

Lets get
SOCIAL





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Purpose of **SOCIAL MEDIA**

- ✓ INCREASE BRAND AWARENESS
- ✓ BUILD A COMMUNITY
- ✓ CELEBRATE OUR STUDENTS



Social Media helps us establish Carrington as the go-to option to receive training for in-demand careers. It creates an engaged community that shows a day in the life of Carrington students and graduates.



As of November 2021

80%

of consumers say that brand familiarity
makes them more likely to purchase from
that brand

People are spending more time on social media. Seventy-one percent of consumers found themselves using social media more in the last year than ever before and 34% say they're using it to learn about products, services and brands.*





Organic Social Media can help attract more students, engage our current ones, and increase alumni relations.



What are Social Media **METRICS?**

→ **ENGAGEMENT**

Likes, comments, shares, and clicks. Engagement is how much our audience is interacting with our account.

→ **BRAND AWARENESS**

Number of page mentions and shares of our content

→ **IMPRESSIONS**

The number of eyeballs that have seen the post.

→ **AUDIENCE GROWTH**

Number of followers



Official CAMPUS SOCIAL MEDIA



07




Facebook



Instagram

Every campus has their own Facebook and Instagram account. We also have a National TikTok, Twitter and Youtube channel.





*Everything you need to
know about being a*



SOCIAL LEADER



WHAT IS A SOCIAL LEADER?

Marketing needs your help showcasing what is unique about your campus

Job Description:

- Gathers images of students and graduates to share on campus Instagram and Facebook accounts
- Post **2x per week** on both platforms
- Respond to all messages and comments





What **CONTENT** should you share on campus pages?



LAB IMAGES

Highlight Our Programs

Showcase what a day in the life a student looks like. This is an opportunity to share the hands on component of curriculum.



GRADUATES

Celebrate Their Success

We want to show our graduates that we are PROUD of their success. Share images of them at graduation or working in the field.



SIGNS

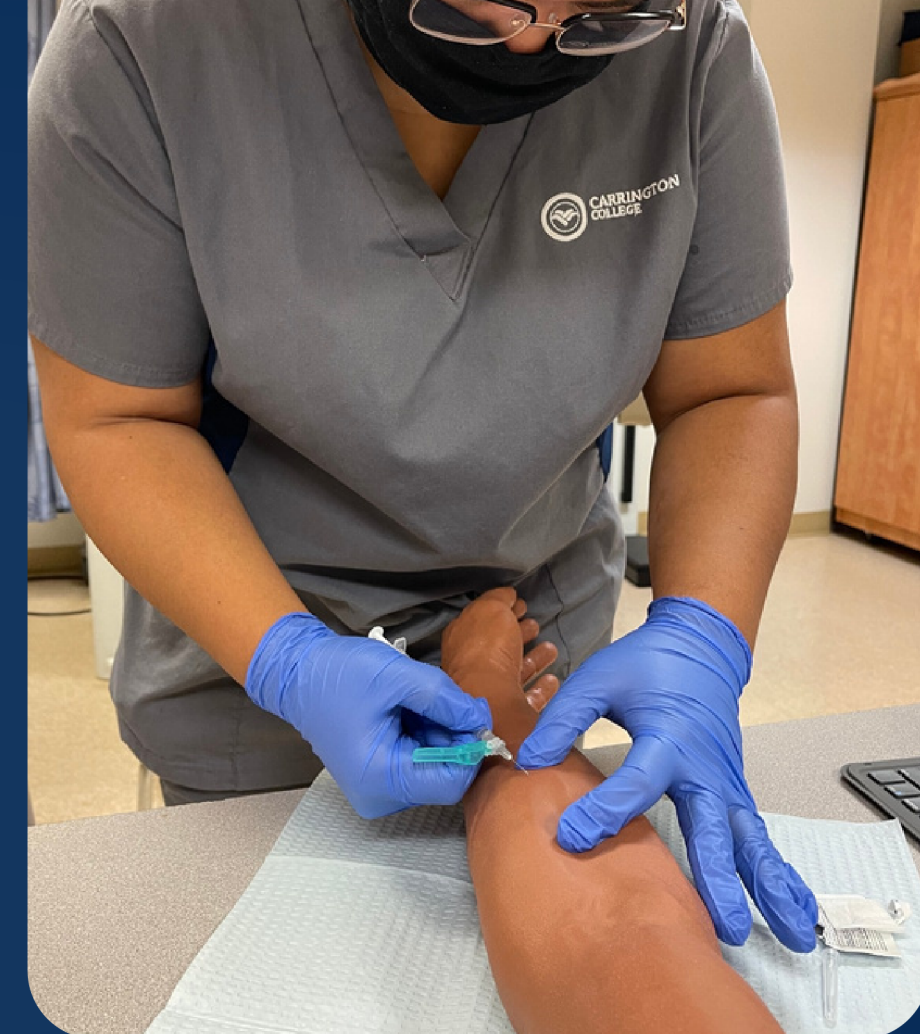
Utilize Props On Campus

Day One, Hired From Extern, Another Hired Grad, Just Enrolled signs are all available to use for Social Media posts.

General Anatomy of a **SOCAIL POST**

Each post should **TELL A STORY** through engaging captions, emojis, clear images or videos and hashtags. Keep it **SIMPLE**. Keep it **FUN**. Whenever possible include a call to action, or a link to our website (Facebook only, no links in Instagram captions!)

Post at least 2x per week on your feed. Feel free to post on stories!





REPLYING

on Social Media

Keep it simple, keep it human!

Check your campus messages at least 2x per day.
Respond to messages within 24 hours. Answer general questions like location, hours, and campus phone number. If they are asking about the program get their contact information and connect them with an advisor.

Compliance **REMINDERS**



- Posts that include inquiry or enrollment language (start dates, classes starting soon) must be reviewed by compliance
- Do not post tuition cost on social media
- Do not post students' or graduates' full names. Post their first and last name initial (Ali L.)
- Refer to all program names exactly how they are listed in the catalog. Example: Veterinary Technology students NOT Veterinary Technician students
- Do not post salary or Bureau of Labor Stats
- Never post about other institutions
- Posts that include student or faculty testimonials need to be submitted to compliance

Wanting to share something that needs Compliance approval?
Email image and caption to Ali. 48 hours are needed for approval.





*Negative Comments,
They Are Going
To Happen.*

IT'S OKAY!

What to Do: If it is a: Threat, Complaint, or Story of negative experience

– We need to address it!

Remember: Do not admit fault with your words and keep everything friendly and black & white. We want our audience to see we have addressed it and are calm/confident.

“Hi Kelsey, so sorry to hear that you are frustrated. We would love to help you! Please DM us your contact information (name that you were registered under, phone, and email), and we will have someone reach out ASAP. Thank you!”

When to Hide Comments: Trolls, Sales, Curse Words/Statements not worth replying to, nudity, links to things we do not support, self-advertising, memes that do not belong etc...



OVERALL PROCESS



GATHER CONTENT

Send out email to entire campus to let them know you are the social leader. Encourage them to send you images. Take images will on campus.

SCHEDULE CONTENT

Use the tool Agorapulse (training provided) to schedule out content to automatically post on both Facebook and Instagram.

ENGAGE

Like and comment on posts we are tagged in, employers in our community, and comments made on our posts. Do not follow students and graduates.

Brand STANDARDS

If creating a graphic, always use our brand colors and a logo.
If you are posting an image you do not need to include a logo.

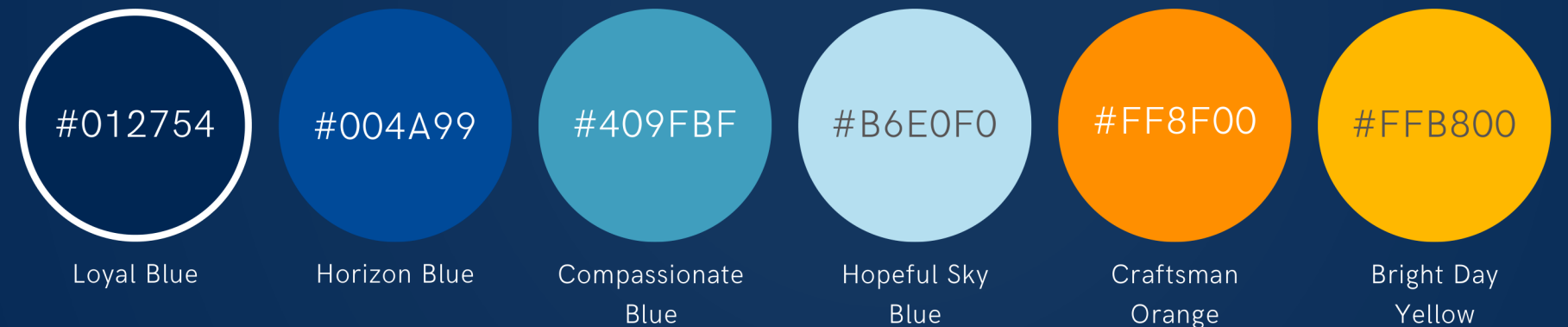
The use of clipart is not permitted.

Visit brand.carrington.edu to view complete brand guidelines

LOGO



COLOR



FONT

HEADLINES - Hanken Grotest Bold (all caps)
Copy - Hanken Grotest Semibold
Quotes - Newsreader Italic

GRAPHICS



Paths Watermark



Shapes behind cutouts



Buttons



Approved arrows



*Tools to help make
social media*

EASIER

to navigate!

AGORAPULSE

Scheduling tool.

BITLY

Link shortening tool.

CANVA

Graphic creation.



The Next STEPS



INTRODUCE

Yourself to the campus



GATHER

Content to share out



SCHEDULE

Content to stay ahead



ASK QUESTIONS

If you need any help Marketing
is here to support!



THANK YOU!

Reach out to Ali with any questions.

ali.lebo@embered.com

