



Positive Happenings

Fall Catalog & Marketing

FLAS COMMUNITY EDUCATION SEPTEMBER 2017

SPECIAL POINTS OF INTEREST:

- Community Education's Facebook page has 1,010 followers.
- Over the past year, the FLASCE Facebook page has doubled in followers.
- Find 16 new FLASCE classes featured in the fall 2017 catalog and online.

FLASCE Marketing Initiatives

Community Education has experienced a great response to new marketing initiatives, including a thriving Facebook page, Twitter page, ongoing email campaigns and consistent branding visible in all promotional materials.

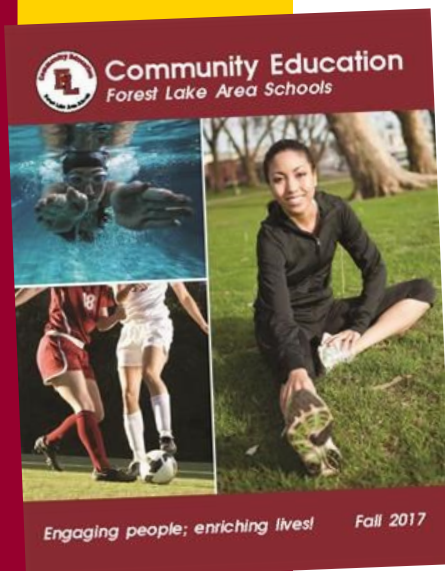
Over the past year, the FLASCE Facebook page has doubled in followers resulting in more exposure for all programs. The page currently has 1,010 followers and continues to grow every week. Programs have recently been able to “boost” posts or request paid ads on the social media platform. Through boosted posts and ads, programs are able to target their desired audience and make their marketing initiative more visible than an unpaid post or ad. Find Community Education on Facebook and Twitter by searching @FLASCE.

Community Education is continuing to send out two emails per month. The first focuses on a bigger league, class or theme on the top half and then highlights six classes from various programs on the bottom half. The second email informs customers of every class starting the following month. This is a great reminder for busy families and is a nice follow up to people who browsed the catalog, but never committed to a class. The following days after the emails go out, there is a boost in

New Classes for Fall 2017

Find these new classes featured in Community Education's fall catalog and online at www.flaschools.org/ce.

- Magazine Mixed Media Collages
- Magic Painting
- Intuitive Watercolor Painting
- Complex Estate Planning Made Easy
- Google Docs & Drive
- Living Well: Chronic Disease Self-Management
- Tai Chi II
- Turbo Kick
- Joy of Fly Tying
- Flight Club
- Advanced Minecraft Mods: Industrial Revolution
- Junior Dance
- Mess to the Max!
- The Best-Ever Art Class!
- Charlotte & Wilber's Story
- Sense-ational Science



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