

Social Media Notes – Session #1

Facebook

- New student orientation – career center booth at carnival was a photobooth (homemade, props)– only posted on facebook so had to visit the page to see the photos, gave business card with facebook info (Springfield College)
- “Sweats to Suits” / Sweats to Scrubs – “face in the hole” photo booth (Wheaton)
- Contests – 5 days of giveaways – to get more likes on the page
- Photos get more engagement than posts without visual
- Painted chalkboard wall in office, students write accomplishments with chalk, take picture with “bragging” rights – posted on facebook
- Tagging employers and students
- **No-no – Not posting same things on multiple social media accounts (unlink accounts)**

Twitter

- Images more likely to get attention
- Using hashtag of school or tag school to get retweets
- Hashtags for specific events/your office?
- 2 tweets per day
- posting external articles, infographics, easily digestible.
- Employers and alumni more audience than students
- Pre-tweet to simulate live-tweeting
- **Tagboard – hashtag aggregator – compiles posts from twitter, instagram and facebook (free version available)**
 - **Only shows public posts, though.**
- Challenge – charge from central communication office to always use school name takes up character space
- Bit.ly use to shorten URLs and save space with limited characters, and track
- Tag university or general university hashtags to get retweets
- #wheatiesweeties – valentine’s day campaign
- what did you want to be when you grow up campaign

Instagram

- BC has an account for their office, must have photo, no links – “brag board”
- Senior day – fun
- Hard to get steady content, visual content
- Guest instagram posts from students
- Different themed posts - #tbt, #motivation Mondays, etc.

Storify

- Dickinson storify
- Be careful about similar hashtags

- Keep posts alive, give longer shelf life

Hootsuite, tweetdeck as management tools

Social Media Notes – Session #2

Facebook

- Create work-only facebook profile for individual manager
- Time management – tweetdeck, hootsuite – pre-load tweets
- Schedule posts in advance

Instagram

- Motivational Monday (facebook and twitter)
 - Background images with quotes (text overlay)
- New social media intern every semester
- Turning flyers into jpgs – did not work well
- Outdoor scenery gets a lot of engagement
 - Pics of office to show where career office is located, what it looks like
 - Puts us on the map
- Student success stories
- Posts about resources in office – library, business journal
- Student intern spotlights
- Canva creates nice visuals
 - #s – job postings, internships, numbers pop
- how to get followers?
 - Include institution name in handle
 - Follow student groups and comment on other accounts, regram
 - Cross promote on other accounts – screenshots of instagram on twitter or facebook #did you know? Follow us there
- How do you use the account?
 - Personal phone
 - Office ipad to post

Twitter

- Who are your followers?
 - Do you use lists to categorize followers? – great way to filter tweets by category
 - Hesitant to follow students
 - List for resources – resume expert, glassdoor
 - Account for office + individual professionals in office (Nichols)
- Hashtag #panthersuccess – use hashtag, get cell phone sleeve – share your success story with us (pair with fall career fair)

LinkedIn

Pinterest

- Living resume – individuals to showcase profile
- Post employer logos for career fair boards
 - Now download career fair app
- Repining existing pins
- Pin articles – great way to save content for other social media accounts (better and more searchable than bookmarks) - repository
- 15 different boards: visual resumes, linkedin and networking; dress for success; who hires stone hill? Student intern spotlights – link to facebook posts
- content is important, if that's where students are – students are usually surprised to see us there