

Online Public Relations Strategies for Schools

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Sterling Advertising

www.sterling-advertising.com



Why?

- 86% of Pittsburgh has home internet access
- 8,070,000 results for 'pittsburgh public schools' in a Google search
- Control of information
- Connection with students and families



Official School Web Site

Pittsburgh Allderdice High School
2429 Steady Avenue, Pittsburgh, PA 15217
Pittsburgh Allderdice High School
Knew something. Do something. Be something.
Today is Tuesday, April 28, 2009
The time is 10:30:30 P.M.

At-a-Glance
Pittsburgh Allderdice High School
Phone: 412-422-4300
FAX: 412-422-4303
Principal: Mr. Robert Schaefer
Assistant Principals: Mr. Anthony Bellacose, Ms. Carolyn Haritz, Ms. Gina Robinson, Ms. Janine Smith, Ms. Melissa Paulman (PELA, Reading)
Grade Organization: Neighborhood School serving Grades 9-12. Includes the Pre-Engineering magnet program.
Hours: 7:30 AM - 2:38 PM
Dress Code: Standard
(See School Handbook)

Quick Links
District Site
Student Services Bulletin
Daily Bulletin
School Information
Student Menu
Senior Activities
Faculty Email Addresses
Welcome Back Kit
Map to School
Pittsburgh Allderdice Newsletter
Graduation Project Handbook
Junior Activities

Upcoming Events
Sorry, no events exist.
View Calendar

In the News...
Pittsburgh Allderdice Sophomore honored as Global Youth Entrepreneur
Katherine Jones' business plan for a clothing-design company wins a national award from the National Foundation for Teaching Entrepreneurship in New York.
Pittsburgh Allderdice Students Receive Recognition for Achievements in Science on Tuesday April 21st
Students of Pittsburgh Allderdice High School will receive a Proclamation from the City Council of Pittsburgh recognizing the students for achievements in science. At a time when the United States is falling behind in science and technology coursework at the high school level, Pittsburgh Allderdice students will represent the City regionally and nationally in three separate science competitions.
Photography show gives insight to the lives of young people with disabilities
Eleventh Annual Think-A-Thon Results
Now Two Dates Available for Community Dialogue on Newly Proposed Magnet Admissions Process

- Clear press contact information
- Press kit
- Link to blogs and official social networking sites



Social Networks

- Social Networks
- Wikipedia
- Video Channels
- Friend Finders
(classmates.com, etc.)
- Photo Sharing
- Blogs
- Twitter/SMS clients
- Search Wikipedia for Social Networks
- Search for school name and keywords
- Own these spaces with 'official' content
- Encourage students to participate



Alderdice High School

Web Images Maps News Video Mail more ▾

Google allderdice high school Search [Advanced Search](#) [Preferences](#)

Web

[Pittsburgh Alderdice High School](#) [\[F\]](#) [\[X\]](#)
Students of Pittsburgh **Alderdice High School** will receive a Proclamation from the City Council of Pittsburgh recognizing the students for achievements in ...
[www.pps.k12.pa.us/allderdice/](#) - 41k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Taylor Alderdice High School - Wikipedia, the free encyclopedia](#) [\[F\]](#) [\[X\]](#)
Taylor **Alderdice High School** is a public school located in the Squirrel Hill neighborhood of Pittsburgh, Pennsylvania, USA. Taylor **Alderdice** is one of ten ...
[\[P\]](#) [Show map of 2409 Shady Ave, Pittsburgh, PA 15217](#)
[en.wikipedia.org/wiki/Taylor_Alderdice_High_School](#) - 69k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Alderdice High School Crew Team](#) [\[F\]](#) [\[X\]](#)
allderdice high school crew team team web site hosted at eteamz - Pittsburgh, Pennsylvania USA.
[www.allderdicecrew.com/](#) - 33k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Alderdice High School - Pittsburgh, Pennsylvania - PA - School ...](#) [\[F\]](#) [\[X\]](#)
Alderdice High School located in Pittsburgh, Pennsylvania - PA. Find **Alderdice High School** test scores, student-teacher ratio, parent reviews and teacher ...
[\[P\]](#) [Show map of 2409 Shady Ave, Pittsburgh, PA 15217](#)
[www.greatschools.net/modperl/browse_school/pa/2238](#) - 40k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Pittsburgh Public Schools](#) [\[F\]](#) [\[X\]](#)
Students of Pittsburgh **Alderdice High School** will receive a Proclamation from the City Council of Pittsburgh recognizing the students for achievements in ...
[www.pghboe.net/](#) - 72k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Alderdice High School in Pittsburgh, PA - Test Results, Rating ...](#) [\[F\]](#) [\[X\]](#)
Alderdice High School. 539.0. State average from 625 schools: 473.1 ... **Alderdice High School**. 545.0. State average from 617 schools: 476.0 ...
[www.city-data.com/school/allderdice-high-school-pa.html](#) - 43k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Alderdice High School - Pennsylvania | RateMyTeachers.com](#) [\[F\]](#) [\[X\]](#)
Alderdice High School is on RateMyTeachers.com, a rating tool for High School students, parents and teachers. Rate **Alderdice High School** teachers on ...
[www.ratemyteachers.com/schools/pennsylvania/pittsburgh/allderdice_high_school](#) - 68k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Alderdice High School Best High Schools - USNews.com](#) [\[F\]](#) [\[X\]](#)
Alderdice High School. Pittsburgh School District Allegheny County. 2409 Shady Ave Pittsburgh, PA 15217. Telephone: (412) 422-4800 ...
[www.usnews.com/listings/high-schools/pennsylvania/allderdice_high_school](#) - 33k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Police Increase Patrols At Alderdice High School After 20 ...](#) [\[F\]](#) [\[X\]](#)
Mar 13, 2009 ... Police increased patrols today at Taylor **Alderdice High School** in Squirrel Hill after the arrests of several students during a brawl.
[kdka.com/local/Alderdice_High_School_2_958235.html](#) - 55k - [Cached](#) - [Similar pages](#) - [\[C\]](#)

[Taylor Alderdice High School in Pittsburgh, PA | outside.in](#) [\[F\]](#) [\[X\]](#)
Latest on Taylor **Alderdice High School** in Pittsburgh, PA : Pittsburgh Public Schools superintendent's home gets protection after threat.
[outside.in/places/taylor/allderdice-high-school-pittsburgh](#) - 71k - [Cached](#) - [Similar pages](#) - [\[C\]](#)



Blogs

- Publish a blog with frequent content
 - Free and easy with Blogger or WordPress
 - Use name of school
 - Mark clearly as 'official' school correspondence
- Keep track of blogs with Google Alerts
 - Comment in relevant blogs
 - Link to relevant blogs in your posts



Online Press Release Publishing

- Lots of FREE options
 - Search 'free pr' or 'free press release'
 - Link to social networking/bloggging tools
- Search Engine Optimization (SEO)
 - Use keywords/phrases in text, linking to relevant pages



Promotion

- Promote the blogs and social networks to parents and students in newsletters and notes sent home
- Encourage students to share video/photos/stories from school events, such as football games, on 'official' social networks



Keeping Track of 'Buzz'

- Google Alerts
- <http://www.google.com/alerts>
 - Names/Keywords
 - Links to school website
 - 'Competition'
- Search for school name and keywords regularly
- Monitor and administrate comments for appropriateness





Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:	<input type="text"/>
Type:	Comprehensive ▾
How often:	once a day ▾
Deliver to:	claire@sterling-advertising.com ▾
<input type="button" value="Create Alert"/>	

Google will not sell or share your email address.

