1. Create a Facebook page if needed. OCTC page: <https://www.facebook.com/octcskilltrain/?ref=py_c> t

Merge multiple pages if needed. The OCTC Service Area previously had four Facebook pages that were merged for this project. <https://m.facebook.com/help/249601088403018?helpref=related>

1. Designate someone responsible for at least daily postings. For the best success, this duty has to be someone's job and they MUST have the time and opportunity to attend to it.
2. Postings should follow the 80/20 social media rule (see #8 below for more information). 80% should be content of interest to followers and inform, educate, and entertain your audience, while only 20% should directly promote your business. Promotion posts included orientation and testing announcements, student success and future plans, and promotion of new efforts. Examples of interest content are grammar and math tips, useful resources such as childcare, scholarships, and Medicaid, and community and college events.
3. All staff should be responsible for suggesting posts on a regular basis.
4. Suggested posts should be placed in a shared file such as Dropbox.
5. It is easiest to create and post from a designated iPad or iPhone.
6. Obtain permission from any students identified in the posts.
7. All staff, and especially the designated social media point person, should be well-versed in the do’s and don’ts of social media. <https://www.outboundengine.com/blog/social-media-etiquette-for-business-25-dos-donts/>
8. All posts should be proofed by a “cold” reader. (someone who is not familiar with the content or participated in its creation)
9. Create a budget and frequency for boosting. (For this project a budget of $20 per boost was used). <https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>
10. For best exposure, expand and use both Instagram and Facebook.