

Creating Good Social Media Content for Recruitment

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First Steps

- ▶ Know your audience
 - ▶ Are you primarily ABE, ESL, Civics, etc...
- ▶ Create your social media identity
 - ▶ Your page should be separate from any college or institutional page
 - ▶ Your identity should be established apart from your institution



First Steps

- ▶ Assign someone as your social media manager
 - ▶ Who is going to maintain your social media accounts?
 - ▶ Who is going to respond to questions?
 - ▶ This person needs to be familiar with:
 - ▶ Registration
 - ▶ Student Services
- ▶ Resist just assigning this job to the “tech savvy” person in your institution
 - ▶ Class procedures
 - ▶ This person should be familiar with social media in general. Just because they are good with computers does not mean they know social media

Establishing Your Page

- ▶ Recruitment begins with your brand.
 - ▶ Social media is not just for placing your flyers and registration dates.
- ▶ Students need a reason to come to your page in the first place.
 - ▶ Content needs to be constantly created.
 - ▶ Students and Instructors create and make the best content.
 - ▶ They should be featured as much as possible.



Creating Good Content!

- ▶ Social Media needs to be a shared responsibility
 - ▶ Multiple people need to be creating content
- ▶ Adopt an 80-20 Rule
 - ▶ 80 percent of your social media activities should not be about self promotion (Gunelius, 2010)
- ▶ Content can come from a number of places
 - ▶ Student successes (i.e. test passing, getting a job, graduation)
 - ▶ Student events such as:
 - ▶ Job fairs, advocacy events
 - ▶ Lessons and student projects
 - ▶ Sharing job openings, community and college events
- ▶ **Make sure you get permission to use student images!**



Your page needs to be welcoming!!



South Suburban College - Department of Adult Education
@SSCAAdultEducation

Home

About

Events

Photos

Videos

Community

Reviews

Posts

Create a Page



This is what your Page looks like to a visitor. Switch back to your view to manage this Page.



Liked Following Share ...

Send Message

Create Post



Write a post...



Photo/Video



Tag Friends



Get Messages



Photos



5.0 5 out of 5 · Based on the opinion of 5 people

Ask South Suburban College - Department of Adult Education

"How much does this school cost?"

Ask

"Can you tell me more about this school?"

Ask

"Are you accepting new students?"

Ask

Type a question...



Finding Good Content

Facebook interface showing a search bar, navigation menu, and a post from Illinois workNet. The post features a photo of colorful sticky notes spelling 'LGBT' and 'Employment & Engagement', with the text 'PRIDE in Our Workforce: LGBTQ+ Employment & Engagement' and a date of 'THU, OCT 29 AT 1 PM'. The 'Pages' option in the left sidebar is circled in red.

Christopher McElroy

News Feed

Messenger

Watch

Marketplace

Shortcuts

South Suburban C...

South Suburban C...

South Suburban C...

IACEA

Explore

Voting Information ...

Pages

Events

Groups

Fundraisers

See More...

FREE Classbook Project for Teachers

205

26 Comments 118 Shares

Like Comment Share Buffer SocialPilot

Illinois workNet added an event.

2d

L G B T

Employment & Engagement

workNet

THU, OCT 29 AT 1 PM

PRIDE in Our Workforce: LGBTQ+ Employment & Engagement

You like Illinois workNet

2

Like Comment Share Buffer SocialPilot

Facebook interface showing a grid of suggested pages. The grid includes pages like 'DOLTON', 'Add Your Business to Facebook', 'AmeriCorps Project MORE', 'Southwestern Illinois College S...', 'North Side Literacy Coalition', 'FYE: First Year Experience at Pr...', 'Transforming Impossible into P...', and 'Association of Adult Literacy Pr...'. Each page card shows a logo, name, and the number of likes.

Top Suggestions

Invites

Liked Pages

Your Pages

DOLTON

Add Your Business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

AmeriCorps Project MORE

130 people like this.

Like

Southwestern Illinois College S...

3 people like this.

Like

North Side Literacy Coalition

192 people like this.

Like

FYE: First Year Experience at Pr...

90 people like this.

Like

Transforming Impossible into P...

Dena Marie Giacometti likes this.

Like

Association of Adult Literacy Pr...

156 people like this.

Like

Using Facebook Groups

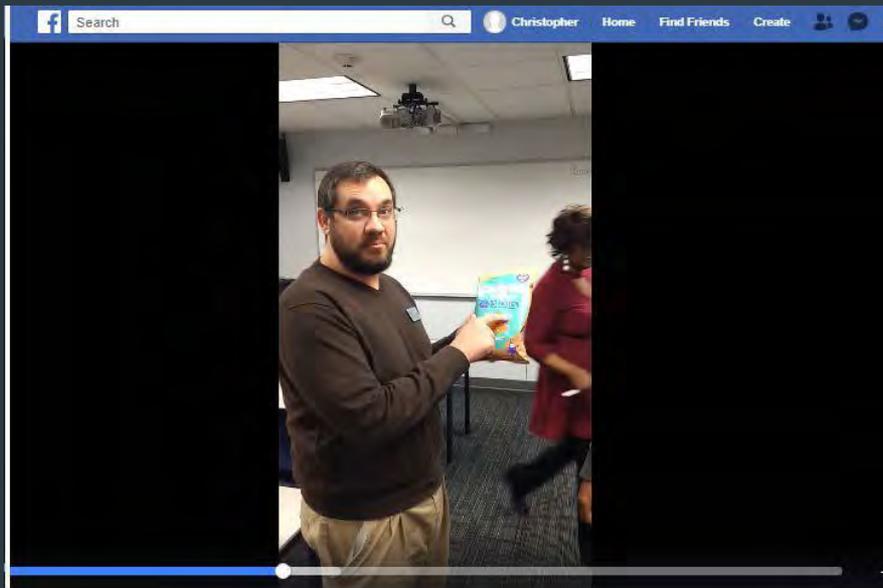
- ▶ You can use Facebook groups to place your registration information
 - ▶ Groups are a great way to spread your message and place your flyers for free

How do I get students to engage?

Student Oriented Content!

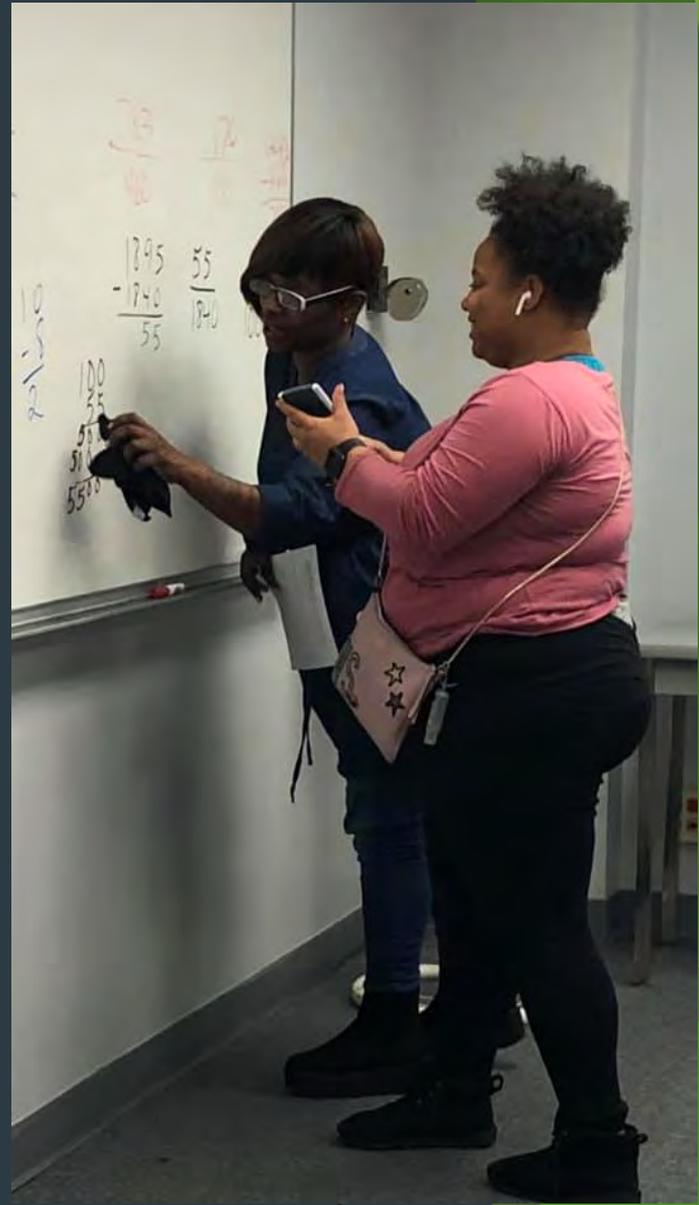
Chirps Challenge

- ▶ Instructors create the best content
 - ▶ Students are more likely to be share and post content they are in.



The Importance of Images

- ▶ Posts with images produce 650% higher engagement than text-only posts.
- ▶ Visual content is 40 times more likely to get shared on social media than other types of content.
- ▶ Facebook posts with images see 2.3X more engagement than those without images.
- ▶ Visuals in color increase people's willingness to read a piece of content by 80%. (Monaghan, n.d.)





Comment as South Subur...



South Suburban College - Department of Adult Education

Published by Maria-Diana Gutierrez [?]
Page Liked · December 14, 2018

Add a description With Lina Guzman, Mercedes Lopez, Ali Reyes, Mairim MirArte Camillo, Elodie Nguedou and Jennie Jones.

Tag Photo Add Location Edit

268 People Reached 166 Engagements Boost Post

You and 1 other

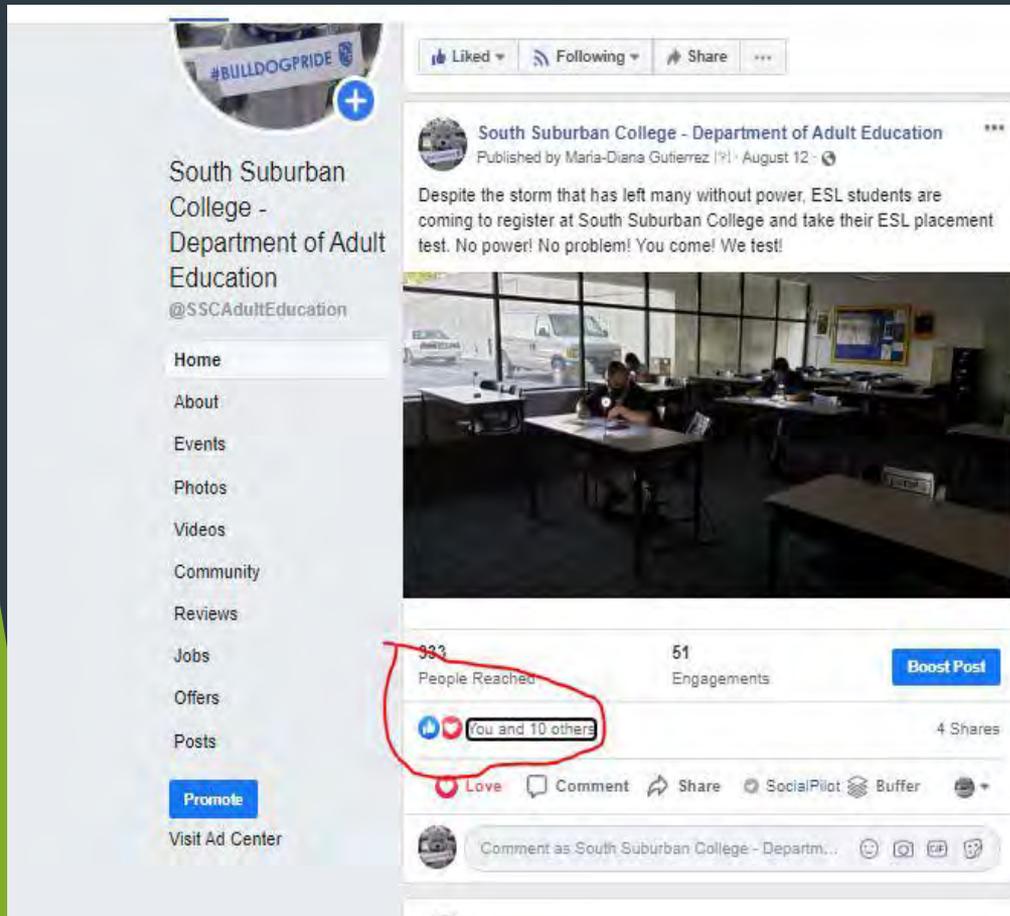
Love Comment Share

Comment as South Subur...

I have content. Now how do I get students to like my page?

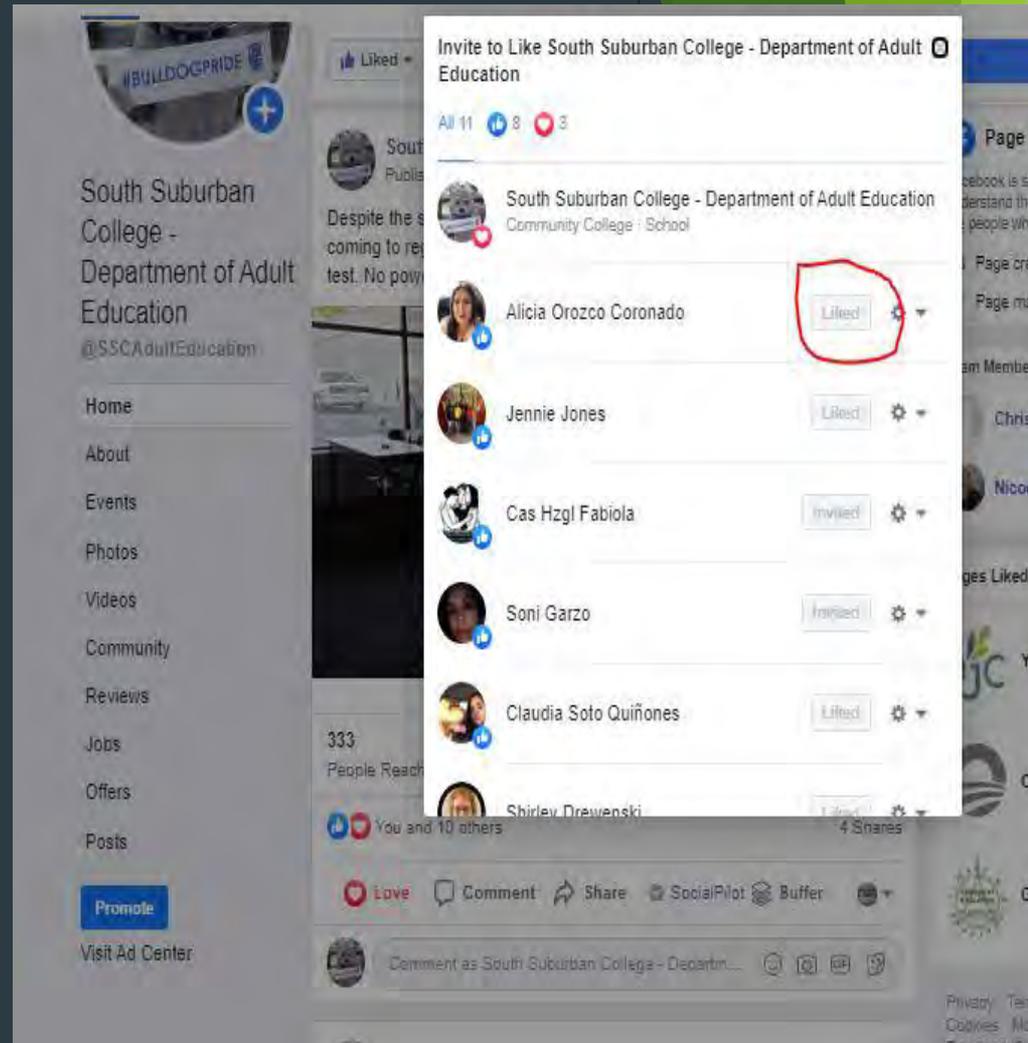
Inviting People to Like Your Page

- ▶ Whenever you create content people have the option to like your post.
- ▶ However just because they liked your post doesn't mean they follow your page.
- ▶ In order for people to see all of your post they need to like or follow your page.



Inviting People to Like Your Page

- ▶ Once you click on the likes you will come to his page.
- ▶ Go down the list and invite students to like your page.
- ▶ After they like your page they will see everything you post!
- ▶ Doing this is free! It just takes time and effort.

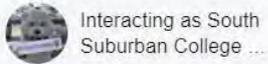


Create Facebook Events

- ▶ Making your registration or orientation period of FB event is a great way to engage potential students
- ▶ It can also provide reliable information before registration

The screenshot displays the Facebook interface for the page "South Suburban College - Department of Adult Education" (@SSCAAdultEducation). The page features a profile picture of a bulldog mascot and a cover photo of graduates in blue gowns. The navigation menu on the left includes "Home", "About", "Events" (highlighted with a red circle), "Photos", "Videos", "Community", "Reviews", "Jobs", "Offers", and "Posts". The main content area shows a notification about "Events Insights" and a "Create Event" button (circled in red) next to an "Import Event" button. Below this, the "Upcoming Events" section lists an event titled "Next Steps: Adult Service Agencies" on October 29th at 7 PM, organized by Southwest Cook County Cooperative As...

19 Events



Interacting as South Suburban College ...

Events

Calendar

Registro de Last Chance ESL

Birthdays

Discover

Hosting

+ Create Event

Manage Page Events

South Suburban Colleg...

IACEA

South Suburban Colleg...

CLASES DE INGLÉS COMO SEGUNDA LENGUA (ESL) ENGLISH AS A SECOND LANGUAGE CLASSES
 Registración será del 1 al 10 de septiembre de 2020 Last Chance Registration-Fall 2020

1 de septiembre 8 de septiembre
 2 de septiembre 9 de septiembre
 3 de septiembre 10 de septiembre

Inscripciones abiertas a las 10:00am - 5:00pm en la sala 1243
 ¡Por favor Regus a Tiempo!
 Clases empiezan el 21 de septiembre

10:00am - 5:00pm at the Main Campus in room 1243
 Please arrive on time!

Clases Begin Sept. 21st

¿Necesita aprender inglés? Do you need to learn English?

Contact Us: **South Holland & Oak Forest**

BOOSTED POST ENDED

SEP 10 Registro de Last Chance ESL
Public · Hosted by South Suburban College - Department of Adult Education

6 Dates · Sep 1 - Sep 10
Event ended about 1 month ago See All Times

South Suburban College - Department of Adult Education
15800 S. State Street, South Holland, IL 60473 Show Map

About Discussion

Write Post Add Photo/Video Live Video Create Poll

INSIGHTS See More

884 People Reached
+0 last 7 days

4 Responses
+0 last 7 days

0 Ticket Clicks
+0 last 7 days

Audience
Women 35-44
16% of total reach

19 Events



Interacting as South Suburban College ...

Events

Calendar

Registro de Last Chance ESL

Birthdays

Discover

Hosting

+ Create Event

Manage Page Events



South Suburban Colleg...



IACEA



South Suburban Colleg...

4 Interested

Share this event with your followers

Details

Inglés como Segunda Lengua

El programa de English as a Second Language (Inglés como Segundo Lenguaje) en South Suburban College es un programa para los estudiantes quienes necesitan mejorar el Inglés en este país. Cada nivel incluye un componente cívico para familiarizar a los estudiantes en la historia y el gobierno de los Estados Unidos. Clases incluyen:

Recitar/Discurso Comprensión Leer/Lectura Escribir/Escritura Matemáticas

Debido a la pandemia de Covid-19, todas las clases se reunirán en persona y en línea.

Las inscripciones serán solo con cita previa:

Por favor, comuníquese a la extensión 2408 o 2535 para hacer una cita Se debe usar un cubrebocas en todo momento durante el proceso de prueba/registro.

Para más información, por favor descargue nuestro folleto en el eslabón abajo o llame a South Suburban College ESL Center al (708) 596-2000 extension 2408 (Se habla Español).

If you need more information about our classes, please call (708) 596-2000 x2535

Para información en español, llame al (708) 210-5740 o envíe un correo electrónico a Latino@ssc.edu.

INSIGHTS



884

People Reached

+0 last 7 days



4

Respo

+0 last



0

Ticket Clicks

+0 last 7 days

Audien

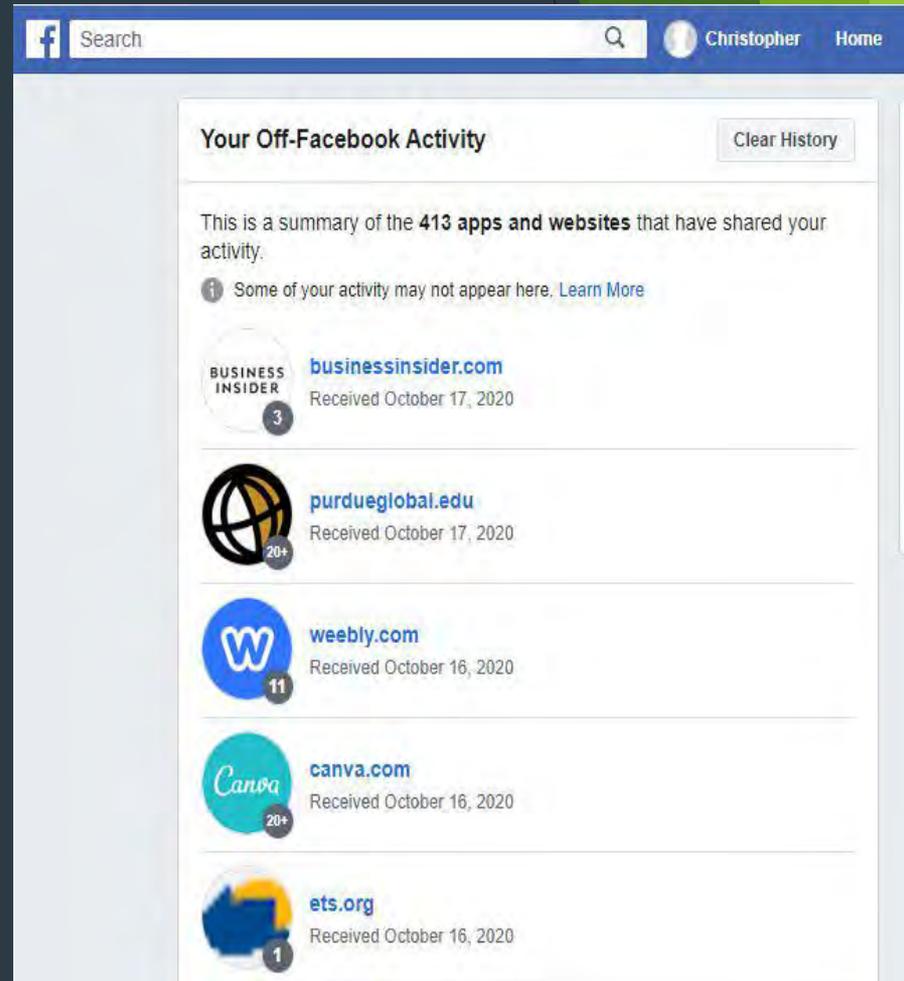
Wome

16% of

Off-site Analytics

Why is this important?

- ▶ The majority of all websites send your information to social media websites
- ▶ Search engines are leading students to your pages.
- ▶ You need to have something there when they arrive



The screenshot shows the Facebook interface for a user named Christopher. The main section is titled "Your Off-Facebook Activity" and includes a "Clear History" button. Below the title, there is a summary: "This is a summary of the 413 apps and websites that have shared your activity." A note indicates that some activity may not appear here, with a "Learn More" link. The list of activity includes:

- businessinsider.com**: Received October 17, 2020 (3 items)
- purdueglobal.edu**: Received October 17, 2020 (20+ items)
- weebly.com**: Received October 16, 2020 (11 items)
- canva.com**: Received October 16, 2020 (20+ items)
- ets.org**: Received October 16, 2020 (1 item)

Tips and Tricks

- ▶ Free* Websites can help you make great content
 - ▶ All flyers were made with these two websites
 - ▶ www.canva.com
 - ▶ www.postermywall.com
 - ▶ Use social media manager software to help schedule posts
 - ▶ www.socialpilot.com
 - ▶ www.hootsuite.com
 - ▶ More helpful hints
 - ▶ <https://buffer.com/resources/social-media-faq/>
- ▶ Create a dummy account to run your social media
 - ▶ It is easier to keep track of social media metrics if it is not combined with your personal account.
- ▶ Follow similar pages to get ideas for content.
- ▶ Follow and share community content and pages
 - ▶ If you follow them they will follow you
- ▶ Put your social media handles and links on **EVERYTHING!**
 - ▶ E-mail signature, Program Website, Flyers etc....

This is only the tip of the iceberg.

Conclusion

- ▶ Start small and build out.
- ▶ You will not increase enrollment immediately
 - ▶ Don't put too much pressure on social media.
 - ▶ Use your stats wisely.
 - ▶ Don't let it overwhelm you.
- ▶ Experiment! Failure is part of the process.
- ▶ Have fun with it!
- ▶ Social Media is your chance to be creative. USE IT!



THANK YOU!

For Questions Contact:
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References

- ▶ Monaghan, M. (nd). 5 Proven Reasons to Use Visual Content in Social Media. Retrieved October 18, 2020, from <https://smartbirdsocial.net/5-reasons-use-visual-content-social-media/>
- ▶ Gunelius, S. (2010, November 25). 10 Steps to Getting Started in Social Media Marketing. Retrieved October 19, 2020, from <https://www.entrepreneur.com/article/217578>