Prepare for the Fair: Social Media Engagement Tools

Kristin Knight and Taylor Harbuck
ABOUT US

Taylor Harbuck
Student Development Coordinator, Career Services

Kristin Knight
Communications and Marketing Manager
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?