



eNewsletter 2022 Term 3 Edition #1 Open Week

Important Dates

Catholic Education
Advertiser Feature
published
Saturday 13 August

School oOh! Media
campaign live
Monday 15 August

Catholic Schools
Open Week
Monday 22 August

Catholic Schools Open Week is almost here!

Catholic Schools Open Week runs from August 22 – 28 2022.

We hope you are as excited as we are for the largest CESA campaign of the year! With more events and tours being held than ever before, 2022 is already the biggest Catholic Schools Open Week ever.

It is positive that tours and open days can go ahead in person this year with COVID safe protocols in place such as social distancing, careful service of refreshments, and limiting groups to a number that enables tours in a COVID safe way. We remind you that mask wearing is strongly encouraged in indoor situations, including in schools, by the SA Chief Public Health Officer.

The biggest CESA campaign EVER!



We have once again coordinated an extensive state-wide advertising campaign including billboards, bus shelter and retail advertising across the metropolitan area, and a radio, print cinema and digital advertising campaign right across South Australia.

Our CESA campaign is already running to promote Catholic Schools Open Week and encourage families to book a school tour.

Over 90 students from across SA are proudly being displayed on a pure white background, eyes lifted upward. It is symbolic of future promise, hopes and expectations. They are at the heart of everything we do. Each child is illuminated – representing our belief in the intrinsic worth of every child and our commitment to help them become thriving, capable learners - as well as extraordinary human beings. It is also intended as a reference to walking in the light of God.

Share your Open Week events with us

During our campaign, we will be sharing school events, tours and open days on the CESA website and in a media release.

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

If your listing needs editing or you have Open Week plans to add, please email alice.griessl@cesa.catholic.edu.au.

Street Furniture & Retail Displays

Our CESA and school outdoor advertising campaign has more sites booked than ever before, with over 160 bus shelters, retail signage and billboards across Adelaide.

Catholic Schools Magazine

Look out for the Catholic Schools magazine in the Advertiser on August 13.

Please share our Facebook post late next week to let families know to get their copy of the magazine.

Copies will be distributed to schools in coming weeks and additional copies will be available throughout the year for promotional giveaways if needed.

Thank you for supporting this significant state-wide promotion!



Print Media

We'll be featuring your students on print advertisements in the Advertiser, Southern Cross, SA Life and 10 regional newspapers. We look forward to seeing your ads too!

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 some ads on 1079 Life in Adelaide and on Magic 93.1 and Magic 105.9 in the Riverland and Mid North.

Postcards and bookmarks

If you have not yet picked up your postcard and bookmark orders from the CEO, please do so at your earliest convenience.

Regional schools will receive theirs in the post shortly, if you haven't already.

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

We have distributed CESA branded postcards to 150 cafes across metropolitan Adelaide.

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BE INVOLVED

with the OPEN WEEK CAMPAIGN...

Social Media

We encourage you to flood your socials in promoting your school in the lead up to and during Catholic Schools Open Week. Please use the hashtags:

#CatholicSchoolsOpenWeek

#RaisingHeartsAndMinds

Share your students with us

Please send photos of your students with their Catholic Schools Open Week bus shelters, billboards or print ads by **Friday August 19** to corrin.wakely-young@cesa.catholic.edu.au.

We'll be posting an album of these photos to Facebook during Catholic Schools Open Week and it would be great to feature as many schools as possible to show the huge size of our campaign.

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 26 at 12pm.

Open Week Facebook Tiles

If your school has not ordered or received personalised digital graphics, we've developed some generic Facebook tiles for you to use during Catholic Schools Open Week. You can download them here via [CESAShare](#).



Open Week Student Images



2022 student images are available for download via [CESAShare](#).

Please do not download photos from any other school 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*
- Newsprint – *for use on print advertising that appears on non glossy paper stock*
- Original – *for your files, for distribution to student parents/caregivers, for use after Catholic Schools Open Week only.*

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.

Setting 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**.

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.