



Department of
Education &
Workforce

Human Capital
Resource Center

INTRODUCTION TO SOCIAL MEDIA

DON'T GO FOMO

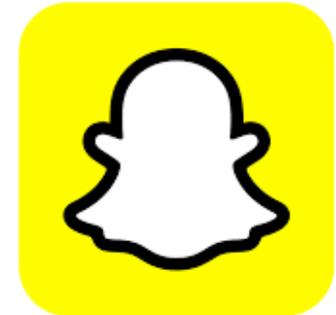
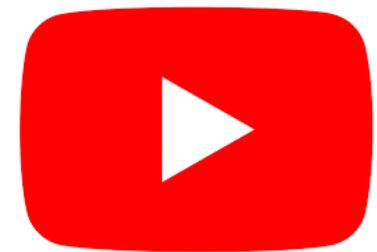
Breakout Session

Winter 2024

INTRODUCTION

THE SOCIAL MEDIA PLATFORMS

How many of these platforms can you name?



THE SOCIAL MEDIA PLATFORMS



Facebook



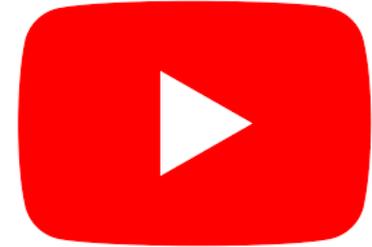
Instagram



X



Pinterest



YouTube



TikTok



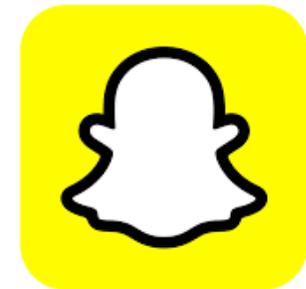
LinkedIn



Tumblr



Reddit

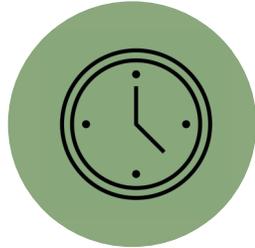


Snapchat

SOCIAL MEDIA USAGE



The total number of social media users in the U.S. is estimated to be around **250 million.**



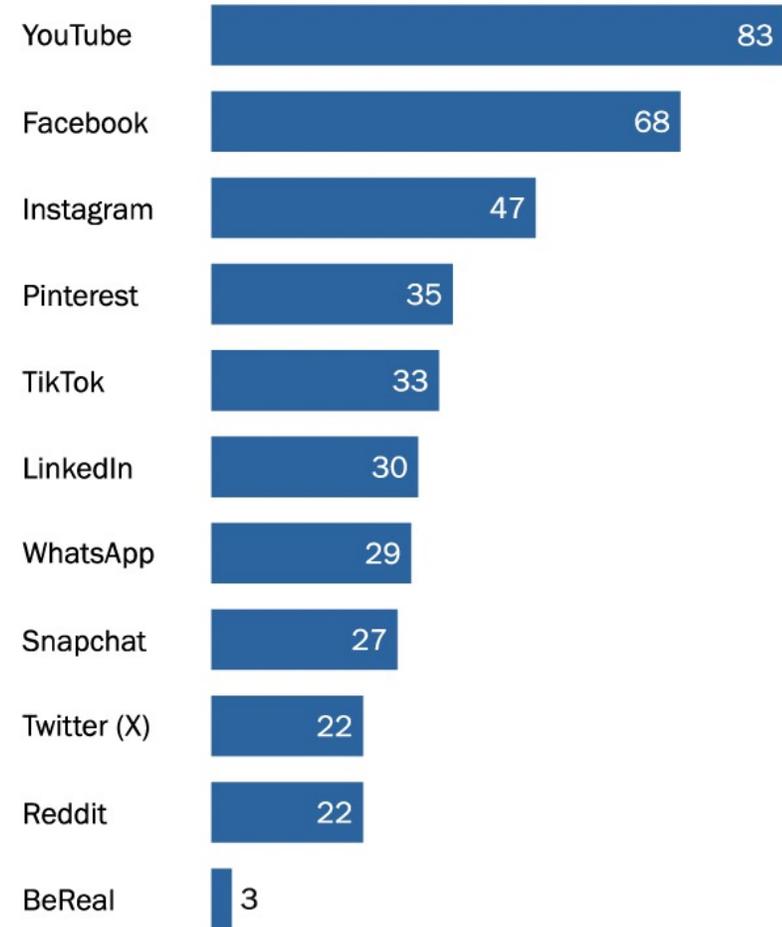
The average American spends around **2 hours and 7 minutes** per day on social media.



The average American spreads their time across **7** platforms.

Most U.S. adults use YouTube and Facebook; about half use Instagram

*% of U.S. adults who say they **ever** use ...*



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
“Americans’ Social Media Use”

PEW RESEARCH CENTER

INSTAGRAM AT-A-GLANCE



PROS

- + Diverse Audience
- + Younger users
- + Long Shelf Life
- + Multiple formats can be used

CONS

- Time and Creative Effort
- Changing Algorithm
- Can take a bit of effort to get used to the app

X AT-A-GLANCE



PROS

- + Broad Audience
- + Majority Users Degree Holders
- + Algorithm Encourages New Views
- + Low Creative Effort, Only Need Ideas

CONS

- Limited Audience
- Timeliness
- Less Diverse Audience

FACEBOOK AT-A-GLANCE



PROS

- + Most Widely Used Platform
- + Low Time Commitment
- + Long Shelf Life
- + Pipeline Building Opportunity
- + Community and relationship building with groups

CONS

- Less Diverse Audience
- Increase in Fake Accounts and Misinformation
- Users have less education than other platforms

LINKEDIN AT-A-GLANCE



PROS

- + Audience Skews Older
- + Most Users are Degree Holders
- + Active Job Seekers and Professionals
looking to build networks
- + Low Time Commitment, Long Shelf Life
- + Great for Retention too!

CONS

- Limited Audience
- Engagement

HOW SOCIAL MEDIA CAN SUPPORT RECRUITMENT

2024 JOB TRENDS

- Job seekers are increasingly shifting their interest in jobs outside of their fields
- Finance, software, IT, and marketing industries saw an increase in layoffs and a decline in job postings
- High demand for hospitality, restaurants, education and hospitals remains
- Economic uncertainty may be a net positive for stable industries
- Hybrid work schedules could temper rush for remote work
- Increase of job scams means job seekers are doing more research

Education may be an enticing field for many job seekers due to the current job market. Social media recruiting can bring us closer to them.

THE REALITY: JOBS IN EDUCATION ARE MISUNDERSTOOD

- People don't immediately think of education as an option – especially if they have degrees and professional history outside of education. **Use social media to bridge the gap.**
 - Advertise your open positions regularly and across many platforms
 - Share widely the benefits you offer (particularly when pay can't compete)
 - Give audiences a preview of what a “day-in-the life” may be
 - Demonstrate your brand
 - Recognition of current employees in different job areas

SOCIAL MEDIA PRO TIPS

MAKE SOCIAL MEDIA WORTH YOUR WHILE



Five tips for getting your social media account off the ground:

1. Develop a strategy and follow it!
2. Designate an owner.
3. Address the needs of job seekers.
4. Post regularly.
5. Track metrics and adjust.

1. HAVE A STRATEGY

The key to effective social media recruitment is **strategy**.

Specific actions that target specific candidates with relevant information are those that perform the best.

You need to know where to find your ideal candidates and understand what to share with them!



TYPICAL STEPS TO PLANNING AND PREPARING FOR TRADITIONAL RECRUITMENT

- **Define needs:** What roles do you need to fill? What skills and experience are required? What are the key responsibilities of each role?
- **Set goals:** How many candidates do you need to hire? What is your timeline for hiring? What is your budget for recruiting?
- **Identify ideal candidates:** Where are your ideal candidates likely to be found? What websites do they visit? What social media platforms do they use?
- **Develop a sourcing strategy:** How will you reach out to potential candidates? Will you use job boards, social media, or a combination of both?

TYPICAL STEPS TO PLANNING AND PREPARING FOR SOCIAL MEDIA RECRUITMENT

- **Define your needs:** What roles do you need to fill? What skills and experience are required? What are the key responsibilities of each role?
- **Set specific goals:** How many candidates do you need to hire? What is your timeline for hiring? What is your budget for recruiting?
- **Identify your ideal candidate:** What knowledge, skills, and abilities are required by your candidate? What stage of their career are they likely in? What networks do they frequent?
- **Develop a sourcing strategy:** How will you reach out to potential candidates? Will you use job boards, social media, or a combination of both?

EXAMPLE SOCIAL MEDIA RECRUITMENT STRATEGY

- **Needs:** Bus Drivers
- **Goals:** Hire twelve bus drivers before the start of the 2024-2025 school year.
- **Target audience:** Retirees, Small business owners, career changers
- **Social Media Platform:** Instagram, Facebook



Critical steps for social media recruiting

MEET CANDIDATES WHERE THEY ARE



Early- and Mid-Career



Teachers, Administrators,
Professional positions



Younger, Diverse



Pipeline, Substitutes, Teachers



Older, Community-Focused



Substitutes, Bus Drivers,
Part-time



Professional positions, degree
holders, experienced or seasoned
professionals, active job seekers



Professional positions,
Administrators

2. CONSIDER OWNERSHIP

With social media being a considerable lift, have you considered who will be responsible for posting and monitoring the accounts?

Ask yourself the following questions:

- Which platform(s) are we interested in?
- Do we have the capacity to manage one or more?
- Who will be responsible for managing these accounts?
- Who will be responsible for content?
- Who will be responsible for editing and compiling content?

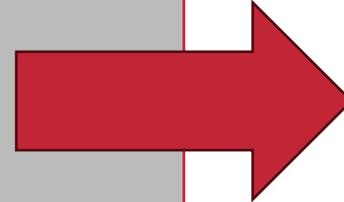
Across districts and organizations, we have seen the following positions/departments responsible for social media:

- HR/Communications/PR departments
- HR Managers
- Directors of Communications
- Digital recruiting specialists
- Social media savvy employees
- Outside consultants

3. GIVE THE PEOPLE WHAT THEY WANT

According to Gallup, job seekers have five factors that represent their expectations for new positions:

1. A significant increase in income or benefits
2. Greater work-life balance and better personal wellbeing
3. The ability to do what they do best
4. Greater stability and job security
5. The organization is diverse and inclusive of all types of people



Align your content to what people want to see.

1. Share posts about your benefits. Highlight the ways you promote work-life balance and well-being in posts.
2. Highlight employees that have been at your district for a long time or those that have held multiple positions in your district.
3. Showcase the many different people you work with, from custodial staff to bus drivers that are also small business owners for benefits.

EXAMPLE POSTS

 **Tucson Unified School District (TUSD1.org)**
6,532 followers
30m • Edited •

Thank you to [Adelita Grijalva](#) for your 20 years of service and Leila Counts for your 4 years of service as members of the [Tucson Unified School District \(TUSD1.org\)](#) Governing Board. Your work has inspired many and h...see more

 **Redmond Schools @Redmo...** · 4/21/21 ...

Our schools just don't run without the wonderful people who work in our offices -- thank you for your hard work!

Nuestras escuelas no funcionan sin la gente increíble que trabaja en nuestras oficinas -- ¡gracias por su trabajo duro!



66 views

careerstps TPS Needs You! · Meet Coach Al Hammonds! Coach Hammonds has been with [@toledopublicschools](#) for over 20 years, and has worked as a bus driver for 3 years. After retiring from his automotive business, Dr. Romulus Durant approached him about becoming a bus driver with TPS, and he applied. "These are our kids," said Coach Hammonds, "my students depend on me."

Ready to apply? Visit https://www.tps.org/departments/human_resources and apply today.

#tpsroud #toledopublicachools #busdriver #toledojobs #toledoohio




celebrates
NATIONAL PRINCIPALS MONTH

Click here to register: <https://ryu.pasco.k12.fl.us/hreq-mform/view.php?id=113386>

#WorkPasco #pascocountyschools #PascoProud #pascoschools #busdriver #teacher #careeropportunities

portland_public_schools • Follow

Nutrition Facts

Serving Size 19,000 students

Amount per serving

Full & Part Time

Total fun 100%

Competitive Wages 100%

Paid Holidays 100%

Sick Leave 100%

School Year Calendar 100%

Totally a good choice 100%

Amazing Colleagues 100%

Good Time to Apply 100%

Professional Improvement Funds 100%

Employer Paid Health Benefits 0-100%

* December is Worldwide Food Service Safety Month. Lettuce celebrate with a big shout-out to HSD's phenomenal Nutrition Services team that provides our students and staff with wonderful meals. Thank you for ensuring that not only is your food delicious, but also for preparing and maintaining the food safely.



hsdjobs • Follow

Original audio



hsdjobs December is Worldwide Food Service Safety Month. Lettuce celebrate with a big shout-out to HSD's phenomenal Nutrition Services team that provides our students and staff with wonderful meals. Thank you for ensuring that not only is your food delicious but also preparing and maintaining the food safely.

Can't you just pitcher yourself working for our Nutrition Services Team? Click the link in our bio below and apply!

#joinourteam #nutrition #nowhiring

9w



hsdcafe This is great!!

9w 1 like Reply

View replies (1)



hillsboroclassifiedu4671 🙌🔥👏

8w 1 like Reply



Liked by ehcbus and 13 others

December 5, 2023



Add a comment...

Post



TELL THEM WHY YOU'RE THE BEST

In a job seeker's market, often job seekers are choosing between multiple different offers from different organizations.

In times like these, you should be consistently promoting your **Employee Value Proposition** (EVP). Your EVP communicates the value or benefits that employees receive when they join your organization and with proper attention can evolve into your **employer brand**.

People aren't just selecting a position; they are selecting an organization. Show them why they should choose you.

4. POST REGULARLY

Across social media platforms, the algorithms reward regular posting and engagement. Ensure that you have enough content to provide a steady stream of traffic to your accounts.

Pro tips:

- Take advantage of pre-scheduled events
- Edit previously recorded content to post
- Take advantage of holidays
- Use a calendar to organize posts in advance for holidays and days of recognition
- Reaffirm your brand in every post!

EXAMPLE CONTENT CALENDAR

January

- School Board Recognition Month

February

- National School Counseling Week

March

- School Social Work Week

April

- Paraprofessional Appreciation Day, #ParaprofessionalAppreciationDay
- National Library Workers Day
- Administrative Professionals Week
- National Assistant Principals Week

May

- School Bus Driver Appreciation Day (Ohio)
- National Physical Education and Sport Week #BigFeats
- School Nutrition Employee Appreciation Week #LunchHeroes
- National Teacher Appreciation Week #ThankATeacher
- National School Nurse Day

September

- National IT Professional Day, #ITProDay

October

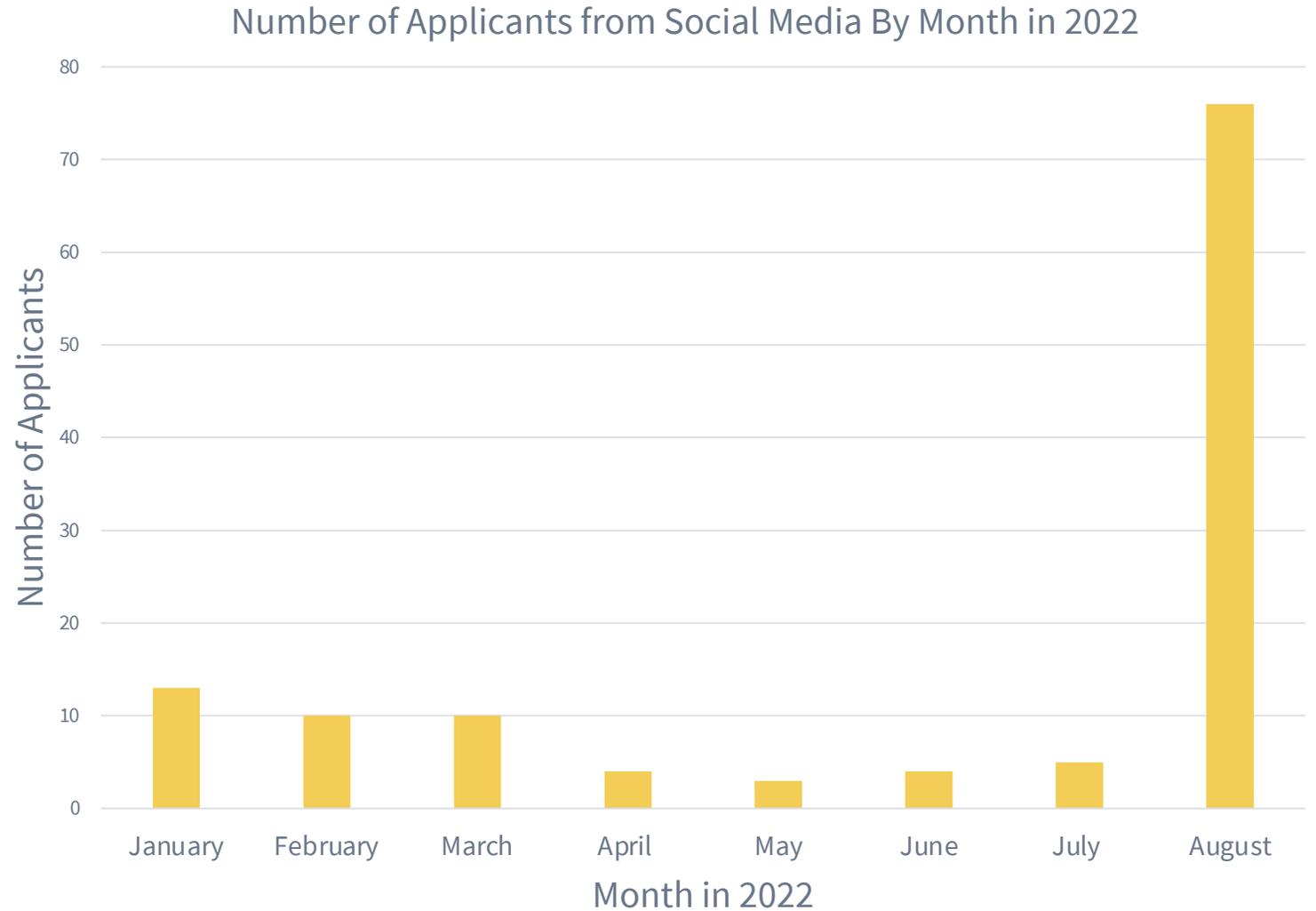
- National Custodian Appreciation Day #CustodialWorkersRecognitionDay
- National Principals Month #ThankAPrincipal
- National Mentoring Day

November

- National Educational Support Professional Day
- Substitute Educators Day

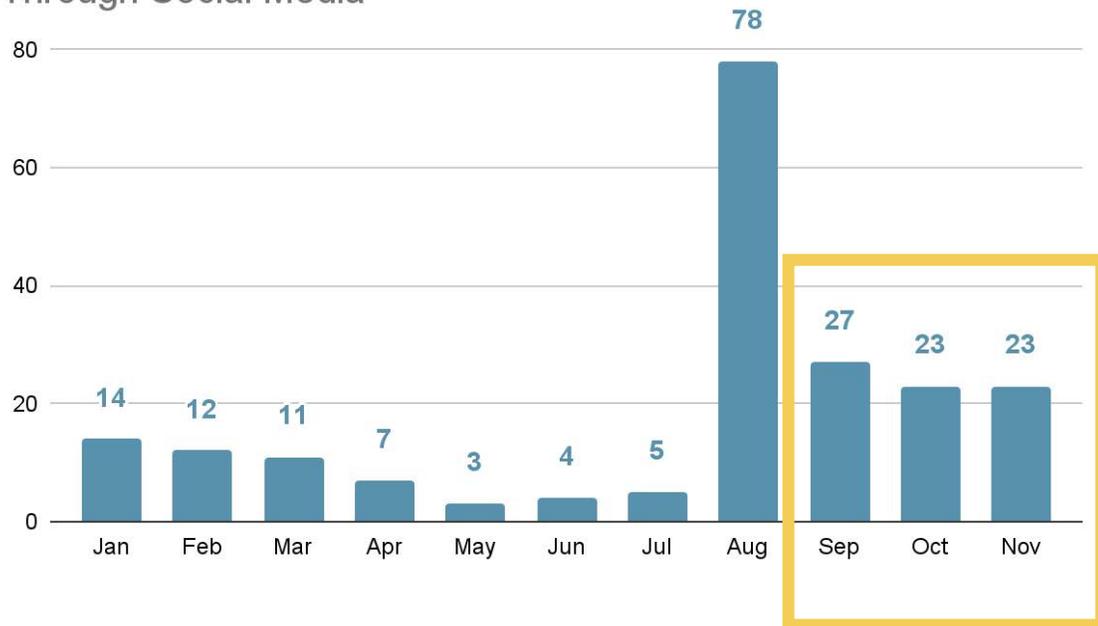
THE POWER OF SOCIAL MEDIA

With a renewed social media strategy, the district received more applicants including **76 applicants** from social media in August 2022 alone.



A SOCIAL MEDIA FOCUS PRODUCES RESULTS

Number of Applicants Who Learned About Position Opening Through Social Media



Consistent engagement after “social media blitz” resulted in steady hold of social media as a recruiting source



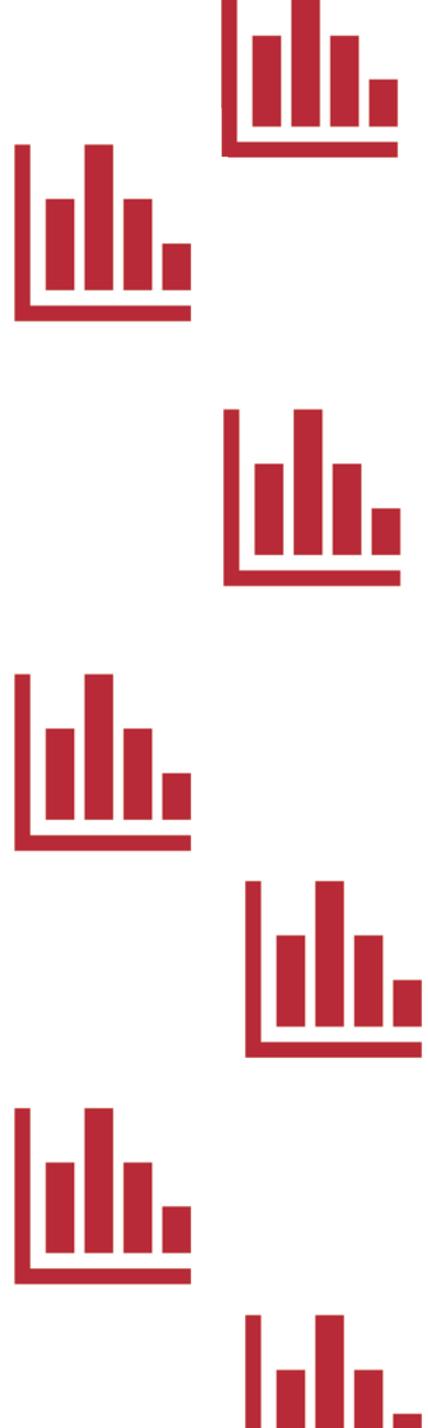
5. METRICS

Many platforms host an analytics section to view the reach of your account. Use those analytics to determine if you're meeting your goals.

- At minimum, you should be reviewing the number of likes, shares, followers, and how they fluctuate depending on your posts.

Be ready to update your strategy and content based on the response from followers

- What kind of posts get the most engagement?
- What days and what times are working?



BONUS: SOCIAL MEDIA CONSIDERATIONS

- Develop social media use policy and define guidelines for discipline and termination with the help of your legal counsel.
- Ensure ALL employees responsible for posting to district accounts are aware of what they should and should not post.
- Avoid infringing on copyright, trademark, or other intellectual property
- Avoid content that could be construed as discriminatory, defamatory, or as harassment.
- Remember you need parent consent to post student pictures



SOCIAL MEDIA LEGAL CONSIDERATIONS

- **The Family Educational Rights and Privacy Act (FERPA)** still pertains to posting on social media. District cannot share any content containing information about a student's education record without written permission from the parent or student.
- **Open Records:** School districts may be subject to open records requests that ask for social media posts from district-branded accounts. It is best practice to utilize some sort of content back-up software, so that in the event the district receives an open records request, it can easily access any previous content.
- **Comments on posts:** Sometimes, angry or dissatisfied members of the community may leave negative comments on social media posts made by the district. The district cannot remove or delete these comments, as school districts are public organizations and removing/deleting comments could constitute an infringement on the commenter's freedom of speech. To go a step further, the district also cannot block users or otherwise restrict engagement

This does not constitute legal advice. It is provided for informational purposes only and may not reflect the most up-to-date legislation or court case interpretation. You should contact your legal counsel with questions or to obtain advice with respect to any particular legal matter.



ACTIVITY

YOUR TURN: BUILDING A SOCIAL MEDIA STRATEGY



1

Building a Social Media Strategy

On your handout, complete the building your social media strategy section.

2

Reflection

Respond to the discussion questions, and then discuss with a neighbor.

SUMMARY

- Social media usage is almost universal, it's time to start leveraging it for your recruitment.
- Address the needs of job seekers through the kinds of information you share on your social media. Let them know why you are the employer of choice.
- Post regularly to see big wins!
- Be ready to adjust as needed.

WRAP-UP

EDUCATOR SHORTAGE WHITE PAPER



ADDITIONAL OFFERINGS FOR THIS TRAINING

In-Person Learning Opportunity

Wednesday, March 6, 2024: 9 a.m.–4 p.m.

Hamilton County ESC

11083 Hamilton Ave.

Cincinnati, OH 45231



Virtual Learning Opportunity

Wednesday, February 21, 2024: 10 a.m.–

12:45 p.m. and Thursday, February 22,

2024: 10 a.m.–1 p.m.

Virtual (Zoom links will be sent prior to event)



NETWORKING SESSIONS

TUES, MAR 12, 2024 (12-1 PM)

DESIGNING ONBOARDING EXPERIENCES TO ENGAGE AND RETAIN



Learn how to avoid common mistakes when designing employee onboarding experiences. Discover tools you can use to improve how your organization onboards employees.

TUES, JUN 25, 2024 (12-1 PM)

THE ART OF LISTENING: USING STAY SURVEYS TO UNCOVER EMPLOYEE NEEDS AND PREFERENCES



Stay surveys are a valuable tool for K–12 organizations to collect feedback from their employees on their job satisfaction, engagement, and areas for improvement. By regularly conducting stay surveys, districts can identify and address potential problems early on, improve employee morale, and create a more positive work environment.

SIGN UP FOR OUR NEWSLETTER!



OHIO EDUCATION JOB BOARD

OHIO'S RESOURCE FOR JOBS IN EDUCATION

Reach out to your Information Technology Center (ITC) to get a FREE account for your school or district.

SchoolSpring Sign In / Register

All 3664 results Sort by Date: ▾

Middle School Science (4-9) or (7-12)
North College Hill City Schools
Cincinnati, Ohio
Today

School Counselor- COVID Impact- Full Time and Part Time Casual
Hamilton County ESC
Cincinnati, Ohio
Today

Assistant Varsity Wrestling Coach
Northwest Local School District
Cincinnati, Ohio
Today

2024-25 School Psychologist
Dublin City Schools
Delaware, Ohio
Today

2024-25 Intervention Specialist (Moderate/Intensive Licensure)
Dublin City Schools
Delaware, Ohio

Job Details
Job ID: 4472679
Application Deadline: Posted until filled
Posted: Today

Job Description
TITLE: School Counselor- COVID Impact- Full Time and Part Time Casual
QUALIFICATIONS: Ohio Certification/Licensure, School Counselor
REPORTS TO: Center Supervisor
JOB SUMMARY: To provide a comprehensive, developmental school counseling program involving students, parents, teachers, administrators, and community agencies. This is a position being funded by federally provided COVID Relief monies.

ESSENTIAL FUNCTIONS:

1. Plan, develop, and provide comprehensive school counseling services which meet specific needs and expectations of students, parents, and administration.
2. Provide direct services in alignment with Ohio Social and Emotional Learning Standards and researched-based best practices.
3. Evaluate services through input from a variety of sources which could include parents, students, faculty, and administration.
4. Organize materials and time; establish priorities and action steps related to assigned responsibilities.
5. Provide timely follow-through on commitments to students, parents, and faculty; provide immediate and consistent follow-up on individual cases.
6. Maintain current files of community resources; make outside referrals only when school resources have been exhausted and provide follow-up.
7. Engage in positive, professional behaviors which are student-centered and free of



PLEASE SHARE YOUR FEEDBACK!

MORNING GENERAL SESSIONS



AFTERNOON BREAKOUT SESSIONS





Department of
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THANK YOU!