



# **Connect. Engage. Learn.**

*The CE Instructor's Guide to  
Social Media*



# TABLE OF CONTENTS

Continuing Education Mission .....	3
Benefits of Connecting .....	4
Connect With Us.....	5
Our Platforms	
How to Engage	
Promoting 101.....	6
Tips & Best Practices	
Tag Continuing Education	
How We Can Help .....	8
Images	
Copy	
Contact Us	

# CONTINUING EDUCATION: YOUR PATH TO LIFELONG LEARNING

*Physically Active. Mentally Engaged. Socially Connected.*

Continuing Education is dedicated to transforming lives through exemplary professional learning and personal enrichment experiences.

A key element to our mission, being *socially connected* is easier than ever before with technology and social media. Join our mission to connect more learners to the path, so we can continue to enrich as many lives as possible and grow our lifelong learning community!

# BENEFITS OF CONNECTING

Social media is a beneficial tool for connecting with our community and getting to know our neighbors. As an integral member of the Continuing Education team, by connecting with us on social media, you help:

- 1.** Show your followers the benefits of being a lifelong learner
- 2.** Create more space for our community of learners to interact and converse
- 3.** Spread the word about enrichment and professional opportunities with minimal effort and no cost required
- 4.** Increase awareness of the Continuing Education brand by reaching a population of people who have yet to meet us

# CONNECT WITH US

## Our Platforms

Our different platforms reflect the variety of learning opportunities we offer and the learners we seek to reach.

*Stay connected with your lifelong learning community all year round.*

**Facebook:** @continuingEd.hcc

*Keep your finger on the pulse of our professional development opportunities.*

**LinkedIn:** Heartland Community College

*Encourage exploration and ed-venture in your young learners.*

**Instagram:** @kidsatheartland

## How to Engage

1. Follow us on all platforms or whichever ones best reflect your course or instruction
2. Interact with our content by liking, sharing, and commenting on our posts
3. Tag or mention us...
  - Promote your course on your own social media accounts
  - Recommend our courses to your followers if you see that they're searching for a solution

# PROMOTING 101

## Tips & Best Practices

As a Continuing Education instructor, you are a brand ambassador for our department and Heartland Community College.

Born out of a desire to serve our neighbors by being an accessible community resource, our brand flows directly from our mission and values and influences how others perceive us. To best represent Heartland and Continuing Education in a social media space, keep our department's mission statement (page 3) in mind when composing a promotional post.

### *Maintain a level of professionalism in your content by...*

- Featuring images (if you're using a photo) that reflect appropriate attire and relevant subjects
- Writing clear and concise sentences that avoid words or acronyms that you wouldn't use in a professional setting

### *Get readers engaged with your posts by...*

- Making your first sentence an attention-grabber
- Using your unique voice to explain what your class is all about and why people should take it

### *Encourage connection in your posts by...*

- Providing a web link to your course's registration page
- Fostering conversation in your post copy i.e. "Any questions about my class? Let me know in the comments or send me a message!"

# PROMOTING 101

## **Tag Continuing Education**

### *Promoting on Facebook, LinkedIn, or Instagram?*

Tag Continuing Education so we can share your posts with our following of lifelong learners, too!

### *Promoting on Twitter, a personal blog, or another web space?*

Connect your followers with us via links to our website and your course's registration page!

# HOW WE CAN HELP

## Images

Interested in creating a promotional post, but lack a relevant photo or unsure if the one you're using is suitable? Feel free to reach out to us! Our marketing team is more than happy to supply you with a visual that will help attract viewers and encourage them to sign up for your class.

## Copy

Excited to share information about your class, but not sure what to say? Let us know! Whether you need help drafting or editing copy, our marketing team is on standby to support you in crafting a compelling message.

## Contact us

For images or copy support, contact Lydia Halder at [susana.halder@heartland.edu](mailto:susana.halder@heartland.edu)

For marketing questions or concerns, contact Jane Pickering at [jane.pickering@heartland.edu](mailto:jane.pickering@heartland.edu)