



Leveraging Social Media Applications to...

Elevate Student Engagement

Enhance Communication

Build Brand Awareness



Instagram and Facebook

19% use Social Media when dining out

47% of Millennials use Social Media when dining out

40% of consumers learn about food via Social Media

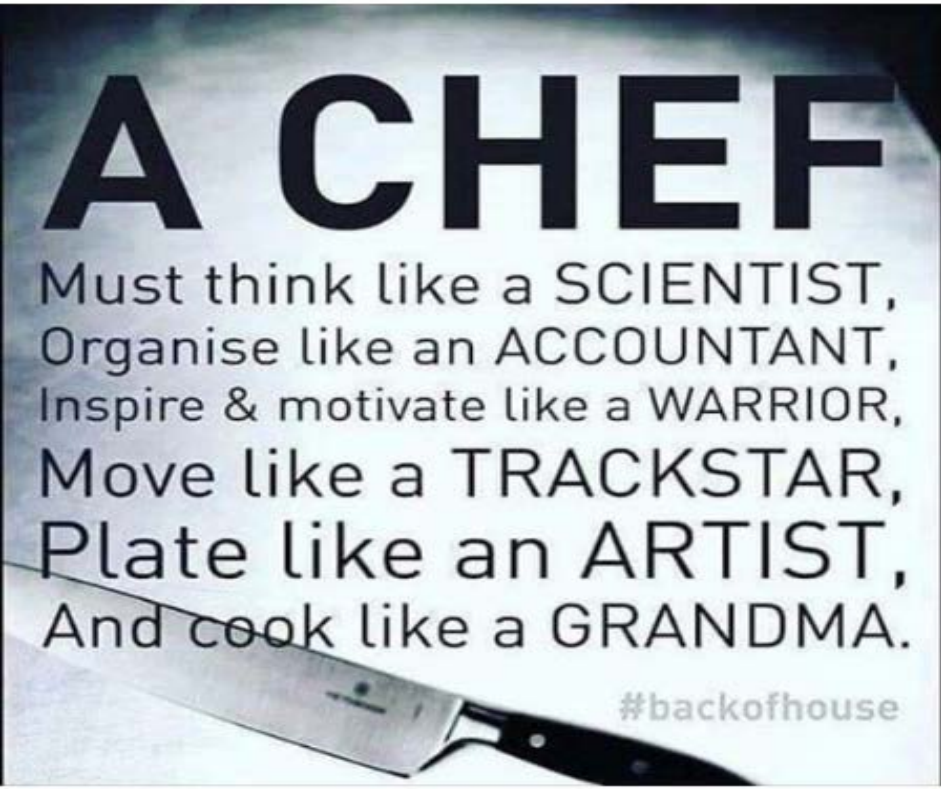


The Culinary Institute of Charleston

Published by Lisa Buzzelli [?] · February 22 at 12:31 PM · 🌐



To all of those culinary students and alums embarking on a busy weekend.



5,501
People Reached

515
Engagements

[Boost Post](#)

87

4 Comments 55 Shares



Importance of Instagram

Instagram is the #1 app for restaurant brand engagement!

93% importance of visual appearance

75% will visit brand website from advertisement

Easily post across platforms



Instagram

Student Engagement

Stress the importance of self-branding

Buy-in for student followers

and takeover campaigns

 Culinary Institute

thesofritoproject Had lots of fun in my kitchen fundamentals class working with veggies today! Chef tried my dishes before I snapped pics. 😊 Swipe left to right: balsamic vinaigrette #tomatosalad with herbes de provence croutons. Roasted #cauliflower with #gremolata and parsley oil. Roasted #garammasala brussels sprouts with roasted red pepper and lemon. Cauliflower #soup with tomato concasse and croutons. A #quiche with diced ham, potatoes, roasted red pepper, onion, #gruyere and cheddar. 🍳 #culinarystudent #culinaryinstituteofcharleston #chseats #sofritoproject

erie847 Gimme those sprouts and quiche!!!!!! 😞😞😞😞

ladyakery😞😞😞👊

neraida716 I would love a cookbook



42 likes

SEPTEMBER 19, 2017

Add a comment



Partner with
Marketing
Department

Create Sharable
Content

Available for Multiple
Platforms







Helping Students Build Their Brand with LinkedIn

Incorporate into Curriculum with various Courses

Profile is developed over 2 years

Creates a professional online presence for students

CHARLESTON, SOUTH CAROLINA



Diamond Littlejohn • 1st

Hospitality Enthusiast, Aspiring Event Decorator

Moncks Corner, South Carolina

Message

More...



Jubilees by Joi



Trident Technical College



See contact info



See connections (48)

Experienced Front Office Assistant with a demonstrated history of working in the photography industry. Skilled in Typing, Business Information, Hospitality Industry, Microsoft Office, and Graphic Design. Strong operations professional with a Associate of Science - AS focused in Hospitality and Tourism Management from Trident Technical College.

Additional LinkedIn Initiatives

Cross-Marketing with
Community Partners

Recognition for
Industry Professionals



Nathan Rex, MBA, CHE, CHIA
Department Head, Culinary Institute of Charleston
3mo • Edited

Want to recruit students from a hospitality program? Take some advice from the newly renovated [North Charleston Marriott](#). CIC's Hotel Management students visited the property last week and were greeted by the entire leadership team! Students were provided a tour of the [#foh](#) and [#boh](#) as well as an in-depth discussion on the [#hotel](#) industry in [#Charleston](#). Thank you [Patrick Rogers](#), [Gwen Rehling](#) (great tour!), [Brittany Morzuch](#) and [Dornell Williams](#) (two of our graduates), and the rest of the team! [#educationmatters](#) [#leadership](#) [#recruiting](#) [#hotelmanagement](#) [#cic](#) [#chsleaders](#) [#leaderslead](#)



52 Likes • 6 Comments



Culinary Institute of Charleston (CIC) ...

Standard group

497 members

See all



Invite members

About this group

Start a post



Additional LinkedIn Initiatives

CIC Group Page

Job Postings for Community Partners



Nathan Rex, MBA, CHE, CHIA

Department Head, Culinary Institute of Charleston

2w • Edited

BOLT FARM TREEHOUSE in Charleston has posted a position for Hospitality and Facilities Manager.

RATE OF PAY: \$40,000 - \$55,000 / year

ADDRESS: Walhalla & Charleston, SC

CONTACT: Danielle Decker

EMAIL: careers@boltfarmtreehouse.com

<https://lnkd.in/eGzdKb2>



BOLT FARM TREEHOUSE

boltfarmtreehouse.com



**Don't Forget the
Restaurants!**



RESY





Closing Thoughts

-
- **Need 1-2 Champions**
 - **Create Buy-In/Participation**
 - **Remind/Reinforce**

SUCCESS

The logo for the Culinary Institute of Charleston is centered on a blue square background. At the top is a white stylized arch. Below it, the words "CULINARY" and "INSTITUTE" are stacked in a white, bold, sans-serif font. A horizontal line with a cursive "of" in the center is positioned below "INSTITUTE". Underneath the line, the word "CHARLESTON" is written in the same bold, sans-serif font. At the bottom, "TRIDENT TECHNICAL COLLEGE" is written in a smaller, all-caps, sans-serif font.

CULINARY
INSTITUTE

— *of* —
CHARLESTON
TRIDENT TECHNICAL COLLEGE

Thank You!