



COLLEGE YOUR WAY
FINDITBEIT.ORG

Social Media Tactics: Overview

To make it easier to spread the word about the Find It. Be It. campaign and highlight your college's program offerings, we have created two separate social media banks with posts for Twitter and Facebook. One bank of items is related to the campaign; the other bank contains items highlighting each of the 16 career clusters and is accompanied by infographics for each program area that can be posted on social media.

The first bank of items should be launched upon announcement of the campaign.

Colleges may opt to customize these post templates by tagging stakeholders, the media, or other social media users who are likely to share or retweet this content. Use relevant hashtags that will help increase your reach (e.g., #CTE #CareerTechEd #(yourcityname)). Please add these posts to your social media calendar.

Tips and hints to encourage more shares and views:

- Send the post link via Facebook or Twitter direct message to stakeholders, asking them to share or retweet.
- Be sure to check your Facebook insights or Twitter analytics to determine the best time to post this content where it can be seen by the most people and schedule the post for these times.
- Thank followers who retweet or share your post via direct message.
- Attach images of students engaging in CTE-related activities to the post, and tag stakeholder profiles within the image.
- Make sure to attend our Professional Development webinars covering how to use social media platforms for student recruitment and engagement.