
Using Social Media for Outreach, Marketing and Building Community

Objectives

Part I:

- ✓ Learn about the purpose and value of popular social media tools
- ✓ See examples of social media use in Adult Education
- ✓ Discover additional resources available

Part II:

- ✓ Evaluate effective use of social media in Adult Education
- ✓ Begin developing a social media marketing plan
- ✓ Discuss caveats/things to consider
- ✓ Discover additional resources available

*“Using Social Media for Outreach, Marketing and Building Community”
Developed by Karla Frizler, Subject Matter Expert for OTAN
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Let's Connect!

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Part II: Evaluate uses of social media in Adult Education

Purpose:	
One element that works well:	
↓ Two elements to change/improve:	



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One element that works well:	
↓ Two elements to change/improve:	



Part II: Develop a social media marketing plan using "5 Ws and One H"

☐ Who?

(audience)

- | | | |
|-------------------------------------------------|------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Current students | <input type="checkbox"/> Prospective students | <input type="checkbox"/> Outside agencies/Consortium partners |
| <input type="checkbox"/> Current employees | <input type="checkbox"/> Prospective employees | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Local community/public | <input type="checkbox"/> Community partners | <input type="checkbox"/> Other: |

(staff)

- | | | |
|---------------------------------------------------|--------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Outreach/Marketing Staff | <input type="checkbox"/> Graphic Designers | <input type="checkbox"/> Social Media Interns |
| <input type="checkbox"/> Social Media Manager | <input type="checkbox"/> Analytics | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Content Managers | <input type="checkbox"/> Photographers | <input type="checkbox"/> Other: |

☐ What? *(goal – SMART, e.g. increase department enrollment 5% in 2018-19)*

☐ Where? *(networks, channels)*

- | | | | |
|------------------------------------|-----------------------------------|-----------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Snapchat | <input type="checkbox"/> Use Hootsuite to manage? |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Shapr | <input type="checkbox"/> Twitter | <input type="checkbox"/> Other: |

☐ Why? *(purpose)*

- | | |
|---------------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Inform/increase awareness | <input type="checkbox"/> Facilitate discussion |
| <input type="checkbox"/> Build community/increase participation | <input type="checkbox"/> Solicit input/feedback |
| <input type="checkbox"/> Provide/encourage professional development | <input type="checkbox"/> Other: |

☐ When? *(timeline)*

☐ How? *(resources, content management, strategies)*

Needs identified *(people, budget, technology, support, training)*:

Part I: Purpose and value of popular social media tools

- Facebook: www.facebook.com
- LinkedIn: www.linkedin.com
- Twitter: www.twitter.com
- Instagram: www.instagram.com
- YouTube: www.youtube.com
- Snapchat: www.snapchat.com
- Pinterest: www.pinterest.com
- Shapr: www.shapr.com
- Hootsuite: hootsuite.com/plans (scroll down to "Try Our Limited Free Plan")

Publishing tools (including social media templates):

- Canva: www.canva.com
- Lucidpress: <https://www.lucidpress.com/pages/usecase/education>

Articles/How-tos:

7 Social Media Templates to Save You Hours of Work

<https://blog.hootsuite.com/social-media-templates/>

How to Create a Social Media Strategy (with 3 Steps and a Template)

<https://coschedule.com/blog/social-media-strategy-template/>

How to Turn Instant Replies On & Off in Facebook (Messenger)

<https://www.facebook.com/help/1615627532020480>

How to Use Polls in Instagram Stories

<https://www.socialmediaexaminer.com/instagram-stories-polls-how-to-use/>

Reference Book:

The Digital Marketing Accelerator, by Daniel Oase

<https://www.amazon.com/Digital-Marketing-Accelerator-Daniel-Oase-ebook/dp/B0765BDD62>

Free Training & Tutorials:

- LinkedIn Social Media Marketing Training Courses (FREE):
<https://www.linkedin.com/learning/search?keywords=Social%20Media%20Marketing>
- Hootsuite Social Marketing Training (FREE):
<https://education.hootsuite.com/collections/courses>
- Social Media Tutorials at GCF (FREE):
<https://www.gcflearnfree.org/topics/socialmedia/>

Support from Karla:

- OTAN Tech Talk - Social Media Safety Tips:
https://www.youtube.com/watch?v=w_xMME68CHQ
- Frizzy's handouts and presentations: <http://frizteach.weebly.com>
- Request hands-on, face-to-face training for your agency/region:
<https://www.otan.us/training/index.cfm?fuseaction=training&catid=10830>
(request from administrator to OTAN – support@otan.us)



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