Moraine Valley Community College
Adult Education
Christian Torres and Lauren Zajac
How we started using TikTok

- 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

• 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

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