An Overview of Platforms Effective Social Media Use

INSTAGRAM



- 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

FACEBOOK

2.2 BILLION 2

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

V TWITTER



- 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

in linked in

500 MILLION USERS



Health Profession Opportunity Grants
OFFICE OF FAMILY ASSISTANCE

- 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

ha YEARS

- **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.

ADMINISTRATION FOR FAMILIES



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



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.

HP()G

Health Profession Opportunity Grants (HPOG) 131 followers 3w

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 t ... see more



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.



goodwillvalleys • Follow

odwillvalleys We're excited to recognize GoodCare Practical Nurse graduate, Melissa Garraghty!! Melissa was working 60 hours a week trying to make ends meet before she found Goodwill's GoodCare healthcare training program. She enrolled in GoodCare in 2016 and Friday she graduated from the Practical Nurse program at Centra. Plus, she already has an interview lined up for a LPN position! Congratulations Melissa! #go #goodcare #HPOG

O O 17 likes

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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/

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