
Using Social Media to Market Adult Education

Agenda

- ✓ Learn about the purpose, value, and different features of popular social media tools (Facebook, Instagram, Twitter, LinkedIn)
- ✓ See examples of effective social media use in Adult Education
- ✓ Introduce strategies for managing social media marketing
- ✓ Discuss additional resources available

*“Using Social Media to Market Adult Education”
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Purpose, value & features of popular social media tools

- Facebook: www.facebook.com
- LinkedIn: www.linkedin.com
- Twitter: www.twitter.com
- Instagram: www.instagram.com
- YouTube: www.youtube.com
- Snapchat: www.snapchat.com
- Hootsuite: hootsuite.com/plans (scroll down to “Try Our Limited Free Plan”)

Publishing tools (including social media templates):

- Canva: www.canva.com
- Lucidpress: <https://www.lucidpress.com/pages/usecase/education>

Articles/How-tos:

Using Social Media to Promote Adult Education (LinkedIn Pulse)

<https://www.linkedin.com/pulse/using-social-media-promote-adult-education-karla-l-frizler-m-a-/>

7 Social Media Templates to Save You Hours of Work

<https://blog.hootsuite.com/social-media-templates/>

How to Create a Social Media Strategy (with 3 Steps and a Template)

<https://coschedule.com/blog/social-media-strategy-template/>

How to Turn Instant Replies On & Off in Facebook (Messenger)

<https://www.facebook.com/help/1615627532020480>

How to Use Polls in Instagram Stories

<https://www.socialmediaexaminer.com/instagram-stories-polls-how-to-use/>

Reference Book:

The Digital Marketing Accelerator, by Daniel Oase

<https://www.amazon.com/Digital-Marketing-Accelerator-Daniel-Oase-ebook/dp/B0765BDD62>

Free Training & Tutorials:

- LinkedIn Social Media Marketing Training Courses (FREE):
<https://www.linkedin.com/learning/search?keywords=Social%20Media%20Marketing>
- Hootsuite Social Marketing Training (FREE):
<https://education.hootsuite.com/collections/courses>
- Social Media Tutorials at GCF (FREE):
<https://www.gcflearnfree.org/topics/socialmedia/>

Additional Resources:

- OTAN Tech Talk - Social Media Safety Tips:
https://www.youtube.com/watch?v=w_xMME68CHQ
- Frizzy's handouts and presentations: <http://frizteach.weebly.com>
- To request hands-on, face-to-face training for your agency/region, submit a support request to CAEP TAP:
<https://caladulted.org/TAP?id=TAPLink&class=navtext1>



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