Creating Good Social Media Content for Recruitment
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!!
Finding Good Content
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 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.)
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.
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

South Suburban College - Department of Adult Education
15000 S. State Street, South Holland, IL 60473

About

Discussion
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:

- Rector/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 sólo 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.
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.
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....

*these websites have paid options but have great free content.
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!

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