Today’s Webinar Leadership

Sharon Bonney, Executive Director, COABE
Kaye Sharbino, President, COABE
Jeffrey Arnott, Brevard Public Schools
Chris Binnix, Marketing Coordinator COABE
Meet our Communications Partner

- Celina Shands, M.S. - CEO/Founder
- Maryanne Conlin, MBA - Sr. Brand Director
- Ivan Freaner, B.S. - Creative Director

full capacity marketing, inc.
elevate your brand
Housekeeping

Chat Real Time: Chat with peers and presenters

Ask Questions: Type your questions in the Q & A box

Raise Your Hand: Let us know you are present
Social Media Webinar Topics

- Creating A Social Media Strategy for Advocacy
- The Educate and Elevate Social Media Campaign
- Using Campaign Tools For Your Posts
- Using Twitter For Advocacy
- Success Story Speaker – Brevard County Public Schools
- Using Facebook For Advocacy
- Best Practices for Twitter and Facebook
Creating A Social Media Strategy for Advocacy

- Facebook and Twitter are the most effective social media channels for advocacy.

- 75% of advocacy organizations use Twitter, primarily to attract media and engage with legislative staff.
Building Your following with Key Stakeholders

- Virtually 100% of the U.S. Congress is on both Twitter and Facebook.
- The US Department of Education has over 35 Twitter accounts.
- It is an unusual state senator, representative or local official that does not have a Twitter and usually a Facebook account.
- All major cities and most medium/small cities have a Twitter and/or Facebook account.
Building Your Following with Press

- 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
Searching For Your Local Press

Engaging Local Reporters

- Use outlet name in search to pull up reporter accounts on Twitter
- Retweet their stories
- Reach out by private message with stories idea
The Educate and Elevate Social Media Campaign

- Dedicated Campaign Twitter account
- Dedicated Campaign Facebook Page
- Official Campaign Hashtag #educateandelevate
Guest Presenter

Chris Binnix
Marketing Coordinator COABE
Marketing@COABE.org
Educate and Elevate Twitter Account

- 2-5 Daily Posts
- Building Following with Legislators, Press and members

Twitter
https://twitter.com/ElevateAdultEd
Educate and Elevate Facebook Account

- 2-3 Posts per Week
- Building community of students, advocates and educators.

Facebook
https://www.facebook.com/elevateeducation/
Posting Ideas

- Use the **legislator talking points** in the campaign toolkit to create several week’s worth of Twitter posts.
- Tell mini success stories on Facebook or [link](#) to your success stories on the Educate and Elevate site.
- Link to local news articles that feature your students or programs.
- ReTweet/share posts from the Educate and Elevate Twitter and Facebook accounts.

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**Legislator Key Facts:**

**The Business Case For Adult Education**

**America Has a Skills Gap**

In a recent survey, 92% of business leaders thought that U.S. workers were lacking the necessary skills.

By 2018, 63% of all U.S. jobs will require education beyond high school. Yet, nearly half of the U.S. workforce—about 88 million adults aged 16 to 64—has only a high school education or less, and/or low English proficiency.

**Adult Education is a Key On-Ramp for Workers to Reach Middle-Skill Jobs**

More than half of all jobs (54%) in the U.S. today are middle-skill jobs that require more than a high school diploma, but not a four year degree. Yet only 44% of workers are trained to the middle-skill level.

Educating motivated students with the skills that companies need can provide qualified candidates for hard to fill positions.

**We can’t wait for today’s K-12 Students to fill that gap**

In 2017, 36 million adults in the U.S. have limited English or reading skills and more than 60 million can’t perform simple math.

With Adult Education we can train these students to fill the jobs industry needs today.
Be Visual

- 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 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

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

- National Adult Education & Family Literacy Week #AEFLWeek
- #GED
- #AdultEducation
- #SkillsGap
- #AdultEdNews
- #Success
- #Winning
- #Hardwork
- #Motivation

- Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.
- Tweets that use more than two hashtags actually show a 17% drop in engagement.
Sample Posts

Supporting #adulteducation supports business by training the workers of the future #educate&elevate

7.5 million
By 2020, the American Action Forum projects that the United States will be short an estimated 7.5 million private sector workers across all skill levels.

[insert company name] found the skilled workers they needed because of #adulteducation. Let your legislator know you support #adulteducation [link to story]

[insert student name] has a #goodjob because of #adulteducation #educate&elevate #successstory #motivationmonday [link to story]
Using Twitter For Advocacy

- 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)
Jeffrey Arnott
Brevard Public Schools
Arnott.Jeffery@Adult Community Education
Social Media Success Stories

@marcorubio We want to thank Thomas Self from your Central Florida office for coming by to visit our Director @JefferyArnott today!

@EasternFlorida Thanks again for giving our graduates a free class at EFSCI #TitansRise #BrevardBest #BPSBiz
Social Media Success Stories

[Image of a Twitter profile with a green mascot and a man's profile picture]
Social Media Success Stories

@JoeCourtneyCT - we are lucky to have you! Thanks for supporting adult ed capitolhillday17 educateandelevate

@MarioDB Your staff was great today during my for @COABEHQ CapitolHillDay17 Thanks for your support to workforce and adult education!

1 Retweet 3 Likes

Mario Diaz-Balart @MarloDB
I am proud to represent Florida's 25th Congressional District and serve on @HouseAppropsGOP as Transportation, Housing + Urban Development Subcommittee Chair

Tweets 4,763 Following 167 Followers 30.1K

Followed by Florida DEO and 15 others
Social Media Success Stories

Tina Descovich
@tlmdescovich

We have one of the best Adult Education Programs in the state! I enjoyed visiting and learning today.

Brevard Adult Ed @BrevardAdultEd
@tlmdescovich Thanks for coming by today to learn more about our great programs! #BrevardBest #LetsWorkTogether

9:02 AM · 2 Mar 2017 from Viera West, FL

1 Retweet 2 Likes 6

Tweet your reply

Jeff Arnott @JeffyArnott · Mar 5
Replying to @tlmdescovich
We are happy you came by!

I SUPPORT ADULT EDUCATION

@BrevardAdultEd #BrevardBest
Facebook Town Hall

- New feature available only for non-profits.
- Town Hall “call to action” icon allows you to select a legislator when you create a post
Facebook TownHall

- 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
Every US 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.
Facebook Town Hall More Information

- ActionSprout
- Facebook TownHall Project
Best Practices for Twitter and Facebook

- Dedicate 1 staff member to manage accounts
- Commit to posting on a regular basis
- Track Metrics
- Make it fun.
- Photos and infographics resonate with members of Congress.
- Don’t neglect staffers and press.
- Reinforce “back home”
Your Calls to Action!

- Review all Webinars
- Set up Twitter and Facebook accounts if you do not already have them.
- Follow Educate and Elevate on Twitter and Facebook with both your personal account and organization page
- Follow legislators, staff, media outlets band reporters to your social media accounts.
- Try out Facebook Town Hall
Build Capacity – Webinar Series

Adult Education State Director:
Mobilizing your State for Educate & Elevate
Date: August 18, 2017
Time: 2:00 p.m. EDT

Using Data for Storytelling:
State & Local Level
Coming Soon!
Learning Forum

https://adultedresource.coabe.org/
Take the Post Webinar Survey!

https://www.surveymonkey.com/r/NGB2HQV