented educators who share my passion for music. Their energy and dedication make every single AOSA workshop worthwhile!"
- **Natasha Thurmon**, K-5 music teacher

Visit aosa.org to become a member!

Print Media: Brochures



Messaging:

- Highlights the value of AOSA's offerings
- Brief history and overview of the association
- Teacher testimonial

Visuals:

- Consistent color scheme
- Prominent to social media tags
- Colorful musical graphics

College Ambassador Program

Recruitment for AOSA's College Campus Chapters

Steps:

1. Press Kit
2. Social Media Guide
3. Recruitment Brochure
4. Ambassador Flyer

Promote AOSA to various music organizations on campus, such as music education programs, marching bands, service-based greek life music organizations, and other similar groups to establish a presence for future AOSA college chapters.

- Ex) Reaching out to Redcoat marching band members to join AOSA and become an ambassador to receive certain workshops, access to learning tools, and online courses

Implementation of brochure, posters, recruitment materials, and LinkedIn content for further promotion.

- Suggest to create a LinkedIn account
- Mockup of LinkedIn home page needs to be implemented into the recruitment materials
- Includes logo, cover photo, description, and example of job and membership postings

Become an AOSA Ambassador

- Target local school's music programs to spread the word of AOSA's offerings and services
- Posting on personal social media (require one post per month)



Perks:

- Discounted membership
- AOSA Merchandise
- Discounted convention and event rates
- Exclusive access to AOSA online courses

Press Release



FOR IMMEDIATE RELEASE

AOSA Launches Collegiate Chapters

MAYFIELD HEIGHTS, Ohio, **DATE** – The American Orff-Schulwerk Association (AOSA) announced the creation of nationwide collegiate chapters starting on **DATE**. The established student chapters provide more in-person resources, networking and support to the future leaders of music education. College members benefit from a waived membership fee and exclusive access to local mentors.

Collegiate chapters offer professional workshops throughout the school year. Students will learn how to bring creativity and student expression to music lessons using the Orff-Schulwerk approach. These workshops will focus on networking with peers and establishing support during the job search.

“As a future music educator, I’m excited to join a collegiate chapter. The chance to learn more about Orff-Schulwerk and discuss the approach with my peers will be a great opportunity to grow and prepare for my career” said [name], [first, second, etc]-year student at [school name].

Steps for creating a collegiate chapter can be found here, https://aosa.org/wp-content/uploads/2020/01/establish_chapter_2020.pdf. Once the chapter is approved, students can apply to become AOSA ambassadors on their campus.

About AOSA:

The American Orff-Schulwerk Association is a professional organization of educators dedicated to the creative music and movement approach developed by Carl Orff and Gunild Keetman. There are 96 local chapters of AOSA offering frequent opportunities to network and participate in professional development. Our mission is: to demonstrate the value of Orff Schulwerk and promote its widespread use; to support the professional development of our members; and to inspire and advocate for the creative potential of all learners. For more information, visit <https://aosa.org/>.

Media Contact:

Tiffany English / Executive Director, AOSA
tiffany@aosa.org
770-402-1807



Email Pitch

Subject: AOSA Coming to [insert college]

Hi [insert specific name of administrator/student],

I am reaching out to inform you that the American Orff-Schulwerk Association (AOSA) is coming to college campuses nationwide. We would love to invite you to start a student-led collegiate chapter in your program.

[Include 1-2 sentences regarding your personal relationship with the recipient related to AOSA]

Collegiate chapters will offer professional workshops where students will learn how to bring creativity and self-expression to educational music lessons using the Orff-Schulwerk approach. Student members benefit from a waived membership fee and exclusive access to local mentors and peers to establish support for their professional career.

If you are interested, I would love to talk more about the process of establishing a chapter and our future ambassador program.

Please reach out to me with any questions!

Thank you!
Tiffany English
Executive Director, AOSA
Board Member, International Orff-Schulwerk Forum Salzburg
www.aosa.org
1284 SOM Center Rd. #264
Mayfield Heights, OH. 44124
tiffany@aosa.org
770-402-1807

College Ambassador Flyer



**Become a
BRAND
AMBASSADOR**

 **Mission Statement**
AOSA's ambassador program empowers students to welcome fellow individuals with a passion for music to join AOSA while gaining access to exclusive perks!

 **Why Join?**
Discounted membership, discounted conventions, exclusive access to AOSA leaders, a free sweatshirt and more

 **What's the commitment?**
Ambassadors are expected to attend at least one general body meeting a month and regularly attend recruitment events to promote their experience through the program. Ambassadors should also post at least once a month on their personal social media accounts about their experiences with AOSA.

 **Apply at aosa.org/apply !**

YouTube Shorts

Messaging for short videos:

Curating an environment that promotes education and lifts up those who choose to educate.

Teachers, Leaders, and Administrators:

AOSA has created a unique culture, and with successful content, that unique voice could curate a following that uses AOSA's platforms as an environment for conversation, education, and information.

Cross implementation:

Creation of YouTube Shorts and Instagram Reels to have a continued, calculated, and singular brand voice across all platforms. Also available is the integration of YouTube Shorts and YouTube videos, creating the possibility of transferring short-form viewers into subscribers and long-form viewers.

Importance:

This allows AOSA to utilize social media platforms for each app's uniqueness while also curating a base-level brand voice. Cross-implementation and high-level shorts foster a level of competence and professionalism.



Recommendations

1. Follow the content calendar for the following six weeks and implement new brand kit and social media guides for further use.
2. Implement the college ambassador program to expand AOSA's reach towards students and engage directly with them.
3. Emphasize quality over quantity of posts in order to limit clutteredness and have a cleaner, more curated feed.
4. Follow social media guidelines to ensure proper messaging, brand voice, and branding across platforms.

