

# Engaging Students + Stakeholders using Social Media + LinkedIn

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## Audience and Purpose



### Twitter

Audience: 187 Million daily users, majority male, with 25-34 the largest age group, with 35-44 the second largest. About 20% of users are in the US.

([Hootsuite](#))



### Facebook

Audience: 2.7 Billion monthly users, majority male, with 25-34 the largest age group, with 18-24 the second largest. Only about 9% of users are in the US.

([Hootsuite](#))



### Instagram

Audience: 1 Billion monthly users, majority female, with 25-34 the largest age group, with 18-24 the second largest. Only about 12% of users are in the US.

([Hootsuite](#))



### LinkedIn

Audience: 722 Million users, majority male, with 60% of users ages 25-34, with 18-24 the second largest. About 24% of users are in the US.

([Hootsuite](#))

## Audience and Purpose



### Twitter

Purpose: News. In general, the purpose is to convey a single piece of information, such as the time & place of an event, possibly with a link to more details. Twitter is a good platform to connect with partner organizations.



### Facebook

Purpose: News with more details. Facebook is a good platform to reach parents/teachers and to share 1-2 sentence stories with pictures following an event.



### Instagram

Purpose: Images and graphics. Instagram is a good platform to reach a younger audience and convey visual information. While images are important in all social media, they are the centerpiece on Instagram.



### LinkedIn

Purpose: Professional network. LinkedIn is a great platform to share professional development resources and career readiness stories.



## Drafting messages

- What do you want the audience to do?/ What's the purpose of the post?
- One post = one message = one action
- One link
- Images are important on all platforms



FHI 360  @fhi360 · Jun 17

@FHI360's Nigeria office, in partnership with @JNJGlobalHealth, is hosting a webinar series for health workers seeking to advance HIV care & treatment during the #COVID19 pandemic.

The series will be shown live each Thursday during June.

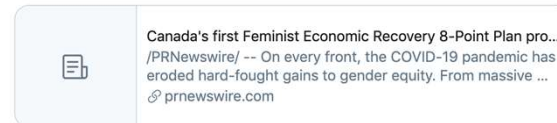
Register here: [bit.ly/2UsIKYh](https://bit.ly/2UsIKYh)



# Drafting messages - Twitter

- You can **schedule** tweets using Hootsuite or Tweetdeck
- Use proper sentence formatting, grammar, and punctuation on all platforms, even Twitter
- Include at least one **hashtag** per post
- Include an **image**
- **Tag** any relevant mentions/ sources

Canada's first Feminist Economic Recovery 8-Point Plan acknowledges women have been disproportionately affected by economic and health crisis of Covid 19. A fresh, feminist approach that puts into account both gender equality and the economy.



2:00 PM · Jul 30, 2020 · Twitter Web App

1 Retweet and comment 1 Like



## Drafting messages - Facebook

- If you are managing a Facebook Page, use the Publishing Tools
- Use line breaks
- Ensure the content of the post is written with proper grammar and in complete sentences
- Keep messages short
- Always include a **visual** (most links will auto-create an image)
- Include **relevant mentions**
  - Tag the account within the body of the post



## Drafting messages - Instagram

- You can schedule Instagram posts through Facebook's Publishing Tools
- Use **square images**
- Keep using proper grammar and complete sentences
- Messages can range from Tweet-length to Facebook-length
- Use a lot of **hashtags**
- Include **relevant mentions**
  - Tag the account within the body of the post
- You cannot link in an Instagram post. You can only include a link in your bio.



## Drafting messages - LinkedIn

- You cannot schedule LinkedIn posts
- Use **images**
- Keep using proper grammar and complete sentences
- Messages can be long, but should generally be 2-3 sentences
- Use a few **hashtags**
- Include **relevant mentions**
  - Tag the account within the body of the post
- This is a professional network – you're talking to professional adults and organizations





## Your Turn!

Please take 10 minutes to read the BTE story below and then write your own social media posts about it. Pick 2-3 platforms and modify your message to fit the platform. Consider who your audience is. Then we'll share to see what different people came up with.

### J&J launches Bridge to Employment program in Las Piedras

Johnson & Johnson Family of Consumer Companies-McNeil Healthcare LLC launched the Bridge to Employment (BTE) Program for 50 sophomores in the Florencia García high school in Las Piedras, Puerto Rico, the company announced.

“The Bridge to Employment Program is part of our Early Talent Strategy to engage youths with the life sciences manufacturing sector,” said Caroline Ocasio, acting general manager of the McNeil Consumer Healthcare LLC plant in Las Piedras.



## Post Frequency

The key to managing social media is consistency across platforms. Post relevant, up-to-date content regularly so that your audience learns your accounts provide useful information.



### Twitter

Daily.  
Does not have to be original tweets every day – you can retweet relevant news or tweets from partners.



### Facebook

1-3 times per week.  
Think about past, present, and future activities to highlight.



### Instagram

1-2 times per week.  
Stick to original content on Instagram.



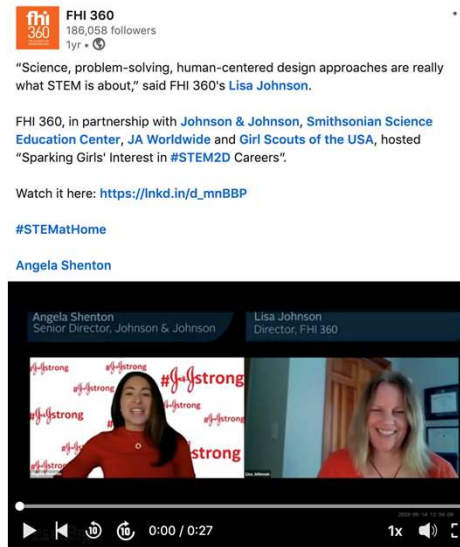
### LinkedIn

Once per week.  
Cross-posting is totally fine!



# Connecting with internal and external programs and partners

- LinkedIn:
  - LinkedIn page = legitimacy
  - Share blogs, news, celebrate accomplishments and short videos
  - *"Despite the fact that only 3% of employees share content, they generate 30% of all content engagement for a typical business."*
  - #1 channel to distribute content and drives traffic to blogs and sites



# Connecting with internal and external programs and partners

- Twitter:
  - Campaign hashtags:
    - #B2E, #JnJ, #WomeninSTEM
  - Participate or host Twitter Chats
  - Participate in observance days:
    - International Literacy Day, International Youth Day, International Day of the Girl Child



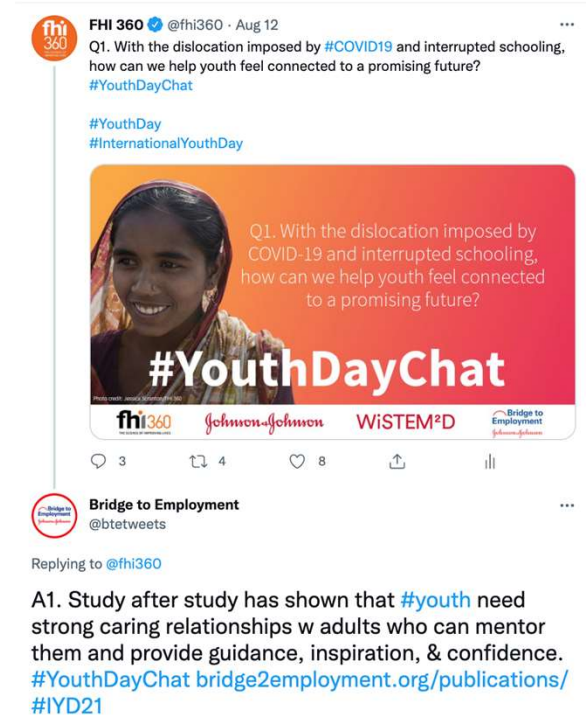
## How to take a great photo

- Lighting
- Rule of thirds
- Cropping vs. Zooming
- Horizontal vs. Vertical



## Social Media Events- Twitter Chats

- A Twitter Chat is a digital conversation about a topic using **one hashtag**
- Great way to engage with Twitter followers and share our expertise on a specific topic
- Examples:
  - #Youthdaychat
  - #NTDChat



## Social Media Events- Twitter Chats

- The host creates the hashtag and questions
  - Chat questions are sometimes shared in advance
- The host also shares the time and date
- Prep your answers!
- You **must** use the hashtag when you answer the chat questions
- During the chat, follow along by searching the hashtag
  - Make sure you're in **latest** tab
- Metrics – Union metrics



## Social Media Events- Facebook Live

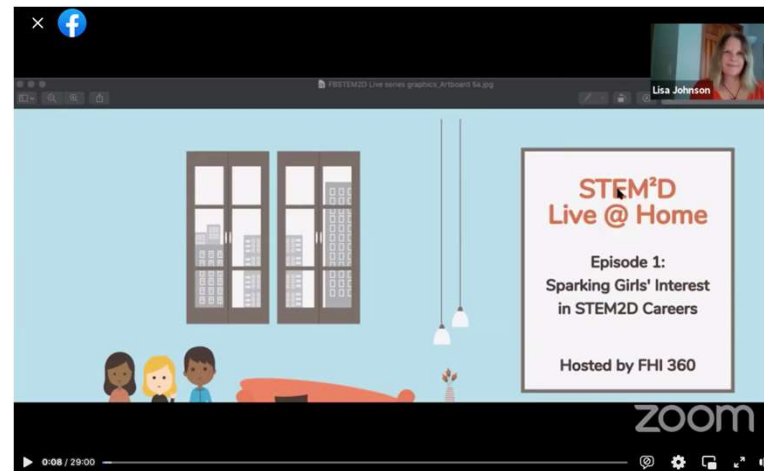
- Increases engagement
- Lives forever
- Watch on-demand
- Different kinds of Facebook Live:
  - Directly on Facebook
  - Simulcast
  - Facebook premiere

The screenshot displays a Facebook Live event with four participants in a grid. The top-left participant is wearing a black t-shirt with the word 'swing' in colorful letters. The top-right participant is wearing a black t-shirt with 'mpus' in colorful letters. The bottom-left participant is wearing a black t-shirt with 'IHRI' in white letters. The bottom-right participant is wearing a black top. A subtitle at the bottom of the video reads 'COVID-19 is affecting them.' The right side of the screenshot shows the Facebook interface with the post title 'Adapting HIV services during COVID-19 Premiere: Examples...', engagement metrics (9.7K People Reached, 159 Reactions, Comments, and Shares, 1.6K 3-Second Video Views), and a retention curve graph.



# Social Media Events- Facebook Live

- Before the live
  - Create a Facebook event at least 7 days prior to event
  - Zoom or direct Facebook live?
  - Promote it on other platforms
- During the live
  - Double check audio and video
  - Engage with the audience
- After the live
  - Re-promote the live
  - Provide metrics



## Connect with BTE

- Website
  - Update your site page regularly
  - Direct your students to your page
  - List your social media accounts there
- Social Media
  - @BTETweets
  - Facebook.com/jandjbridgetoemployment
  - @btegrams
  - linkedin.com/company/bridge-to-employment
  - Tag us! We love to hear from you!

