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.

(<u>Hootsuite</u>)



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/2UslKYh







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



FHI 360 🤣 @fhi360 - Jul 29

American Indians and Alaska Natives (#AIAN) face some of the greatest challenges in the U.S. During the #COVID19 pandemic, resources are even scarcer.

In this new blog, $@\ensuremath{\mathsf{FHI360}}\xspace's$ Micker Richardson highlights how we can help them thrive.



Native communities are already resilient. Here's how we can help the... More than ever, American Indians and Alaska Natives face some of the greatest challenges in the United States. Resources — including food... & degrees.thi360.org

Bridge to Employment @btetweets

Happy Women's Equality Day from #B2E! We believe that equal access to #education and career readiness opportunities is one step toward making a more equal future a reality. Find out how we're working to make it happen: bridge2employment.org

Celebrate Women's Equality Day!



3:22 AM · Aug 26, 2021 · TweetDeck





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



FHI 360, National Governors Association and Fab Foundation are proud to share the "Reimagining Workforce Policy in the Age of Disruption" guide.

We brought leading economic, education, industry and workforce experts together with U.S. state policy leaders to share knowledge and expertise on the technological disruptions affecting current and future workers and workplaces.

bit.ly/3hvVrtF



FHI360.ORG

Reimagining Workforce Policy in the Age of Disruption: A State Guide for...

The Future Workforce Now initiative developed an agenda for U.S. state policy leaders to prepare the workforce, addressing technological disruptions affecting current and future workers and workplaces.



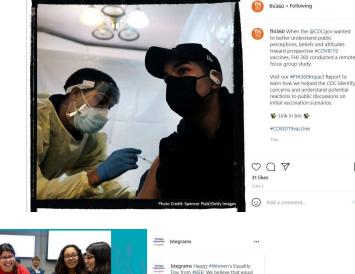


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Drafting messages - Instagram

- 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.









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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





Bridge to Employment Alumni Group at FHI 360

Bridge to Employment





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.



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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

FHI 360 186,058 followers

- 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



Science, problem-solving, human-centered design approaches are really

what STEM is about," said FHI 360's Lisa Johnson.





"STEMSPIRATION LIVE" PANELIST SHARES HER OWN WISTEM²D SUCCESS STORY

Bridge to Employment on LinkedIn • 3 min read Laura Schoettmer is a Primary Design Engineer for Ethicon and a co-lead for the...



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Connecting with internal and external programs and partners

Twitter:

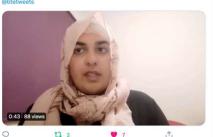
- Campaign hashtags:
 - #B2E, #JnJ, #WomeninSTEM
- Participate or host Twitter Chats
- Participate in observance days:
 - International Literacy Day, International Youth Day, International Day of the Girl Child

Bridge to Employment Retweeted
FHIPartners @FhiPartners · Aug 12

"Building youth skills is really important as it does impact communities and change the world. ... I would like to make a difference."

This #InternationalYouthDay, meet Noor from High Wycombe, UK.

#YouthDay #JnJ @btetweets



Johnson & Johnson Global Health @JNJGlobalHealth · Oct 11, 2019 · · Learner today 🔂 leader tomorrow! We are proud to partner with @fhi360 & @JAWorldwide to support girls as they spark their passion for #STEM2D through the #WISTEM2D collaboration. #DayoftheGirl

FHI 350 \$\circ\$ efhil360 - Oct 11, 2019
WJNGlobalHealth, @Jawofdwide & @FHI360 will advance the
education of 1 million girls through the WISTEM2D project. Girls will:
Build subject-specific knowledge in #STEM2D
Develop creative-thinking
Develop creative-thinking
but.ly/20BcrtS
bit.ly/20BcrtS







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



Replying to @fhi360

A1. Study after study has shown that #youth need strong caring relationships w adults who can mentor them and provide guidance, inspiration, & confidence. #YouthDayChat bridge2employment.org/publications/ #IYD21





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





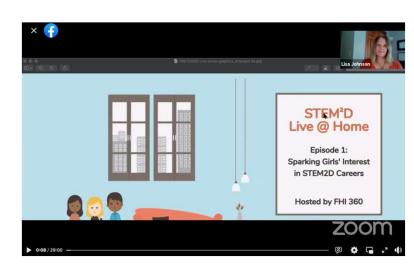


Social Media Events- Facebook Live

- 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
 - Øbtegrams
 - Iinkedin.com/company/bridge-to-employment
 - Tag us! We love to hear from you!





