

An Overview of Platforms Effective Social Media Use

INSTAGRAM

800 MILLION USERS | **25-34** YEARS OLD

- 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

TWITTER

330 MILLION USERS | **19-55** YEARS OLD

- 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

FACEBOOK

2.2 BILLION USERS | **22-54** YEARS OLD

- Platform is great for establishing and maintaining a relationship with a brands’ fans
- Images and videos greatly increase engagement
- Recommend posting 3x per week

LINKED IN

500 MILLION USERS | **25-50** YEARS OLD

- 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

STRATEGY AND CONTENT DEVELOPMENT

- ▶ Determine your audience
- ▶ Set your goals
- ▶ Develop a workflow with clear responsibilities
- ▶ Create content and visuals fit for social media
- ▶ Report on your efforts and make changes as needed

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.



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.



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.



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.



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REFERENCES: Social Media Management Tools: Buffer: <https://buffer.com/pricing> & Hootsuite: <https://hootsuite.com/plans/free> Image Creation Tools: Canva: <https://www.canva.com/> Crello: <https://crello.com/home/> Stock Photo Website: Thinkstock: <http://www.thinkstockphotos.com/> & IStock: <https://www.istockphoto.com/> & Pexels: <https://www.pexels.com/>