



Quick Tips for Using Social Media to Amplify the Bridge to Employment

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fhi360
THE SCIENCE OF IMPROVING LIVES

WHY SOCIAL MEDIA?

BRIDGE TO EMPLOYMENT SOCIAL MEDIA: BIG-PICTURE OBJECTIVES

Why incorporate social media into BTE?

1

CONNECT

2

AMPLIFY

3

ENGAGE

1

CONNECT

WHY SOCIAL MEDIA?

Connect

- Join an online network of #BTEFamily and stay connected all year
- Participate in the conversation: share, comment, tag, mention
- LinkedIn Bridge to Employment Alumni group:
www.linkedin.com/groups/8497105



**BTE'S GLOBAL
FAMILY**

MENTORS

VOLUNTEERS

**SITE
COORDINATORS**

STUDENTS

ALUMNI

PARTNERS

2 AMPLIFY

WHY SOCIAL MEDIA?

Amplify

- You are important in increasing BTE's reach to a larger audience, helping us share the program's impact & inspiring stories for the world to see
- Retweet/share posts to your own pages, like/<3, comment, tag BTE's channels (right)
- Use hashtags to track and join in conversations



@btetweets



@JandJBridgeToEmployment



@btegrams



@JandJBridgeToEmployment

Hashtags

#B2E

BRIDGE TO EMPLOYMENT

Use when mentioning the program by name

#B2EFAMILY

Use when talking about the program's global family

#STEM2D

Use when discussing STEM2D learning activities

#JNJ

JOHNSON & JOHNSON

Use when mentioning J&J by name

#ABTS2020

THIS YEAR'S ABTS HASHTAG

Homework assignment: Write 1 post about your experience this year at #ABTS2020! What has been your favorite part?

3 ENGAGE

Good social media
is not a one-way
communication
stream.

WHY SOCIAL MEDIA?

Engage

- Create engaging content to share with BTE students on a familiar platform
- Instagram has more than 1 billion monthly active users, many young adults. More than 89% of Instagram's community is outside of the U.S.
- Some BTE site coordinators have created Instagram accounts for their sites to engage students and share what they're doing in the program
- Great way for BTE to find content to share on the program's social media!

SOCIAL MEDIA

Demographics 2020



Facebook

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
2.44 billion	25-29	75 % Women 63 % Men	India



YouTube

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
2 billion	15-25	68 % Women 78 % Men	U.S.



Instagram

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
1 billion	18-24	43 % Women 31 % Men	U.S.



Twitter

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
330 million	18-24	21 % Women 24 % Men	U.S.



LinkedIn

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
303 million	25-29	24 % Women 29 % Men	U.S.



Snapchat

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
210 million (daily****)	18-24	24 % Women 24 % Men	U.S.



bte_tswelopele

Message

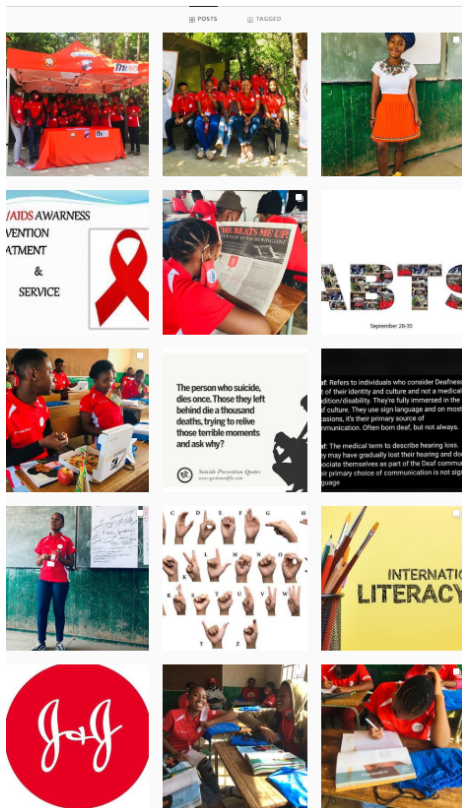


34 posts 47 followers 20 following

BTE Tswelopele

Johnson and Johnson, NICDAM and Tswelopele Secondary school partner to bring a Bridge to Employment program.

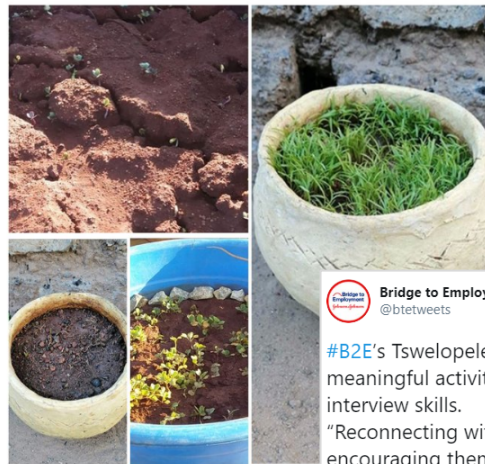
Followed by [epcs_bridge-to-employment](#) and [bte_trenton](#)



Bridge to Employment

@bttetweets

#B2E's Tswelopele, South Africa site held a "Creating your own food garden" activity to inspire program participants to grow their own healthy foods for their families. An amazing learning opportunity that was safe to conduct during stay-at-home orders! #STEM2D #STEMatHome



Bridge to Employment

@bttetweets

#B2E's Tswelopele site is back up and running with meaningful activities like practicing CV writing and interview skills. "Reconnecting with our learners after a long time, encouraging them to imagine a wide world of possibilities for their future."





bte_trenton

Message



36 posts 266 followers 368 following

Bridge to Employment Trenton

A Johnson & Johnson initiative that encourages students to enroll in higher education and pursue careers in the health and STEM sectors.

Followed by epcs, bridgetoemployment, bte_sahs, bte_tswelopele +1 more



Workshops



Students



Trips



Opportunities



Events



Service



bte_trenton • Following
Trenton, New Jersey



bte_trenton Hi, welcome to Trenton Bridge to Employment! We are a college and career exploration program that encourages students to pursue opportunities in the STEM field. Our program operates out of Trenton Central High School-State Street Campus with TCHS students and Bonner Scholars from The College of New Jersey. We are partnered with @tcnjbonner, @jnj, @janssenglobal, @fhi360, and the TCHS administration.

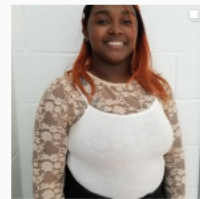
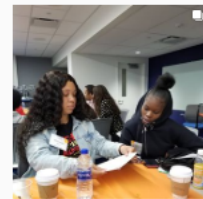
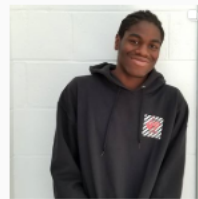
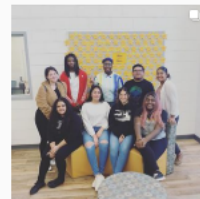
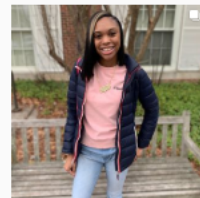
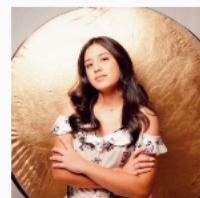
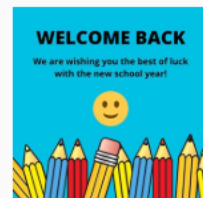
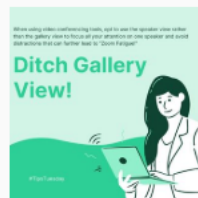


50 likes

NOVEMBER 11, 2018

Add a comment...

Post



OTHER QUICK TIPS

Other Quick Tips

1

TIPS FOR VIRTUAL EVENTS

Photo alternatives:

- Headshot of guest speaker
- Screenshots of virtual meeting spaces
- Photo of student with a quote about what they learned

2

AUTHENTICITY

- Don't worry about perfect, polished content
- Tone: informal, celebratory, friendly
- Tell stories & highlight your students

3

SOCIAL MEDIA CALENDAR

- Helps stay organized and post consistently
- Participate in relevant conversations and #s
- Schedule posts ahead of time (HootSuite, Sprout Social)

Questions?