

# Effective Social Media Use

Session Objective: Provide grantees with a framework for managing and evaluating effective social media.  
Thursday, August 2

Presented by: Kim Collins  
Brunet-Garcia Advertising





Health Profession Opportunity Grants

# Overview of Social Media Platforms

**Does your program currently  
use social media?**

**If so, which platforms and why?**

# The options



## Facebook

- 2.2 + billion users
- Ages 22-54
- Platform is great for establishing and maintaining a relationship with a brands' fans
- Images and videos greatly increase engagement
- Recommend posting 3x per week



## Twitter

- 330 million users
- Ages 19-55
- Platform is driven by news updates and frequent conversations
- Hashtags help to garner engagement
- Great for event use "live tweeting"
- Recommend posting at least 3x per day
- Media partners tend to look for news on Twitter, so stay in contact with local reporters through this platform



## LinkedIn

- 500 million users
- Ages 25-50
- Workforce related platform with an emphasis on professional development, job-seeking
- Content about thought leadership and industry trends/tips performs well
- Recommend posting 2x per week



## Instagram

- 800 million monthly active users
- Largest user group is ages 25-34
- Platform is image-driven
- Less text and realistic photography performs best on Instagram
- Allows for easy posting of videos
- Story feature allows for easy "day in the life of" posts and can be linked to your Facebook page
- Relies on hashtags to extend your reach
- Recommend posting at least 1x per day

# Tailor Content by Platform

## Facebook

- Try using Facebook to create regularly occurring orientation session events and share them on your page to inform potential HPOG participants. Facebook also has a live video stream feature, which could be used to easily stream your information sessions.



# Tailor Content by Platform

## Twitter

- Twitter is useful for brief informational posts. Use it to share facts about your program, such as enrollment numbers, increased earnings, and workforce data.



**SUNY Schenectady** @SUNYSCCCNEWS · Apr 2


Rep Paul Tonko @RepPaulTonko visited #SUNY #Schenectady Center City today to discuss #WorkforceDevelopment #HPOG and #CNA training




# Tailor Content by Platform

## LinkedIn

- LinkedIn is best for thought leadership and workforce-related content. Try creating posts (called updates) that explain best practices, employer partnerships, and your program's unique work in helping participants stay engaged.




 **Health Profession Opportunity Grants (HPOG)** 126 followers 1w ⋮

Colorado Governor John Hickenlooper shares what businesses and state leaders can do to ensure the families they serve and employ achieve economic mobility and break the cycle of poverty. By incorporating a 2-generational approach to their tactics, these leaders can help both adults and children receive the education and support they deserve, so they can flourish both personally and in their future careers.



Gov. John Hickenlooper on 2Gen and Colorado's support for children and...  
[vimeo.com](#)

6 Likes

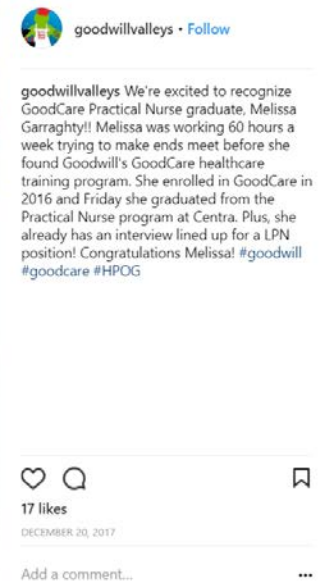
 Like  Comment  Share



# Tailor Content by Platform

## Instagram

- Instagram is driven by quality, realistic photographs of people. Whenever you can share images of your participants (orientation, graduation, job shadowing, success stories), try using this platform.





# Which Option is Best?

## For consideration:

- What can your team manage when it comes to social media?
- How can you identify which platform will help you to reach potential participants, employers, community partners, local media, etc?



Health Profession Opportunity Grants

# Strategy and Content Development



Health Profession Opportunity Grants

**Does your program  
currently have a  
content strategy in  
place?**

# Build a Strong Foundation

## Develop your strategy

- **It all begins with:**
  - Determining what your audiences care about
  - Setting simple and achievable goals
  - Developing your main messages and content strategy
  - Assigning responsibilities
  - Reporting on your efforts
  - Being willing to change direction and reflect on past efforts

## Keep it organized

- **Content creation process**

1. Identify your main messages.
2. Differentiate messages needed by audience.
3. Determine a workflow.
4. Ensure that your entire team is aware of the process and who to reach out to for help.
5. Build a calendar to have content ready.
6. Plan to post and schedule content regularly.

**Examples of types of content you might share:** participant images and quotes, staff images and quotes, success stories, graduation and training pictures, events (orientation, job fair, intake sessions), formal meetings with partners, employer job shadowing experiences, etc.

# What's a Hashtag?

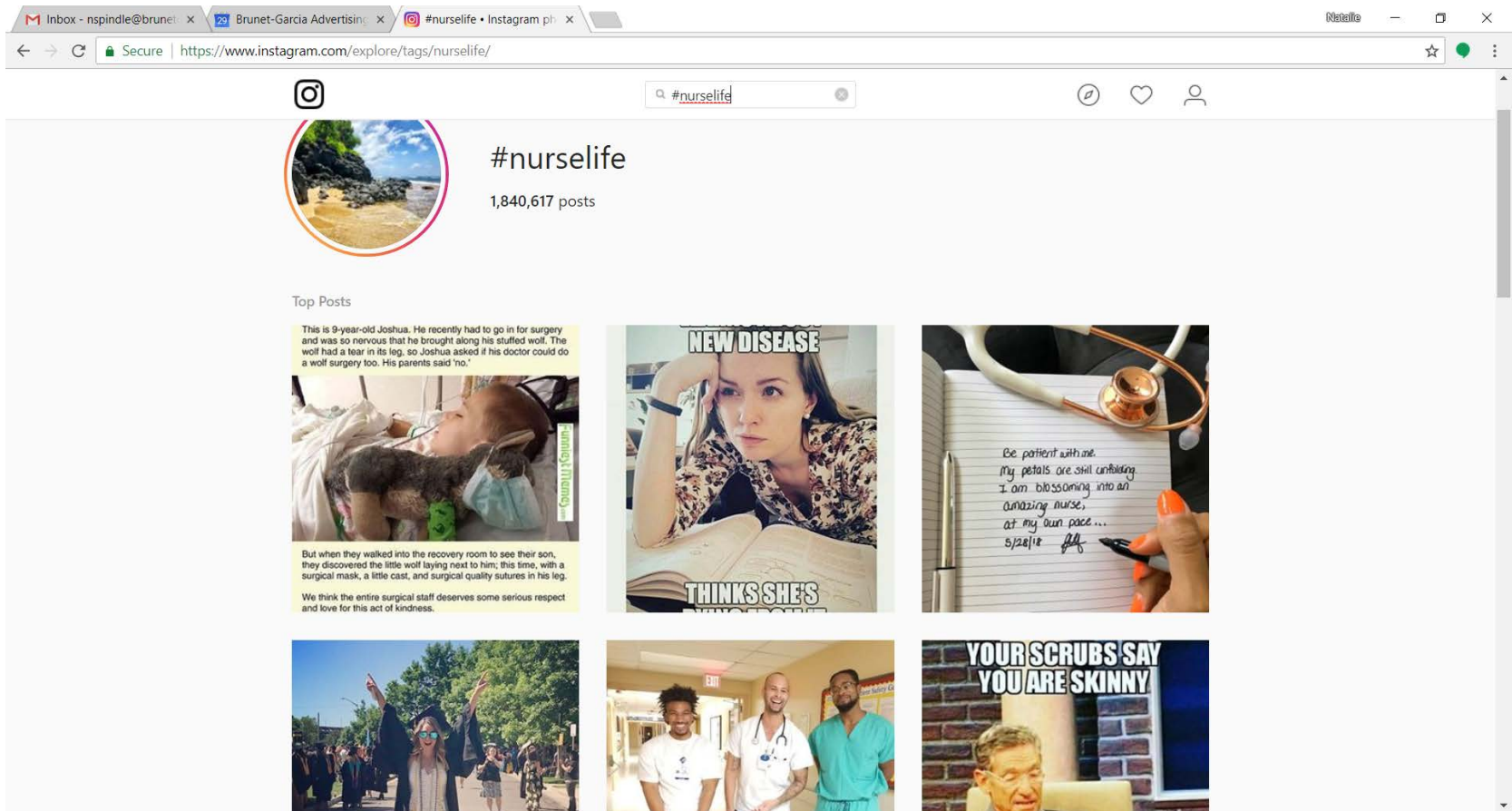
## Know when to use them!

All platforms allow you to use hashtags in order to grow your community of followers. Use on certain platforms is more beneficial than others, so keep in mind:

- Hashtags work by linking tagged content together so that it's easily searchable and “explored” by users who have an interest. For example, you might tag your buzz words: #WorkforceDevelopment or your associated college's name: #SUNY.
- Twitter and Instagram users are familiar with hashtags and almost all posts have at least one tag.
- Use of 3-5 hashtags is a good measurement when posting, using too many will only clutter your message.
- Learn rule #1!

# #1 Rule for Hashtags



## Always search them before you use them!





# The Layout

## Word Doc

<p>Monday, May 7</p>	<p>Our new posters aim to keep athletes <a href="#">#CDCHEADSUP</a> all season long. Download today: <a href="http://go.usa.gov/xQ4g6">go.usa.gov/xQ4g6</a></p> 	<p><a href="#">@CDCInjury</a></p>
<p>Monday, May 7</p>	<p>Educators play an important role in preventing teen dating violence. Learn how <a href="#">@CDCgov's</a> Dating Matters Training for Educators can help: <a href="http://go.usa.gov/xQ3Tw">go.usa.gov/xQ3Tw</a> <a href="#">#VetoViolence</a></p> 	<p><a href="#">@CDCInjury</a></p>
<p>Monday, May 7</p>	<p>Concussion safety in sports starts with you! Our safety posters aim to keep your team <a href="#">#CDCHEADSUP</a> about concussion all season long. Download and share today: <a href="http://go.usa.gov/xQ4g6">go.usa.gov/xQ4g6</a></p>	<p>HEADS UP FB</p>
<p>Monday, May 7</p>	<p><b>Promoted:</b> NEW IMAGE: National Educator Appreciation Week Promo (Pending Approval) Educators play a significant role in preventing teen dating violence. CDC's Dating Matters Training for Educators helps participants identify warning signs and understand the importance of prevention. Learn more: <a href="http://go.usa.gov/xQ3Tw">go.usa.gov/xQ3Tw</a></p>	<p>Veto Violence FB</p>

# The Layout

## Excel Sheet

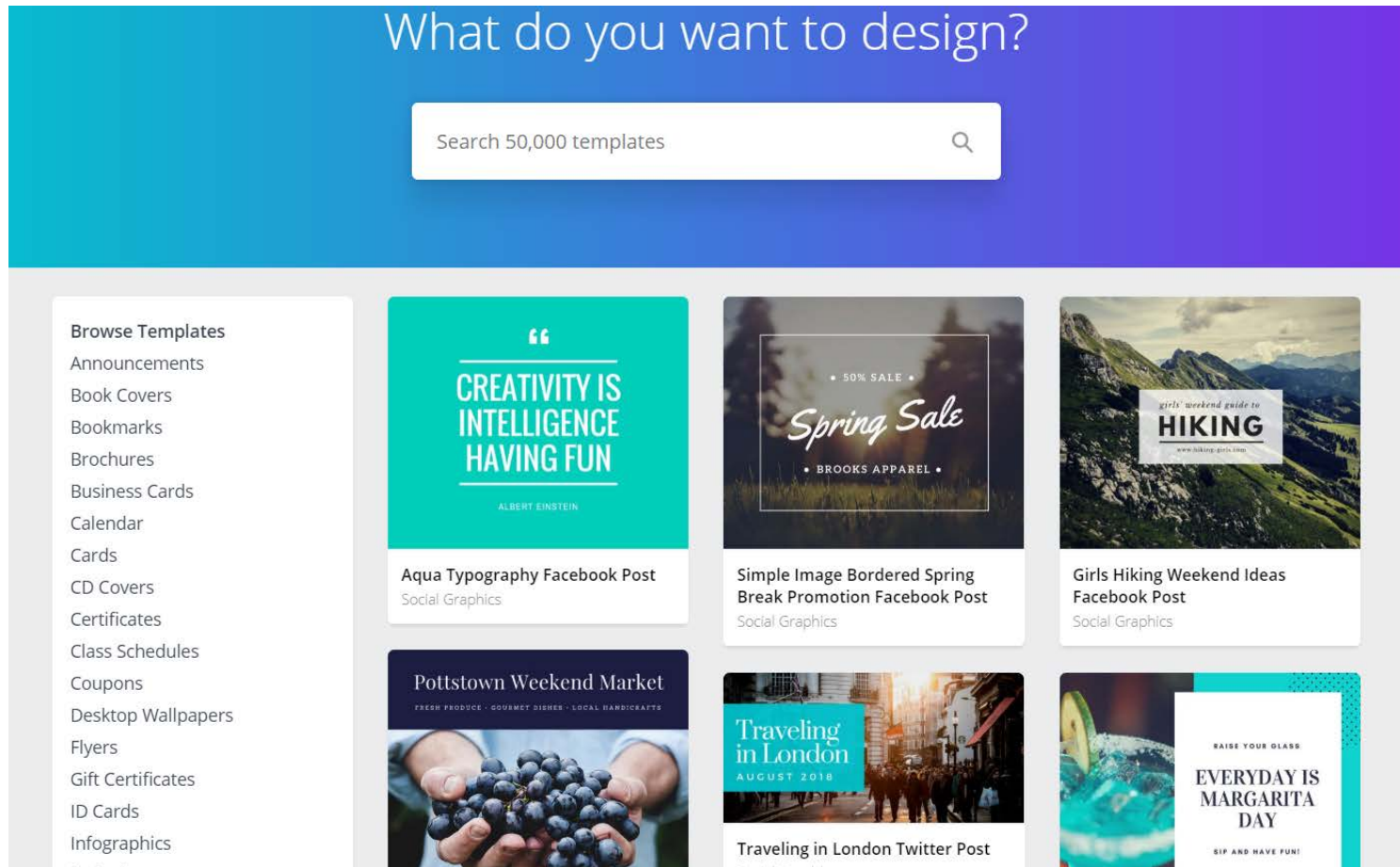
	A	B	C	D	E	F	G
	Channel	Handle/Account Name	Post Copy/Tweet	Week #	Desired Publish Date	Desired Publish Time	Full URL
1	Facebook/LinkedIn	Health Profession Opportunity Grants (HPOG)	<p>After obtaining her CNA license at the age of 16, Angela instantly knew that the healthcare field was where she was meant to be. Advancing her career, however, posed many issues due to her full-time work schedule, raising four children, and a slew of personal issues.</p> <p>With the help and support she received from Central Community College's Health Education Laddering Program (HELP), Angela has earned acclaim as one of the highest profile nurses in northeast Nebraska.</p> <p>Follow the link below to read her incredible story!</p>	1	Thursday, February 1, 2018	9:45AM	LINK TBD
2	Twitter	HPOGProgram	<p>With the help &amp; support she received from @ccnebedu's #HPOG program, Angela has worked extremely hard and earned acclaim as one of the highest profile nurses in northeast Nebraska.</p>	1	Thursday, February 1, 2018	9:45AM	LINK TBD
3	Facebook/LinkedIn	Health Profession Opportunity Grants (HPOG)	<p>Interested in starting an exciting, sustainable career in healthcare but don't know where to start? Check out these 5 steps to help you get on your way!</p> <p>If you're ready to change your life for the better, click the link below to find an HPOG program location near you.</p>	1	Friday, February 2, 2018	9:45AM	<a href="https://www.acf.hhs.gov/ofa/hpog/find/hpogprograms">https://www.acf.hhs.gov/ofa/hpog/find/hpogprograms</a>
4							

## Images and videos are important

- **The look**
  - Platform specifications
  - Keep videos sweet and simple (and under 30 seconds)
- **Where can you find images?**
  - Use your in-house resources
  - Photograph or request pictures from students, instructors, staff
  - Free sites to develop images even as a non-designer: [Canva.com](https://www.canva.com), [Crello](https://www.crello.com)
  - Stock photo sites: [Thinkstock](https://www.thinkstock.com), [iStock](https://www.istock.com), [Pexels](https://www.pexels.com) (free)
- **Use the images and videos offered by HPOG**
  - Check the [resources page](#) for new materials to share each month. Follow the main HPOG social media pages and share posts of interest to your audience.

# Free Image Tools

## Canva



What do you want to design?

Search 50,000 templates

- Browse Templates
  - Announcements
  - Book Covers
  - Bookmarks
  - Brochures
  - Business Cards
  - Calendar
  - Cards
  - CD Covers
  - Certificates
  - Class Schedules
  - Coupons
  - Desktop Wallpapers
  - Flyers
  - Gift Certificates
  - ID Cards
  - Infographics

**Aqua Typography Facebook Post**  
Social Graphics

**Simple Image Bordered Spring Break Promotion Facebook Post**  
Social Graphics

**Girls Hiking Weekend Ideas Facebook Post**  
Social Graphics

**Pottstown Weekend Market**  
FRESH PRODUCE · GOURMET DISHES · LOCAL HANDICRAFTS

**Traveling in London**  
AUGUST 2018

**Traveling in London Twitter Post**

**EVERYDAY IS MARGARITA DAY**  
RAISE YOUR GLASS  
SIP AND HAVE FUN!

# Stock Photo Sites

## Thinkstock

Search for images that fit your needs

healthcare providers  Search within results

Narrow your results

- Photography
- Illustration
- Vector only

- Horizontal
- Vertical
- White background only
- Exclude nudity













Not these words:

People


- Number of people
  - No people
  - One person
  - Two people
  - Group of people
- Age
  - Newborn
  - Baby
  - Child
  - Teenager
  - Young adult
  - Adult
- Ethnicity
  - Black
  - East Asian
  - Hispanic/Latino

672,470 results for: healthcare providers

Sort by: **Best match** Newest Most popular Image preview: [Turn off](#) Page 1 of

 <p>862725544 iStock</p>	 <p>imsis400-034 Image Source</p>	 <p>sb10069454x-001 DigitalVision</p>	 <p>600073876 iStock</p>	 <p>677893316 iStock</p>	 <p>86529198 Creatas</p>
 <p>600073876</p>	 <p>600073876</p>	 <p>600073876</p>	 <p>600073876</p>	 <p>600073876</p>	 <p>600073876</p>

## Check the resources page for updates



**By Program**

- Tribal TANF (3)
- Temporary Assistance for Needy Families (TANF) (24)
- Health Profession Opportunity Grants (HPOG) (196)
- Healthy Marriage and Responsible Fatherhood (1)

**By Topic**


- Authorizing Legislation (1)
- Grantee Program Information (143)
- Technical Assistance (132)


**By Type**

- Dear Colleague (2)
- Grants Abstract (32)
- Grants Information (106)
- Infographic (8)
- Policy Document (1)
- Report (45)


**By Published Date**

Month  Year

Most Recent | Most Relevant | Most Requested  ? Results per page  1 2 3 4 >


**HPOG Promising Practice: Central Community College** NEW 

Published: May 11, 2018

**HPOG Promising Practice: Action for a Better Community, Inc., Testing Preparation Services** NEW 


Published: May 4, 2018

To provide the tools needed for long-term self-sufficiency, Action for a Better Community Inc., (ABC) offers supportive services that focus on helping participants achieve the minimum reading and math proficiencies necessary to pass state level healthcare exams.

**Participant Pathway Graphic Visualization** 


Published: April 26, 2018

Our newest graphic visualization illustrates how the HPOG program helps participants start a pathway to financial self-sufficiency. The resource gives an overview of the program from participant engagement, enrollment, and training to career readiness, graduation, and employment. Download a printable version of the Participant Pathway graphic visualization below.

**HPOG Promising Practice: CSIU, Partnerships and Recruitment** 

Published: April 4, 2018

The act of juggling a full-time career and personal life can be overwhelming. The Central Susquehanna Intermediate Unit (CSIU) is a regional education agency servicing 11 counties in Central Pennsylvania. Through its WATCH program, funded by the Health Profession Opportunity Grants (HPOG) Program, CSIU partners with local employers and educational facilities. The partnerships aim to set realistic expectations of what life will be like outside of a classroom.

**HPOG Promising Practice: CAP Tulsa, 2 Generation Approach** 

Published: March 30, 2018

For some families with small children, this means compromising on education that could lead to a promising



EXAMPLE 1

# SLATE Missouri Job Center: HITE



SLATE Missouri Job Center

March 14 · 🌐

Our Health Profession Opportunity Grants - HPOG team is in the final week of recruiting for this #CNA opportunity with STL Training!! This cohort will be at Life Care Center on Chouteau with access to bus lines. Please SHARE!! For more information on this grant, visit Missouri's HITE site: <https://mydss.mo.gov/hpog-hite> OR HPOG's national site: <https://www.acf.hhs.gov/ofa/programs/hpog>



SLATE Missouri Job Center

February 15 · 🌐

Get your #CNA or #CMT training with a provider we ❤️: STL Training! Health Profession Opportunity Grants - HPOG is currently recruiting for our Spring classes. Join us FRIDAYS at 9:30am for orientation & learn how to be a part of this amazing grant! South Technical, Special School District of St Louis County  
Visit: <https://mydss.mo.gov/hpog-hite>

Like Comment Share

5

Oldest ▾

8 Shares



Brown Robyn What about LPN???

Like · Reply · 14w

View previous replies



SLATE Missouri Job Center Venolia Weaver Yes Ma'am! They are every Friday; the orientation usually lasts around an hour. It depends upon how many people attend and have questions. Look forward to seeing you. 👍

Like · Reply · 13w

View more replies



EXAMPLE 2

# CAP Tulsa: CareerAdvance



CAP Tulsa

March 29 · 🌐

CareerAdvance is now recruiting for two of our newest tracks, Medical Coder and Surgical Technician. Receive free childcare, tuition, books, and supplies while receiving hands-on training. Sign up today by calling, 918-268-8500 or visiting, <http://bit.ly/CA-Apply>.



👍 Like

💬 Comment

➦ Share



👍 9

5 Shares



CAP Tulsa

May 3 at 8:10pm · 🌐

CareerAdvance is accepting applications for Medical Assistant training. Receive free tuition, books, and childcare while you train for a career in healthcare. Call 918-268-8500 or visit <http://bit.ly/CAMedicalAssistant> for more information. Limited spots available!



### EXAMPLE 3

# HPOG HQ

**HPOG** @HPOGProgram · May 25  
The training participants receive through the #HPOG program helps them develop soft & hard skills needed to maintain a career. Those who have completed their programs are using these skills to help others, become financially self-sufficient & contribute to their communities.



**I see people coming in who don't have a marketable skill, and they are leaving with soft skills, hard skills, and high self-esteem.**

**Elizabeth Bouldin-Clopton,**  
Regional Coordinator  
Goodwill Industries of the Valleys

3

**HPOG** @HPOGProgram · May 4  
#HPOG programs are prepared to meet the growing needs of local healthcare industries. Strong partnerships and engagement between participants, program facilitators, & employers is vital to a program's success.



#### HPOG Grantee/Employer Partner Engagement

The HPOG Employer Engagement video illustrates the relationships between HPOG programs and their employer partners. This video presents some establish...  
[youtube.com](https://www.youtube.com)

1

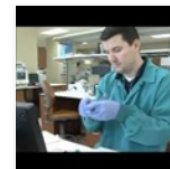


#### Health Profession Opportunity Grants - HPOG

April 24 · 🌟

Did you know there are approximately 300,000 practitioners of clinical laboratory science in the US? The efforts of these individuals often go unnoticed by the general public, which is why the American Society for Clinical Laboratory Science created Medical Laboratory Professionals Week (MLPW) to help increase public understanding of and appreciation for these key members of the health care profession.

This week, in honor of MLPW, we're celebrating these dedicated professionals and the increasingly vital role they play in the diagnosis and prevention of disease. If you'd like to learn more about training and career opportunities for medical lab technicians, visit <https://go.usa.gov/xQcaE> to find an HPOG program near you!



ascls.wmv

YOUTUBE.COM



Health Profession Opportunity Grants

# Manage Your Social Media Communities

**How do you currently  
manage the scheduling,  
monitoring, and evaluation  
of your content?**

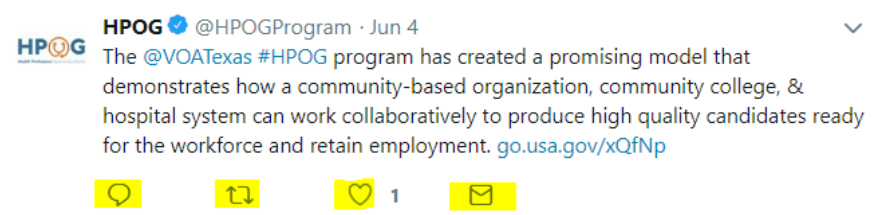
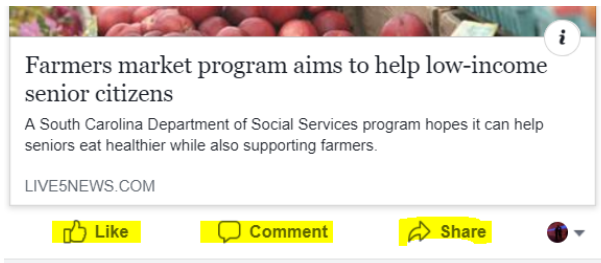
## What tools are out there?

- Free management tools and beyond

<u><a href="#">Buffer</a></u>	<u><a href="#">Hootsuite</a></u>
Ability to connect 3 social profiles	Ability to connect 3 social profiles
Can store up to 10 posts per social account	Can store up to 30 posts per social account
Link shortening and tracking	Link shortening and tracking
Offers 1 team member login	Access to basic analytics
Free Pablo image creator	Free social media courses available

## How are you cultivating your community?

- **Know your partners and engage**
  - Make a list of your organization's partners (employer, education and community partners) and follow them on social media.
    - Ie. HPOG, fellow grantees, local hospitals, medical facilities, etc.
  - Ensure engaging with partner pages by liking, sharing, and commenting on relevant posts.

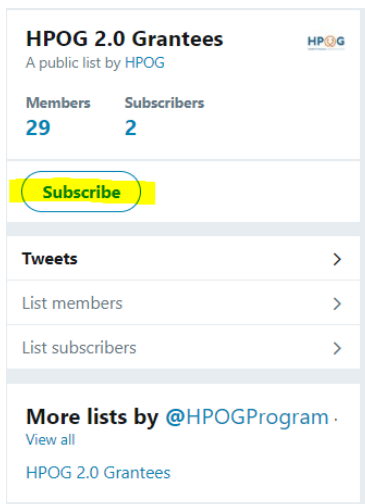



\*\*Always pay attention to users who are tagging and engaging with your content so that you can like, share, retweet, and comment on positive posts!

# Connect with HPOG on Twitter

## Are you on Twitter?

- Connect with all HPOG 2.0 grantees on Twitter with our list!
  - Follow this link:  
<https://buff.ly/2IIInLb>
  - Subscribe with one click once signed in to Twitter:



**HPOG 2.0 Grantees**   
A public list by HPOG

Members	Subscribers
29	2

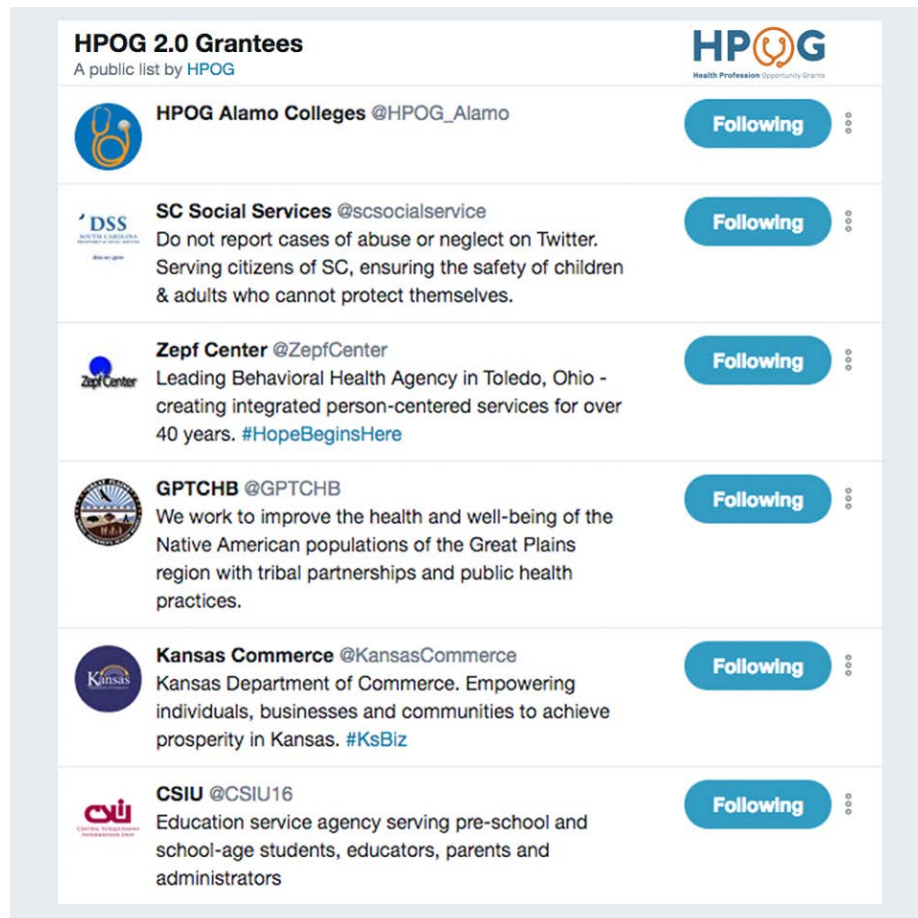
[Subscribe](#)


**Tweets** >







List members >

List subscribers >

**More lists by @HPOGProgram**  
View all  
HPOG 2.0 Grantees



**HPOG 2.0 Grantees**  
A public list by HPOG 

	<b>HPOG Alamo Colleges</b> @HPOG_Alamo	<a href="#">Following</a>
	<b>SC Social Services</b> @scsocialservice Do not report cases of abuse or neglect on Twitter. Serving citizens of SC, ensuring the safety of children & adults who cannot protect themselves.	<a href="#">Following</a>
	<b>Zepf Center</b> @ZepfCenter Leading Behavioral Health Agency in Toledo, Ohio - creating integrated person-centered services for over 40 years. #HopeBeginsHere	<a href="#">Following</a>
	<b>GPTCHB</b> @GPTCHB We work to improve the health and well-being of the Native American populations of the Great Plains region with tribal partnerships and public health practices.	<a href="#">Following</a>
	<b>Kansas Commerce</b> @KansasCommerce Kansas Department of Commerce. Empowering individuals, businesses and communities to achieve prosperity in Kansas. #KsBiz	<a href="#">Following</a>
	<b>CSIU</b> @CSIU16 Education service agency serving pre-school and school-age students, educators, parents and administrators	<a href="#">Following</a>



# Contribute to HPOG's Main Channels

## We're always looking for localized content

- If you have images, videos, and content you'd like to see on any of HPOG's main social media channels, please tag any of the HPOG social media channels below with an "@ mention" or use "#HPOG" so that we can easily find them and share your content!
- You can also send content to Alieria Peterson:  
Apeterson@brunetgarcia.com
  - Facebook: [@HPOGProgram](#)
  - LinkedIn: [Health Profession Opportunity Grants](#)
  - Twitter: [@HPOGProgram](#)



Health Profession Opportunity Grants

# Questions?

For any additional questions following this session, please email Kim Collins at [kcollins@brunetgarcia.com](mailto:kcollins@brunetgarcia.com).