



eNewsletter 2023 Term 3 Edition #1 Open Week

Important Dates

School oOh! Media
campaign live
Monday 14 August 2023

Catholic Schools
Open Week
Monday 21 August 2023 -
Sunday 27 August 2023

Catholic Schools Open Week is almost here!

Catholic Schools Open Week will run from August 21 to 27.

With over 120 events and tours planned, Open Week 2023 is shaping up to be huge.

The largest CESA campaign ever



Our extensive state-wide advertising campaign includes billboards, bus shelter and retail advertising across the metropolitan area, and a radio, print and digital advertising campaign right across South Australia.

Street Furniture & Retail Displays

Look out for over 180 CESA and school bus shelters, retail signage and billboards across Adelaide.

Catholic Schools Magazine

The Catholic Schools magazine was inserted in the Advertiser on August 5. The **digital version** can be shared on socials or in school newsletters.

Printed copies will be distributed to schools in coming weeks and additional copies are available throughout the year for promotional giveaways.

Bus Back Displays

Keep an eye out for ten of our lovely students featured on the back of SA buses travelling across metropolitan Adelaide.

Radio

Listen out for ads on Nova 919, 5AA and 1079 Life in Adelaide and on Magic 93.1 and Magic 105.9 in the Riverland and Mid North.

Postcards and bookmarks

All postcards and bookmarks have now been collected or posted.

These can be distributed at local venues where young families can be found, including childcare centres, kindergartens, and playgroups, cafes and takeaway shops, medical clinics, leisure centres with children's activities (e.g., kinder gym, play cafes), libraries and more.

We have distributed CESA branded postcards to 150 cafes, libraries and medical centres across metropolitan Adelaide.



Share your Open Week events with us

Please check your school's listing on this [Tours & Open Days page](#).

If your listing needs editing or you have events to add, please email corrin.wakely-young@cesa.catholic.edu.au.

BE INVOLVED with the OPEN WEEK CAMPAIGN...

Social Media

Get tagging!

As you promote your planned Open Week events in the lead up to and during Catholic Schools Open Week, please tag us @CatholicEducationSA and use the hashtags:

#CatholicSchoolsOpenWeek

#RaisingHeartsAndMinds

Set up a Facebook event

A Facebook event is a great way to promote tours and events that are happening at your school because it allows your followers to share and invite others to the event.

You can promote it easily through Facebook to reach more people and it allows people attending to receive notifications in the lead up to the event. It also prevents it from being lost amongst other posts in the news feed.

See here for [how-to set up a Facebook event](#).

Facebook graphics

If your school has not ordered or received personalised digital graphics, we've developed some generic Facebook tiles to use prior to and during Open Week. You can download them here via the [CESA Intranet](#). If you need help in creating a personalised facebook tile, contact Siobhan.Evans@cesa.catholic.edu.au.



Spot the Campaign and Win!

Our friends at oOh! Media have generously donated some TreeClimb and Beachouse vouchers for families who spot Open Week artwork around the streets of Adelaide!

Keep an eye out for our Facebook post about the competition to share with your families.

You could also share this text via your newsletters or social media so families can participate and go in the draw to win a voucher!

Enter in the draw to win a TreeClimb or Beachouse voucher thanks to our friends at oOh! Media.

All you need to do is post a photo of your child/children with **any** of the Catholic Schools Open Week outdoor advertising (bus shelters, shopping centre panels or billboards) to Facebook and use the hashtag #CatholicSchoolsOpenWeek to be in the draw to win!

4 lucky voucher winners will be chosen via random draw on Friday August 25 at 12pm.

Open Week Student Images



2023 student images are available for download via the **CESA Intranet**.

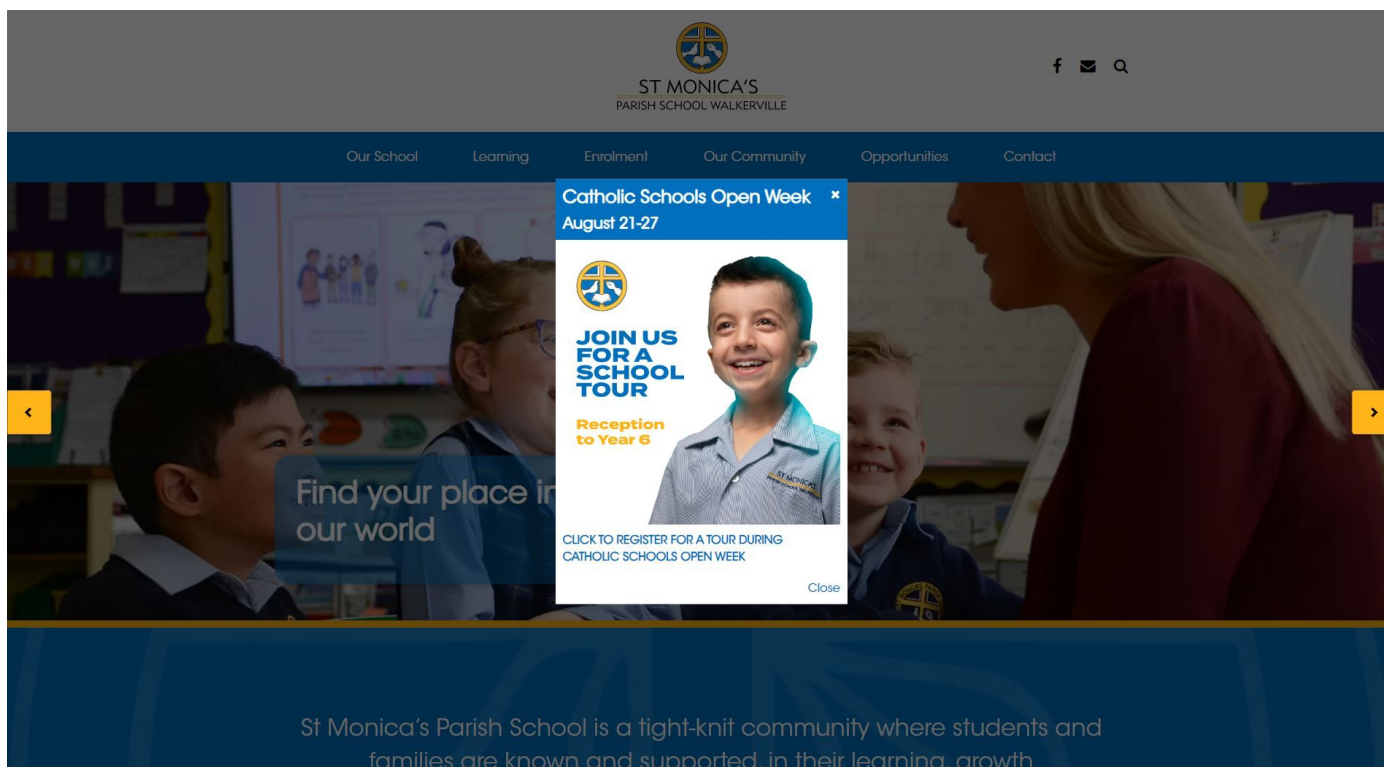
Please do not view or download images from any other schools and please ensure that you only use the treated photos (those with teal gradient applied) in the lead up to and during Catholic Schools Open Week.

There are four versions of each student image in each school-specific folder:

- **CMYK** – for use on printed materials
- **RGB** – for use on digital materials
- **Original** – for your records, for distribution to student parents/caregivers, for use after Catholic Schools Open Week only
- **Fun pics** – these are NOT to be used in campaign resources or promotion and are strictly not to be posted to social media until after Catholic Schools Open Week

Should you have a need for the photoshop files of your student(s), please make a request to Siobhan at siobhan.evans@cesa.catholic.edu.au.

Have you activated your website pop-up?



A pop-up is shown when users first enter a website.

Now is a great time to activate your pop-up, if you haven't already, to capture the contact information of prospective families.

See here for **'how-to' activate a website pop-up**, or if you have a Boylen website, see page 64 of the User Guide for instructions.

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This Stencil app is disabled for this browser.

Developers:

- ES5 builds are disabled **during development** to take advantage of 2x faster build times.

