



# An Investment in California's future



## Harnessing The Power of Social Media For Adult Education

# Welcome AEBG Consortia!

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## Facilitators

- Neil Kelly, Specialist, AEBG Office
- Celina Shands, M.S., CEO/Founder, Full Capacity Marketing, Inc.
- Maryanne Conlin, MBA – Sr. Brand Director, Full Capacity Marketing, Inc.



Which of the following statements best reflects your organization's efforts in social media?

- We do not have any social media accounts.
- We do have at least one social media account.
- We have social media accounts & we actively post on a weekly basis.
- We are planning to start using social media in our organization.
- I'm not sure.

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Check all of the social media accounts below that your organization actively manages.

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Other

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A decorative graphic at the bottom of the slide. It features the word 'educate' in a light blue font, followed by an ampersand '&' and the word 'elevate' in a larger, light orange font. A large, light orange arrow points upwards from the right side of the 'elevate' text.



- Creating A Social Media Strategy Targeting Key Influencers
- Using Twitter & Facebook to Engage Key Influencers
- Educate & Elevate CA Social Media Campaign
- Leveraging the Campaign to Build your Following
- Social Media Best Practices for your Organization

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- Use any consortium-level social media accounts and/or individual organization social media accounts for connecting with the campaign
- If consortium member schools have limited time to update their existing social media accounts, this may be an opportunity to consider consolidating into single consortium accounts
- Individual schools can use existing accounts to promote the campaign with their constituencies and/or work in tandem with consortium social media accounts to promote the campaign & engage various target audiences

- Since engaging posts are the core to any social media strategy, it's important to plan can provide pre-planned tweets for school district social accounts
- Content Sources:
  - Our Campaign Website
  - Campaign Fact Sheets
  - Campaign Infographics
  - Set up Google Alerts
  - Curate Content

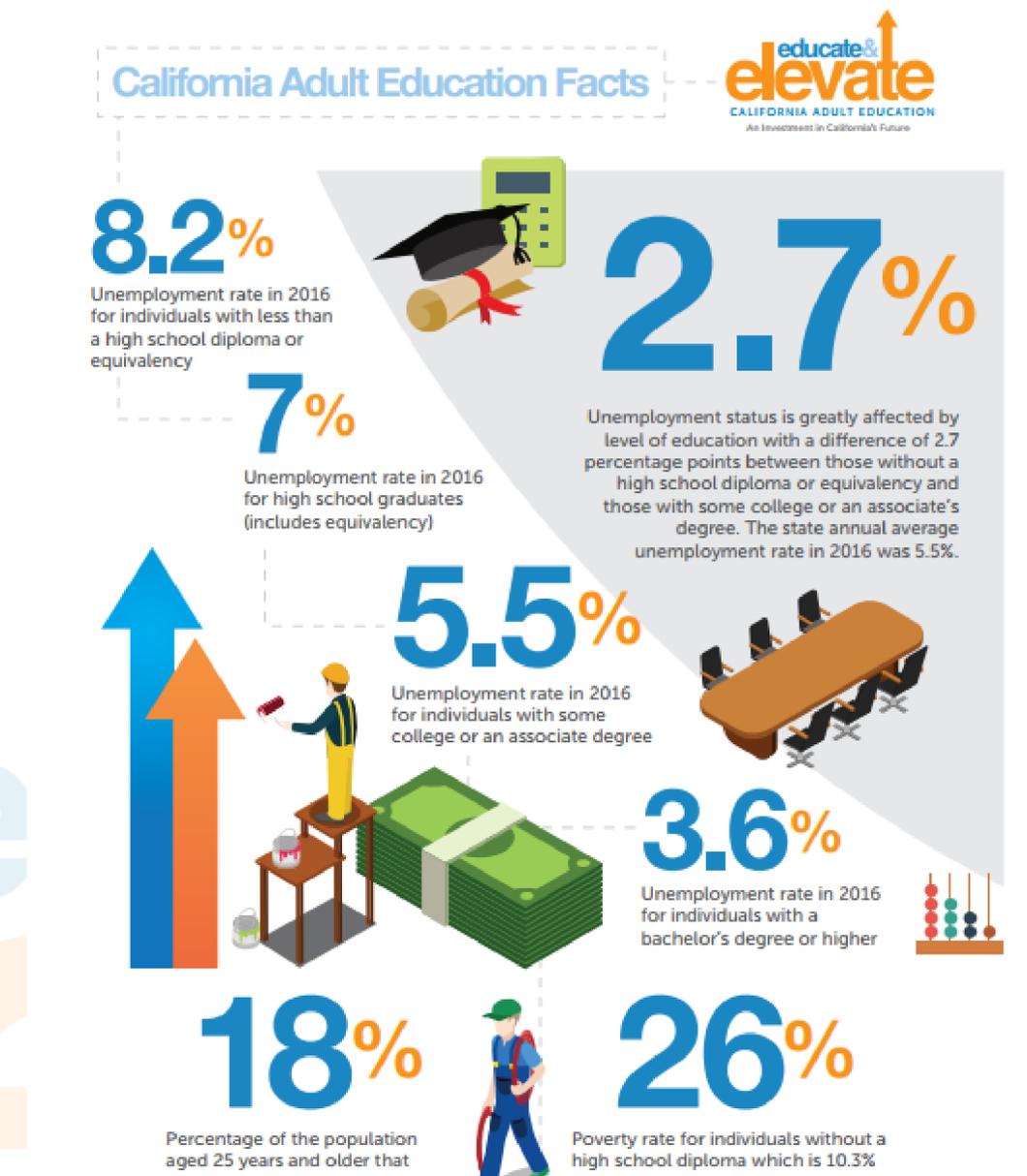


**CONTENT  
MARKETING**

# Posting Ideas

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- Use the [infographic](#) in the campaign toolkit to create to several week's worth of Twitter posts.
- Link to local news articles that feature your students or programs.
- No te olvides de publicar en Facebook y Twitter en español



# Sample Posts

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 **Educate & Elevate CA** @AEBGElevate · Oct 20  
Think there is no #skillgap? Think again. #EducateAndElevate #Adultedu #laborshortage



In a recent survey, 92% of business leaders thought that U.S. workers were not as skilled as they needed to be. Adult Education builds the skills of workers.

 **Educate & Elevate CA** @AEBGElevate · Oct 16  
The simple answer to safer communities #adultedu #educateandelevate-Click to urge your legislators to support [ow.ly/lkiK30fTxqR](https://ow.ly/lkiK30fTxqR)



Adult Education makes communities safer too. Inmate participation in adult education reduced recidivism by 29%.

- ReTweet/share posts from the Educate and Elevate California Twitter account
- Tell mini success stories on Facebook or [link](#) to your success stories on the Educate and Elevate California site



## **AEBG Success Stories**

*Adult Learners in Action*

The AEBG Consortia are proud of the work they do in supporting adult learners and employers each day. Take a look at how we're changing the lives of many and creating social and economic mobility in our great state.

### **AEBG Student Success Showcase**



**Meet Iridian**

Napa County teen mom completes diploma and begins her dream career as a viticulturalist.  
[Read story +](#)

# Use Hashtags Related to Our Work

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21%

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

17%

Tweets that use more than two hashtags actually show a 17% drop in engagement.

- #GED
- #AdultEducation
- #SkillsGap
- #AdultEdNews
- #Success
- #Winning
- #Hardwork
- #Motivation
- #ElevateCA

# Be Visual

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- Are there photos of students in the classroom or at events that you can post?
- Can you arrange for photos in CTE classes that show hands on training?
- Photos of students at work or employer partners can show success stories in a visual way.
- Post the Educate and Elevate California [infographic](#) as one piece or create separate graphics.
- Link to the Educate and Elevate [video](#) in your social media posts.



# Image Sizes For Social Media

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**Facebook**

- Cover Photo: 828x315
- Profile Photo:  $\geq 180 \times 180$
- Profile Photo Overlap: 168w x 139h
- App / Tab Thumbnail: 111x74
- Native video autoplays in News Feed. use the first few seconds to capture attention
- Facebook Video Specs:
  - Aspect Ratio: 16:9 or 9:16
  - H.264 video compression, high-profile preferred
  - Text: 90 characters
  - File size: Up to 4GB max
- For best quality, use PNGs, especially when images include text
- Mobile Cover Photo Area: 563 Centered (Displays as 160x160)
- Button Overlap: 28 High
- Shared Image: 1200x900
- Plan to promote? Images must contain <20% text. This tool can help you check
- Shared Link: 1200x628

**Twitter**

- Header Photo: 1500x500
- Profile Photo: 400x400
- Timeline Photo Preview: 506x253
- Aspect Ratios:
  - Desktop: 2:1 if you want your entire image to be visible in the Tweet preview, or 1:1; minimum width of 600 pixels
  - Mobile: 16:9; minimum size 600 x 335 pixels
  - For both, image file size max is 15mb organic & 3mb promoted
- Lead Gen Card: 800x200 (3mb max)
- Website Card: 800x320 (3mb max)
- Native Video:  $\leq 140$  Sec
  - Desktop: MP4 video format with H264 format with AAC audio
  - You can upload videos up to 512mb, however you will be prompted to edit videos to 2 minutes and 20 seconds or less in length.
  - Mobile apps, MP4 and MOV video formats.
- Animated GIFs:
  - 3mb max. size promoted
  - 5mb mobile max. size
  - 15mb web max. size
- Share up to 1 GIF per tweet & tag unlimited people in each photo.
- Avoid key details in the lower left quadrant of your header photo. profile overlap varies with browser window width

<https://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic>

# Targeting Key Influencers

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- Facebook and Twitter are the most effective social media channels for targeting key influencers
- 75% of organizations that conduct advocacy use Twitter, primarily to attract media and engage with legislative staff



Find us on  
**Facebook**



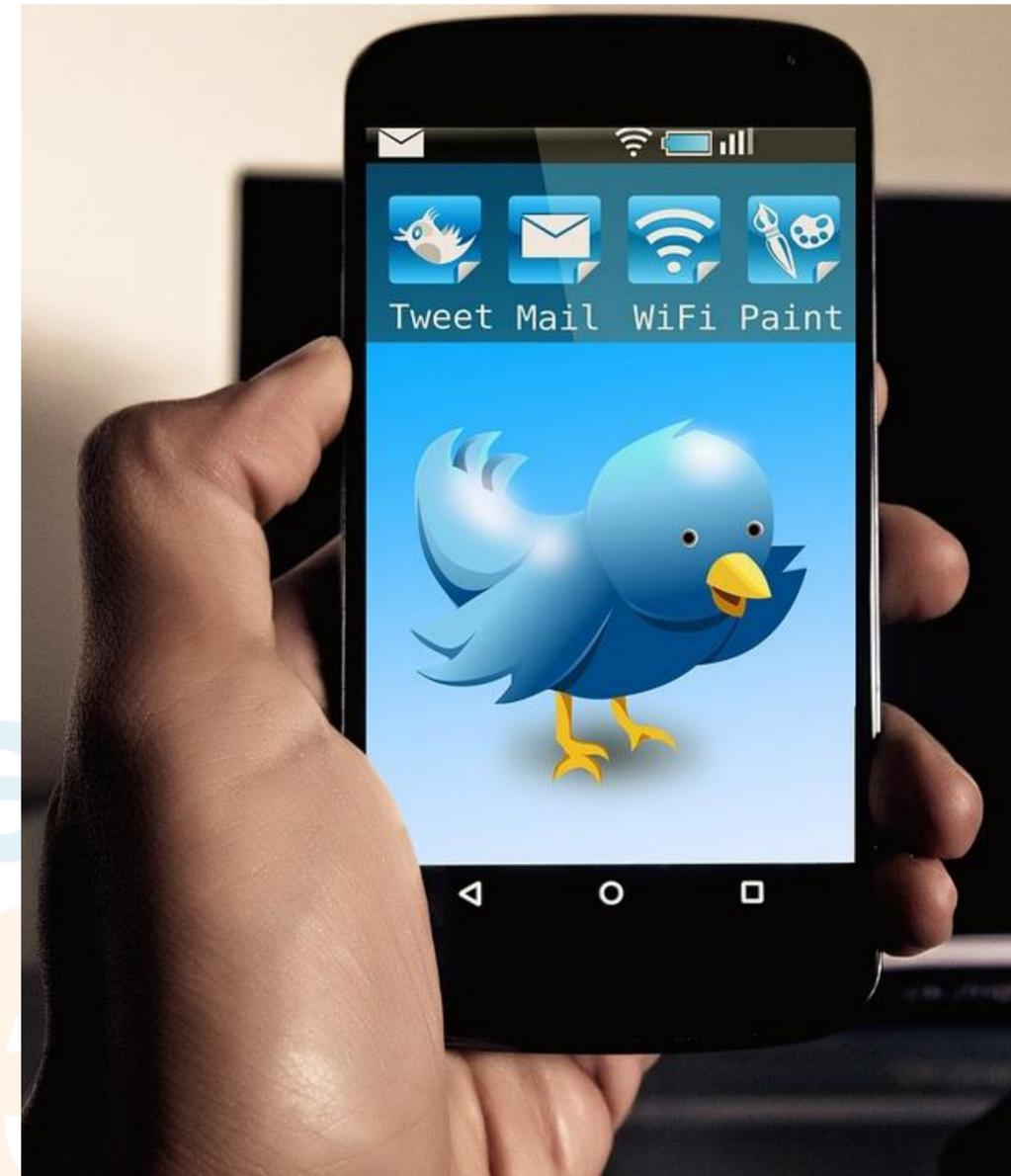
Follow us on  
**twitter**

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# Why Use Twitter?

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- Twitter users are highly engaged politically and socially
- A small population on Twitter contributes the vast majority of posts
- Twitter is the preferred social media channel of legislators
- The press is highly engaged on Twitter



# Building Your following with Key Stakeholders

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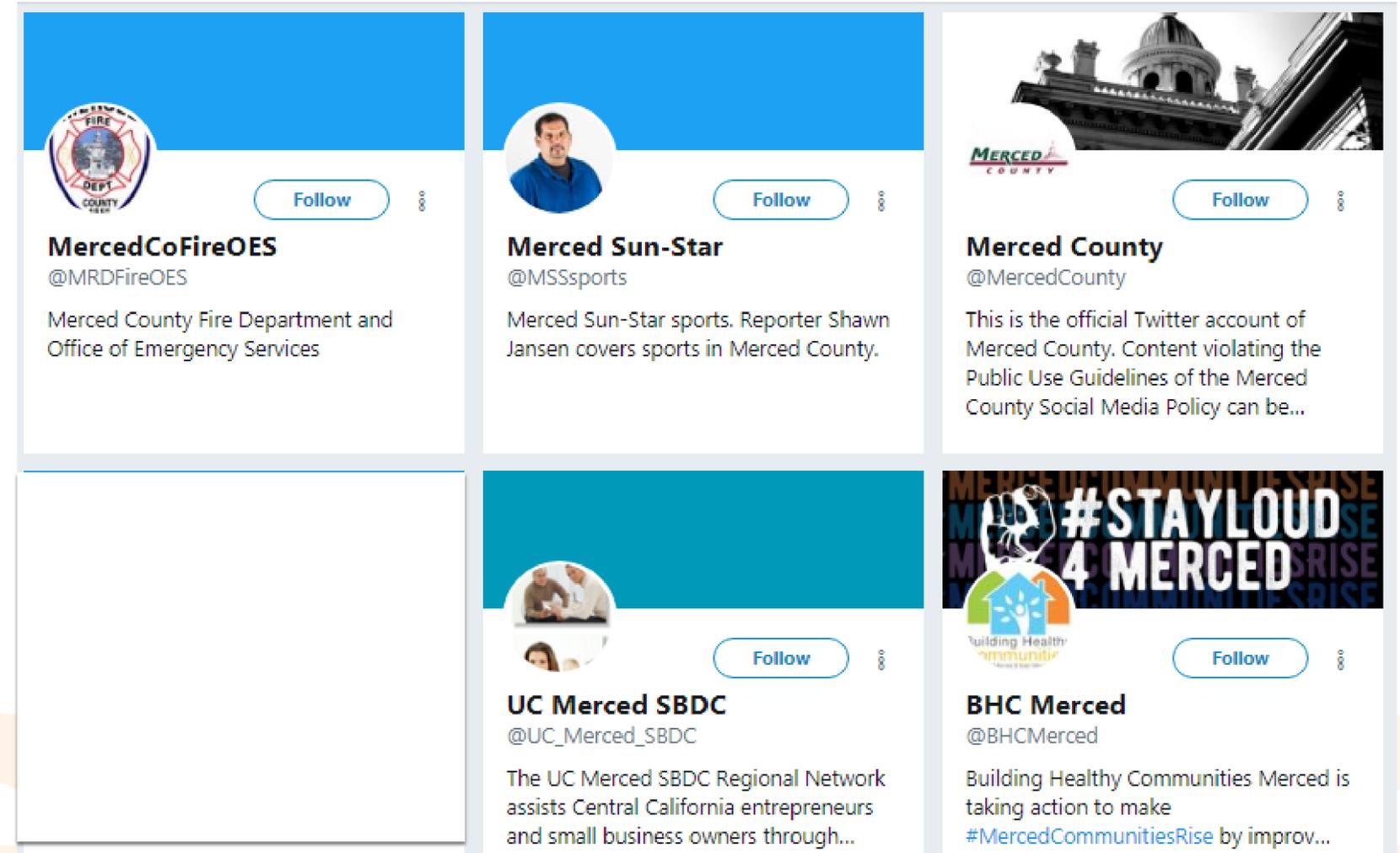
- Most California U.S. Senators & Representatives are on both Twitter and Facebook
- It is an unusual state senator, representative or local official that does not have a Twitter and usually a Facebook account
- Connect with staffers as well as legislators



# Building Your Following With Your City

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- All major cities and most medium/small cities have a Twitter and/or Facebook account
- Connect with Fire, Police, City Event Sites, local agencies & organizations
- Use your city hashtag for example: #merced



# Building Your Following with Press

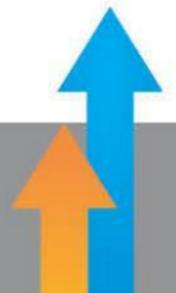
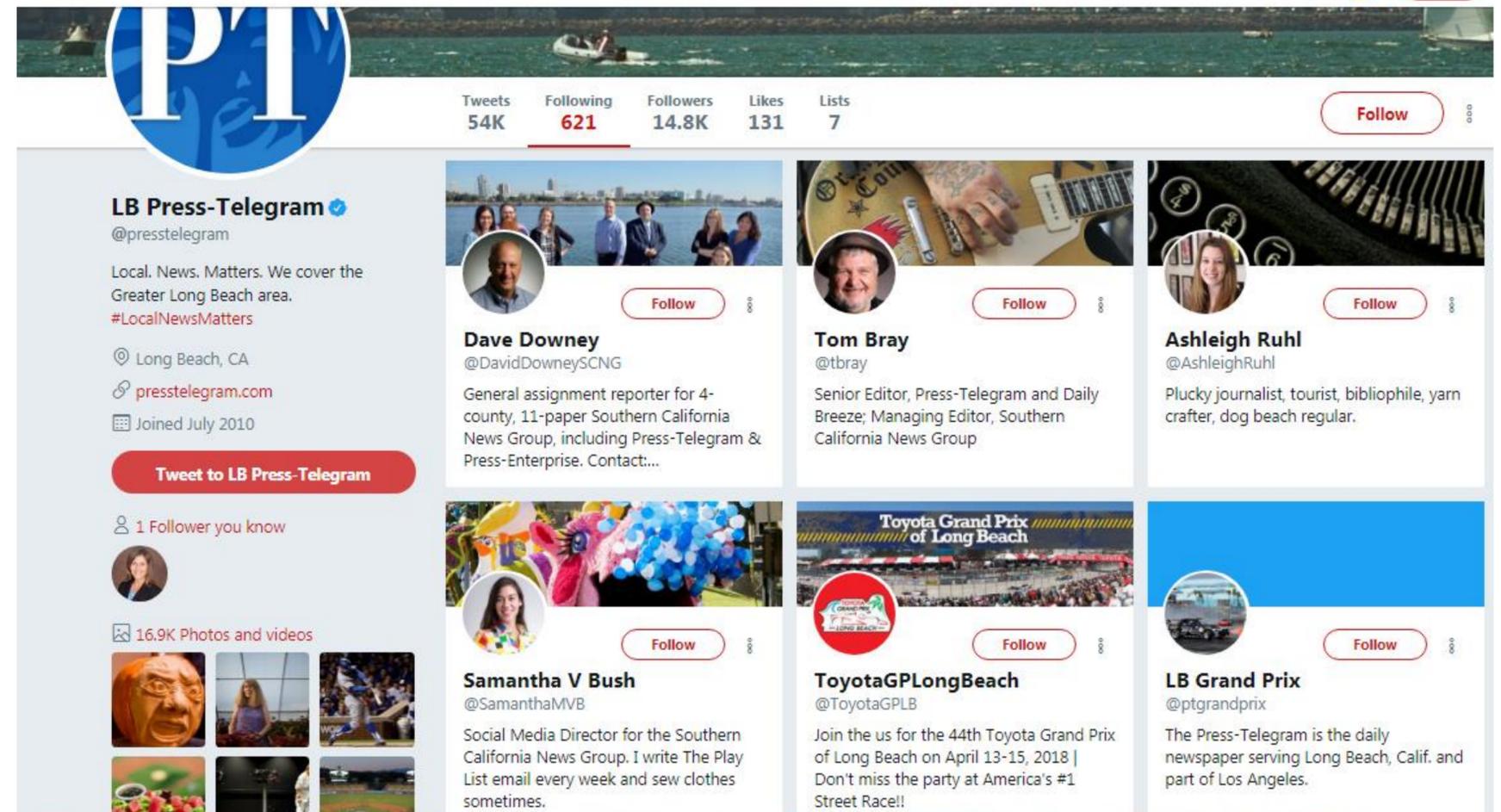
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- Create or use an existing list of Media Contacts
- Follow BOTH outlet accounts and reporter accounts
- Don't forget Bloggers and Local Community Papers
- Search Your City/County/State on Twitter and Facebook



## Engaging Local Reporters

- Use outlet name in search to pull up individual reporter accounts on Twitter
- Retweet their stories
- Reach out by private message with stories idea



# Using Twitter with Key Influencers

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- Link to press releases, photos or other information to provide more information.
- Tweet directly to your policymaker or members of the media to make sure your message is seen by the intended audience
- Tweet the action you want your Members of Congress to take
- Be a part of the broader conversation Use adult education hashtags, RT complementary local organizations
- Scan the news for sharable articles about your community (special dates/history/K-12)



# Educate & Elevate California

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[www.EducateandElevateCA.org](http://www.EducateandElevateCA.org)

# Educate & Elevate California Social Media Campaign

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Tweets 24   Following 81   Followers 20   Likes 9   [Following](#)

### Educate & Elevate CA

@AEBGElevate Follows you  
Improve skills to get a better job, train for a new job, earn your GED/diploma, or improve your English, math or reading. Find an #AdultEd program near you.

© Sacramento, CA

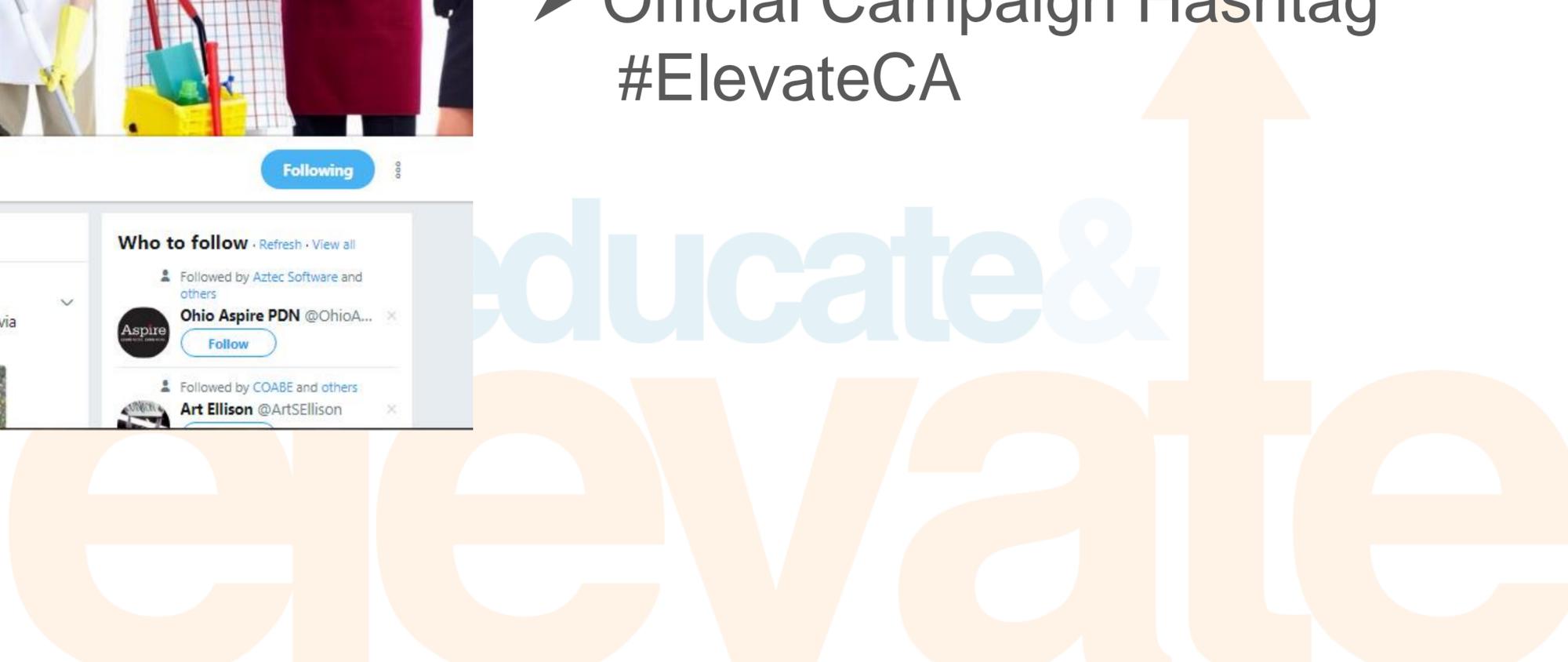
Tweets   Tweets & replies   Media

Retweeted by **California Forward** @MoveCAFWD · 7h  
Lift Up California Millennials With Higher Education - #ElevateCA post via @HannahCranston: [cafwd.org/reporting/entr...](http://cafwd.org/reporting/entr...)

### Who to follow · Refresh · View all

- Followed by Aztec Software and others  
**Ohio Aspire PDN** @OhioA...  
[Follow](#)
- Followed by COABE and others  
**Art Ellison** @ArtSellison

- Dedicated Campaign Twitter account @AEBGElevate
- Official Campaign Hashtag #ElevateCA



# Educate & Elevate California Social Media Campaign

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- 2-5 Daily Posts
- Building following with legislators, press and other stakeholders
- Outreach to key influencers

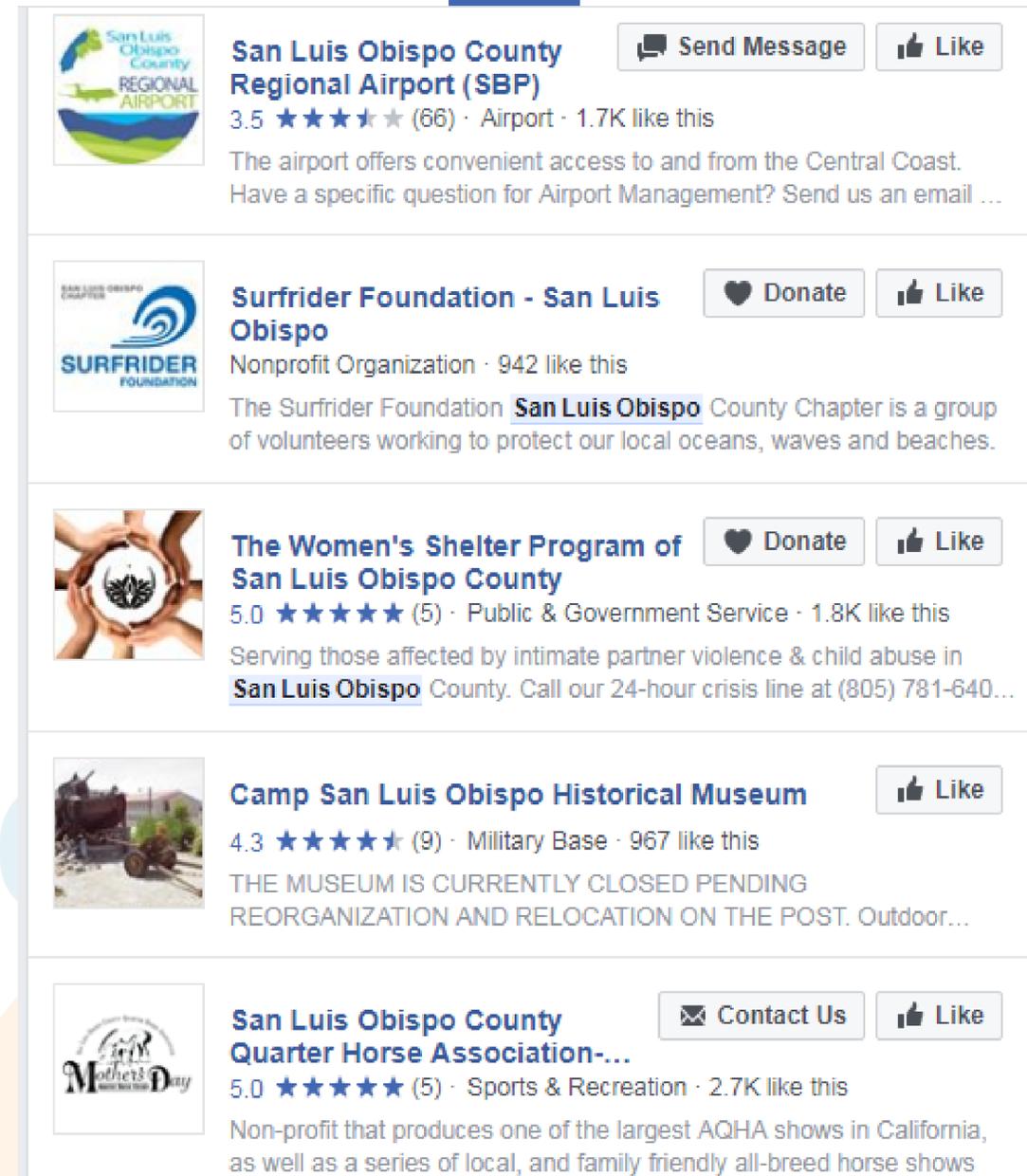
<https://twitter.com/AEBGElevate>



# Why Facebook?

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- 75% of adults have used Facebook
- There are more users 25+ than at younger ages
- Engage with prospective students, alumni, local employers, K-12 educators, local celebrities, causes and officials
- Facebook connects you with your local community



The screenshot displays five Facebook profiles from the San Luis Obispo area. Each profile includes a cover photo, profile picture, name, category, rating, number of reviews, and a brief description. The profiles are: 1. San Luis Obispo County Regional Airport (SBP) with a 3.5-star rating and 66 reviews. 2. Surfrider Foundation - San Luis Obispo, a nonprofit organization with 942 likes. 3. The Women's Shelter Program of San Luis Obispo County, a public and government service with 1.8K likes. 4. Camp San Luis Obispo Historical Museum, a military base with 967 likes. 5. San Luis Obispo County Quarter Horse Association, a sports and recreation organization with 2.7K likes.

Organization	Category	Rating	Reviews	Likes
San Luis Obispo County Regional Airport (SBP)	Airport	3.5	66	1.7K
Surfrider Foundation - San Luis Obispo	Nonprofit Organization			942
The Women's Shelter Program of San Luis Obispo County	Public & Government Service	5.0	5	1.8K
Camp San Luis Obispo Historical Museum	Military Base	4.3	9	967
San Luis Obispo County Quarter Horse Association...	Sports & Recreation	5.0	5	2.7K

# Using Facebook for Key Influencers

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- Facebook connects your school with individuals
- Facebook lets you tell longer, more involved stories
- Facebook lets your followers promote your work



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# Sample Posts

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**Educate and Elevate**

Published by Velda Garcia [?] · 14 hrs · 🌐

The impact of #AdultEducation on the economy is proven! Supporting Adult Learners earn a GED and move on to college or #CareerEducation programs will increase their salaries by 30% or more annually. Regional economies benefit and it helps fill the #SkillsGap #LaborShortage. Please share and tag your local legislator to remind them that Adult Education improves families and our communities! #EducateAndElevate

**\$27,963**

\$27,963 median earnings for an individual in California with a high school diploma and 41% increase in earnings as compared to an individual in California without a high school diploma.



**\$36,284**

Individuals with some college or an associate degree, median earnings increase another 30% to \$36,284.



**Educate and Elevate**

Published by Hootsuite [?] · Yesterday at 1:01pm · 🌐

#AdultEdNews Nevada students denied diplomas over failed exams get shot at redemption <https://lvjrj.com/post/1218225> #EducateandElevate

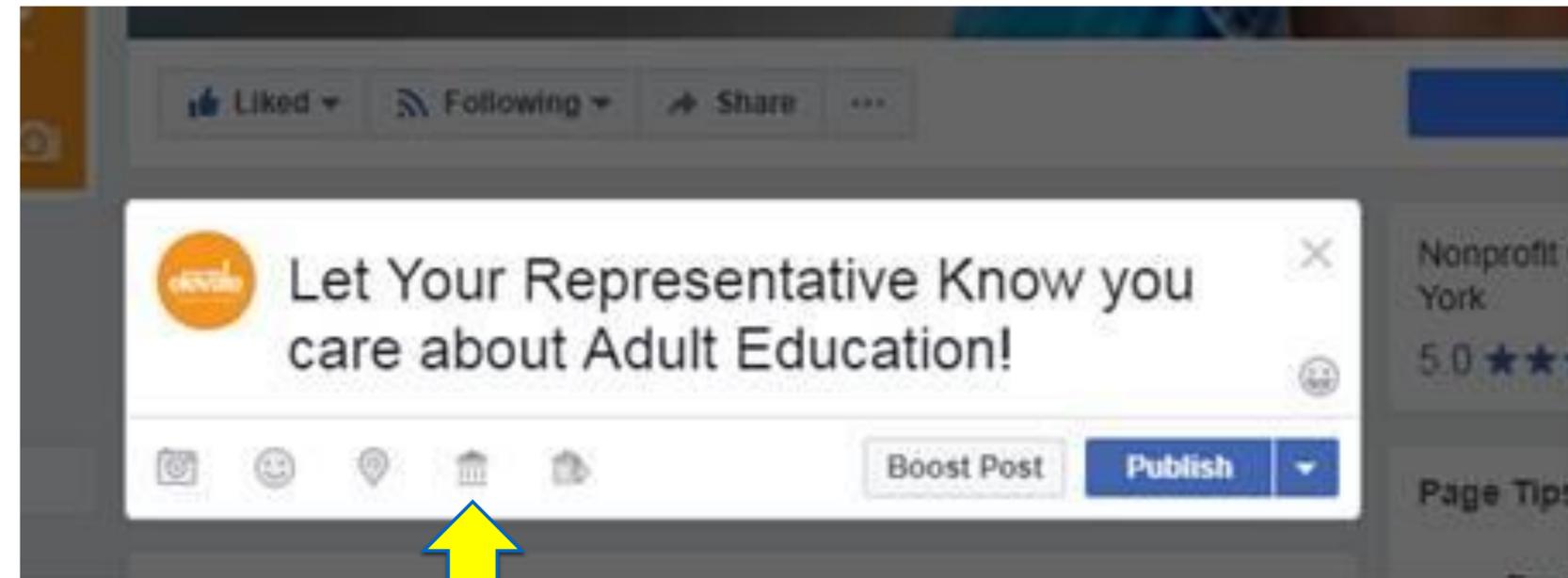


**Nevada students denied diplomas over failed exams get shot at redemption**

Former Nevada students who failed to earn a high school diploma because they couldn't pass the state's proficiency exam now have a shot at redemption.

REVIEWJOURNAL.COM

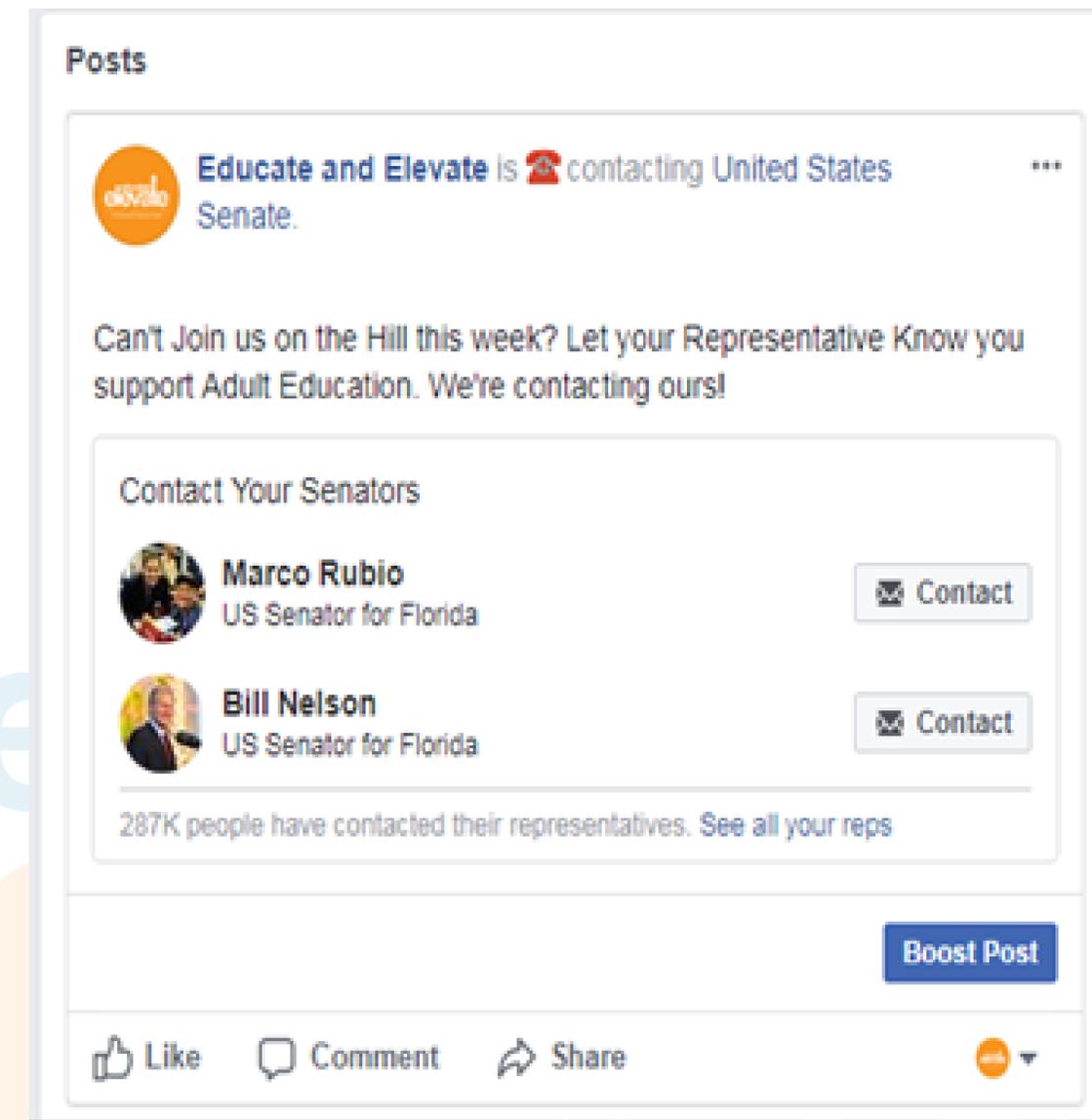
- Nonprofit and public sector Facebook pages can now add a Contact button to any post and point supporters to the appropriate representative with a targeted support message.
- To use this feature, look for the new Town Hall icon at the bottom of a post you are writing.
- Click the icon to add a Contact button for a specific legislator.



# Facebook Town Hall

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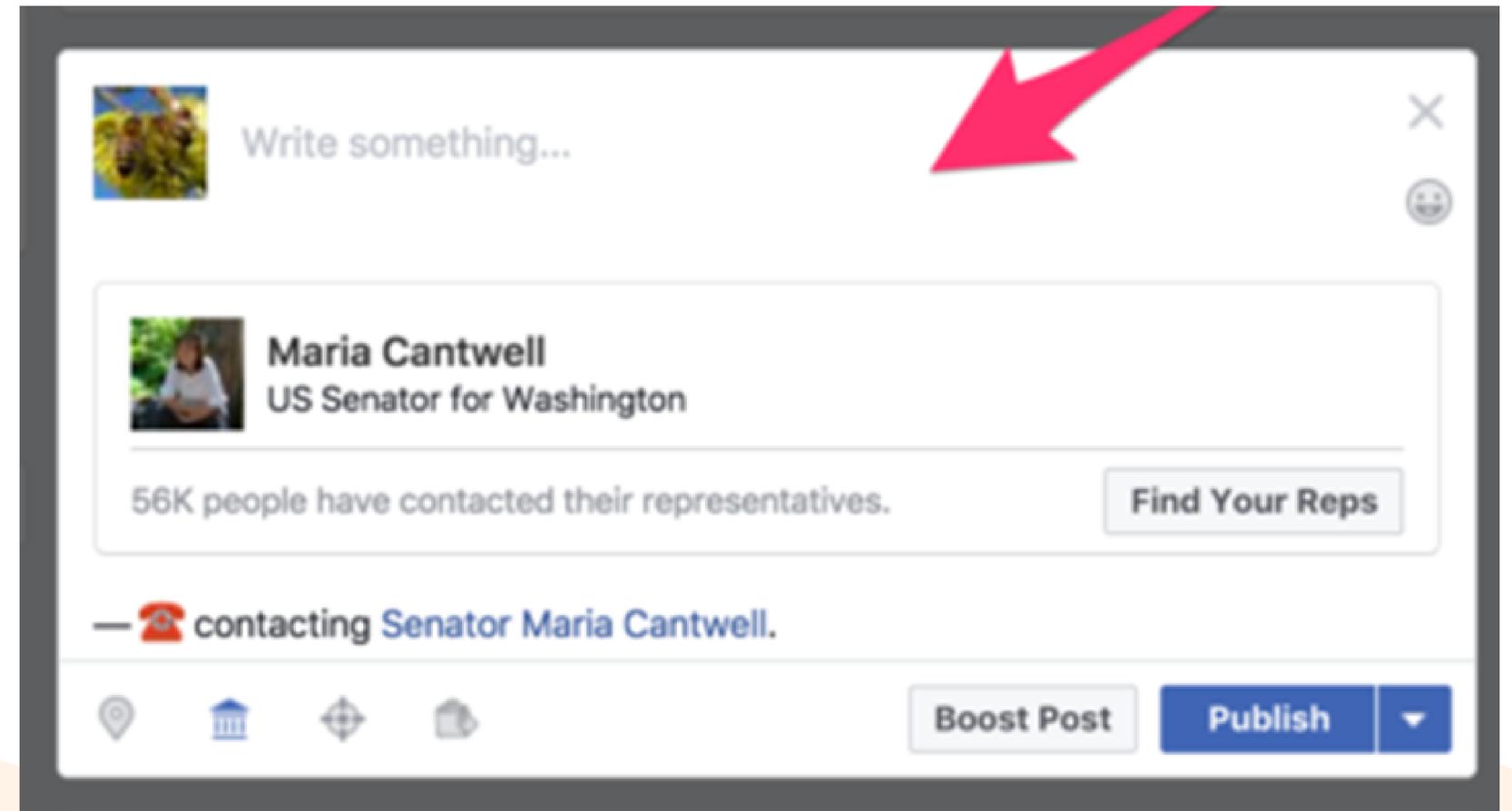
- Supporters who see the post can contact the representative you included in your post or use the built-in search engine to find the appropriate one for their community
- You may send a message via Facebook, call or even send snail mail



# Facebook TownHall

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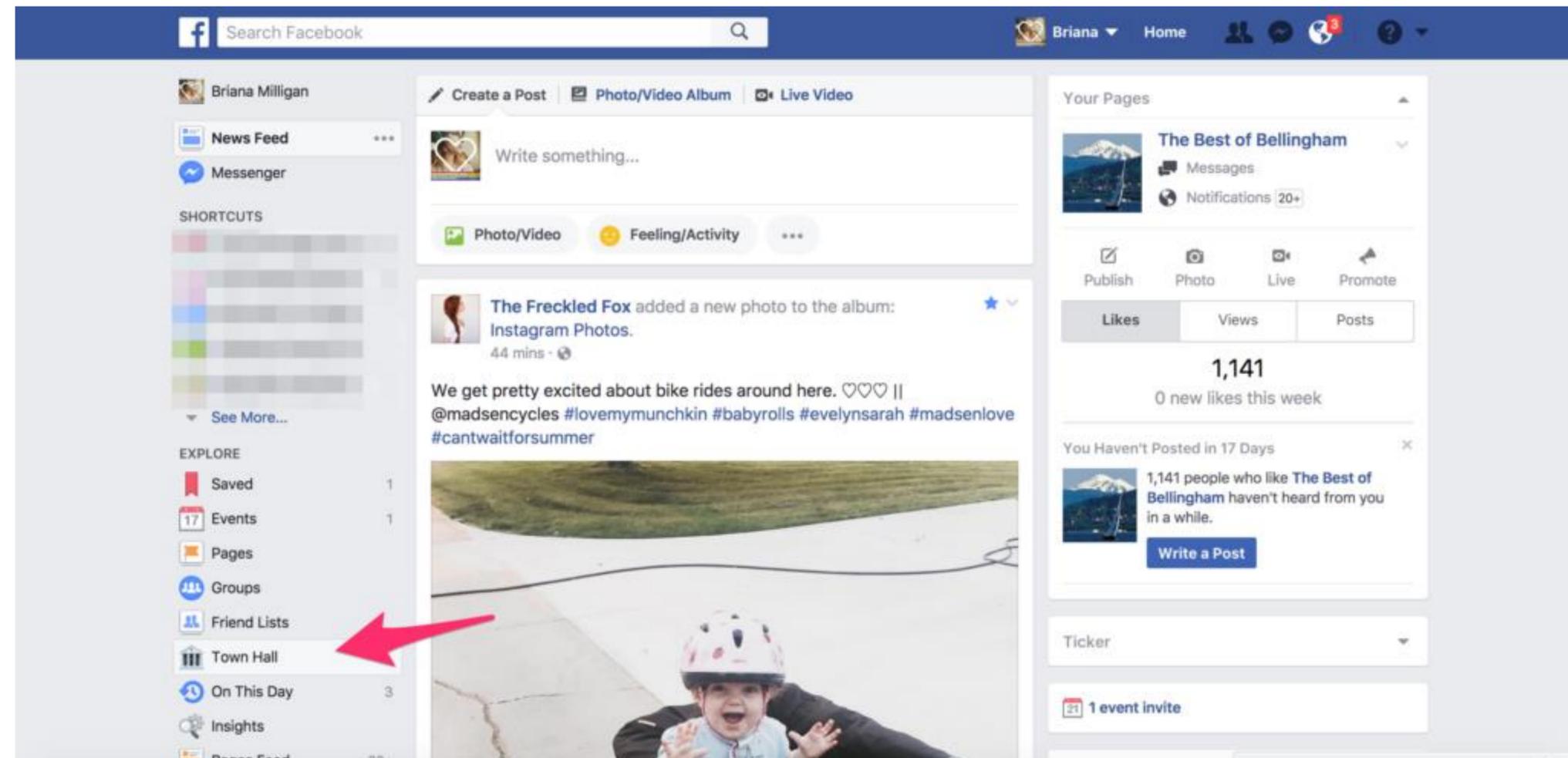
- Write the message you want sent to your legislator
- Legislator's name and contact information appear in your post with contact information for your followers
- Great way to let your followers advocate for your cause



# Facebook Town Hall

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- Every U.S. user also has a Town hall feature on their personal page
- Clicking “Town Hall” brings up a list of legislators in your area and allows you to follow their page





- ActionSprout
- Facebook TownHall Project

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# Best Practices

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- Dedicate 1 staff member to manage accounts
- Commit to posting on a regular basis
- Track Metrics to help make strategy adjustments
- Make it fun
- Photos and infographics resonate with members of Congress.
- Don't neglect staffers and press.
- Reinforce "back home"



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# Your Calls to Action!

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- Set up Twitter and Facebook accounts if you do not already have them
- Follow Educate and Elevate California on Twitter with both your personal account and organization page
- Follow legislators, staff, media outlets and reporters on your social media accounts.
- Try out Facebook Town Hall

# Questions?

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The screenshot shows the AEBG website's 'Contact Support' page. The navigation bar includes links for Home, About, Consortia, For AEBG Grantees, Resources, Events, Newsroom, Support, and PRACTICES WITH PROMISE. The 'Contact Support' section contains a form with the following fields: First Name, Last Name, Email Address, Phone Number, Consortium Name, and Position/Title. Below the form are radio buttons for Role: Consortium Lead, Consortium Member, Employer, and Community Based Organization. A search bar is located at the top right of the page. A banner on the right side of the page reads 'PARTNERING FOR A STRONG CALIFORNIA WORKFORCE' and 'AEBG PRACTICES WITH PROMISE VIEW SITE'.



## Questions?

<http://aebg.cccco.edu/ContactUs/Support>

# Thank you!

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 full capacity marketing, inc.  
*Elevate your image*

BRANDING, MARKETING & COMMUNICATIONS

