



REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

Social Media as a Recruitment Strategy PART 3 SNAPCHAT

February 21, 2019

1:00 – 2:00 pm

Register at:

<https://bit.ly/2Ot9Uri>



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Social Media as a Recruitment Strategy PART 3 SNAPCHAT

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If your school doesn't have snapchat, download it now! Almost 80% of Gen Z and 77% of college students say they're on Snapchat every single day. More than 50% admit they're using the app at least 11 times in a 24-hour period. This is an opportunity for recruitment that can't be ignored! Snapchat is basically the perfect app for colleges, thanks to its creative geo-tagging and other features. This webinar will discuss why this feature is important in the recruitment process and introduce best practices used at other colleges, including 'student takeovers,' where students themselves lead the college snapchat charge and give prospective students and insider's view on college life. Also, this webinar will discuss the importance of using snapchat contests as a method to generate leads to help transform awareness to enrollment.

Learning Outcomes:

Participants will understand:

- Evaluate the effectiveness of current Snapchat strategies used for student recruitment & engagement
- Make adjustments in strategies based on objective data
- Leverage the Find It. Be It. videos as a storytelling strategy
- Reach prospective students for career education courses
- Convert leads from awareness to enrollment

Audiences - CRC Regional Stakeholders

- CTE Deans
- CTE Faculty
- Public Information Officers
- Career Center Staff
- Career Counselors

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