Recruit and Engage:
Social Media at KStateHHS
What Are We Going to Talk About

• How our social media presence is structured
• What is our mission with social media
• What challenges are we facing
• What new ideas will we be executing in future
Our Backstory...

College Name Change

Personnel

Programs

Strategic Planning
College Accounts

1,900 followers  
8.6K reactions  
562 shares  

Targeting  
Alumni/supporters  
parents

639 followers  
3.2K reactions  
61 comments

Targeting  
Current/prospective  
students

3,000 followers  
7.6K likes  
1.4K retweets

Targeting  
Current/prospective  
students  
Alumni/supporters

*2019 Data
Scope of Posts

- **Facebook**: News releases, Highlighting accomplishments, Sharing photos
- **Instagram**: “a day in the life”, Everyday happenings, Pretty things
- **Twitter**: News releases, Highlighting accomplishments, Everyday happenings
What is our mission?

• Celebrate and highlight accomplishments
• Create a sense of belonging
• Highlight opportunities and experiences
• Share pertinent information to our current/future students and alumni
Celebrating & Highlighting Accomplishments

Congratulations to Catelyn who was recently accepted to the University of Colorado Physician Assistant Program! Catelyn is a senior in @KStateFNOM Nutrition and Health with a secondary major in @KStateAging Gerontology! #KStateHHS

Congratulations to @KStateATID Interior Design senior Jessica who was awarded the Horizon Award from the International Interior Design Association, Mid-America Chapter! #KStateHHS

Congratulations to Sonya Lutter who has been named permanent director of the School of Family Studies and Human Services! K-State Family Studies and Human Services @KStateFSHS

Congratulations to Adam Dieker, health professions/general human ecology advisor, for being 1 of 6 nominees for the 2019 Advisor of the Year Award through @BluekeyKSU and @KStateCSU! Adam was nominated for his work with the Pre-Occupational Therapy Club.
Create a Sense of Belonging
Highlight Opportunities & Experiences

K-State Health and Human Sciences @KStateHHS - Aug 28, 2019
Five personal financial planning students recently attended the Advisor Thought Leader Summit thanks to Abacus Wealth Partners. Learn about their experience here: ow.ly/CTZ4S/MTFO

@KStateHHS

K-State Health and Human Sciences @KStateHHS - Oct 22, 2019
Students: Stop by Hoffman Lounge today and visit with J. Alexander's! 9:30 to 11:30

K-State Health and Human Sciences @KStateHHS - Sep 8, 2019
There is still time to add additional classes to your schedule! If you have an interest in a health profession, consider one of these courses offered by @KStateHHS:

- KIN 220: Skeletal Muscles of Practical Importance
- KIN 220: Motor Learning and Development
- KIN 308: Biomechanics
- KIN 298: Fundamentals of Biomechanics
Share Pertinent Information

K-State Health and Human Sciences

The @KStateDPS interior design program has been recognized as one of the country's best. The program was named a top program by AIDRS, Architecture Digest's members-only community for design industry professionals.

K-State College of Health and Human Sciences

Published by Hostsuite

In case you hadn't heard, the College of Health and Human Sciences is developing a Physician Assistant Program! To learn more about the program, visit: http://bit.ly/2KXGBzg or contact Sujatha Prakash, program coordinator, at sujatha@k-state.edu. We look forward to welcoming the first class in January 2021.

Physician Assistant Program
Coming January 2021

K-State College of Health and Human Sciences

Ours @KStateHPFP program proved once again they are a top program in the country at this year's Financial Planning Associations national conference! Learn more about their recognitioes http://bit.ly/2A05Jys

K-State Alerts

Students, faculty and staff
• Automatically receives alerts via email
• Can choose campus locations
• Opt-in for text and phone alerts
• 2 additional phone numbers and email addresses can be added
• Change personal settings at www.bit.ly/KStateAlerts

Visitors, parents and community
• Opt-in to receive alerts for all three K-State campaigns
• Text KSTATEVISITOR to 67893
Our Challenges

Dedication to social media is a full-time job

Utilizing current students

SOCIAL MEDIA IS FLUID AND ALWAYS CHANGING

Increasing engagement from key stakeholders

Managing and uniting the voice of 7 diverse departments
Our New Approach
## Our New Ideas

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<th>Category</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
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<tbody>
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<td>Internal program promotions</td>
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<td>Day-of-event posts</td>
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<td>Student takeovers</td>
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<td>Faculty awards and research</td>
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*Emi Hayashi, Mentee*  
**Kinesiology**  
**Hobby:** Playing the recorder  
**Favorite Snack:** Annie's Organic Gummy Bunnies

*Brooke Bennet, Mentor*  
**Physician Assistant in Endocrinology**  
**Hobby:** Reading, concerts, and Wildcat sports!  
**Favorite Snack:** Chocolate Covered Almonds

*Olivia Demeyer, Alumni*  
**Nutrition and Health Professional, Arizona State University**  
*Why Nutrition and Health?*  
"I am wanting to go into the medical field for my career and have always had a passion for nutrition and personal wellness; this major combines both."

*What opportunities have you had outside of the classroom?*  
"I interned at a medical assistant this summer and am working on getting an internship with BMDA. I have had many cool shadowing experiences, like watching open heart surgery and a C-section birth."

*Kansas State University*
The Wrap Up

• Have a plan
• Social media is a team sport
• The job is never done; be willing to adapt
• Social media is a essential for communicating in today’s society
CONNECT WITH US!

@KStateHHS
#KStateHHS