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.

#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

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