# Making the Most of Social Media Engagement

*The Forum 2022*

1

# Introductions

*Vanessa Preston*

*Senior Vice President*

*Grant Associates*

*Bianca Cervantes*

*Communication*

*Workforce Solutions Borderplex*

*David Olson*

*Director, Marketing & Communications*

*Workforce Solutions Capital Area*

*Infiniti Scarbro*

*Program Coordinator*

*Grant Associates*

2

# Mission

Grant Associates raises the economic security of the people, businesses, and communities we serve through workforce development, business insight, and bold ideas.

3

# Grant Associates

How we make our impact:

- WIOA
- TANF
- Youth (ISY, OSY, CTE, WBL)
- Special populations
- Business Services
- Consulting

4

# Making the Most of Social Media

5

## Borderplex SMM Crash Course

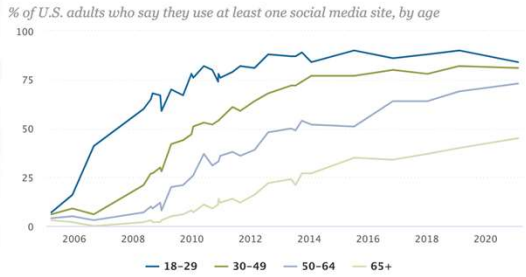
1. Spikes in screen time
2. Presence isn't enough
3. Authentic connection
4. The basics
5. Resource mix: Workforce Wednesdays & Rise & Grind

6

6

## Fast Facts

72% of American adults have a social media account

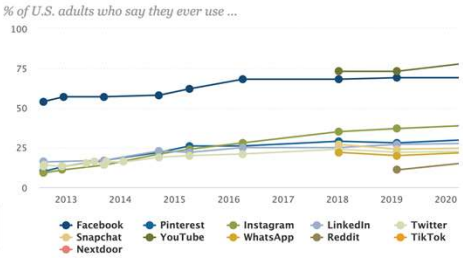


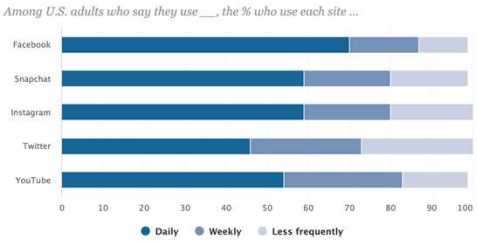

Pew Research Center

**!**

Kids' social media use spiked from 3.8 hours per day to 7.7 hours per day post-pandemic.

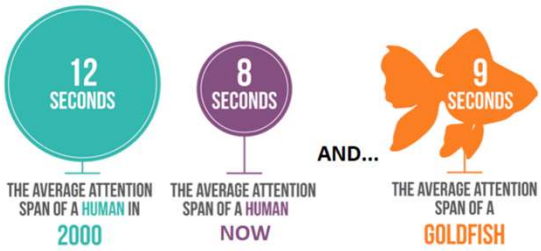
*JAMA Pediatrics*




7

## 8 seconds in 147 screen time minutes




- Creating a standout experience in the virtual world
  - Brand awareness using traditional marketing psychology
  - Maintain loyalty with consistent branding
  - Successful hooks with planned strategy

8

8

## Break it down: Building your goal tree

1. Your Organization/Performance Goals
   - Lean on Strategic Plan, Org Mission/Values, Performance Reqs
2. Marketing Goals
   - What do you want the target audiences to do?
3. Communication Goals
   - How do you want to be perceived?
4. Key Performance Indicators
   - Ex. Number of training enrollments, number of job referrals, website traffic, number of leads

9

9

## Tips for Authentic Connection

- Carve out your brand →
- Secret sauce for short attention spans: good storytelling
- Wear your org's ♥ on the social media sleeve
  - Ex. The Chuy Experience
- SMM – Social Media Managers are essential – split the duties with freelancers
  *(Or - good news: Self-taught gurus exist!)*
  - *17 free courses for a SMM foundation: https://influencermarketinghub.com/free-media-marketing-courses/*

10

10

## Creative Combination of Resources: Workforce Wednesdays

Brand Journalism combining WSB Hype Team & high school students

- Success Stories
- Program Outreach
- Student Collaboration

WORKFORCE SOLUTIONS BORDERPLEX WEDNESDAYS

11

11

## Community Economy for organic engagement

Building a 'Hype Team' around partnerships, personalities

- Built-in talent
- Win-Win exposure
- Local buzz

f LIVE

12

12

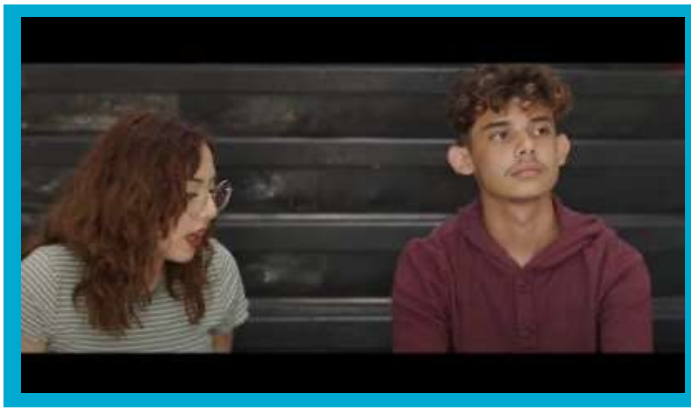
## Creative Combination of Resources: Rise & Grind

WORKFORCE SOLUTIONS BORDERPLEX

GRIND T.A.L.K. presents RISE & GRIND

**The Challenge: Create *evergreen* engaging videos for youth**

- ⚠ Tough Crowd
- ⚠ COVID waves
- ⚠ No SM presence



13

13

## Flipping the Script – Solutions within Solutions

### EVERYONE PLAYS A VITAL ROLE

In becoming a part of the project teens not only helped us achieve our goal BUT they learned exactly what Grind Talk is about. They gained real life experience while putting their skills to work and gaining new ones along the way. Teacher liasons were integral in helping us connect with students, support and compassion.

| HANKS KNIGHTS PLAYERS | CAREER CENTER AT RIVERSIDE | CTE AT MONTWOOD |
|---|---|---|
| Actors | Studio Directors | Project Managers |
| Screenwriters | Camera Operators | Creative Directors |
| Producers | Teleprompter Operators | Digital Marketers |
| Directors | Hosts & Journalists | Budget Managers |
| Production Crew | Editors | Designers |
| | | Research Analysts |

14

14

15

WORKFORCE SOLUTIONS Capital Area
Connecting People to Jobs

# SOCIAL MEDIA STRATEGY AND EXAMPLES

**DAVID OLSON, Workforce Solutions Capital Area**

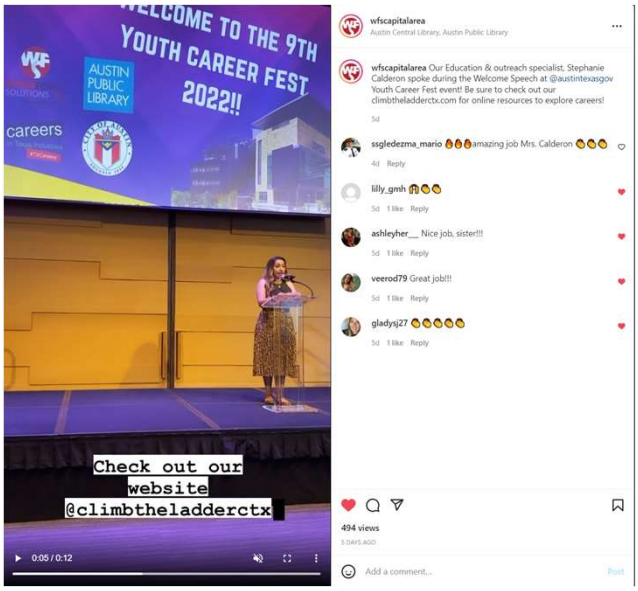
April 12, 2022

16

# WHERE TO BEGIN?

17

# USE ORIGINAL CONTENT FOR YOUR POSTS




18

# USE ORIGINAL CONTENT FOR YOUR POSTS

19

# CREATE TEMPLATES FOR YOUR GRAPHICS

20

# CUSTOMIZE YOUR POSTS BY AUDIENCE

21

# USE ACTION WORDS

22

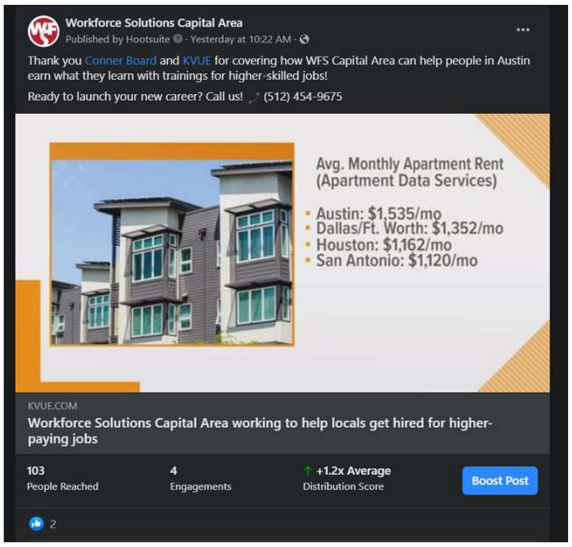
# ADD COLOR WITH EMOJIS

23

# SHARE POSTS AND TAG PARTNERS

24

# SHARE NEWS STORIES




25

# KNOW WHICH IMAGE SIZE TO USE

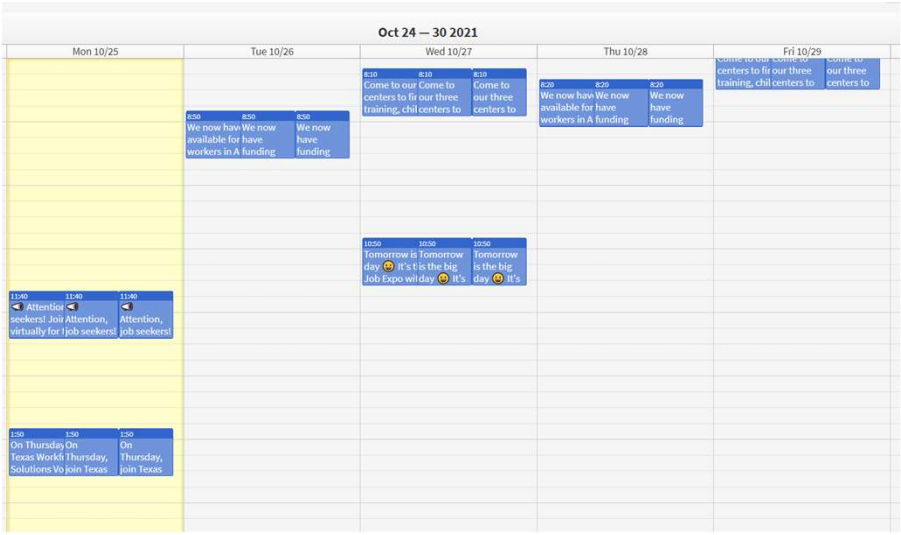
## Social Media Image Sizes 2021

| | | | | |
|---|---|---|---|---|
| **Profile photo:** | 320 x 320 | 170 x 170 | 400 x 400 | 400 x 400 |
| **Landscape:** | 1080 x 566 | 1200 x 630 | 1024 x 512 | 1200 x 627 |
| **Portrait:** | 1080 x 1350 | 630 x 1200 | N/A | 627 x 1200 |
| **Square:** | 1080 x 1080 | 1200 x 1200 | N/A | N/A |
| **Stories:** | 1080 x 1920 | 1080 x 1920 | 1080 x 1920 | 1080 x 1920 |
| **Cover photo:** | N/A | 851 x 315 | 1500 x1500 | 1128 x 191 |

Hootsuite®

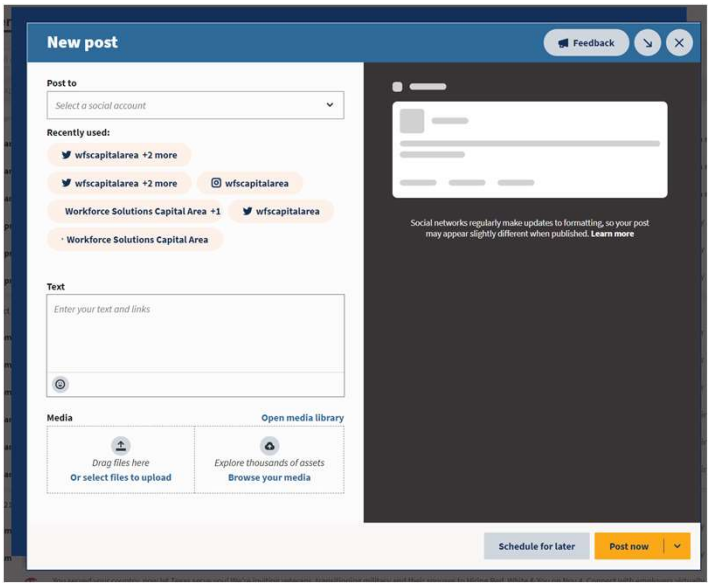
26

# USE SOCIAL MEDIA MANAGEMENT SOFTWARE



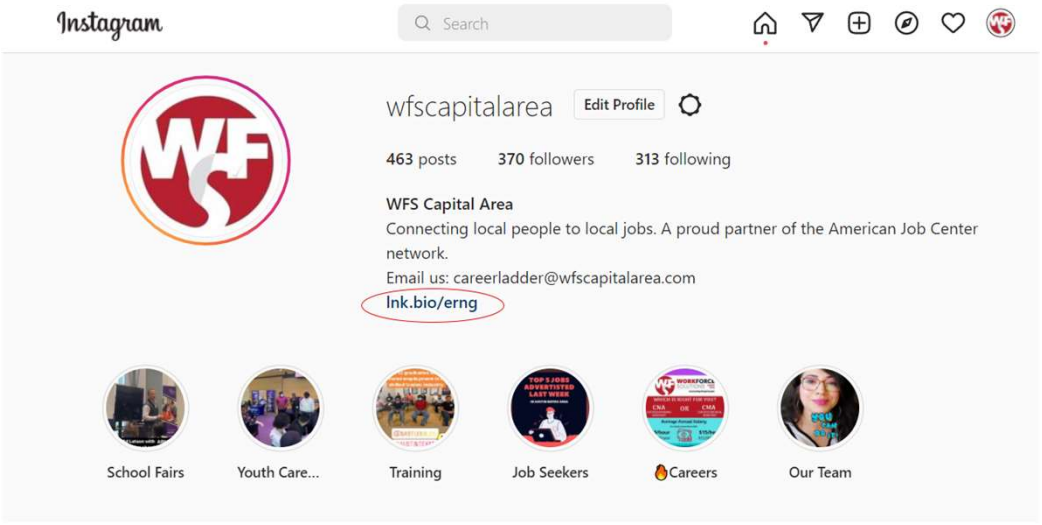

27

# USE SOCIAL MEDIA MANAGEMENT SOFTWARE



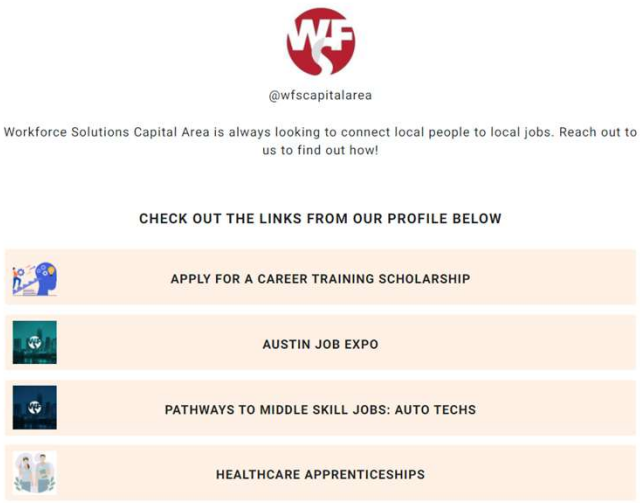

28

# LINK IN BIO: WHAT IS IT AND WHY USE IT?




29

# LINK IN BIO: WHAT IS IT AND WHY USE IT?




30

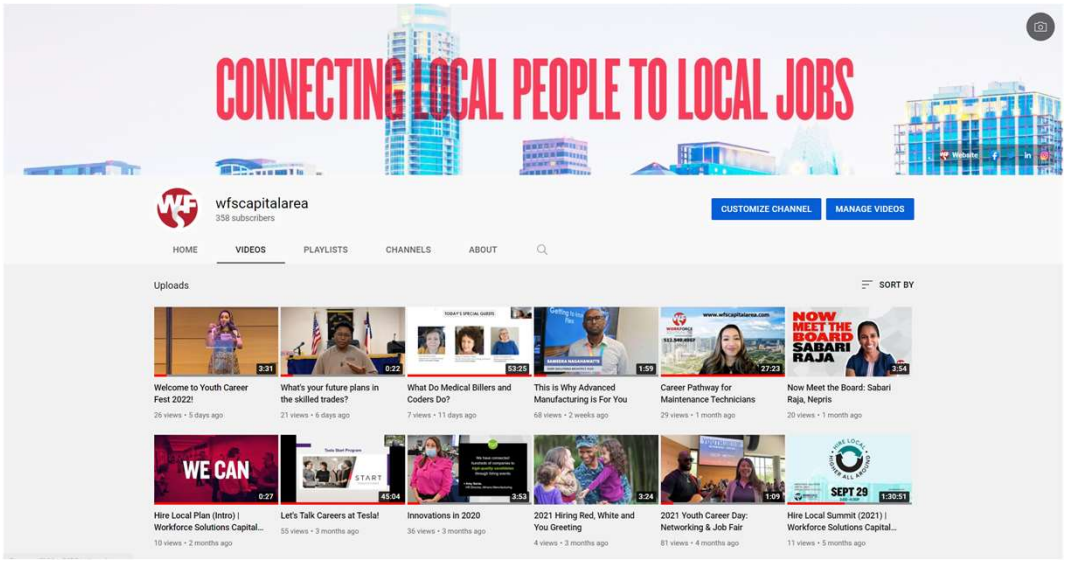
## ASK YOUR PARTNERS IF YOU CAN SHOOT VIDEO WITH THEM

31

## OKAY TO SHOOT ON YOUR PHONE

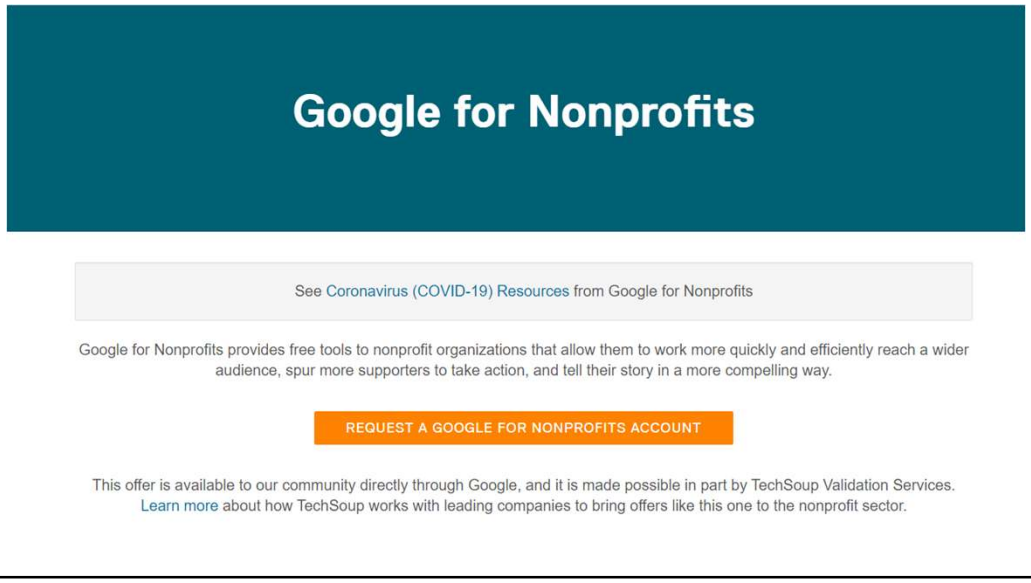
32

# BUILD VIDEO PLAYLISTS & CROSS POST




33

# REMOVE ADS ON YOUR YOUTUBE VIDEOS




34

## MAKE A HABIT OF SHARING YOUR CHANNELS

**CONNECT WITH US**

@wfscapitalarea

WORKFORCE SOLUTIONS Capital Area
Connecting People to Jobs

35

# CTE Industry Scholars Program

The Career & Technical Education (CTE) Industry Scholars Program (ISP) supports CTE high school through valuable Work-Based learning activities. ISP coordinates paid internship experiences aligned with 8 CTE industry sectors, works with more than 100 CTE schools across the 5 NYC boroughs, and engages employers across the country to develop high quality internship and career readiness experiences.

grantAssociates

36

# Meet Students *Where They Are*

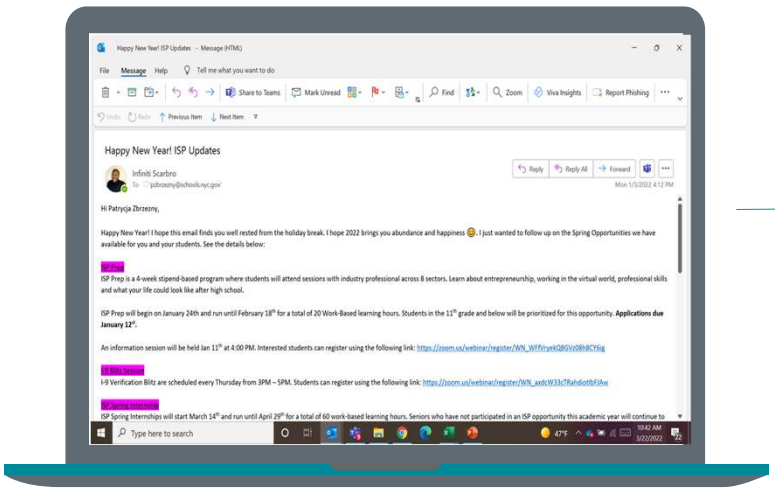
The CTE ISP team utilizes social media to:

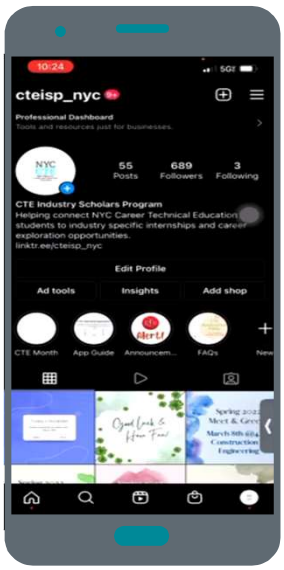
- To promote upcoming programs to students and potential employer partners
- To communicate updates and reminders to students participating in programs
- Create content that keeps students engaged with our platform beyond their participation in the program

grant Associates

37

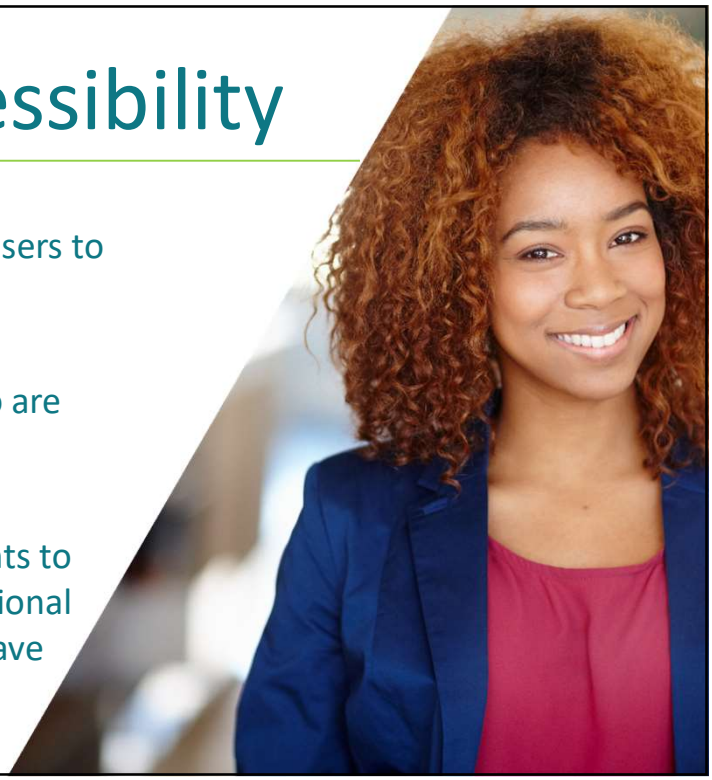
# Creative Ways to Share Information




38

# Promoting Accessibility



**Language**

- Social media platforms allow users to translate texts.

**Alt-text**

- Describes images to users who are unable to see them

**Professionalism Barrier**

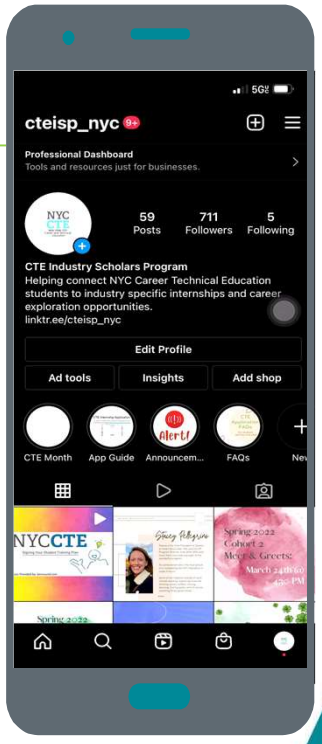
- Eliminates the need for students to understand traditional professional practices, that they may not have been exposed to

39

# Looking Ahead

CTE ISP is focusing on creating content that is relevant to students beyond their participation in the program through:

- Podcasting “Clocking In with CTE ISP”
- Finance Fridays
- Keeping Up With Trends
- Connecting Students With Resources Beyond the Content




grant Associates

40

# Q & A

grant Associates

41