
Tuesday Technology Tips for Teaching FCS

Using Social Media to Publicize Your FCS and FCCLA Programs

*Need Easy Tips for
Integration of Technology in Your Classroom?
Learn How to Use Our Tuesday Technology Tips for Teaching FCS*

Cost: Free

When: 4:00 pm ZOOM Webinar on last Tuesday of each month from September to November

Time: 60 minutes



FAMILY & CONSUMER SCIENCES EDUCATION

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Using Social Media to Publicize Your FCS and FCCLA Programs

Popular Social Media Platforms

- Friedman (2020) highlights the use of social media as an excellent method to create and extend a professional network, as well as locate and share classroom materials with other teachers.
- Social media provides various options for publicizing your FCS and FCCLA programs. For example, teachers can post, share and find images and materials.
- Teachers can use more than one of the following popular social media platforms:
 - Facebook <https://www.facebook.com>
 - Instagram <https://www.instagram.com>
 - LinkedIn <https://www.linkedin.com>
 - Pinterest <https://www.pinterest.com>
 - Snapchat <https://www.snapchat.com>
 - TikTok <https://www.tiktok.com>
 - Twitter <https://twitter.com>
 - YouTube <https://www.youtube.com>



Image: [Popular Social Media](#) created by natanaelginting from Freepik.com

Ideas to Use Social Media in FCS Classrooms

- Post and share resources
- Announce events
- Track students' performance and achievements
- Promote students' work by featuring a student of the week or a month
- Create competitions
- Create a study group
- Connect with students and their parents
- Generate other ideas for your classes

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Ways to Publicize Using Social Media

Set goals following the S.M.A.R.T. framework

Teachers should use the **S.M.A.R.T.** framework which includes the following components:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**ime-bound

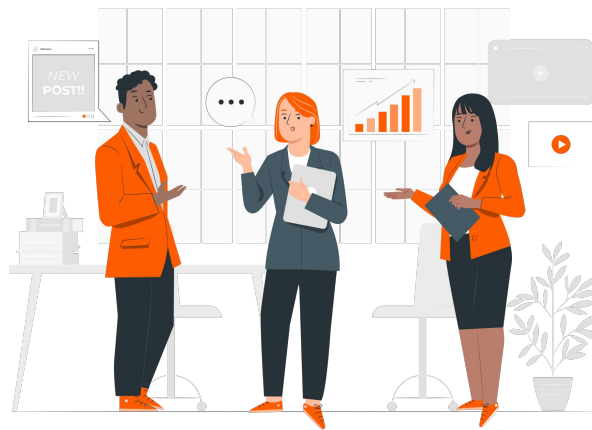


Image: [Work illustration](#) by Storyset

Know your target audience

Teachers should identify the target audience to develop content that the audience will want to see, express an emotion on, comment on, and share to others. Teachers should consider the following characteristics of the audience:

- Age
- Location
- Interests



Image: [Questions](#) by Storyset

Newberry & LePage (2021)

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Steps to Publicize Using Social Media (Con't)

Set up accounts and improve profiles

Teachers should choose to use one or more social media site(s). Then, teachers should set up profiles using the following criteria:

- Complete all profile fields.
- Include keywords that your audience will use to search for you and your program.
- Consider using consistent branding (logos, images, etc.) for each social media account so your profiles are easily identified.

Create a social media content calendar

Teachers should create a calendar to identify the specific day and time for posting different kinds of social media content in each network. Teachers should focus on:

- Photos and videos
- Date and time of the events
- Short descriptions of the activity
- Link(s) sharing
- The 80-20 rule (see image)
- Tags - mentioning related people or programs
- Frequency of posts (i.e., 1-3 times/day or week)



Image: [Social media strategy](#) by Newberry & LePage (2021)

Newberry & LePage (2021)

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Steps to Publicize Using Social Media (Con't)

Create compelling content

Teachers should follow these key ideas when creating content:

- Maintain material that is relevant to the objective of each network.
- Inform what type of material to expect on each network.

Teacher should check out this link for creative social media content ideas:

<https://blog.hootsuite.com/content-idea-cheat-sheet/>

Track performance and adjust your strategy accordingly

Teachers should track performance based on followers, emotion expressed, and comments. For in-depth analytics of the use of social media sites, teachers can consider this blog to see various ways to analyze performance: <https://blog.hootsuite.com/social-media-analytics/>



Image: [Performance](#) by Storyset

Based on the performance analysis, teachers should modify and adapt appropriate strategies to create effective posts.

Newberry & LePage (2021)

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This example shows the Oklahoma FCCLA Facebook page:

<https://www.facebook.com/oklahomafccla>

Summary

- Follow the school district policies for using social media in the classroom and for promoting FCS and FCCLA content.
- Follow the school district policies for posting pictures of students.
- Have a social media presence on more than one network if possible so that information reaches more people.
- Provide positive, accurate, and interesting content that promotes the FCS profession and FCCLA activities.
- Develop a calendar for regularly publicizing aspects of the FCS program.

Dr. Paula Tripp (2021)

Document reference

Dr. Paula Tripp (2021) - Family and Consumer Sciences Education, B.S. and M.S. programs, Oklahoma State University

<https://www.adobe.com/express/learn/blog/top-social-media-sites>

Friedman, J. (2020, November 16). Using social media for teacher professional development. Houghton Mifflin Harcourt. Retrieved November 8, 2021, from

<https://www.hmhco.com/blog/using-social-media-for-teacher-professional-development>

Newberry, C., & LePage, E. (2021, October 19). *How to create a social media strategy in 9 steps (Free template)*. Social Media Marketing & Management Dashboard. Retrieved November 8, 2021, from <https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>.



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