



Moraine Valley Community College  
Adult Education  
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# How we started using TikTok

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- Expand to other social media platforms
- Started Summer 2020
- Ways to increase enrollment
- Collaborative effort
- Not experts
- Trial and error/learning as we go



# Advertising

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- Shared on social media platforms: Facebook and Instagram
- Shared during our instructor Fall In-Service
- Shared with students during ESL and HSE orientation



## What worked

- Working on campus
- People willing to participate/share ideas
- Willingness of our department to be creative

- Link tree

<http://linktr.ee/Mvcceslandhse>

- Open to feedback



What went well?



What caused problems?



What can be done differently?

## Areas to improve

- Level of comfort with the platform
- Consistent posts
- Researching trends
- Enhancing creativity
- Connecting with our audience
- Connectivity between platforms
- Additional advertisement

A stylized globe with a light blue and white color scheme, featuring a large, bold TikTok logo in the center. The logo is black with a red outline and a blue shadow. The globe is set against a black background with white stars and a yellow sun-like shape in the bottom left corner. The globe is partially obscured by a white circular area on the right side of the slide.

# Future Plans

- Improve platform knowledge
- Feature stories of students
- Work to increase views and followers
- Compare profile views to incoming student data
- Survey incoming students
- Advertise social media accounts on fliers

Our Tik Tok page: Follow us!

<https://www.tiktok.com/@mvcceslandhse>

