

5 IN 5!



Five social media ideas you can complete in five minutes!

Communications and Social Media Recommendations for Adult, Alternative and Community Education Providers to capture student and program success.

#WeLoveAdultEducation
#AdultEdMatters

#1 Create a space for social media opportunities!

Dedicate time to Facebook, Twitter, Instagram!

- ⇒ Generate a "handle" for your social media account
- ⇒ Select a staff member to regularly update
- ⇒ Set a schedule of when to update for the day/week

#2 Take a snapshot!

Of a staff member, student, class or tutoring group!

- ⇒ Post on social media or your school website
- ⇒ Send to a legislator in an email

#3 Interview a student!

Ask them: What are you learning? How are you using your education to help your family? What is your goal?

- ⇒ Send responses to program advocates
- ⇒ Include in a brochure for your program

#4 Take a video!

Capture learning as it happens.

- ⇒ Update directly to social media to advertise your program
- ⇒ Use at your annual graduation/awards ceremony
- ⇒ Create a welcome video for new students
- ⇒ Showcase videos of instruction/ learning strategies

#5 Start a conversation!

Engage your students, potential students, & partners!

- ⇒ Ask questions on your social media to raise awareness
- ⇒ Ask followers to share, like and comment on your posts

