Please install Canva app on your phone
Increase Your Social Media Presence to Improve Recruitment and Retention

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Lincoln, NE
Southeast Community College

Serves 15 county region of southeast Nebraska

Approximately 9,500 students

3 campuses

6 Learning Centers

Strong programs in manufacturing and allied health fields

Biotechnology courses offered within Academic Transfer Associate Degree
Introduction to Social Media

Social media is a web-based technology to facilitate social interaction between a large group of people through some type of network. Social media is growing rapidly and becoming a vital part of everyday life. (Wikibooks)

People utilize social media for a variety of reasons including keeping in touch with family and friends, reconnecting with old friends, staying up to date with news and events, and networking. (Pew Research Center)
Most Popular Social Media Platforms

There are many forms of social media that include Facebook, Instagram, LinkedIn, YouTube, Snapchat, Pinterest, Twitter, and WhatsApp as some of the most popular.
Most Popular Social Media Platforms

Facebook is the most popular social media platform for both personal and business use. People can connect with each other and with businesses in order to find out what is the latest news.

LinkedIn is directed towards professionals and businesses.

Twitter is designed for short, concise posts that can be shared or “retweeted” by others. Hashtags provide a way to organize tweets into categories and allow people to follow items that interest them.

YouTube channels allow for the sharing of information in video form. These can be posted or shared on other social media platforms, or watched directly on the site.
Most Popular Social Media Platforms

Instagram allows users to edit and upload photos and short videos through a mobile app. Entirely visual feed can be used to establish a unique brand.

Snapchat is a mobile messaging app to exchange pictures and videos that are meant to disappear after they are viewed. The essential function is to take a picture or video, add filters, lenses, or other effects and share them with friends.
Most students report using social media to find more information about higher learning institutions.
## Most Popular Social Media Platforms

Among the users of each social media site, the % who use that site with the following frequencies

<table>
<thead>
<tr>
<th>Platform</th>
<th>Less often</th>
<th>Weekly</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>9%</td>
<td>17%</td>
<td>74%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>22%</td>
<td>17%</td>
<td>61%</td>
</tr>
<tr>
<td>Instagram</td>
<td>16%</td>
<td>21%</td>
<td>63%</td>
</tr>
<tr>
<td>Twitter</td>
<td>29%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>YouTube</td>
<td>17%</td>
<td>32%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Note: Numbers may not add to 100 due to rounding.

Facebook, Snapchat and Instagram are used most frequently among all social media users.

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Pew Research Center. June 2019
Facebook and YouTube are most popular for adults while most 18-24 year olds use Snapchat and Instagram.
Social Media Use Demographics

Women use social media more than men, with exception of Twitter and Snapchat

Increased numbers of people use social media in urban areas with more college education and increased income

Pew Research Center. June 2019
Build Your Social Media Presence

Complete profiles

Keep posts focused and concise

Promote your account by “tagging”
  Use @ and # appropriately

Post consistently

https://www.thexylom.com/scientists-meet-twitter
Post Ideas

Acknowledge and thank industry partners

Community events

What students (current and grads) and faculty are up to

What’s happening in the classroom

Relevant news articles

Interactive question
Example

Rescheduled, come next Monday, March 4

<table>
<thead>
<tr>
<th>DATE</th>
<th>Monday, February 25</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME</td>
<td>6-8 pm</td>
</tr>
<tr>
<td>LOCATION</td>
<td>8800 O St. Enter at The Career Academy</td>
</tr>
<tr>
<td>WHAT</td>
<td>Hands-on science activities, food and prizes</td>
</tr>
<tr>
<td>WHY</td>
<td>Fun for the whole family!</td>
</tr>
</tbody>
</table>
**Example**

<table>
<thead>
<tr>
<th><strong>WHEN</strong></th>
<th>THURSDAY, MAY 23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHERE</strong></td>
<td>8800 O ST. ROOM V107</td>
</tr>
<tr>
<td><strong>TIME</strong></td>
<td>11:30AM - 1 PM</td>
</tr>
<tr>
<td><strong>FREE FOOD!!</strong></td>
<td>RSVP TO <a href="mailto:MWEHLING@SOUTHEAST.EDU">MWEHLING@SOUTHEAST.EDU</a> BY THURSDAY, MAY 16</td>
</tr>
</tbody>
</table>

Come find out if a career in life science is your next step! Advising and networking opportunities, plus a panel discussion with local life science companies.
Examples
Use Canva To Make Social Media Graphics

Online at www.canva.com or Canva app

Choose type of document you want to create - lots of options

- Facebook post
- Twitter post
- Instagram post
- Flyer, etc.
- Set custom dimensions
Use Canva To Make Social Media Graphics

Choose from a variety of templates

Upload images or use one available on Canva

(some images on Canva are free, but some cost to use)

Other sites to obtain free photos and/or images


May have to “think outside the box” to find a suitable photo

Possible search terms: Textures, backgrounds, teamwork, technology
Use Canva To Make Social Media Graphics

In app:

Touch plus sign in lower right to make new document

Choose a size

Touch plus sign in lower right to add text, image, illustration, or template

Touch item you want to add

Touch or double tap items to edit...more options may be in upper right (...) or at the bottom

May need to touch checkmark in upper left to move on to editing something else

When finished, touch up arrow in upper right corner to upload to device or share to social media
Your Turn

Individually or groups of 2-4

Brainstorm post idea

Choose picture if needed

Make graphic in Canva

Share to Padlet

https://padlet.com/mwehling/h6tqb6s4lqjd