



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





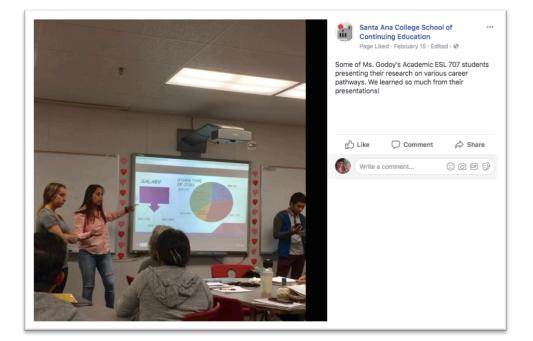
"Using Social Media for Outreach, Marketing and Building Community" Developed by Karla Frizler, Subject Matter Expert for OTAN Riverside About Students Consortium – Annual Professional Development Conference Friday, November 16, 2018

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Part II: Evaluate uses of social media in Adult Education

Purpose:	
One element that works well:	



Purpose:	
One element that works well:	



Santiago Canyon College Continuing Education -Counseling & Advising

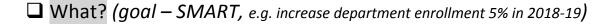
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Part II: Develop a social media marketing plan using "5 Ws and One H"

□ Who?

(audience)

 Current students Current employees Local community/public 	 Prospective students Prospective employees Community partners 	 Outside agencies/Consortium partners Other: Other:
(staff)		
 Outreach/Marketing Staff Social Media Manager Content Managers 	 Graphic Designers Analytics Photographers 	 Social Media Interns Other: Other:



□ Where? (networks, channels)

Facebook □ Instagram

LinkedIn Shapr

Snapchat Twitter

Use Hootsuite to manage? Other:

□ Why? (purpose)

□ Inform/increase awareness Facilitate discussion □ Build community/increase participation Provide/encourage professional development

□ Solicit input/feedback Other:

□ When? (timeline)

□ How? (resources, content management, strategies)

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

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Part I: Purpose and value of popular social media tools

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

Publishing tools (including social media templates):

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

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

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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): <u>https://education.hootsuite.com/collections/courses</u>
- Social Media Tutorials at GCF (FREE): <u>https://www.gcflearnfree.org/topics/socialmedia/</u>

Support from Karla:

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



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