



How to Use Social Media and Canva for Recruitment

Simplifying the work effort

About the Presenters



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Originally from New Orleans, Liz enjoys great food, live music, and storytelling. At Wisconsin Literacy, Liz develops print, digital, video, and social media content and strategy.

Stacey Hartung, Outreach Coordinator Buffalo Pepin Literacy Alliance

A native of Durand, Stacey Hartung brings a passion for learning and community engagement to the position of Outreach Coordinator on the Buffalo Pepin Literacy Alliance team.



Overview of session

- Why use social media
- What channels to use
- When and how often you should post
- Buffalo-Pepin Literacy Alliance's Story
- Simplifying the work effort with scheduling
- Canva Overview
- Hands on Canva training

Why use social media?

- 72% of adults use social media
- Free to use
- Creates a conversation - opportunities for supporters to share work and promote mission
- Choosing the right social media network for intended audience

What channels to use?

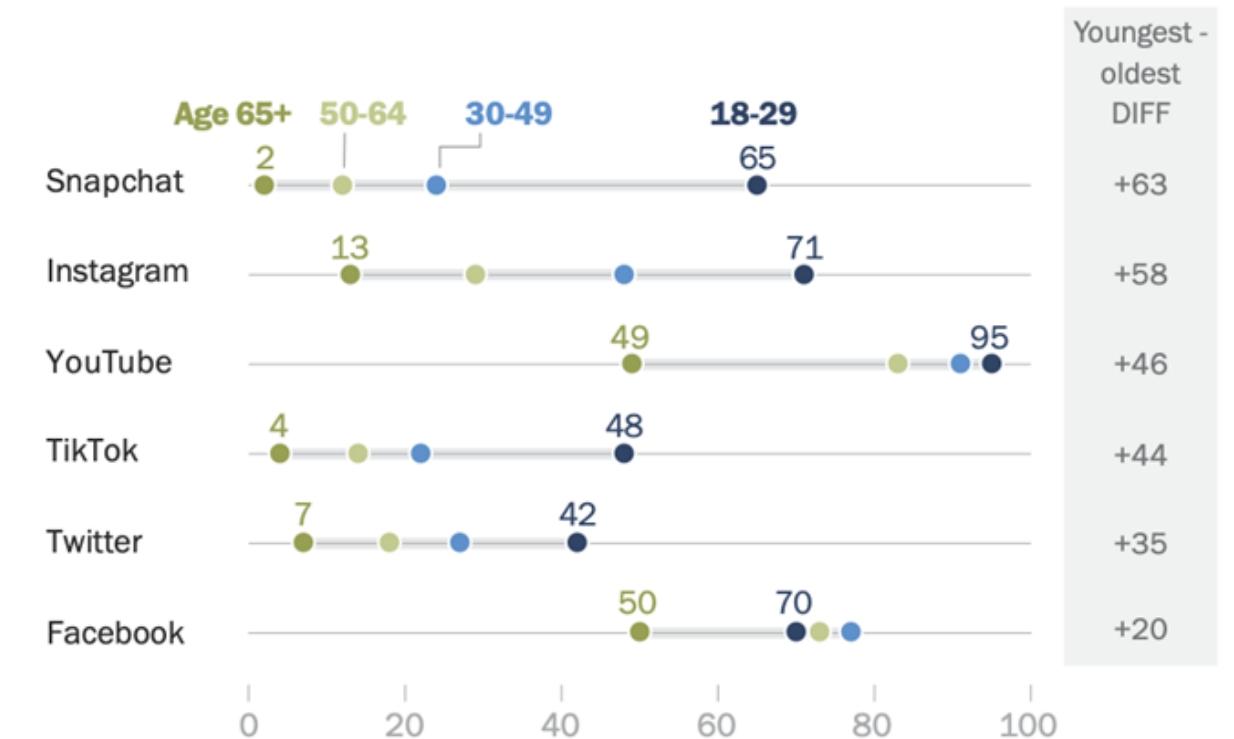
Pew Research Center has facts on social media use:

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

- Reach your intended audience - choose a platform based on the demographic you are trying to reach and what they use
- Facebook and YouTube are the most popular across age groups

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

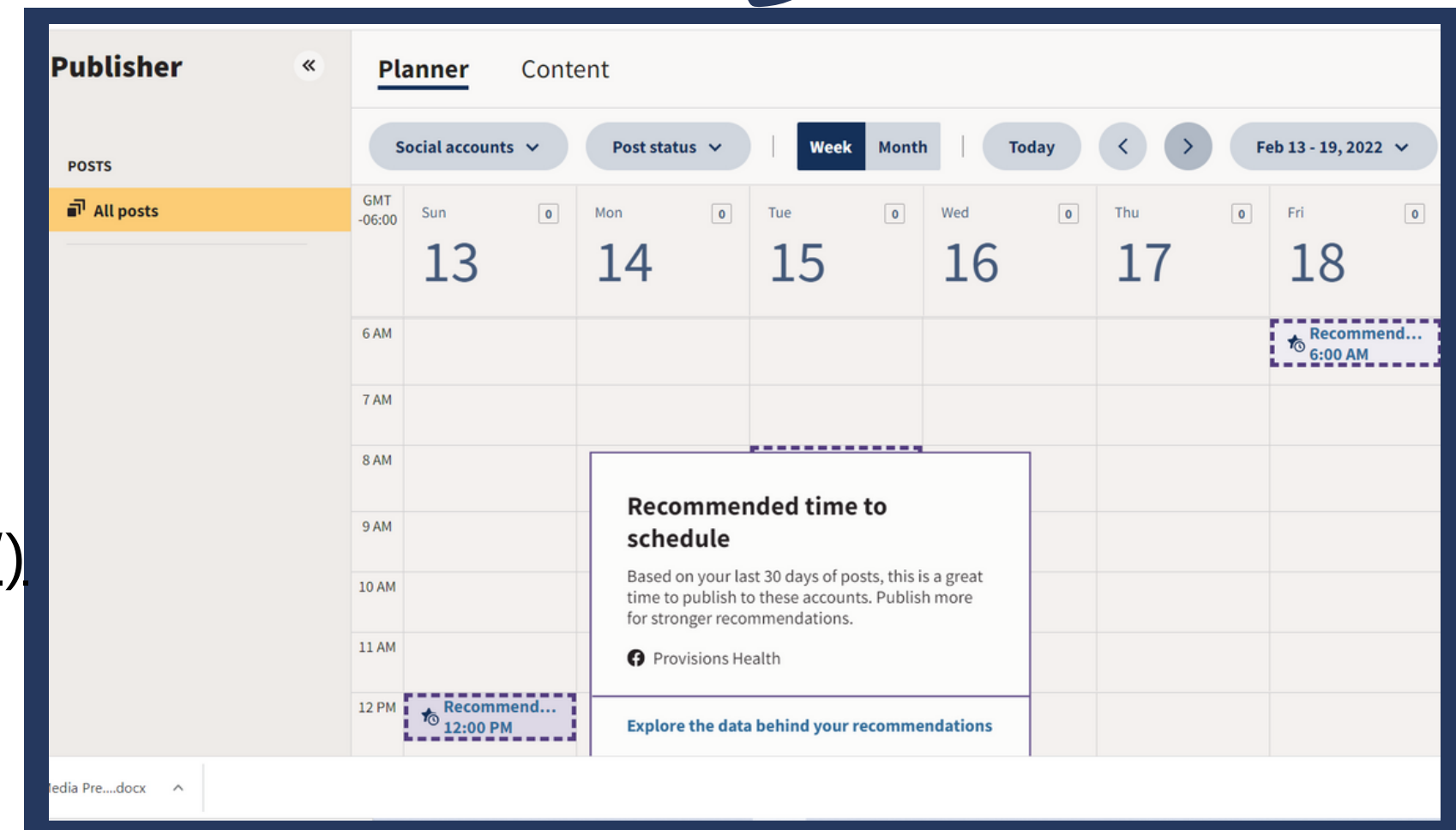
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

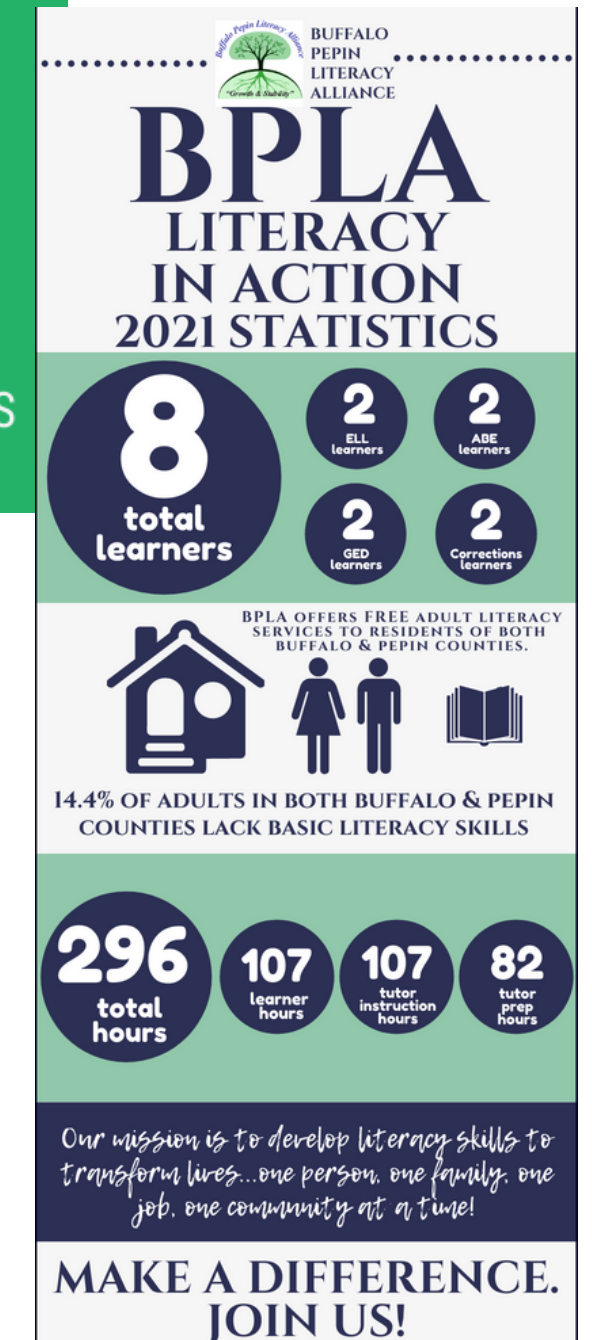
When and How Often to Post?

- When to post - let the data be your guide. . .
 - All hours are **NOT EQUAL!**
 - Recommendations made by posting platform (see image, Hootsuite)
 - In general, post within these windows (<https://socialmediadata.com>)
 - Facebook - Tuesday/Wednesday/Friday, 9AM - 1 PM
 - Instagram - Tuesday / 11AM - 2PM
 - Twitter - Tuesday/Wednesday, 9AM - 1PM
 - LinkedIn - Tuesday-Thursday / 9 AM - 12PM
- Frequency recommendations
 - goal: balance, consistency
 - don't overwhelm, don't be forgotten
 - Recommendations (<https://blog.hootsuite.com/>)
 - Facebook/Twitter - 1X to 2X per day
 - Instagram - 2X - 3X per week
- Boosted posts
 - paid targeted advertising / reach larger audience beyond followers




Buffalo Pepin Literacy Alliance

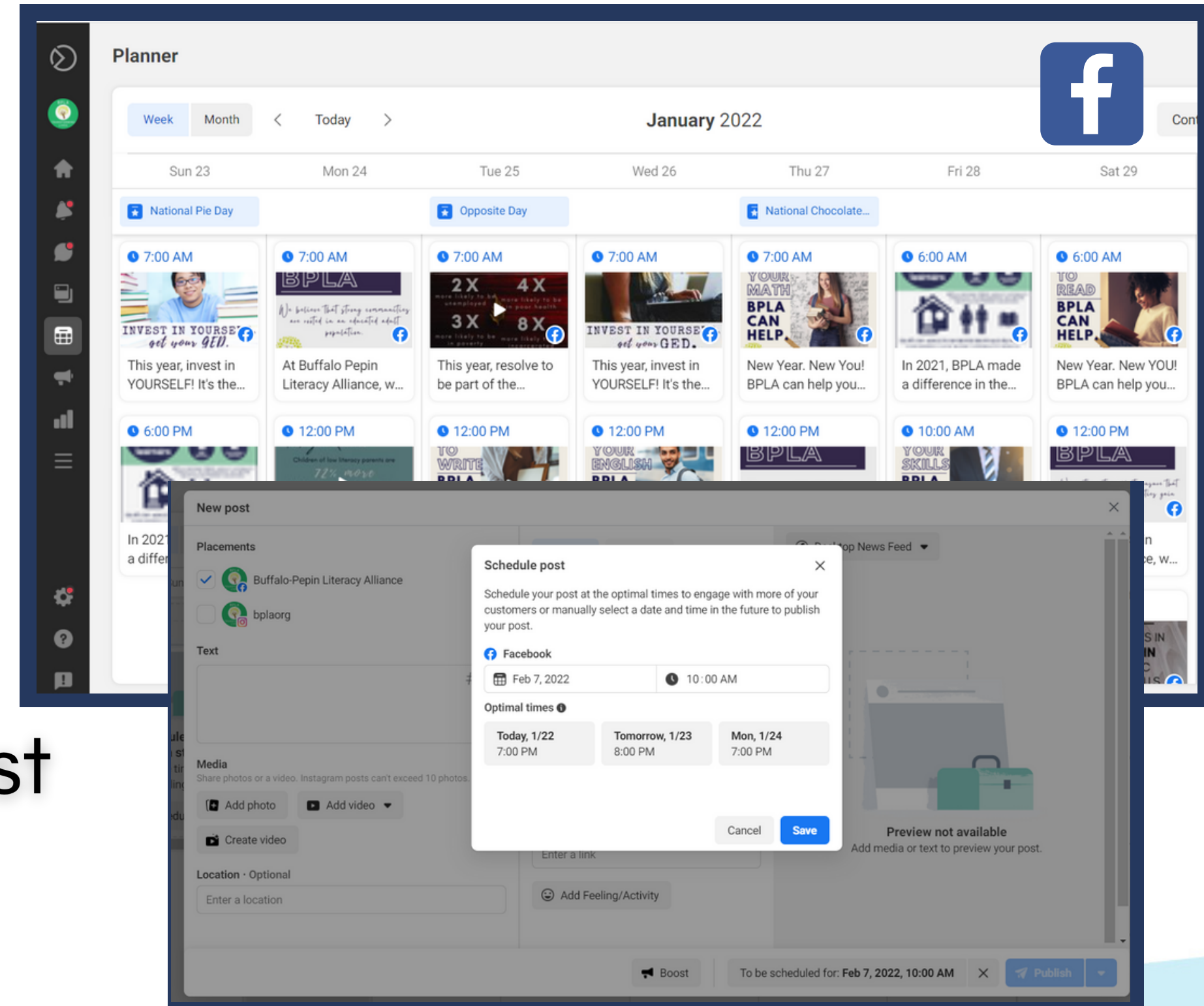
- Small literacy organization with **big** social media goals!
- NO marketing department
- very limited operating budget
- part-time paid staff (32 hours per month) - **JUST ME!**
- Identified early marketing opportunities
 - build a stronger, simplified brand (logo, brand kit)
 - develop & maintain an online presence (**social**, website, Google)
 - commit to consistency across all channels (print, email, social, website)
 - make a plan, **WORK THE PLAN!**
- BPLA marketing process
 - retool logo / modernize, simplify the concept
 - create a brand kit (consistent, cohesive designs)
 - identify marketing strategy → *who we are / what we do / why it matters*
 - go forth, invest in & heed the data, learn, pivot, repeat



Simplifying the work effort with scheduling?

- Benefits to scheduling social media content
 - **SAVES TIME!**
 - Helps to stay organized
 - Helps to manage content & flow
 - Helps to post at *optimal* times
 - Helps to reach the largest audience
 - Helps to build brand consistency
 - Helps to manage multiple SM accounts
 - NO more 

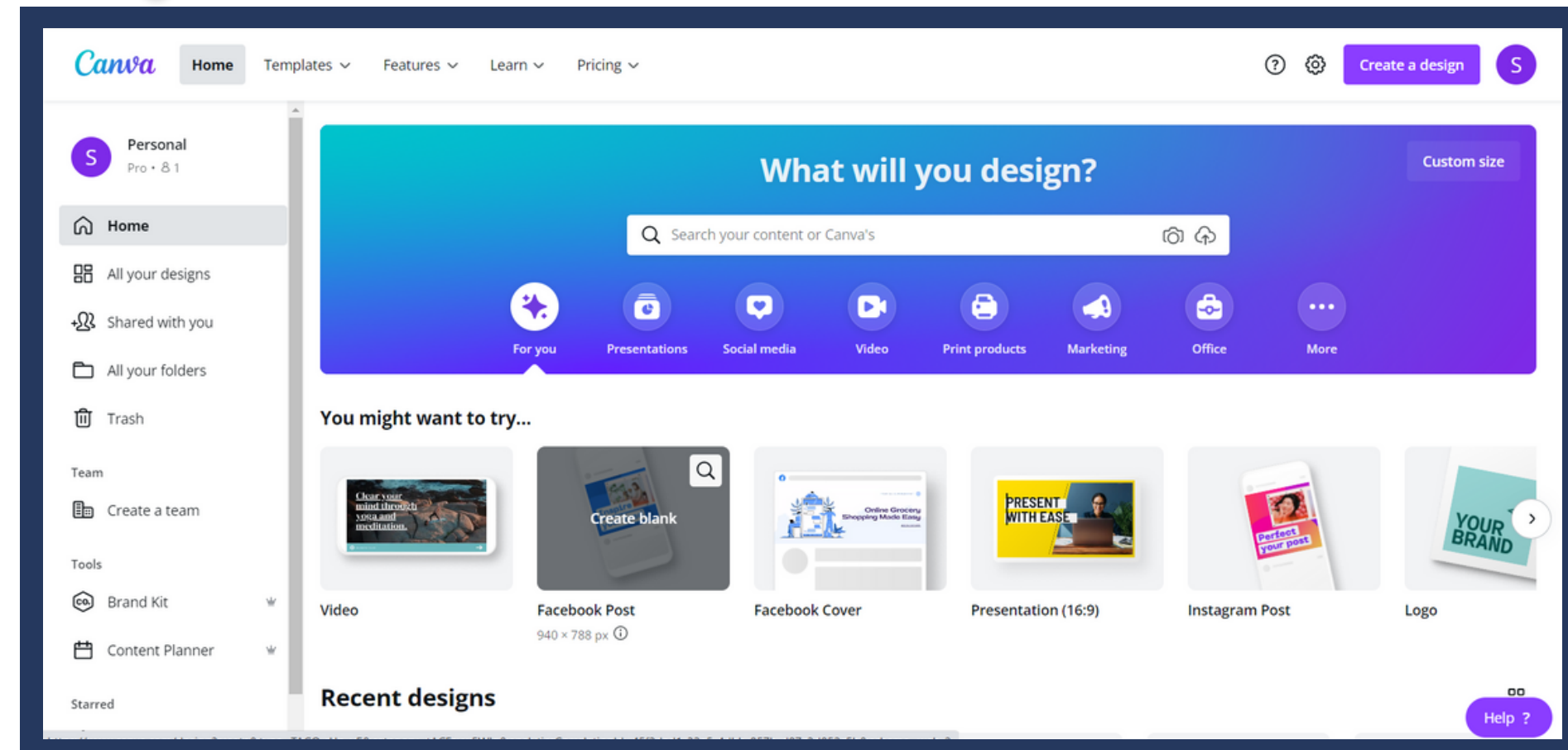
"Ermahgerd! What should I post today?" moments. . .



Canva Overview?

- **The BASICS**

- Create an account: <https://www.canva.com/>
- Pick your initial social platform (RESIZE later!)
- Browse for templates OR create your own
- Find brand-right visuals that enhance your message
 - Elements (graphics, frames, charts)
 - Photos/Videos (OR upload your own!)
 - Text
 - Music
 - Backgrounds
- Animate / page, text
- Resize to fit other social platforms
- Download (variety of formats available)
- OR Post directly to connected social platforms



Canva Overview?

MADE IN *Canva*

Canva

LET'S DESIGN

TOGETHER

HERE WE GO!

The Canva Basics:

- Toolbar Overview
- Logo
 - Upload
 - Replace/Resize/Rotate
- Mission Statement
 - Select Font
 - Change Font Color
 - Bold/Italic/Underline
 - Respace Text
- Photo
 - Stock Photo
 - Upload
 - Edit Image
- Background
- Resize (platform adjust)
- Download Options

Become a Tutor

Help us change lives by strengthening literacy statewide!

Sign up as a volunteer tutor at www.yourwebsite.org/volunteer

Our volunteer tutors:

- take tutor training
- dedicate 2-hours weekly
- tutor one-on-one virtually or in-person
- make a difference in the lives of our neighbors.



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MADE IN *Canva*

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QUESTIONS?

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THANK YOU!