

Quick Tips for Creating a School Profile

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As you prepare the launch of your school, we encourage you to create a school profile to feature on the [BSSM School Planting Network](#). This free form of advertisement will allow prospective students, other school leaders, and our BSSM School Planting team to learn more about you. In fact, when we are contacted by individuals looking for a school of supernatural ministry in their region, we like to direct them to the Map of Schools on the BSSM School Planting Network.

When you create your school's profile, here are some quick tips to keep in mind! They will help you effectively and strategically share what your school offers with prospective students.

Make a Good First Impression

The first thing prospective students see when they visit your school's profile is the picture box. We encourage you to make a good first impression by uploading your school's logo or an inviting picture. This demonstrates to prospective students that your school is legitimate and gives them insight into your school's identity. Remember, first impressions go a long way. Encourage prospective students to learn more about your school by adding an eye-catching image!

Inspire Students by Casting Vision

Under the "About" section, inspire prospective students to join your school community by sharing your vision and what makes your school unique! Students will be more eager to connect with your school when they can learn about your vision and identity through your school's profile. You can also upload a promo video or video testimony that demonstrates what your school community is about.

Provide Information about Your School's Structure

Take time to share how often your school meets and the specific ministry areas upon which your school focuses. If your school is using the BSSM Video Curriculum or any other curriculum teaching, make sure to indicate that on your school's profile. Students will also be interested to learn what topics you will cover, if you provide avenues for activation, how they will develop relationships with other students, and more!

Don't Forget to Include Contact Information

Make it simple and clear for people to contact you by adding your school email, website, and phone number. You can also encourage prospective students to stay up to date on what's happening at your school by providing links to your social media pages (e.g. Facebook, Instagram, Twitter).

As you create your school's profile, remember, the more information you can provide to prospective students, the better! But also keep in mind that you don't want to overwhelm or confuse them. Keep the information on your school profile clear, simple, and direct so that your readers stay engaged. Lastly, if you have any questions about designing your school's profile or using the network, feel free to email schoolplanting@bethel.com.