Hostos Community College

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CUNY

DIVISION OF CONTINUING EDUCATION AND WORKFORCE DEVELOPMENT

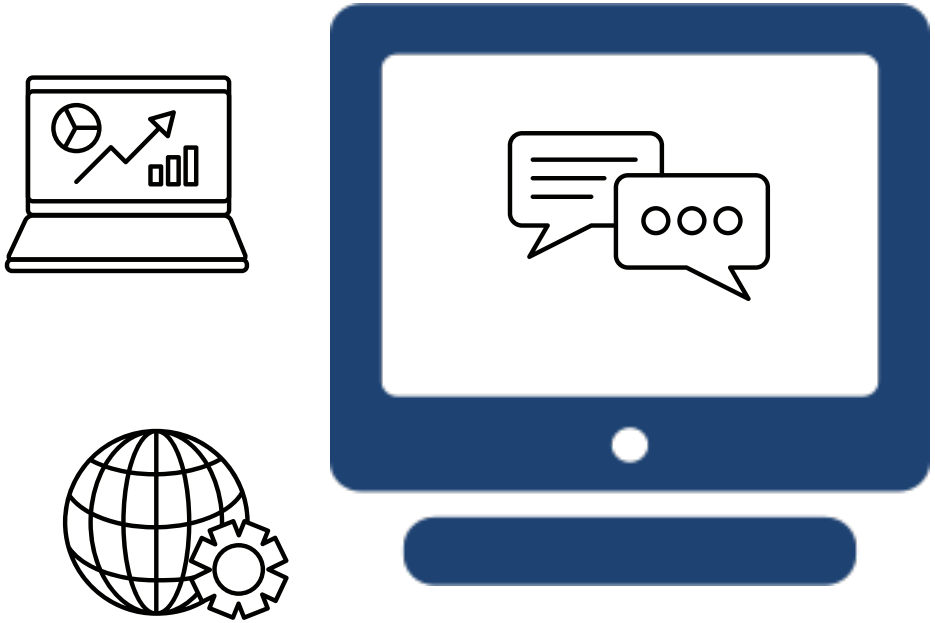
# The Allied Health Career Pipeline Program

## Grantee Technical Assistance Showcase

# About the Allied Health Career Pipeline Program

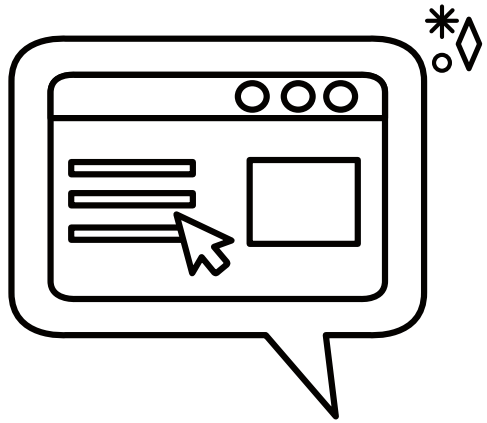
- Under the Division of Continuing Education and Workforce Development at Eugenio Maria de Hostos Community College of The City University of New York
- Both first and second round Grantee
- Located in the South Bronx in New York
- We provide certificate based trainings for individuals who want to become Health Information Technicians (HITs), Community Health Workers (CHWs), Home Health Aides (HHAs), Patient Care Technicians (PCTs), and New York State Certified Nurse Assistants (CNAs).

# OUR MISSION AND VISION

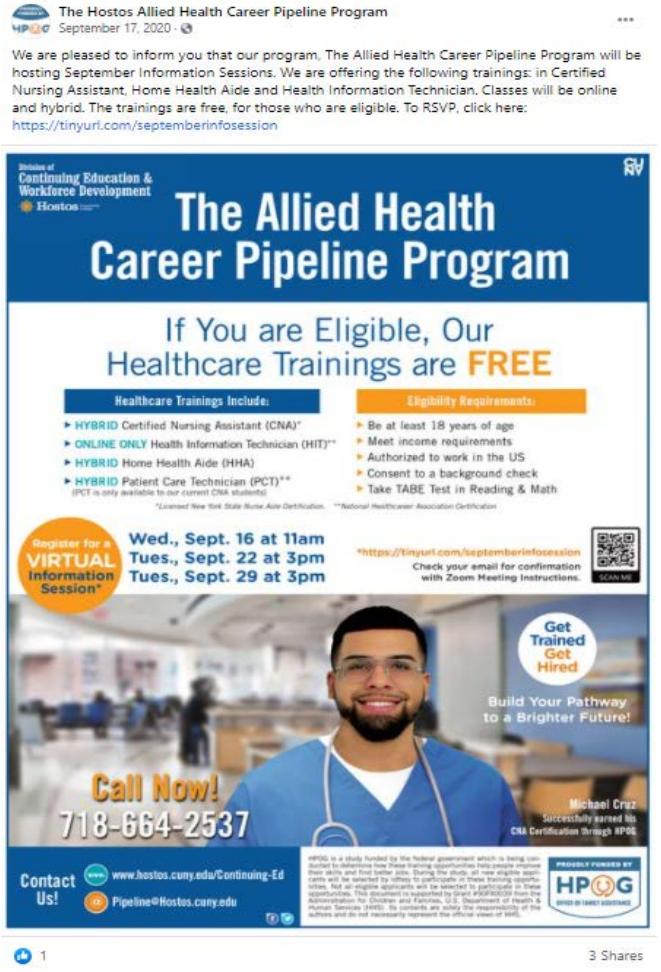


Following the emergence of COVID-19, the Allied Health Career Pipeline Program felt the urgency to continue engaging with our target audience and to actively promote our services through online digital outreach.

# WE DEVELOPED A SOCIAL MEDIA STRATEGY PLAN

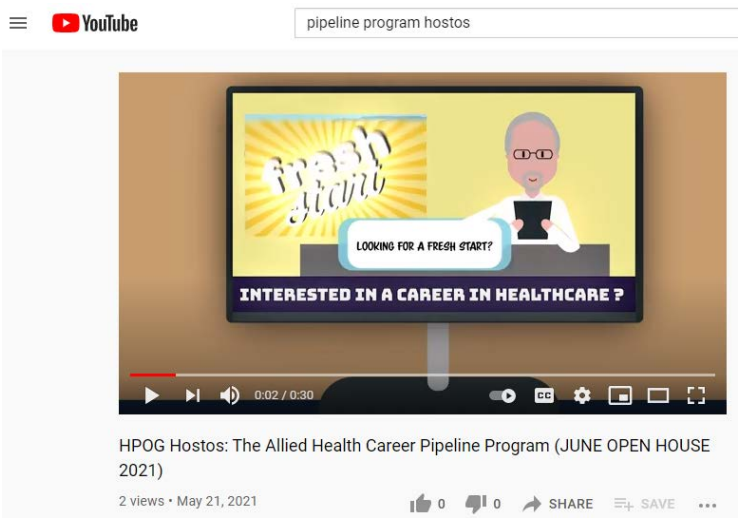


The strategy plan for the Allied Health Career Pipeline Program is to continue utilizing our online social media platforms to actively promote outreach services to our community. Our goal for the future is to create and share unique content that will give viewers a behind the scenes look at our students, graduations, narratives from our staff, and information regarding program pre-requisites, exam dates and employment opportunities.




**Event Flyer**

**Information Session**




**Commercial**

# OUR ACCOMPLISHMENTS

- Promoted the program on our social media platforms such as Facebook, Twitter, and LinkedIn
- Event flyers were posted weekly
- Our commercial was uploaded to our Hostos web page
- Recruitment information sessions were held weekly via Zoom
- Applicants were able to RSVP to our upcoming information sessions and open houses via google forms
- Applicants were able to sign up to register for the program via google forms

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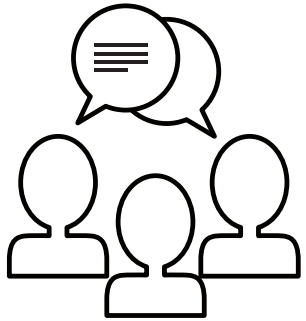
# REQUEST FOR TECHNICAL ASSISTANCE

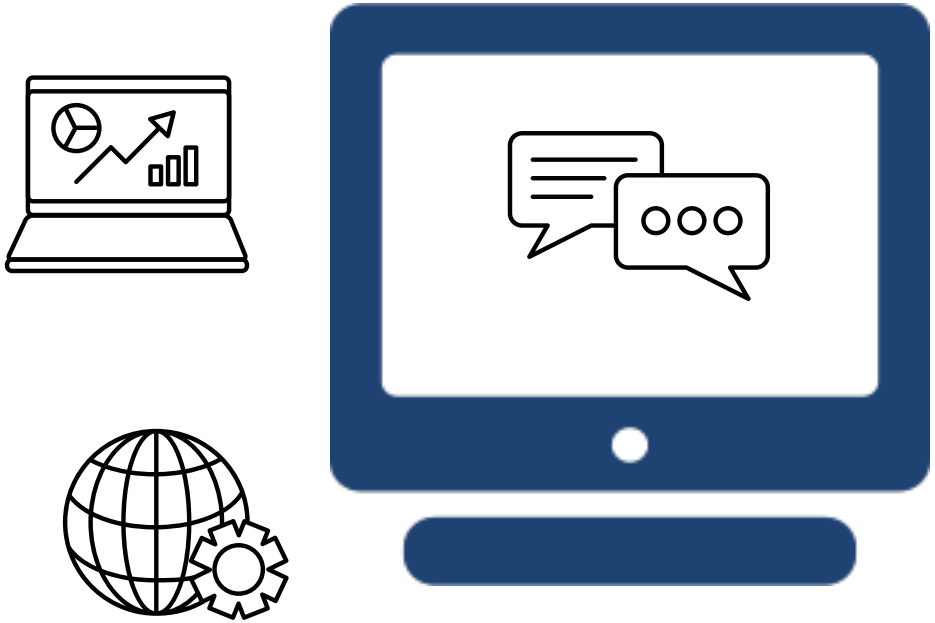


Notably, the Pipeline Program's social media presence focused solely on promoting events and information sessions. Program staff wanted to enhance content, improve post frequency, and learn more about the target audience.

## OUR QUESTIONS:

- **Who looks at our content?**
- **How frequently should we be posting?**
- **How can we utilize social media as a tool for community engagement?**
- **What elements of our program should we highlight?**
- **Which post type contains the most engagement?**
- **What marketing aesthetic should we strive for?**

# TA SUPPORT – ENTER GO BRIGHT MARKETING



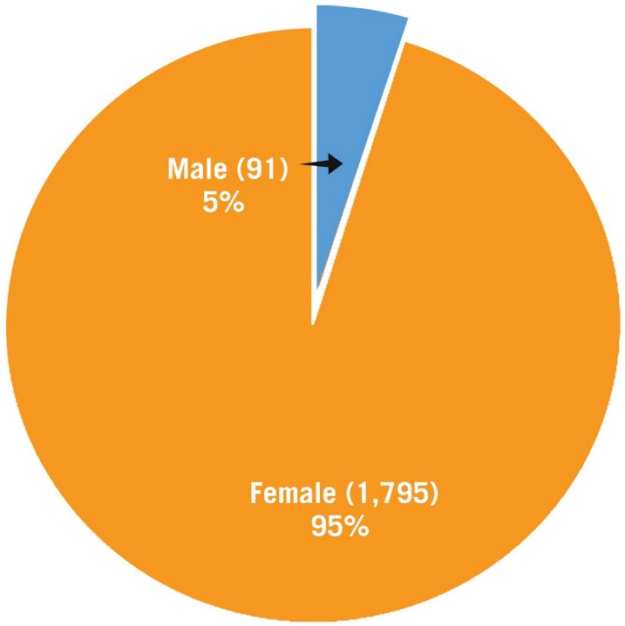
- Meeting with Aliera Peterson of Go Bright Marketing
- Conduct an audit and analysis of our social media platforms - FaceBook, Twitter and LinkedIn
- Feedback on
  - Total Impressions
  - Total Reach
  - Engagements
  - Reactions
  - Total Clicks

# RECOMMENDATIONS/INSIGHTS/HIGHLIGHTS

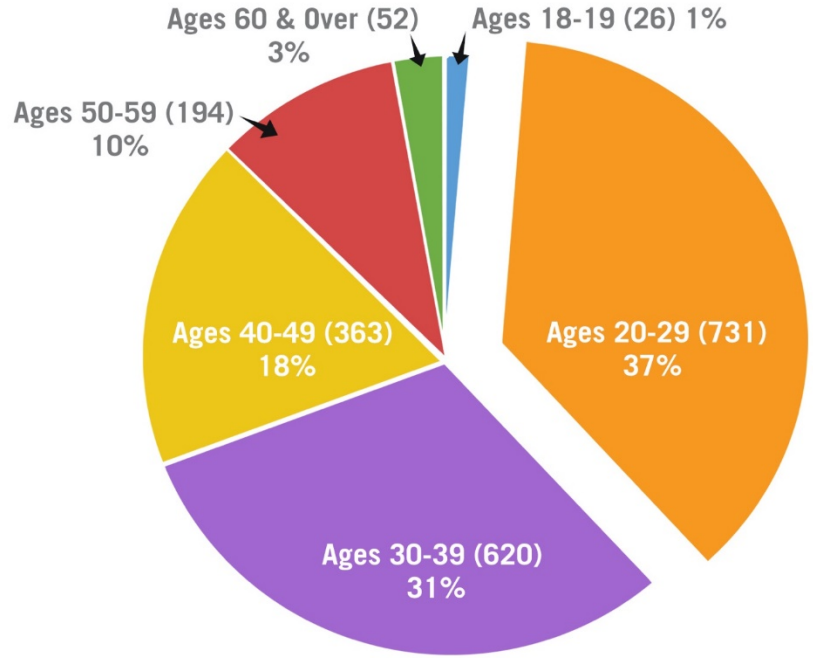
# Who do we serve?

## Student Demographic Information

### Enrollees by Gender




### Enrollees by Age




Note: Participants of the HPOG study are not required to provide all personal information, such as demographics.

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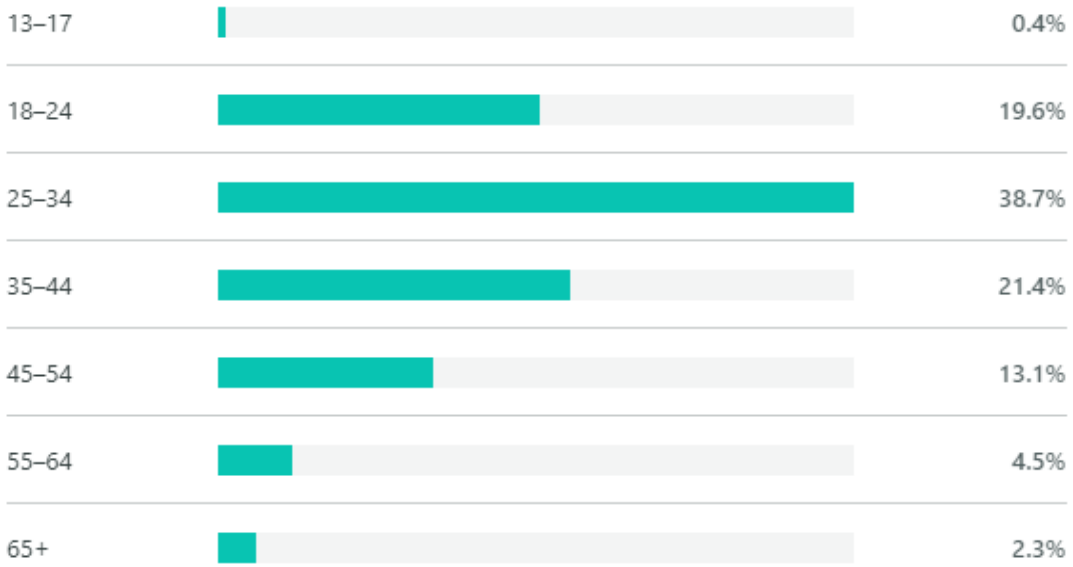
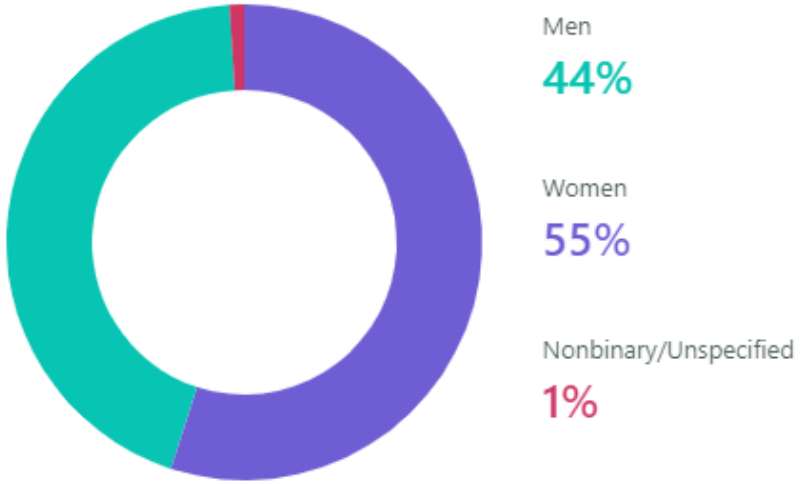
# MEN ARE ENGAGED WITH OUR CONTENT!

## Facebook Audience

Audience by Age




Audience by Gender



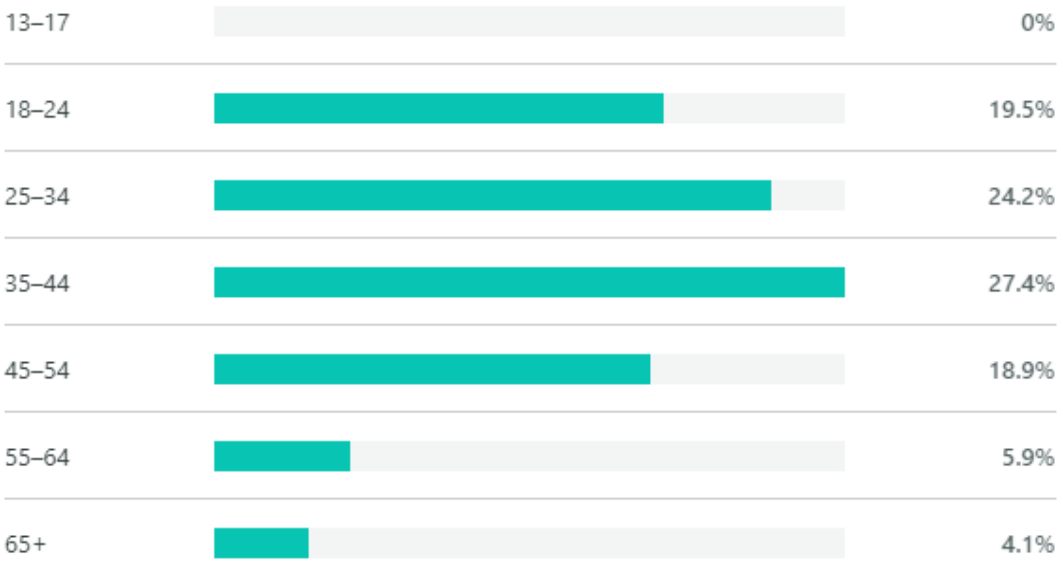

**Women** between the ages of **25–34** appear to be the leading force among your fans.

Audit & Data Provided by Aliera Peterson - Go Bright Marketing

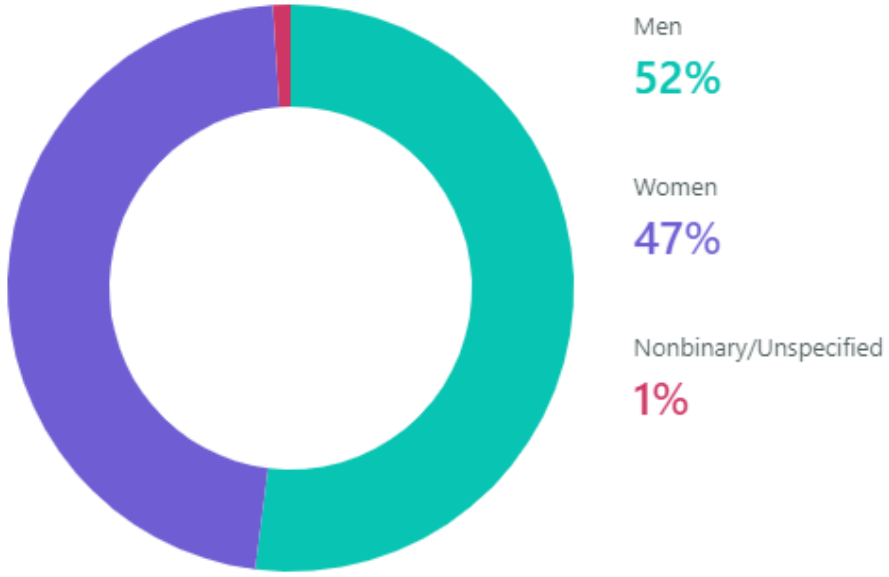
# MEN ARE ENGAGED WITH OUR CONTENT!

## People Reached on Facebook

People Reached by Age




People Reached by Gender




**Men** between the ages of **35–44** have a higher potential to see your content and visit your Page.

Audit & Data Provided by Aliera Peterson - Go Bright Marketing

# MEN ARE ENGAGED WITH OUR CONTENT!

## Twitter Audience

**Twitter Audience Demographics**

Review your audience demographics as of the last day of the reporting period.

**Audience by Age**

| | |
|---|---|
| 18–20 | 0% |
| 21–24 | 0% |
| 25–34 | 0% |
| 35–44 | 0% |
| 45–54 | 100% |
| 55–64 | 0% |
| 65+ | 0% |

**Audience by Gender**

Men
56%

Women
44%

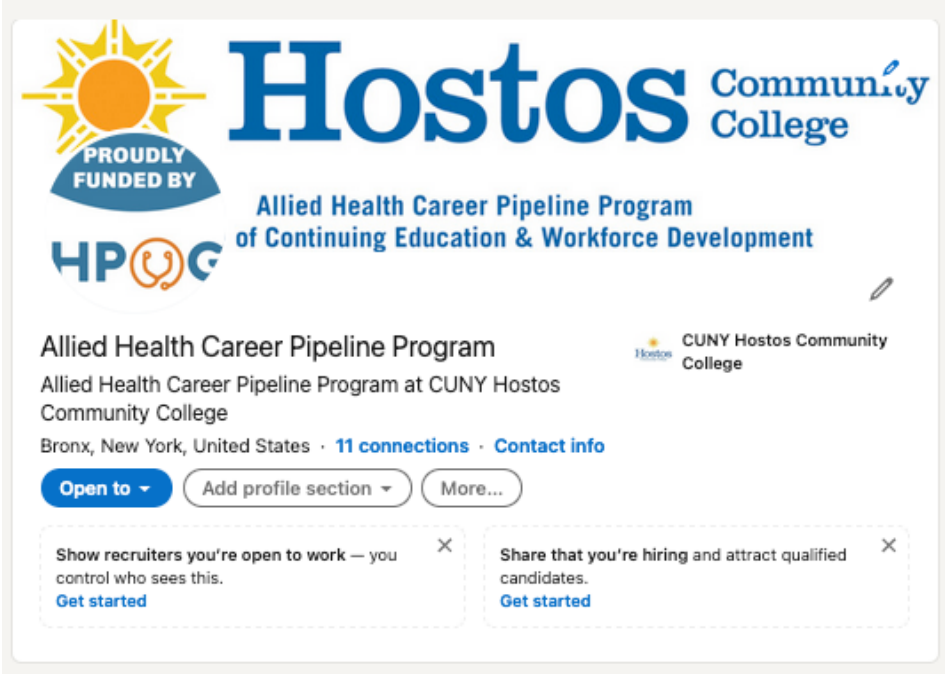
The majority of your followers appear to be **men** along with people between the ages of **45–54**.

Audit & Data Provided by Aliera Peterson - Go Bright Marketing

# RECOMMENDATIONS FOR LINKEDIN

**Create a company page to house and broadcast Hostos Pipeline news & updates:**

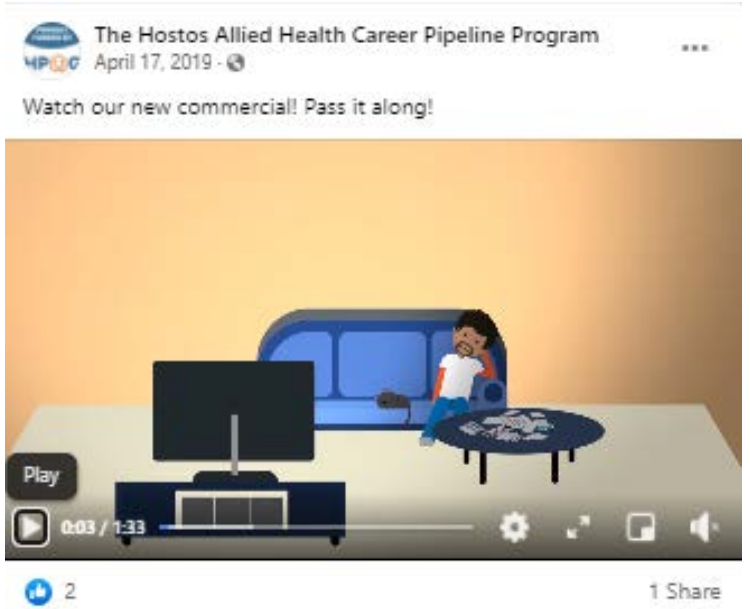
- Improve search results
- Connect with employees to share important updates via notifications
- Sponsored updates
- Access to page, post and audience analytics
- Multiple admins
- Audience target on paid & organic posts
- Access to trending topics
- Engage on Hashtag feeds




Audit & Data Provided by Aliera Peterson - Go Bright Marketing

# RECOMMENDATIONS FOR THE TYPES OF POSTS TO USE ON FACEBOOK AND TWITTER

- Posts with images and video typically outperform text-only updates across platforms.
- The posts that generated the most engagement were those that included images.
- Our video commercial was also rated highly in terms of engagement (views).




Audit & Data Provided by Aliera Peterson - Go Bright Marketing

# RECOMMENDATIONS ON TOPICS TO POST

**Currently**: Most of Hostos Pipeline's content focuses on promoting events and information sessions

**Future:** Provide a blend of information to encourage ongoing engagement from followers. Vary post type and topic.

**Suggested Topics:**

- Community and Employer Partner Resources
- Career Pathways
- Inspiration/Aspirational content
- Observances
- Participant Success
- Staff Appreciation

Audit & Data Provided by Aliera Peterson - Go Bright Marketing

# RECOMMENDATIONS ON POSTING FREQUENCY

**Currently**: Weekly posting of flyers

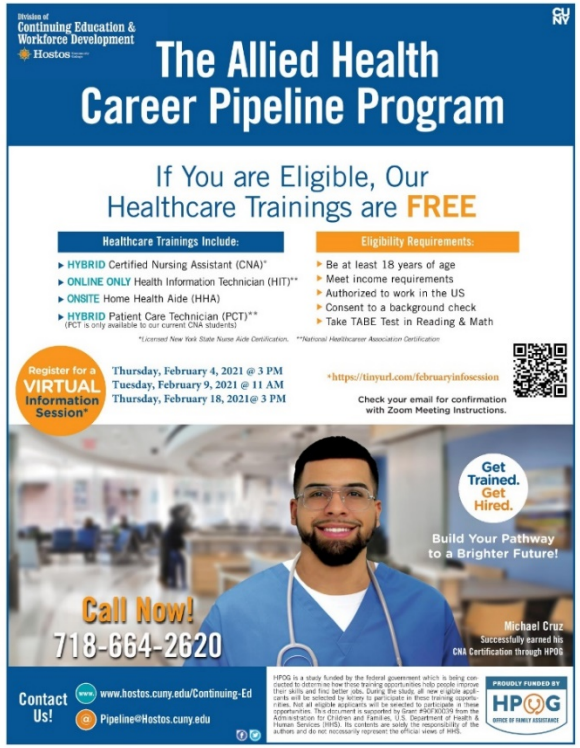
**Future:** Increase posting to platforms

- Post 1-2 times per week on FB
- Post 2-3 times on Twitter daily (check heat map for optimal times)

Audit & Data Provided by Aliera Peterson - Go Bright Marketing

# STRIVE FOR EYE CATCHING & MINIMALISTIC MARKETING AESTHETICS

- Less is more
- Applying a minimalistic aesthetic to our promotional flyers online will allow us to create a focal point to grab our viewers attention
- Provide concise, straight-to-the-point content about what our program is
- Avoid clutter on our flyer with too much imagery and text
- Use more male models




Before

After

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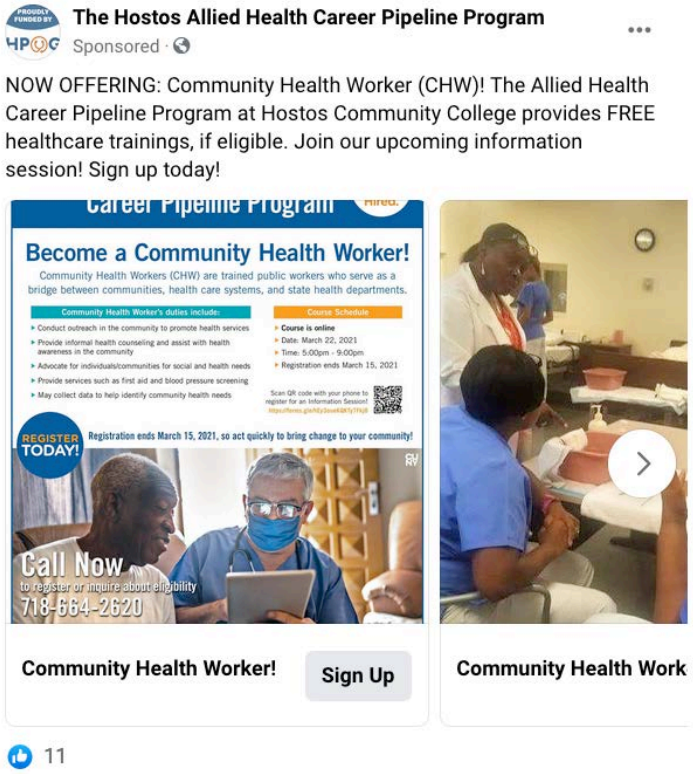
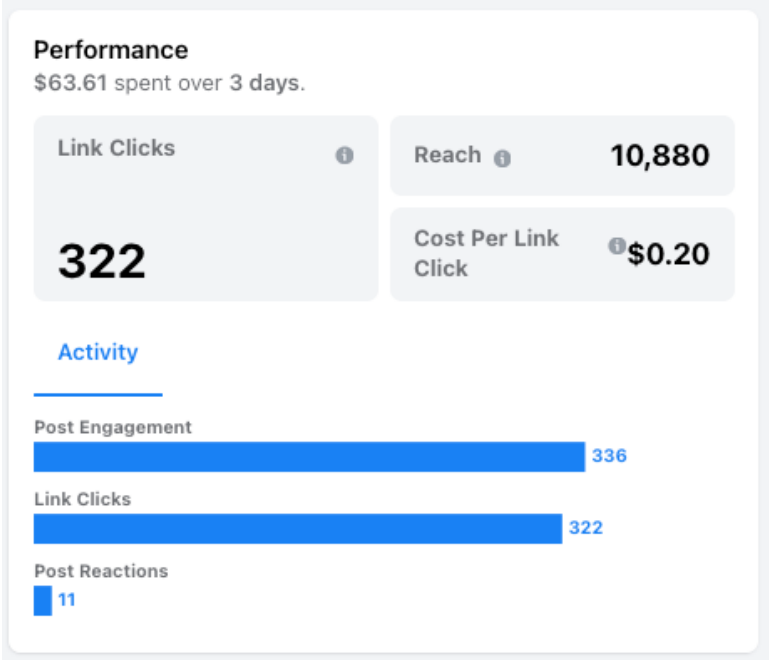
# NEXT STEPS FOR PIPELINE

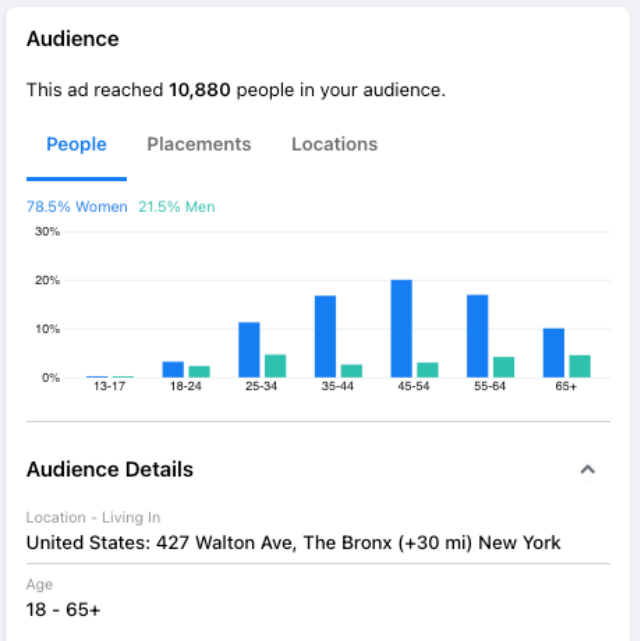
- Invest more on social media ads
- Collective consensus/assign staff to provide content
- Develop a social media calendar for scheduled postings
- Create effective and relevant content that varies
- Collaborate and  connect with partner organizations

# INVEST MORE ON SOCIAL MEDIA ADS

Ads have supported our goals in promoting events and recruiting prospective students to our upcoming classes.

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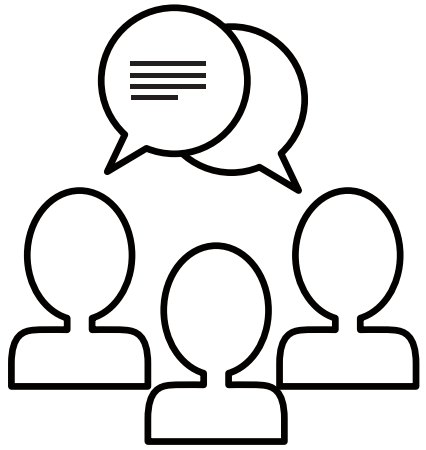
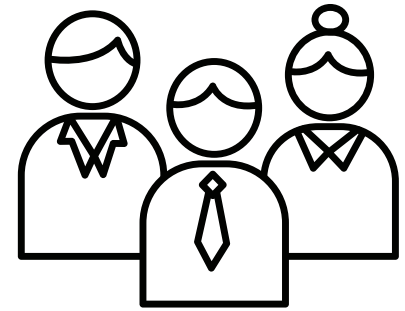
# COLLECTIVE CONSENSUS
# Team Work Makes the Dream Work



- Activate the Pipeline Social Media Committee
- Hold monthly meetings
- Members will collaborate with the registration, outreach and career services departments to compile updates and resources

# TEAM CONTENT PROVIDERS



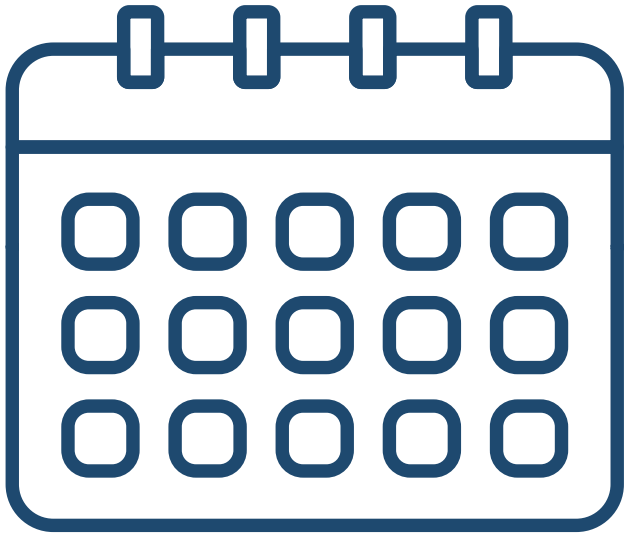
**Case Management** → Collect student success stories, consent forms and share resources

**Career Services** → Provide updates on employment opportunities provided by our partners

**Registration Team** → Provide updates on registration deadlines and upcoming classes

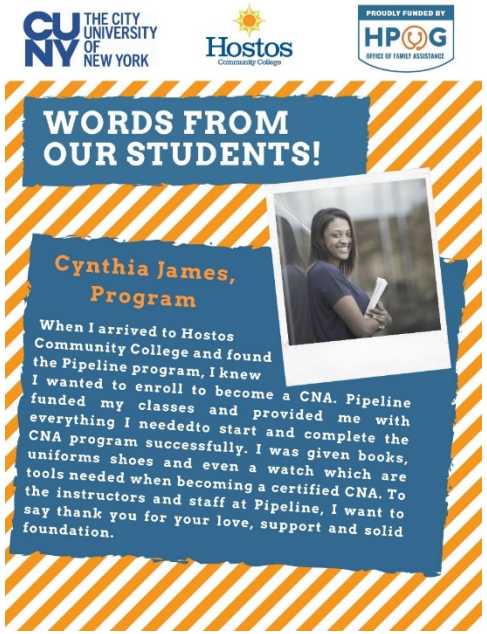
**Assign Roles to Designated Person** → Content creation, photo documentation etc.

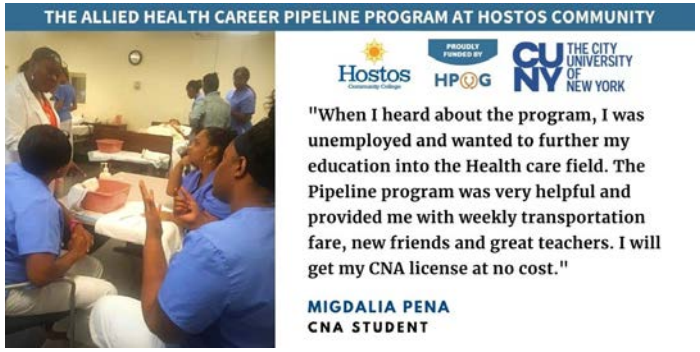
# DEVELOP A SOCIAL MEDIA CALENDAR FOR SCHEDULED POSTINGS



- General Updates/PSA'S
- Inspiration/Aspirational content
- Job Opportunities
- News
- Observances
- Registration Deadlines

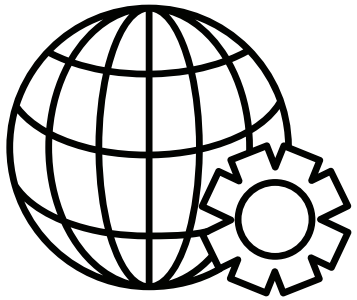
# CREATE EFFECTIVE AND RELEVANT CONTENT THAT VARIES




- Feature student success stories and student quotes
- Narratives of current staff
- Incorporate multimedia elements such as videos, photography, gifs etc.
- Utilize social media tools
- Highlight classes in session, graduations and events

# COLLABORATE and CONNECT WITH PARTNER ORGANIZATIONS



- Invite our partners to follow us on our social media accounts
- Invite our partners to share our event flyers on their platforms
- Follow our partners on their social media platforms
- Have Hostos/CUNY *routinely* promote our program via their social media platforms

# CONTACT US

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**@**HostosPipeline

https://www.linkedin.com/in/hostos-pipeline-program-65319a118/

HPOG is a study funded by the federal government which is being conducted to determine how these training opportunities help people improve their skills and find better jobs. During the study, all new eligible applicants will be selected by lottery to participate in these training opportunities. Not all eligible applicants will be selected to participate in these opportunities. This document is supported by Grant #90FX0039 from the Administration for Children and Families, U.S. Department of Health & Human Services (HHS). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of HHS. https://www.acf.hhs.gov/ofa

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