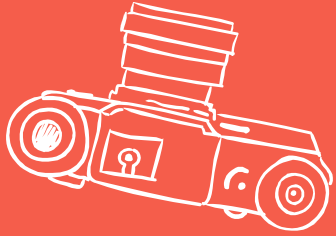
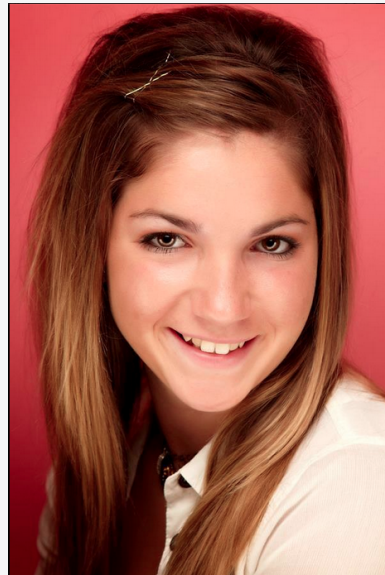


LET'S GET SOCIAL!





HELLO!

**I am Taylor Ruzicka**

**Secretary of SEAN**

I am here because I love to give presentations!  
Also, because I learned A LOT about social media the  
past year.



## WHY USE SOCIAL MEDIA?

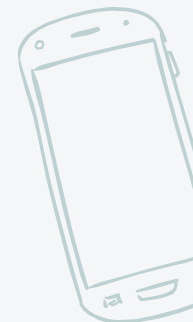
SOCIAL MEDIA IS THE KEY TO PROMOTION.

### Targeting:

- Post important information/upcoming events/etc. on pages where people will be looking or receiving notifications.

### Recognition:

- Tooting others' horns for them via social media.
- Allows family to share & reach more potential networks.





# RECOGNITION, RECOGNITION, RECOGNITION!

EXAMPLE: TAGGING PEOPLE IN PHOTOS ON FACEBOOK:

Suzie is  
Tagged in  
photo  
(New SEA  
VP)

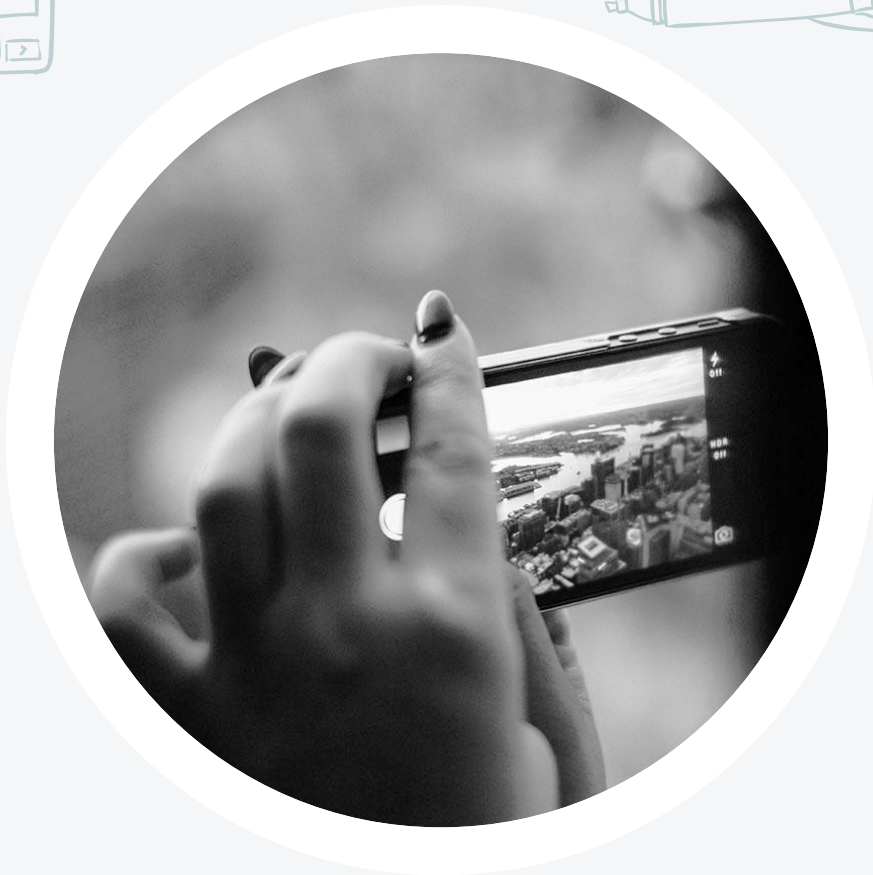
Suzie's Mom  
shares the  
photo.

Suzie's friends &  
Suzie's Mom's  
Friends  
SEE/LIKE/SHARE



# SO, HOW DO I USE SOCIAL MEDIA EFFECTIVELY?

Let me tell you what I've learned...



## A PICTURE IS WORTH A THOUSAND WORDS

**Pictures** being posted on social media sites will get more attention than just plain text.

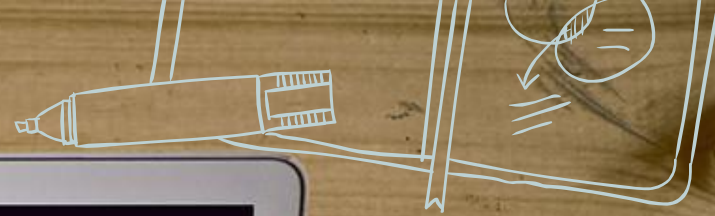
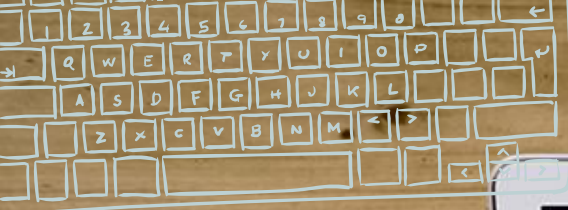
Try to post a picture with EVERY post you make to draw attention to the post.



# BUT...KEEP IT SIMPLE!

- ✘ Let the picture speak for you.
- ✘ DON'T make a wordy post.
- ✘ Only type important information but yet, be thorough.

WANT BIG IMPACT?  
Keep up with it!







*Keep up with your social media accounts!  
Post frequently/sparsely depending on  
accounts.*

*Facebook: 1x or more per week*

*Twitter: at least 5x per week*

*Instagram: at least 1x per month*

*Snapchat: Only during events*

The background is a solid teal color. It features several white line-art illustrations: a pair of glasses and a pen in the top left; a notepad and a pen in the top right; a watch on the left side; a tablet on the left side; and a keyboard at the bottom center.

# OKAY! WHERE DO I BEGIN?

Here are sites that SEAN and DAEYC have found to be most useful on their social media journey:

## RETWEETING:





## FACEBOOK

- ✘ Reaches family and friends of club members.
- ✘ “Like” educational pages.
- ✘ Share articles for professional development.





## INSTAGRAM

- ✘ Pictures attract attention.
- ✘ Take pictures that are visually appealing.
- ✘ Keep the captions SHORT.



## FACEBOOK

- ✘ Reaches family and friends of club members.
- ✘ “Like” educational pages.
- ✘ Share articles for professional development.





## SNAPCHAT

- ✘ Members see experiences first hand.
- ✘ For visual learners.
- ✘ It's POPULAR!



# OTHER IDEAS:

## Tips:

- ✘ Delegate a social media person or team.
- ✘ Give expectations/reminders & hold them accountable.

NEWSPAPERS: TOWN/COLLEGE/PUBLIC SCHOOLS

REMIND: TEXT PROGRAM THAT SENDS EVENT REMINDERS

RADIO STATIONS: COLLEGE/TOWN/PUBLIC SCHOOLS

ANY OTHERS?





1,500 +

The number of SEAN Members  
right now. Whoa! That's a big  
number...so what's the problem?

Discuss with a partner.



## LET'S REVIEW SOME CONCEPTS:



### Facebook:

Great for “targeting” and member recognition to make club more known.

### Twitter



Great for QUICK & SHORT updates/reminders.

### Instagram



To share experiences visually. Very appealing to the visual learning community.

### Snapchat



Sharing fun/exciting moments. Making those who aren't there WANT to be there.



TEACH & HAVE GOOD SOCIAL MEDIA ETIQUETTE.  
(THINK BEFORE YOU POST).

FINALLY, DON'T BE AFRAID TO USE EMOJIS!





# THANKS!

## Any questions?

You can find me at:  
Taylor Ruzicka on Facebook  
[taylor.ruzicka@doane.edu](mailto:taylor.ruzicka@doane.edu)





## CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ✘ Presentation template by [SlidesCarnival](#)
- ✘ Photographs by [Unsplash](#)

SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.

Isn't that nice? :)

