



# Social Media in Adult Education

Presenter:  
Neda Anasseri  
Coordinator at OTAN

# Objectives

- Who's OTAN?
- Overview of Social Media
- Who's on Social Media?
- The Different Social Media Platforms
- Tips, Samples, Basics, and Best Practices



# About OTAN

Vision: To lead California adult education in the integration of technology into the educational process, ultimately empowering learners to meet their academic, employment and civic goals. [[short video](#)]

Training: [f2f](#) & [online](#)

Digests: for [teachers](#) & for [administrators](#)

[News](#)

[Teaching with Technology](#)

Technology and Distance Learning [Symposium](#)

By now, you have heard how valuable, even essential, social media can be....

It can be a bit overwhelming to figure out where to begin and what to post on which social network.

If you are completely new to social media or looking to join additional social networks (to promote your program), this workshop will take you through the basics of setting up an account on Facebook, Twitter, Instagram, Pinterest and LinkedIn and will cover best practices and tips for each of these social networks.



# Social Media

**Social media refers** to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.

**Social media allows** easy sharing and distribution of existing content to others so that professional work can be shared through networks.



## Today's Presentation

Facebook  
Instagram  
Pinterest  
LinkedIn  
YouTube  
Twitter

## Benefits for Teachers, Administrators, Support Staff, and Students!

- Professional development & collaboration among peers
- Promote classes and programs
- Recruit students & employees
- Build community (classroom and workplace)
- Stay connected to students after they leave our institutions

Helps track outcomes!

- Keep students, faculty, staff and community informed
- Celebrating Students - Success Stories
- EL Civics Objectives
- Online Education

## Social Media Platforms Used by US Internet Users, by Age, Oct 2017

*% of respondents in each group*

	<b>18-29</b>	<b>30-34</b>	<b>35-49</b>	<b>50-64</b>	<b>65+</b>	<b>Total</b>
Facebook	78%	77%	76%	70%	71%	74%
Facebook Messenger	62%	63%	54%	45%	32%	50%
Instagram	70%	58%	38%	17%	9%	36%
Pinterest	37%	46%	35%	26%	20%	32%
Snapchat	67%	41%	19%	9%	5%	26%
Twitter	38%	29%	26%	17%	13%	24%

*Note: n=1,008*

*Source: Raymond James, "4Q17 Internet Consumer Survey," Oct 16, 2017*



# Facebook "FB"



## FB Facts...

- Born in 2004
- Facebook's now iconic blue-and-white color scheme is the product of Mark Zuckerberg's own color blindness. Mr. - Zuckerberg has a red-green color blindness. So Facebook's cool blue is a color that works for him.
- As of the first quarter of 2018, Facebook had 2.19 billion monthly active users.
- Users generate 4 million likes every minute
- More than 250 billion photos have been uploaded to Facebook

## What can I do on FB?

### - Tagging **someone in a post or Page**

When commenting on a post, you can link to someone in your response by following the same steps

### - **# Hashtags**

Turns topics and phrases into clickable links in your posts

Use search bar to find posts about topics you're interested in

Must be written as a single word, without any spaces

#OTAN #AdultEDU #AEBG

### - **Scheduling a post**

Choose the month, day, and time

Can view/edit post once it is scheduled

## What Else Can I Do?

- Individual pages
- Business pages
- Groups
- Events
- Polls
- Unlimited discussion threads
- Photos
- Videos
- Other apps can post in FB
- Paid “boosts”



f Otan Neda Anasseri



Otan Neda



Home

Find Friends



Otan Neda Anasseri

Edit Profile

View Activity Log



Timeline

About

Friends 44

Photos

More ▾

Intro

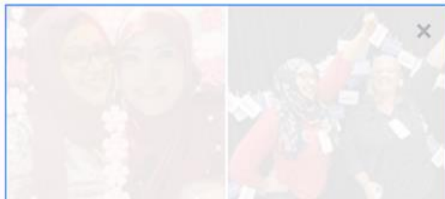
Kindness

coordinator at OTAN

Lives in Sacramento, California

From Brooklyn, New York

Add Pages You Manage



Make Post Photo/Video Live Video Life Event



What's on your mind?

Photo/Video

Feeling/Activity



Public ▾

Post



Farzana Cassim is with Nada Anasseri and Otan Neda Anasseri at ...

Napa Valley Adult Education.

March 11 at 2:05pm · Napa ·

Just for you my beloved sister, Neda! Two hijabis in the house with big smiles!  
#tdls18

YOUR PAGES

OTAN

CONTACTS

Sudie Rountre

Renee Small

Susan Gaer

Patricia Black

Otan Anthony

Farzana Cassim

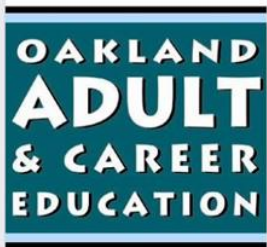
Shelley Tompk

Otan Marjorie

Andrea Willis

Miranda LaBat

Jen Baker Van



Oakland Adult and Career Education  
@ousdace



- Home
- Reviews
- About
- Photos
- Posts
- Community

Create a Page



👍 Like 📡 Follow ➦ Share ⋮

Send Message

 Status 

Write something or paste a message

Post as your Page or as yourself.





Post Attribution Settings















**Reviews**  
Oakland Adult and Career Education has no reviews yet.

 Tell people what you think  
★★★★★

**Education**  
[Open Now](#)

**Community** [See All](#)

-  [Invite your friends](#) to like this Page
-  52 people like this
-  53 people follow this
-  Suzanne Ludlum likes this or has checked in

- YOUR PAGES**
-  OTAN
- CONTACTS**
-  Sudie Rount
  -  Renee Small
  -  Patricia Blac
  -  Otan Anthor
  -  Farzana Cas
  -  Shelley Tom
  -  Otan Marjori
  -  Andrea Willi
  -  Miranda LaE
  -  Jen Baker V.
  -  Pat Rickard
  -  Grace Sause
  -  Courtney H.

🔍 Search

## Pages

- Pages come with a set of features that profiles and groups don't have, for example, the ability to manage notifications, messages and scheduled posts on the "Activity" tab.
- Page owners can change visibility, choose whether they want people to post to the Page, enable messages, set up profanity filters and more.
- Similar to profiles, Page administrators can view an activity log to see published posts and comments.
- Page administrators can delete posts, comments and hide or allow posts.

## Groups

- Groups allow specific sets of people to share photos, links, updates and more.
- Groups are great for connecting family, peers, teammates, co-workers or people with a shared interest.
- Members can ask/answer questions, post about events or job openings and follow conversations about topics that interest them.
  - Groups allow you to send mass messages directly to the group members' inbox.
- **You can make your group Public:** Anyone can join or be added or invited by a member or **Closed:** - Anyone can ask to join or be added or invited by a member **Secret:** Anyone can join, but they have to be added or invited by a member

# Safety

## **Set Strong Privacy Settings.**

You need to set your Facebook privacy settings so that not just anyone can see your profile and content. It is best to only make the details of your profile available to people you have already "accepted" as your friends.

## **Create a Strong Password For Your Account And Don't Share it with ANYONE**

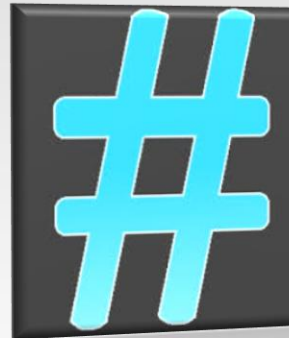
You should never provide anyone with your password. Always make sure that you log out of Facebook completely if your using a public computer in a Library or school computer lab.

## **Be Smart About What You Post**

- When you post something, always remember that it can affect other people and could be used against you in the future, so be smart.
- Just because you delete something on Facebook after you say it, doesn't mean someone didn't take a screen shot of it before you had the chance to remove it.
- If you post something embarrassing about yourself or others, it may come back to haunt you in the future.



# Twitter



# Twitter: What's the big deal?

- Born 2006
- Twitter is a global platform for users to share thoughts, news, ideas, jokes in 280 characters or less.
- Users can “follow” each other to keep tabs on people
- “Trends” occur when people tweet about the same topic or join in on a larger conversation using hashtags (more on that later...)
- Everything on Twitter is public unless you “protect” your tweets

## Other Facts

### **Twitter's iconic bird logo is named after a sports legend.**

Named after basketball legend Larry Bird, a famous former Boston Celtics forward. Biz Stone confirmed this fact after Celtics vice president of digital media Peter Stringer asked him about the rumored tidbit, fittingly on Twitter. His guess was a slam dunk.

### **Twitter did not invent the hashtag.**

Hashtags date back to 1988, when people communicated via chat rooms. It was recommended to use them as a way to lump together related tweets. The simple searchable tags instantly caught on.

# Important Lingo

**Tweet**

**Retweet**

**Feed**

**Handle**

**Mention**

**Direct Message (DM)**

**Hashtag (#)**





Tweets **24** Following **133** Followers **23** Likes **26** Lists **0** Moments **0**

Edit profile

## Neda Anasseri at OTAN

@OTANNeda

Sacramento, CA

Joined January 2018

Born on January 29, 1983

11 Photos and videos



### Tweets Tweets & replies Media



Neda Anasseri at OTAN @OTANNeda · Mar 10  
Tech Slam ✓ Closing Group selfie ✓ #tdls18 #Edtech #adultedu



### Who to follow Refresh View all



mteske @mteske

Follow



Adriana Sanchez-Alda @...

Follow



Lance Quintana @Lance...

Follow

Find people you know

### Trends for you Change

Cynthia Nixon

# CLOVIS ADULT EDUCATION

www.clovisadulteducation.com 559-327-2800



Tweets 861 Following 68 Followers 237 Likes 267

Following

**Clovis Adult Ed**  
 @ClovisAdultEd  
 CAE is committed to supporting the learning needs of our diverse community by providing the means to be productive community and family members.  
 Clovis, California  
 clovisadultschool.com  
 Joined June 2014

Tweet to Clovis Adult Ed

19 Followers you know



303 Photos and videos

Tweets Tweets & replies Media

Clovis Adult Ed @ClovisAdultEd · May 21



Who to follow · Refresh · View all

- HI Express Riverpark @H... Follow
- The Enclave Apts @liveat... Follow
- Fresno Live @cvfresno Follow

Find people you know

Trends for you · Change

#WorldTurtleDay  
 @Buncee and @Discovery are Tweeting about this

#WednesdayWisdom  
 @UNESCO, @Flipgrid and 3 more are Tweeting about this

Tom Lahren  
 38.5K Tweets

## Tweet Tips

### Find your Tweeting Voice

- Ask yourself what you are trying to get out of Twitter
  - Trying to make professional connections?
- What about you is interesting and will pull people in?
  - Are you an expert on something? Highlights!
- Keep tweets to around 110 characters
- Avd. 2 mny abrvs.
- Shorten links by using a service like bit.ly or Google Shortner
- Add pictures where you can!
- Avoid tweeting sprees
- At an event? Use the event's hashtag to connect with others  
(shameless plug: #OTAN #AEBG #AdultEdu)

## Build Your Following

**Don't forget**, conversations go both ways

If someone responds to you, respond to them

**Encourage followers** to interact with you by tweeting questions or using specific hashtags

**As you become more active**, Twitter's "Who to Follow" suggestions will become more tailored to your interests.

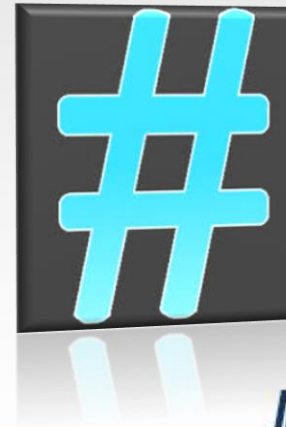
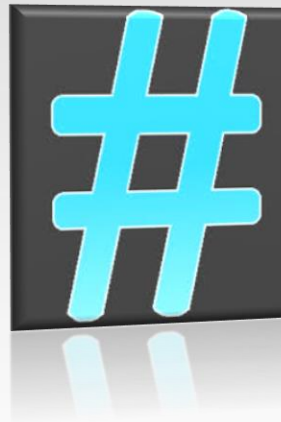
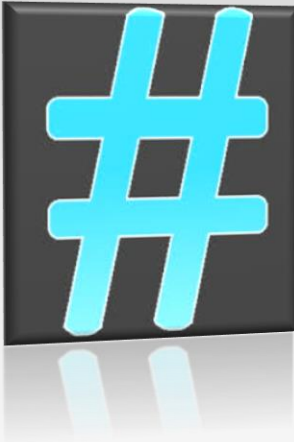
**Use the favorite button (<3)** as a "like"



## Twitter Etiquette

***#Don't #use #a #hashtag #for #every #word***

**Everyone likes a little gratitude – thank your followers!**



# Safety

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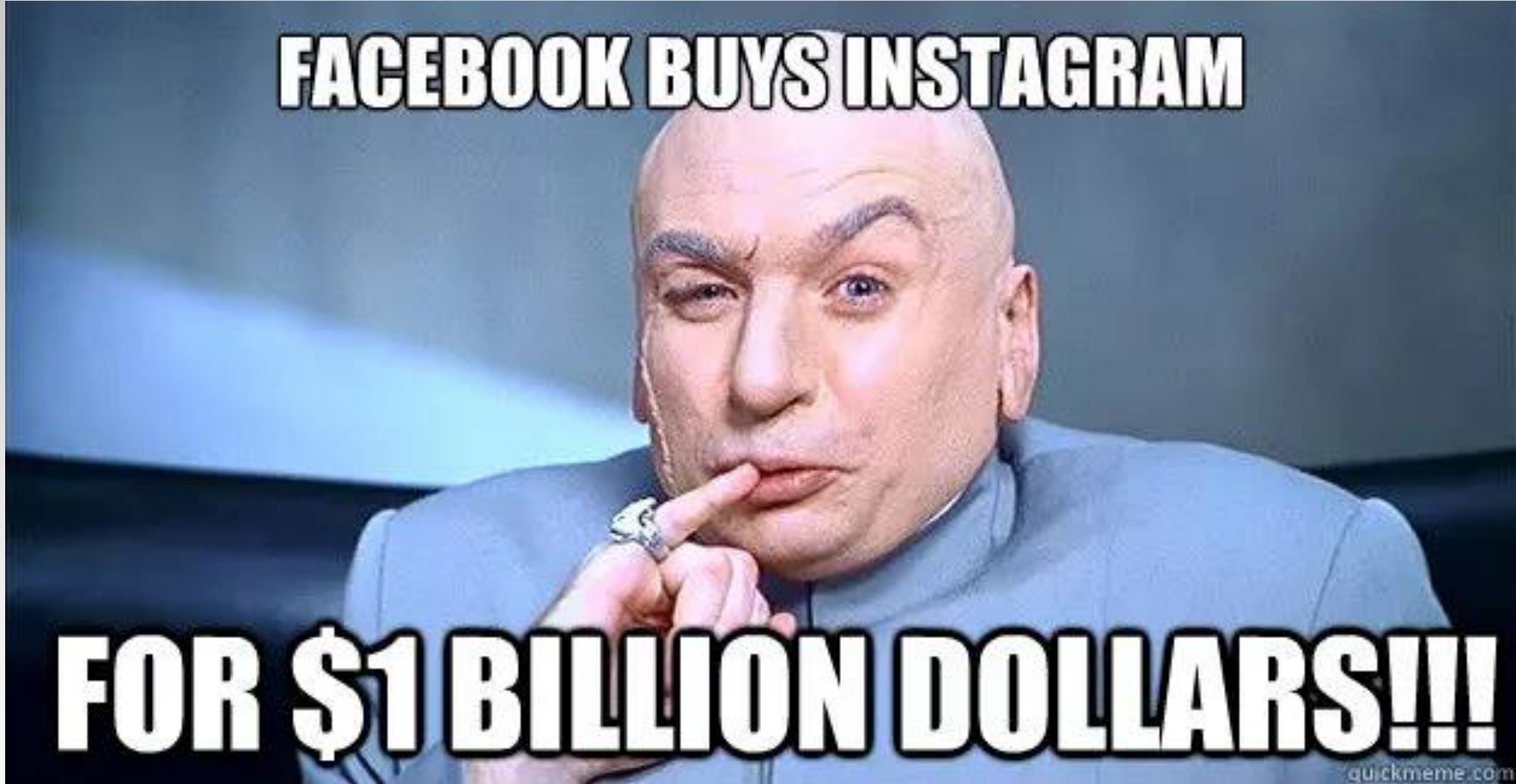
# Instagram



## InstaFacts

- Born 2010
- Instagram is a free photo and video sharing app. People can upload photos or videos and share them with their followers or with a select group of friends.
- They can also view, comment and like posts shared by their friends on Instagram.
- Can only be used as an app – Limited use on web
- Most Instagram users are aged between 18 and 29.
- There are currently 800 million users on Instagram, and almost 80% of Instagram accounts are personal. However, the number of Business Accounts are rapidly increasing

**FACEBOOK BUYS INSTAGRAM**



quickmeme.com



Search



**bethdetwiler**



**otanneda**

Otan Neda Anasseri

Stories

Watch All

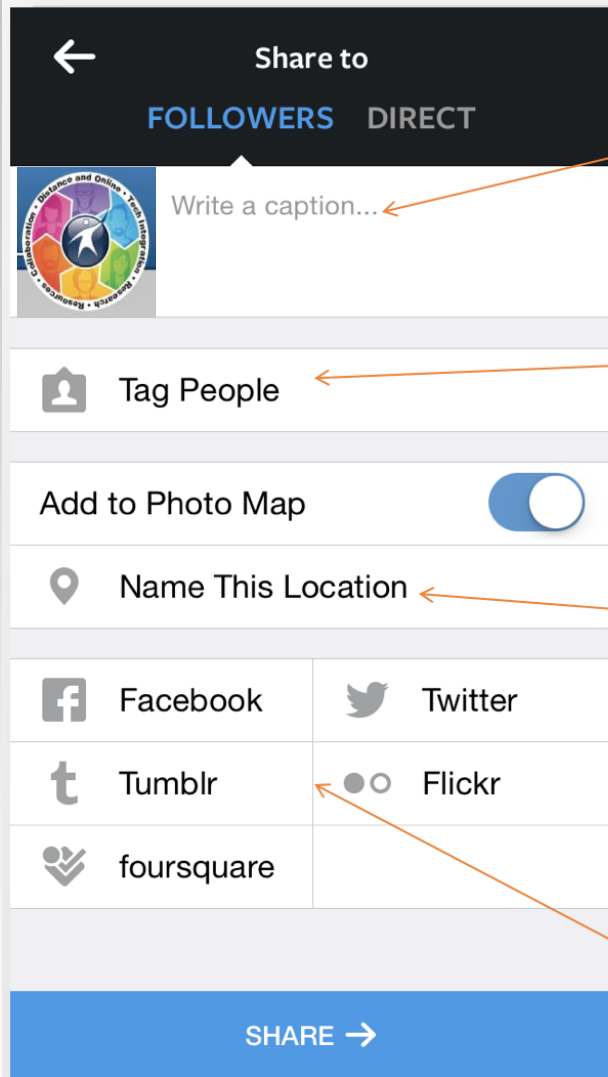


**classtechtips**

19 HOURS AGO

[About Us](#) · [Support](#) · [Blog](#) · [Press](#) · [API](#) · [Jobs](#) ·  
[Privacy](#) · [Terms](#) · [Directory](#) · [Profiles](#) · [Hashtags](#) ·  
[Language](#)

© 2018 INSTAGRAM



Insert caption, Hashtags here.

Click here to tag other Instagram account users in your photo

Clicking on this will bring up locations near you or you can name your own.

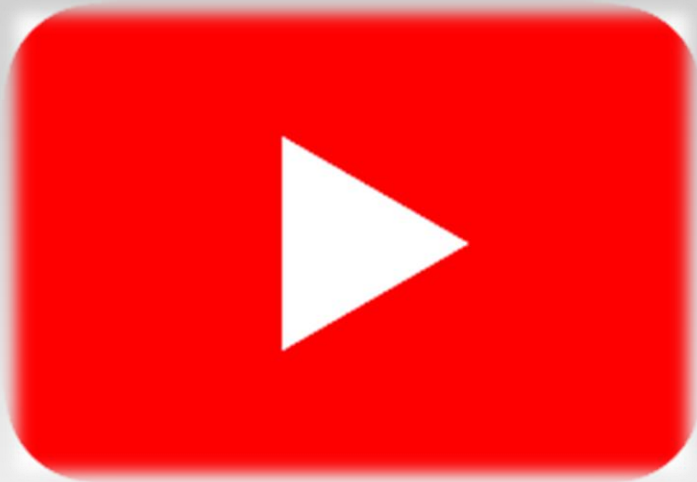
Use these options to share your post on your other accounts







# YouTube



## YouTube Facts

- Born 2005
- Property of Google
- **YouTube** is technically the second largest search engine in the world - Feb 5, 2018
- The youngest YouTube star Ryan ToysReview who is 6 years old who is six years old made \$11,000,000 in 2017.
- You can navigate YouTube in a total of 76 different languages (covering 95% of the Internet population).
- Music, TV, How-To's, and more
- Upload videos to YouTube – FREE! You can broadcast to a potential audience of billions without paying a dime!

Google

Bought in  
**2006**  
by Google for  
**\$1.65 billion**

**2005**

Founded in **2005** by  
three former **PayPal**  
**employees**



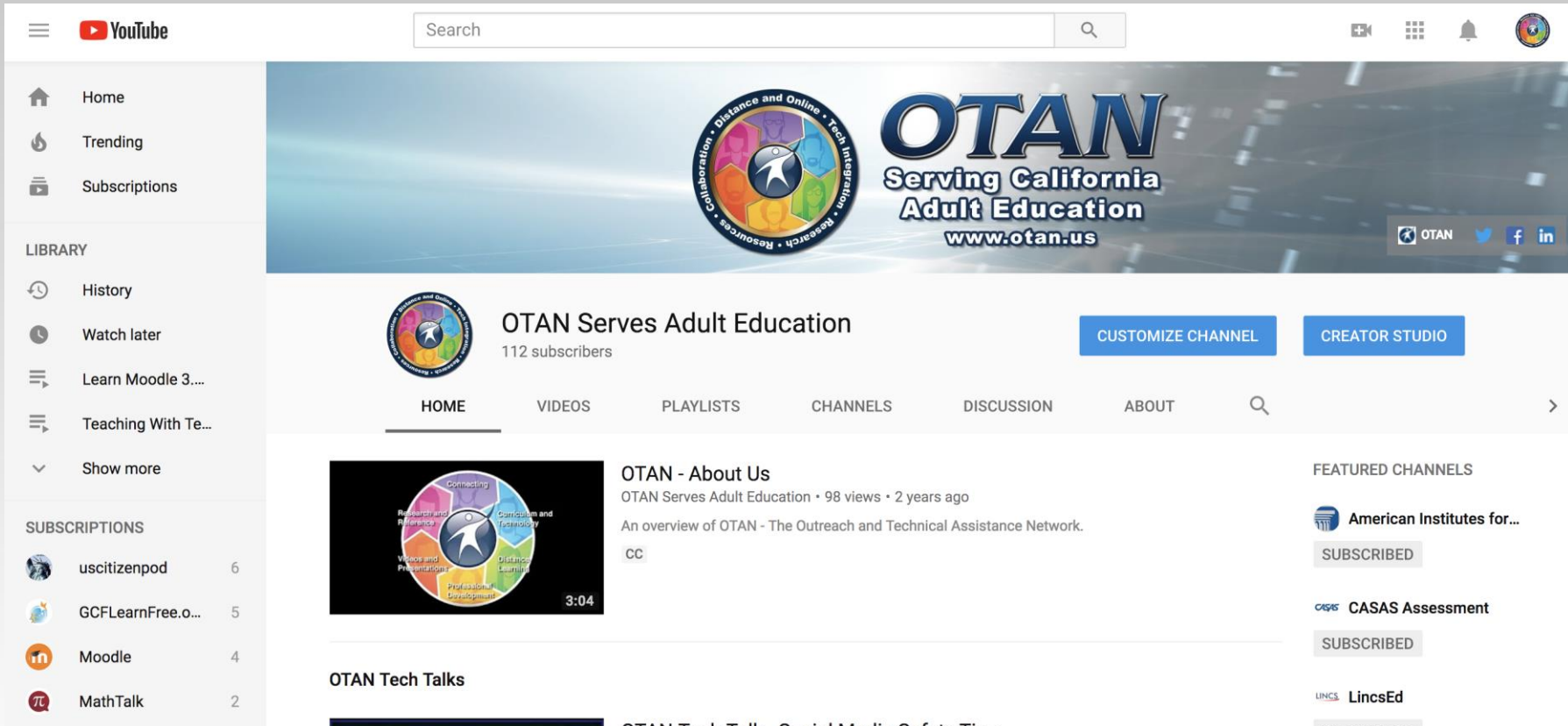
If YouTube were a **country** it  
would be the **largest** in the  
world **after China and India**



**100 hours** of **video** are  
**uploaded** every minute



# What's so important about a Channel?



The screenshot shows the YouTube channel page for "OTAN Serves Adult Education". The channel has 112 subscribers and features a banner with the OTAN logo and the text "OTAN Serving California Adult Education www.otan.us". The left sidebar includes navigation options like Home, Trending, Subscriptions, and a LIBRARY section with items like History, Watch later, and Learn Moodle 3... Below the channel header, there are tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The main content area displays a video titled "OTAN - About Us" with 98 views, 2 years ago, and a description: "An overview of OTAN - The Outreach and Technical Assistance Network." The video thumbnail shows a circular logo with text: "Connecting Research and Reference, Distance Learning, Professional Development, and Presentations". On the right side, there is a "FEATURED CHANNELS" section listing "American Institutes for...", "CASAS Assessment", and "LincsEd".














YouTube

smace



Show more

SUBSCRIPTIONS

-  uscitizenpod 6
-  GCFLearnFree.o... 5
-  Moodle 4
-  MathTalk 2
-  ProLiteracy 2
-  U.S. Department... 2
-  American Institu... 1
-  California Depar... 1
-  CASAS Assess... 1
-  Catesol Educati... 1
-  Coalition on Adu... 1
-  CUE | Powerful ... 1
-  Fresno Unified S... 1



## SMACE videos

20 subscribers

SUBSCRIBED 20



HOME

### Created playlists



Saving and Stabilizing Adult Schools and Adult Education

Updated 7 days ago



Adult Ed Week & Adult Ed Matters



International Day and Night Celebrations



Adult Ed in the USA



Immigration

# Use YouTube to Promote Your School

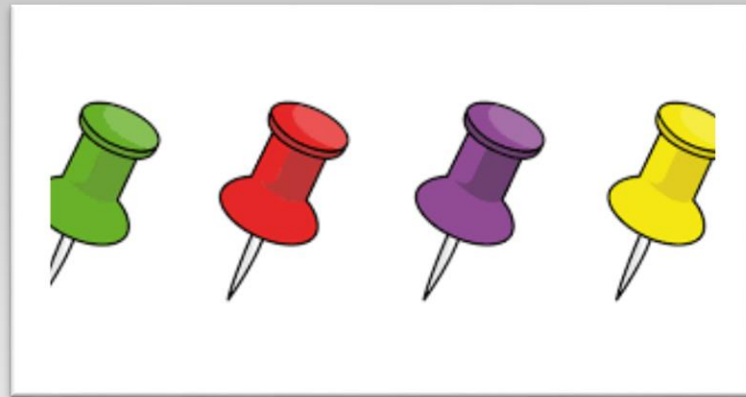
**Solve people's problems** - focus on content that solves people's issues. You will naturally attract an audience.

**Focus on building a community** - Use your audience to get inspiration for new videos. This will allow you to build a following while ensuring your content calendar is full of ideas.

**Create a pathway** - Don't expect any site traffic or conversions to come from your videos unless you've included information that allows people to act on what you're saying. Like "Register Today"

**Track your progress**

# Pinterest



## Facts

- Born 2010
- Pinterest is an interest-based platform, where you can post images that inspire you most. This platform is extremely alluring in looks and provides users with an ease to showcase their interest.
- The images that are posted on Pinterest are called "Pins". These pins can be collectively gathered in different boards. A board is a collection of relevant pins to a specific topic on which they are created.



Analytics Ads Search

9+

OTAN



1 Monthly viewers 0 Monthly engaged

Create Pin



Full Sail University

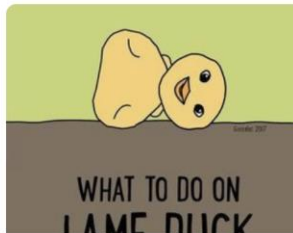
Typewritr Markings

Substitution		There where is there?
Consonants	○	the woman's <u>o</u> come.
Vowels	△	to have the <u>o</u> open letter.
Repetitions	⊙	the <u>o</u> change by the case.
Correcting	⊕	the <u>o</u> floor.
Abandoning Content	⊖	the <u>o</u> on the stone.
Unsuccessful Attempts to Correct	⊗	the <u>o</u> to get your point.
Repetitions that reflect more than one attempt	⊘	the <u>o</u> I thought.
Partials	—	The man left the <u>o</u> .
Horizontal Substitutions	\$	the roof and the <u>o</u> .
Diagonals	⊕	just about everybody likes babies.
Miscellaneous	⊕	the <u>o</u> was delicious.
Self-references	/	you should be <u>o</u> and.
Phrases	•	just as the <u>o</u> .
Repeated miscues	EM	the <u>o</u> from <u>o</u> in the <u>o</u> .

Example code for miscue analysis. I like that this...



Behavior Management in the Classroom: Find Your...



Assessing Thinking



English, Oh My!: Using Pixar



Bulletin Board Banners



Privacy

Analytics Ads esl vocabulary activities

- For Kids
- Kindergarten
- Adults
- Website
- Classroom
- Teachers
- Learning
- Graphic Organizers
- Anchor Charts
- Writing
- Pictures
- Definitions
- Sentences
- Lesson Plans
- Middle School
- Fun Games
- Small Groups
- Social Studies
- Literacy Centers
- PreK-K

**Minute Activity #1**

Write the word in each student name \_\_\_\_\_

1. Write the word in each student name \_\_\_\_\_

2. Write the word in each student name \_\_\_\_\_

3. Write the word in each student name \_\_\_\_\_

4. Write the word in each student name \_\_\_\_\_

5. Write the word in each student name \_\_\_\_\_

6. Write the word in each student name \_\_\_\_\_

7. Write the word in each student name \_\_\_\_\_

8. Write the word in each student name \_\_\_\_\_

9. Write the word in each student name \_\_\_\_\_

10. Write the word in each student name \_\_\_\_\_

A 5 Minute Activity #1 worksheet - Free ESL...

**My Picture Dictionary**  
Vocabulary Activities

teach VOCABULARY WITH CHARADES OF MEANING

My Picture Dictionary with Beginning ELL Vocabulary...

Promoted by Raise The Bar Reading

Flashcards, puzzles, worksheets, printable games...

Flashcards, puzzles, worksheets, printable games...

**23 Effective Vocabulary Activities**

**20 Vocabulary Activities**

teach VOCABULARY WITH CHARADES OF MEANING

Teach Vocabulary With Charades of Meaning

**Vocabulary Rock and Roll**

- Define the Word
- Draw It!
- Make a List of Synonyms
- What Does it Remind You of?
- Use the Word in a Sentence
- Make a List of Antonyms

Vocabulary

**Vocabulary Instruction that Sticks!**

**ELL Thematic Vocabulary**  
20 Complete Units

Animals, Family, Weather, Places, Sports & Activities, School Supplies, Daily Routines, School Routines

My Picture Dictionary and Beginning ELL Vocabulary...

**Let's Talk**

English Chart

English Chart

**Newcomer's Nifty Necessities**

**Vocabulary Activities**  
FOR OLDER STUDENTS

Language Arts Classroom

Vocabulary for High School Students

by EikoTsutty

define  
use it in a sentence  
synonym  
antonym  
draw it  
act it out

5 Fun Word Games for Vocabulary Practice

**THE LIVING EARTH**  
By Ana (Grade 7)

Adobe Spark brings students' creativity to life. Free for...

**ESL Lap Books Bundle!**

My Body Parts, Verbs, My First English Words

ESL Newcomer Activities: Bundle of ESL Lapbooks: ESL...

Promoted by Jill Richardson

**GROW THEIR ENTHUSIASM FOR SCIENCE PROJECTS WITH ADOBE SPARK**

Sp

**THE LIVING EARTH**  
By Ana (Grade 7)

Adobe Spark brings students' creativity to life. Free for...

**VOCABULARY GAMES AND ACTIVITIES for Teachers**

Peter Watcyn-Jones

Games and activities for teachers in class...

slideshare.net

**10 Games to Play with any Vocabulary Words**

Includes freebies!

Not So Wimpy Teacher

10 Games to Play with any Vocabulary Words

**10 Ways to Say Run in English**

sprint

**100+ word cards Vocabulary Words**  
Comic Strip Style

Learning New Vocabulary Words with Comic Strips

**Basic Home Vocabulary**  
Sorting Sheets & File Folder Games

Basic Home Vocabulary Sorting Sheets and File Folder Game #esl #esol #tpt #teach-erspayteachers

**Third Grade Vocabulary FULL YEAR BUNDLE**

Promoted by Not So Wimpy Teacher

**Holiday Unit Vocabulary**

How to Play Head's Up Vocabulary!



How to play Head's Up Vocabulary!

**VOCABULARY JOURNAL**  
Full Year of Resources

Vocabulary Full Year of Resources

**VOCABULARY JOURNAL**

Third Grade Vocabulary FULL YEAR BUNDLE

Promoted by Not So Wimpy Teacher

**My Picture Dictionary**

## Pinterest's Positives

- Pinterest is a place to discover ideas for all your projects and interests, hand-picked by you.
  - Pins are visual bookmarks for stuff you find anywhere on the web or on Pinterest
  - Boards are where you collect pins by theme or topic
  - Web and mobile application
- You can sign up through Facebook or create a profile with an email address and password
- Keywords are an essential part of your pins – they help people discover your pins/boards
- Find and invite friends if you connect your Facebook account with Pinterest

# LinkedIn



## Facts

- Born 2003
- LinkedIn now has 3 million active job listings on the platform
- 500 Million LinkedIn users
- 250 Million active users monthly
- Your professional circle can endorse you and confirm yours skills and expertise
- Your professional circle can submit a recommendation directly onto your LinkedIn page.
- LinkedIn Premium Accounts (paid)
  - "Who's Viewed My Profile", "InMail", "Full Profile Viewing" and "Premium Search Filters"

# Linked In's Professional Power

**Manage** your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.

**Set-up** your free profile (or show your students the power of “in”)

Complete your personal profile thoroughly and honestly – this is your online resume.


Connect to all your past and current contacts.

**Reach out** to your contacts from time to time or endorse their skills.

**Identity** - To be the professional profile of record online. Want to know what someone’s professional history is? Just look up their LinkedIn profile.


in

Home My Network Jobs Messaging Noti



**Nada (Neda) Anasseri**

Experienced educational programs professional - expertise in leadership, technology, management, & employee dev



**Nada (Neda) Anasseri**

Experienced educational programs professional - expertise in leadership, technology, management, & employee development

Sacramento, California

OTAN - Outreach and Technical Assistance...

University of Phoenix

See contact info

See connections (147)


[Add profile section](#) [More...](#)

- 6+ years experience in adult education programs (ESL, HIGH SCHOOL DIPLOMA, HiSET, GED, CTE, etc.), data management and monitoring, project leadership, and employee development and supervision
- 12+ years of extensive experience in management, administration, and programming
- Advanced work with CDE/AE reapplication process, federal compliance, federal program monitoring (FPM), implementation survey, local assessment policy/plan, and distance learning plan
- Experience in fast-paced working environments
- Training and development of the organizational staff
- Program leadership and development
- Innovative implementation of services for organizational growth and advancement
- Special project implementation and development coordinator
- Certified Technology Trainer - CASAS
- Professional/employee development
- Technology mentor


[Show less](#) ^

in 
Home My Network Jobs Messaging Notif

**I Will Earn My Ed.D. - Yes! Earn your Ed.D. online in 24 months. Pay \$375/mo. Tuition: \$**



**OTAN - Outreach and Technical Assistance Network fo...**  
 Education Management • Sacramento, California • 120 followers

 8 connections work here. [See all 18 employees on LinkedIn](#) →

[Following](#) [See jobs](#)

### About us

OTAN Vision is to lead California adult education in the integration of technology into the educational process, ultimately empowering learners to meet their academic, employment and civic goals.

OTAN: The Outreach and Technical Assistance Network provides electronic collaboration and information, and support for instructional technology and distance learning to literacy and adult education providers in California.

OTAN is composed of three major components, they are:

- Electronic Collaboration and Information
- Instructional Technology


[See more](#) ↘


### Recent update

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**Branka Marceta** • 1st  
 Director, Capital Adult Education Regional Consortium at Sacramento County Office of Education  
 Sacramento, California Area

[Message](#) [More...](#)

**Sacramento County Office of Education**

**San Jose State University**

[See contact info](#)

[See connections \(500+\)](#)

**Excited about possibilities for adult literacy and basic education to facilitate and enhance learning and skill-gain, as well as attainment of goals for the adult learners ; striving to plan and carry out systemic and systematic processes for transformational change in learning and teaching; enjoying the collegial camaraderie of organizing professional events; hoping for a bright future for the humanity...**

**Media (1)**

**ThankYouACSA2015**

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**Highlights**

**63 Mutual Connections**  
 You and Branka both know Douglas Chrystal, Sean Coppedge Abajian, and 61 others

**Branka can introduce you to 6 people at California Department of Education**  
 You're following California Department of Education

[Get introduced](#)



# Do's and Don'ts on any social media platform

- Don't duplicate your Web site, brochure, newsletter
- Start with your friends
- Embrace your audience
- Keep it personal, real & authentic
- Use often
- Build maintenance time into your schedule
- Encourage participation

# Maintenance

Top 5 best practices:

1. Do some Spring cleaning
2. Details in your agency's information section is a good thing
3. Be active/share
4. Follow industry influencers and companies/groups of interest.
5. Quality vs. Quantity

## Social Media Posting Tips..

**Make it easy** and non-threatening for your audience to participate

**Write content** that's worth sharing

**Acknowledge** and recognize your audience

**Integrate** all of your marketing efforts

**Be entertaining,** informative, and most importantly genuine

## Ask yourself/your students...

Which Social Media Platform should you use?

Who manages or will manage it? Who's on your Social Media Team?

What do your students use?

Plans for the remainder of the semester – next semester?

## Reminders and Recap

- Have a consistent brand
- Engage
- If it's posted, it's public
- A little self-promotion goes a long way
- Connect virtually
- Construct social media posts that work best for each social media platform
- Apply best practices to gain followers and get engagement
- Become a social media guru now!





I Like Coffee



I am drinking  
#Coffee



I am good at  
drinking coffee



Here is a vintage  
picture of me  
drinking coffee.



Watch me as  
I drink coffee.



Here is a collection  
of pictures & recipes  
of coffee drinks.



## Want More?

Tutorials on GCF Learn Free

<https://www.gcflearnfree.org/topics/socialmedia/>

OTAN YouTube Channel

[/c/OTANServesAdultEducation](https://www.youtube.com/channel/UCOTANServesAdultEducation)

# Thank you!

Let's connect!

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@OTANNeda – Twitter

Otan Neda Anasseri – Facebook

Otan Neda Anasseri – Instagram

Nada (Neda) Anasseri - LinkedIn



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