



REGIONAL CAREER EDUCATION CAMPAIGN

CRC Stakeholder Professional Development Series

Social Media as a Recruitment Strategy PART 1 FACEBOOK

December 13, 2018

1:00 – 2:00 pm

Register at:

<https://bit.ly/2D92GH0>



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Social Media as a Recruitment Strategy PART 1 FACEBOOK

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Facebook remains the most popular social media platform in the United States. More than two-thirds of U.S. adults report that they are Facebook users, and the platform remains the foundation for online social engagement for higher education and post-secondary education recruitment. Learn how to move prospects from awareness to enrollment using Facebook. This webinar helps you expand your school's presence and increase your reach on the social media platform, generate leads and campus visits, create compelling "social proof" content that captures attention and legitimizes your presence on Facebook's algorithm to be seen by more users. This webinar will also provide useful information on various post-types that get the most engagement (videos, images, live streaming, etc.), student reviews, how to measure effectiveness using Insights, how to use tags, increase engagement with audiences, promote recruiting events and to highlight your career education programs. In addition, you'll be introduced to Artificial Intelligence 'chatbots' that work within Facebook Messenger to assist admissions staff in the recruitment process.

Learning Outcomes:

Participants will understand:

- How to evaluate the effectiveness of current Facebook strategies for student recruitment & engagement
- Make adjustments in strategies based on objective data
- Tap subject matter experts on campus to create compelling content for career education programs
- Increase student recruitment on Facebook using elements of the Marketing Toolkit for the Find It. Be It. campaign
- Leverage AI chatbots for student recruitment

Audiences - CRC Regional Stakeholders

- Designated College Staff to Receive Campaign Leads
- College Staff & Faculty Conducting Outreach to Students or Employers

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