

Blogging Strategy

Client: Ministry of Education

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Preliminary Assessment/ Observation

The Ministry's Social Media page(s) has the potential to reach all stakeholders involved in Education in Jamaica. At present, what exists is strictly a public relations channel. We feel that this is an important aspect of the page. Additionally, we suggest that the page be transformed to include the needs and interests of all the existing and potential fans listed below.

Audience Segmentation:

- High School Students: 13-17
- External Examination Students
- Tertiary Students
- Adult Learners
- Parents/ Guardians
- Teachers/ Educators

Blogging Suggestions:

We understand the value of and emphasis that needs to be placed on Education in Jamaica to move the country forward, by adopting a holistic approach.

High School Students: 13-17

The All Rounder

Engaging this segment requires providing material that they can relate to including study tips, interactive puzzle and quiz competitions. Additionally, featuring co- curricular educational activities (sports, the arts, service clubs etc.) enhances engagement allowing each student to identify with something that they enjoy and are good at, in effect bolstering their self- esteem and discipline which will potentially transfer to their academics.

What I want to be when I grow up?

Career guidance is extremely important at this stage. Career education can be viewed based on training individuals based on the current and future needs of the country as well as leaving it to choice. Both are viable options. We suggest that a forum or tab be placed on the page to facilitate career education, in addition to posting content. We also intend to feature successful Jamaicans in their various fields.

External Examination Students

This segment is essentially faced with what they see as the greatest challenge in their lives and as such need all the assistance they can garner.

Did you know?

It is important to facilitate this by providing content on subject matter daily for e.g. a question and answer from a past paper. Additionally, providing inspirational and motivational quotes gives this segment the sense that they will successfully overcome the examinations.

We did it, so can you!

We did it, so can you, is essentially a testimonial from students who have been successful in their external exams highlighting the challenges they face, study tips and plans for the future.

Tertiary Students

Financing Tertiary Education

One of the greatest challenges that tertiary education students face is financing and therefore this feature is geared towards highlighting scholarship, internship and job opportunities for tertiary students.

Making the Right Choice

Over and over students enter tertiary level institutions with inadequate information in regards to offerings of the institution. Although the universities have a website and most if the programme information is available, there are still a few like Liberal Studies, which have been around for some time, but yet little is known about the composition of such a degree.

Making the right choice is important from the viewpoint that viability is a growing concerns in our economy as well the emergent needs of the society, e.g. healthcare, research and science.

Additionally, we have seen several instances where students do multiple first degrees because they were initially uncertain of what they initially wanted to do.

Adult Learners

The Balancing Act

This segment is set to target mature students (i.e. 30 and over). Oftentimes, adult learners are parents, have full- time jobs and are part- time students. Balancing act will probe tips from successful adult learners and educators on how to successfully “juggle” all the activities their lives entail.

Parents

Parenting 101 (P101)

Parents are essential stakeholders in education and as such should have a vested interest in what, where and whom their children are involved with. P101 will provide general parenting tips e.g., take an hour to review your child's homework with him; do you know what time your child finishes school?

Teachers/ Educators

World's Best Teachers

Teachers are equally important in the process of education and what we suggest is featuring outstanding teachers from across the island, allowing them to share their experiences in the classroom and provide knowledge of how they have 'made' successful students.