

# Meeting Students Where They Are: Using Social Media in ID&R

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# Agenda:

Today we aim to take a look at how you can use social media to extend the reach of your state's identification and recruitment efforts. By the end of the training you should know the different social media networks and their target audience and will be introduced to some helpful tips that businesses use to incorporate social media in their market efforts.

# Imagine what could be possible...

You publish a quick three minute English mini-lesson on **YouTube** and encourage people to go and discuss the lesson on your **Facebook** page.

You post a discussion question on **Facebook** to follow up on your **Youtube** Video and advertise an upcoming Q&A session on **Twitter**.

A local Agricultural worker notices their family members commenting on the **Facebook** post and watches the **YouTube** video. They learn some new English and decide to participate in the **Twitter** Q&A session

The agricultural worker asks on **Twitter** how they can participate and learn more English. A recruiter messages the worker, gets their information and **obtains a COE.**

# Social Media is Everywhere in Our Lives

- There are **4.2 Billion** Internet Users in the world
- More than **3 billion** users of social media
- **79%** of all adults in the United States currently use social media
- In 2018 **30%** of the world's population had a facebook account
- Facebook Messenger and WhatsApp handle **60 billion messages a day**.
- In the United States adults spend on average more than **6 hours a day** on apps and websites
- A new user is joining social media every **15 seconds**.



Source: Whizsky.com

# Social Media and the Hispanic Population

- The Hispanic and Latina/o population in the United States are **heavy social media** users and are **62% more likely** to use social networking sites for new and health information
- The Hispanic and Latina/o population in the United States are **46% more likely** to have family members as contacts on social media networks
- **Facebook** and **Youtube** are the most popular social networking sites for the Hispanic and Latina/o population
- Hispanic and Latinas/os in the United States spend **66% more time** per week watching streaming videos on their smartphones compared to the average user

Source:

<https://www.mediapost.com/publications/article/220037/hispanics-over-index-on-social-media-use.html>

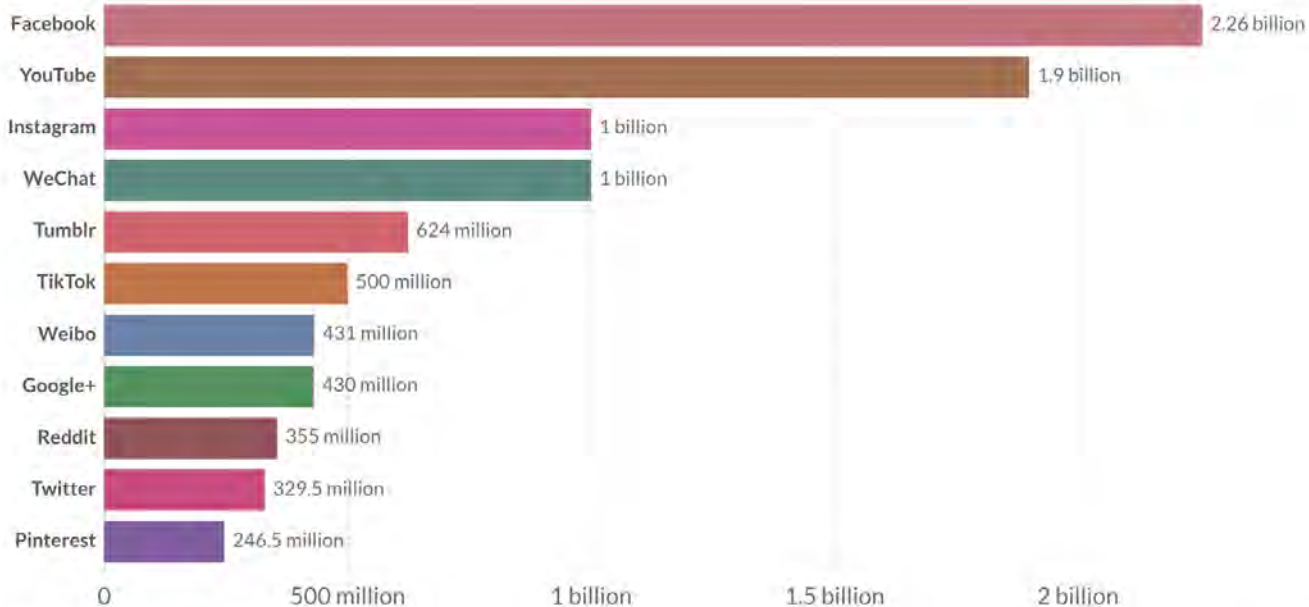


## Number of people using social media platforms, 2018

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World  
in Data

+ Add



Source: Statista and TNW (2019)

CC BY

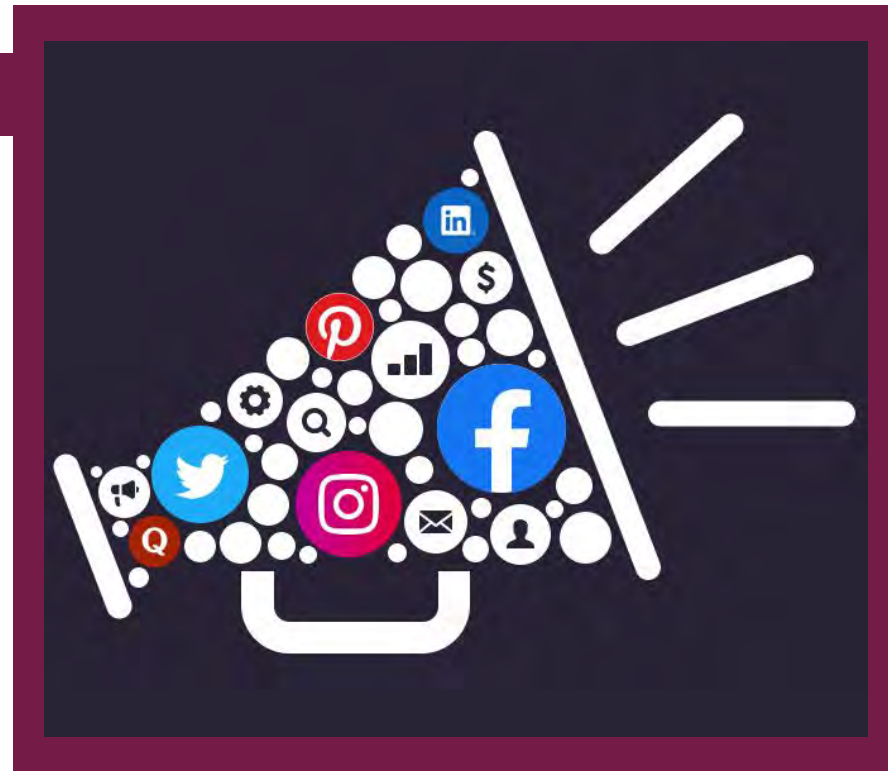
▶ 2004

○ 2019

Source:  
ourworldindata.org

# Why use Social Media for ID&R?

- You get to **control the narrative** about your state's Migrant Education Program
- You can **grow a large audience** with a limited budget
- There are easy tools available to help you extend your reach
- You can quickly **engage your audience** all year round and create discussion
- **Increase Program awareness** and promote your services
- There are a lot of ways to measure effectiveness and success of social media marketing campaigns



# Social Media and Marketing

- **81%** of all small and medium businesses use some kind of social media platform
- There are new social media networks being born every single day
- More than **84%** of marketers are using one or another content marketing strategies.
- More than **64%** of brands are using 2 or more social media channels.
- Social media content, blogs, and email newsletters are the most used content marketing strategies around the world.



Source: Whizsky.com



# Know the Social Media Networks

Each social media network has a target audience and a purpose. To be successful you need to reach each network's **target audience** and the **purpose** each social media network plays in your marketing strategy.



# Know the Social Media Networks

Your **target audience** and the **purpose** each social media network plays in your marketing strategy are based on how users use the social media network and user expectations.

For example: studies show that the average twitter user expects a response back **within an hour** of tweeting a brand.



# Know the Social Media Networks

## Facebook

- **Users:** 2.2 billion
- **Audience:** 25 - 45 years old
- **Best for:** Brand awareness; news, advertising
- **Best time to post:** 1-4 pm and 2-5 pm weekdays

## Twitter

- **Users:** 335 million
- **Audience:** 18 - 35 years old
- **Best for:** Public relations; engagement, customer service
- **Best time to post:** 1-3 pm weekdays



# Know the Social Media Networks

## Instagram

- **Users:** 1 billion
- **Audience:** 18 - 35 years old
- **Best for:** Natural-looking media, behind-the-scenes, and user-generated content; advertising
- **Best time to post:** 5-6 pm weekdays and 8 pm on Mondays with a sweet spot at 6 pm

## Youtube

- **Users:** 1.9 billion
- **Audience:** 25 - 45 years old
- **Best for:** Brand awareness; entertainment, and how-to videos
- **Best time to post:** between 12 p.m. and 4 p.m



# Know the Social Media Networks

## Snapchat

- **Users:** 300 million
- **Audience:** 12 - 24 years old
- **Best for:** Brand awareness; behind-the-scenes, advertising
- **Best time to post:** between 10pm and 1am

## TikTok

- **Users:** 500 million
- **Audience:** 12 - 24 years old
- **Best for:** Brand awareness; entertainment, and short how-to videos
- **Best time to post:** 7 pm to 11 pm weekdays



# Before You Begin!

Before you begin you should always make sure you are **following your state or region's social media policies**. Many states have social media policies that staff must follow. Be sure when creating social media accounts or profiles to **always use professional accounts** and not personal accounts. Also, **establish social media rules and policies** to protect staff, students, and student families.



# Choosing a Goal

Successful marketing campaigns start with the following question: *What is our primary goal?*

- First decide what it is you would like to accomplish with your marketing efforts. **Always focus your tactics around a single, well-defined goal.**
- Make sure the Goal is **S.M.A.R.T.**
- The goal you choose will **influence what social media networks you incorporate** into your efforts and what kind of content you will want to publish.
- Part of your goal should be who your target audience is
- Start small and initially focus on one single goal and one single social media network



# Choosing a Goal

## Examples of Goals for Social Media Marketing:

- Attract potential new qualifying students and their families to generate leads
- Build brand awareness with local agribusinesses and employers
- Introduce your team to the community
- Create a space where you can share program news and important information that would interest migrant students and their families
- Create a space where students and their parents can engage with migrant staff
- Get creative with your goals!





# The Four Pillars of Social Media Marketing

**Content  
Strategy**



**Plan and  
Publish**



**Listen  
and  
Engage**



**Analyze  
and  
Assess**



# Creating a Content Strategy

Knowing what content you will publish is the first major step in beginning to use social media for ID&R

The **content you publish will do the work for you** by driving viewers to your page and encouraging engagement even when you are not around.

## Content Strategy



# Creating a Content Strategy

- Content you publish should help you reach the goal you have previously chosen.
- Make sure the **content you want to publishes matches the social media platform** you choose.
- Research to see how your target audience talks and interacts online so you can **make sure your content is relevant to your target audience**
- Do research to see what kind of content similar social media accounts are posting
- Make a plan to make your content engaging. Include discussion questions and opportunities for your audience to interact with you

# Content Strategy



# Creating a Content Strategy

- Always be thinking about **potential content**. What else can you post?
- **Continue to do research** by talking to your target audience to learn what their needs are and how you can meet your audience's needs?
- **Save and collect photos and success stories** to share on your social media networks
- Keep a log of what you have collected and potential ideas for new content
- If you are using photos of students or migrant workers make sure you have all necessary permission slips signed

## Content Strategy



# Have a Plan on When You Publish

- One of the keys to social media success is **consistent content** and **patience**. Make an initial commitment to continue the project for at least three to four months.
- **Create an upload schedule** that you regularly follow so your target audience will know when to look for your content. This is especially true for social networks used for learning or entertainment like Youtube or TikTok.
- Make sure you are **publishing your content at peak engagement times** on your chosen social media networks
- There are some free online tools that can help you choose what content you publish, when you publish content and can even be used to automatically publish scheduled content.

## Plan and Publish



# Online Tools to Help You Plan Content

- **Hootsuite** - Helps you schedule publishing posts across profiles automatically and can control up to 3 different social media accounts  
<https://hootsuite.com/>
- **Buffer** - Helps you schedule content to publish across profiles and contains free analytical tools to analyze posts and measure engagement  
<https://buffer.com/>
- **Airtable** - An online planning tool to help you plan what content to publish and when is the best time to publish content  
<https://airtable.com/>

## Plan and Publish



# Listening and Engaging With Your Audience

- As your brand awareness increases **your audience will want to engage with you**
- **Have a plan** for how your content will engage your audience. What can you do to encourage them to participate?
- Make it clear what hours you will be engaging your audience. You can **post your hours** you will be active on your account so your audience will have clear expectations of when they can interact with you.
- **Make engagement goals.** Goals can include
  - How many comments will you respond to each week?
  - How many posts targeting engagement will you make per week?

## Listen and Engage



# Ideas for Engaging Your Audience

- Have **weekly discussion questions** with your audience. Make sure questions are specific enough to spark conversation'
- Weekly **posts introducing yourself** or team members
- Encourage your audience to share content with you
- Hold **giveaways**
- **Highlight success stories** and key audience members
- **Provide lessons about cultural holidays** or events your audience might not know about
- Include **short mini-lessons for English Language Learners**
- Organize **Ask Me Anything (AMA) events** where your audience can get answers to questions they have

## Listen and Engage





# Measure and Analyze Your Efforts

- Analytics show you how effectively you are engaging your audience and can help you improve your outreach efforts.
- Many social networks offer **free tools to help analyze** your efforts across your accounts
- **Ideas on what to measure:**
  - Do you have more users than last month?
  - What kind of content is driving engagement?
  - Have you seen an increase in likes and comments?
  - What time of day do you see the most engagement?
  - How are people finding your page?
  - How many people are talking about you?
  - How does your statistics compare to similar pages?

## Analyze and Assess



## Measure and Analyze Your Efforts

After beginning your accounts and your initial launch, **take the time to review your strategy** and the data collected from the analytics.

- Are you accomplishing your goals?
- Is your content strategy properly engaging your audience?
- Is your publishing plan reaching you audience at the optimal time?

Ask yourself **what changes you can make** based on the data received to help improve outreach efforts?

# Analyze and Assess



# Creating a Facebook Business Page

- The easiest way to begin recruiting using social media is by **creating a facebook business page**.
- Many Migrant students and their families are already on facebook.
- Facebook is the **number one social network** for all Hispanics and Latinas/os in the United States
- **71%** of all Hispanics and Latinas/os in the United States use Facebook and Facebook messenger to communicate with friends and family
- Facebook Business pages have access to powerful free analytic tools



Go to [www.facebook.com/business](https://www.facebook.com/business) to set up a business page



Connect to the customers you're looking for.

Find tools and resources to reach people who will love your small business.

[Explore Free Tools](#)[Get Plan](#)

Click where it says create ad and select "Create Page" from the drop down menu

A great tutorial on creating a Facebook Business Page can be found on youtube:

[https://www.youtube.com/watch?v=gu9Hgazn\\_5g](https://www.youtube.com/watch?v=gu9Hgazn_5g)



Search Facebook



Justyn



Pages > Create a Page

## Create a Page

### Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

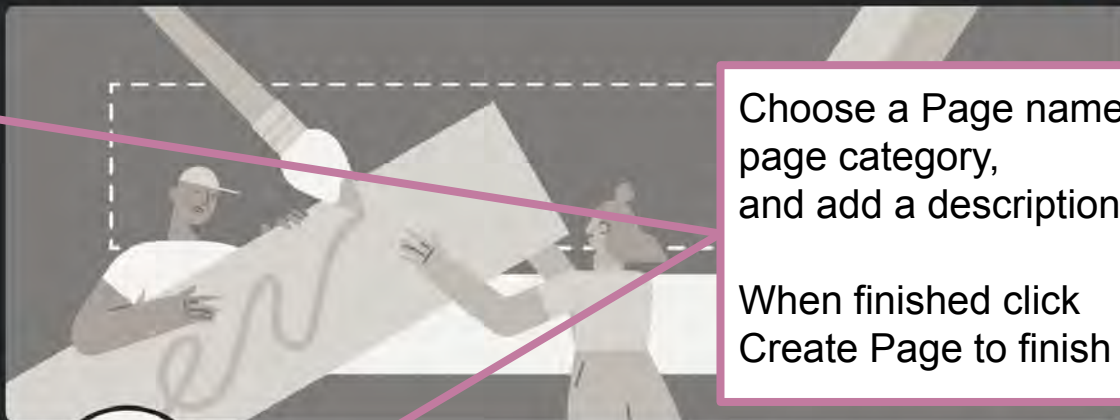
Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview



Page Name

Category

Home About Photos Videos More

Like

Message



About



Create Post



Choose a Page name, page category, and add a description

When finished click Create Page to finish



Search Facebook



Justyn



## Manage Page



IDRC Test



Home



News Feed



Inbox



Resources & Tools



Manage Jobs



Notifications

1 new



Insights



Publishing Tools



Ad Center



Page Quality



IDRC Test

@idrcctest · Education

+ Add a Button

Home

Events

Reviews

More

Promote

View as Visitor



### Start Selling From Your Page in a Few Steps

It only takes a few minutes to set up your shop. Just enter your business details, add the products you'd like to sell and customize your storefront to fit your brand.

Get Started

Learn More

### Set Your Page up for Success

Finish setting up your Page so people on



Create Post



Once your page has been created you can add a Profile Picture, edit the settings, and customize the page



# Creating a Facebook Business Page

- Make sure you include a High Quality Profile picture and banner that shows who you are and includes your logo.
- Once the page has been created you will want to plan who has access to the page and who has permission to post.
- Only grant permission to post to team members who absolutely need it to avoid mistakes
- Establish written social media protocols about what content and behavior is appropriate
- Be sure to train all team members on approved protocols
- Facebook has great free tools to help you analyze your page





Search Facebook



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## Manage Page



IDRC Test



Home



News Feed



Inbox



Resources & Tools



Manage Jobs



Notifications



Insights



Publishing Tools



Ad Center



Page Quality



Edit



IDRC Test

@idrcctest · Education



Start Selling From Your Page in a Few Steps

It only takes a few minutes to set up your shop. Just enter like to sell and customize your storefront to fit your brand.

Get Started

Learn More

Set Your Page up for Success

Finish setting up your Page so people on



Create Post

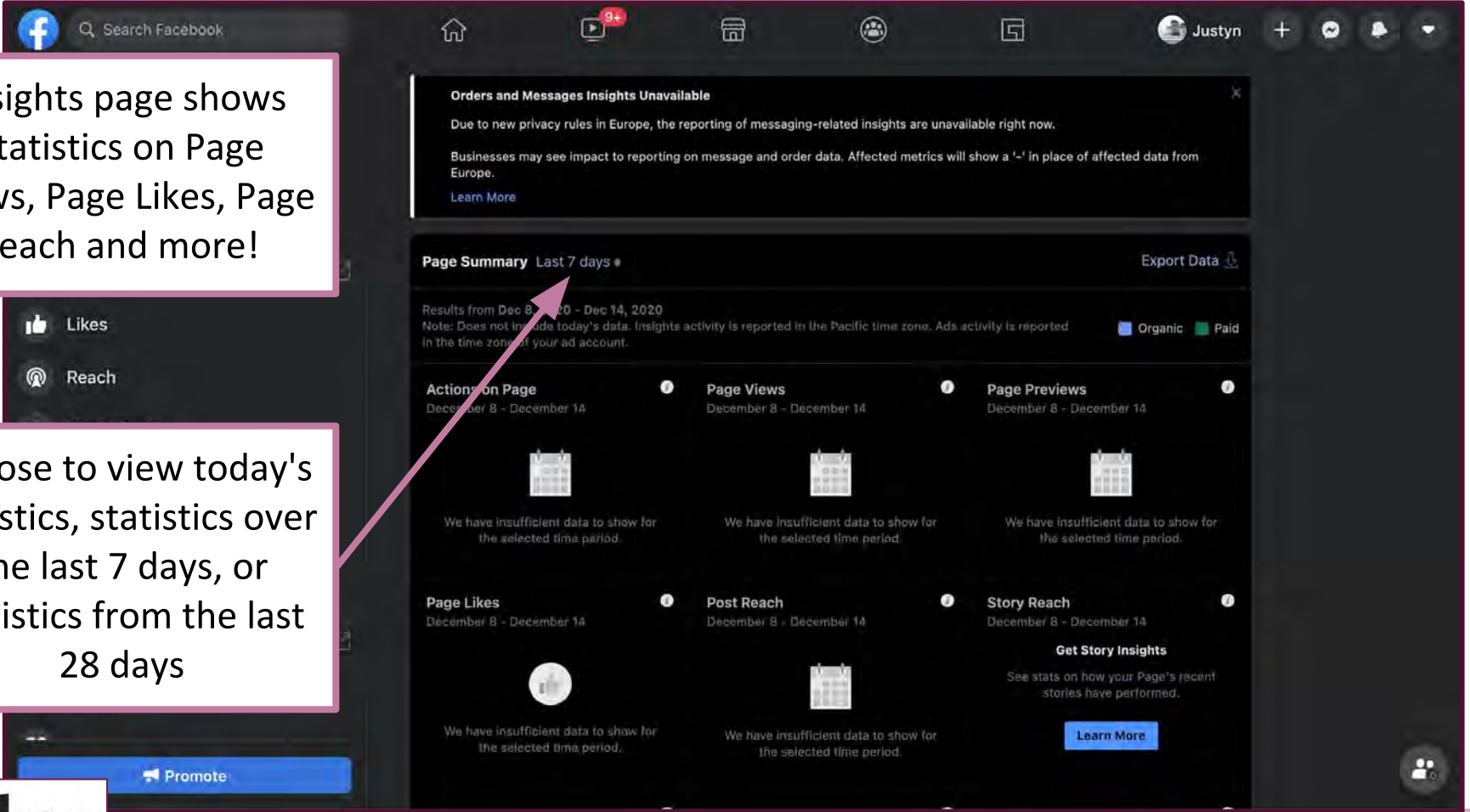
To access Facebook's analytics tool from your Business Page click on "Insights" on the left hand menu





Insights page shows statistics on Page Views, Page Likes, Page reach and more!

Choose to view today's statistics, statistics over the last 7 days, or statistics from the last 28 days



Insights page can also show details statistics on posts and content including views, engagement, and breakdown of who viewed your post.

- Page Previews
- Actions on Page
- Posts
- Events
- Videos

Promote

<https://www.facebook.com/idrcast/insights/?section=navPosts>

**Ad Results Have Moved**  
All the info you're used to seeing, and more, is now in Ad Center. [Learn More](#) [Visit Ad Center](#)

Your 1 Most Recent Posts [Create Post](#)

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/15/2020 10:17 PM	IDRC Test			0	0 0	<a href="#">Promote Post</a>

[See All Posts](#)

Pages to Watch [Create Post](#)

Compare the performance of your Page and posts with similar Pages on Facebook.

**Pages to Watch** helps you compare the performance of your Page and posts with similar Pages on Facebook. [Add Pages to get started.](#)

[Add Pages](#) Reactions, Comments & Shares

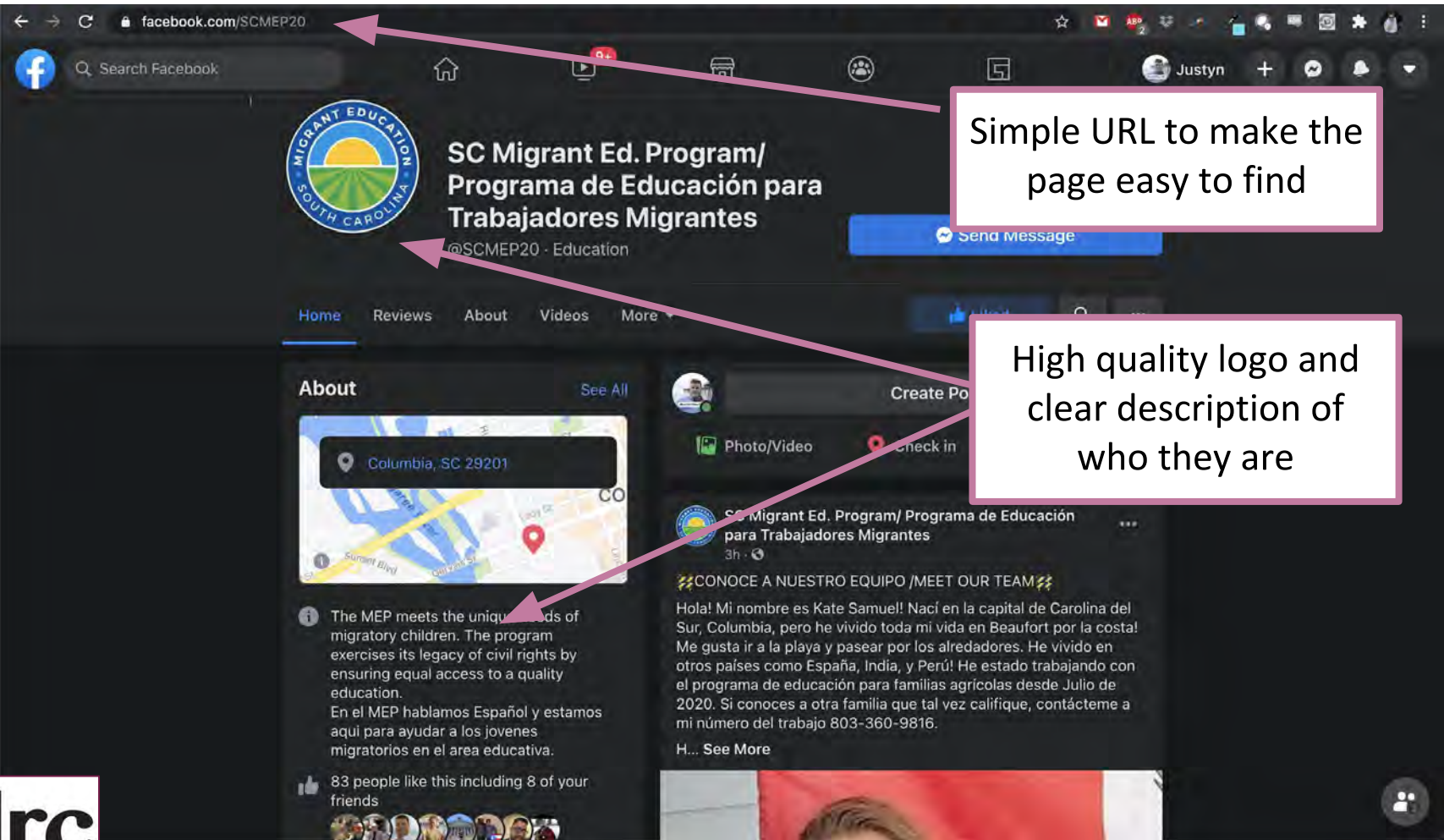
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  IDRC Test	0	0%	2	0





South Carolina has produced a great page that demonstrated many of the principles we have discussed





Simple URL to make the page easy to find

High quality logo and clear description of who they are





SC Migrant Ed. Program/ Programa de Educación para Trabajadores Migrantes

5h · 🌐

⚡CONOCE A NUESTRO EQUIPO /MEET OUR TEAM⚡

Hola! Mi nombre [redacted] íc en la capital de Carolina del Sur, Columbia, pero he vivido toda mi vida en Beaufort. Me gusta ir a la playa y pasear por los alrededores. He vivido en otros países como España, India, y Perú! He estado trabajando con el programa de educación para familias agrícolas desde el año 2020. Si conoces a otra familia que tal vez califique, coméntame el número del trabajo [redacted]

Hey! My name [redacted] was born in the capital of South Carolina, Columbia, but have lived my whole life in Beaufort! I enjoy going to the beach and exploring around. I have lived in other countries including Spain, India, and Peru! I have been working with the Migrant Education Program since 2020. If you know another family that might qualify reach out to me with the job number [redacted]

Kate Samuel Scmep



They offer Diverse content presented in clear and friendly format including English Lessons, news, and invitations to meet the team!

Rotating staff members post regularly



SC Migrant Ed. Program/ Programa de Educación para Trabajadores Migrantes was live.

December 6 at 6:56 PM · 🌐

Una lección pequeña sobre cómo preguntar: ¿cuál es tu temporada favorita?

Si tiene alguna pregunta, o le interesa aprender acerca de un tema en particular, deje un comentario!

Here's a small lesson on how to ask: what is your favorite season?... See More



9 5 Comments 5 Shares

Like Comment Share

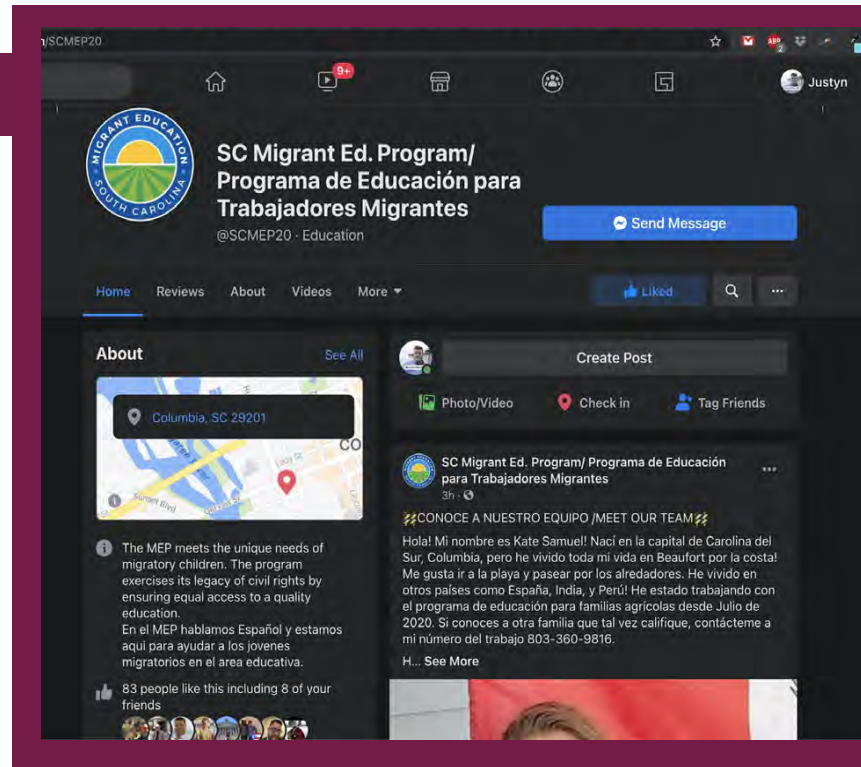


# South Carolina Facebook Page

South Carolina has created a clear Social Media Practices and Policy document. They continue to update it as they learn.

The Social Media Practices Policy document includes:

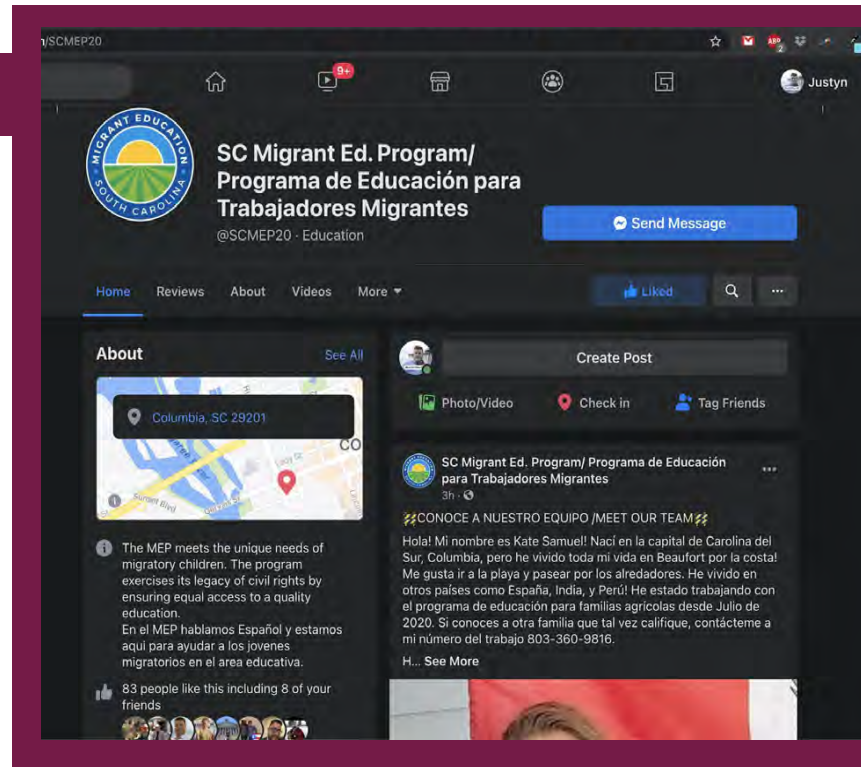
- Instructions on creating a work Facebook account
- Rules governing appropriate content on work Facebook accounts
- Specification on how privacy settings should be set on the page
- Internal Description of the purpose of the State MEP Facebook page
- Description and instructions for private Facebook groups for students
- Instructions on gaining permissions from parents on posting stories and photos



# South Carolina Facebook Page

## Advice from Victor Pacheco who oversees the South Carolina MEP Facebook page:

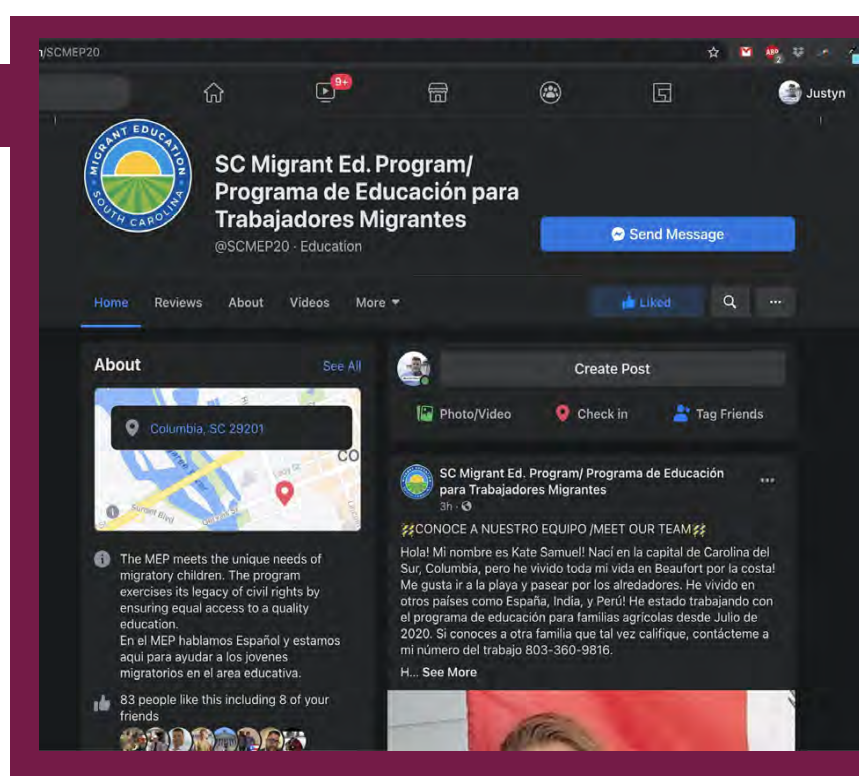
- It really takes a team effort to make it successful. All of us are promoting it with the community, families, workers, employers, basically everybody we meet. And we are going to update our brochures to add a “look for us on Facebook” portion on the brochures.
- There are two administrators that filter content for the page. All other staff must send post information to an administrator before it is posted to ensure high quality appropriate content.



# South Carolina Facebook Page

## Advice from Victor Pacheco who oversees the South Carolina MEP Facebook page:

- Being active takes some work also to be on the lookout for messages, comments, things like that. I try to post at least once a day.
- Best promotion is done by word of mouth but it takes time and patience to familiarize yourself with the platform and get the word out.
- They added a Photo release on the COE for parents to fill out so they can begin creating a photo and story bank to share on the facebook page.





# Training Review:

Please fill out the IDRC Training review form by using the link below or the scanning the QR code with the phone's camera

**Training title:**

*Using Social Media in ID&R*

<https://www.surveymonkey.com/r/IDRCStaffTrainingEval20-21>



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*thank you*