



# REGIONAL CAREER EDUCATION CAMPAIGN CRC Stakeholder Professional Development Series

## Social Media as a Recruitment Strategy Part 4 TWITTER

February 28, 2019  
1:00 – 2:00 pm

Register at:  
<https://bit.ly/2Otm8ju>



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With more than 336 million monthly active users worldwide as of the first quarter of 2018, Twitter is one of the biggest social networks worldwide. The microblogging platform allows users to post messages containing 280 characters or less on their public or private feed. The number of U.S. Twitter users is projected to surpass 70 million in 2020. Although Twitter isn't used in the same manner as other platforms for student recruitment in post-secondary education, Twitter is a great way to connect and engage with employers and stakeholders that are important to the success of your career education programs. In this webinar, we'll show you ways to establish your voice on Twitter, identify your target audiences, use Twitter lists and tags, target stakeholders, apply Twitter Analytics to gain actionable insight, and most importantly, how to connect with prospective employers to develop the relationships needed to align your career education programs with labor market needs.

### Learning Outcomes:

#### Participants will understand:

- How to evaluate the effectiveness of current Twitter strategies used for employer and stakeholder engagement
- Make adjustments in strategies based on objective data
- Leverage the Find It. Be It. employer videos to increase reach and bring awareness to partnership opportunities with colleges
- Use storytelling strategies to broaden reach to key influencers and employers

### Audiences - CRC Regional Stakeholders

- CTE Deans
- CTE Faculty
- Public Information Officers
- Career Center Staff
- Career Counselors

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