



**FERGUSON COLLEGE
OF AGRICULTURE**



Prepare for the Fair: Social Media Engagement Tools

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ABOUT US



Taylor Harbuck
Student Development
Coordinator, Career Services



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Communications and
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EMPLOYER STRATEGY

- Strengthen employer recruitment in Career Fair marketing
- Utilize LinkedIn to engage with employers
- Encourage participation among industry partners across all ag, food, and natural resources sectors
- Develop a social media toolkit for registered companies



THE PLAN

- Employer Strategy:
 - Identified three employers to participate in a video series
 - Prepared Career Fair branded social media graphics and captions for employers



Watch on YouTube @okstateferguson



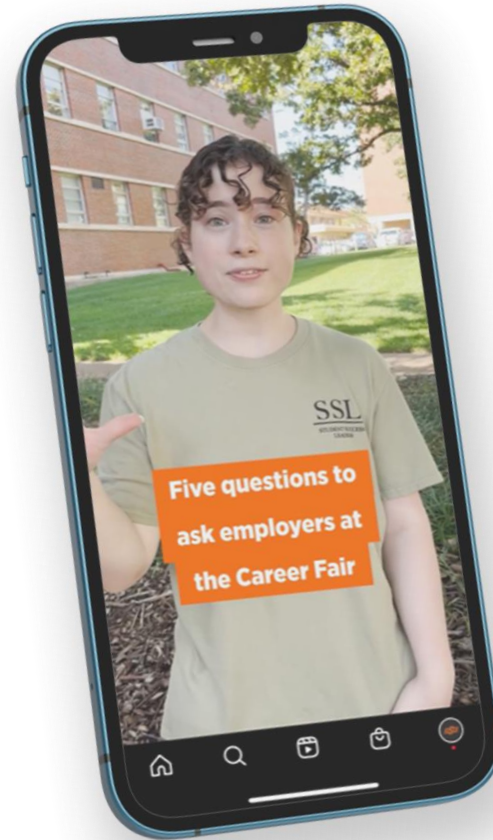
STUDENT STRATEGY

- Prepare students to have a positive experience at the Career Fair
- Educate students on what to wear, questions to ask employers, and general preparation tips
- Utilize Instagram Reels to deliver messaging to students



THE PLAN

- Student Strategy:
 - Partnered with student Career Liaisons to develop content and film the reels



Watch on Instagram @okstateferguson



RESULTS & TAKEAWAYS

- Social media videos and Reels totaled:
 - 2,500+ engagements
 - 20,000+ views
- Greater success meeting our audience where they're at on social media
- Reels are an effective and entertaining way to connect with students



QUESTIONS?



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