



# REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

## Social Media as a Recruitment Strategy PART 2 INSTAGRAM

January 10, 2018  
1:00 – 2:00 pm

Register at:  
<https://bit.ly/2F4tmLv>



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Launched in 2010, Instagram has amassed 800+ million users in just eight years—twice the audience of rival platforms Snapchat and Twitter—and now even brings competition to parent company Facebook in terms of its relevance and ubiquity, particularly among younger users. Additionally, a recent report found that higher education institutions on the site averaged over 10 times the amount of interactions per post as they did on Facebook, Twitter, LinkedIn and Pinterest. And while most schools have established an active presence on Instagram at this stage, the increasing popularity of the site has also resulted in increased competition, making it essential to continuously review and evaluate your posting strategy to ensure that you maximize the platform. With this context, this webinar explores some of the most proven and effective methods for recruiting and engaging prospective students on Instagram, and how you can use these methods to maximize your potential visibility on the site. This webinar introduces the usage of the Instagram for Business version to provide you with actionable insights about your users/followers and post-performance. Other key topics include how to create compelling content, use tags & mentions to target the audience you want to recruit, and how to use videos and stories to capture the attention of stakeholders and future students.

### Learning Outcomes:

#### Participants will understand:

- Evaluate the effectiveness of current Instagram strategies used for student recruitment & engagement
- Make adjustments in strategies based on objective data
- Leverage the Find It. Be It. videos to increase recruitment & engagement
- Deconstruct the elements of a good student story as a recruitment strategy

### Audiences - CRC Regional Stakeholders

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

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