

Social Media Best Practices for Student Recruitment

KNOW

Know your audience and know your platform

- If you want to reach prospective students, focus on Instagram. If you want to reach their parents, share content to Facebook. Align messaging and content accordingly to better serve these respective audiences.
- Use strategic recruitment messaging learned from market research:
 - Variety in practice and patient type, conditions, and sub-specialties within the profession
 - Building patient relationships
 - Ability to maintain work-life balance
 - For more recruitment messaging visit stepintopodiatry.com/why-podiatry/ or check out our sample student recruitment posts available in the recruitment toolkit.

SHARE

Share existing content that is authentic to the profession

- No need to reinvent the wheel when it comes to recruitment content – simply share member content about the profession that already exists!
- Podiatric medical student content is a great way to appeal to prospective students as it provides an inside look at the next step of their career in medicine: what it's like to be a medical student.
- Follow hashtags like #podiatrystudent, #podiatryschool, #podiatryresident, #podiatrist, and #podiatry to find content from within the profession to share.
 - If you see a post that you like, explore the hashtags that were used on the post to find similar content.
 - Additionally, check out the account that generated the content – they may have additional posts that are equally as engaging.
- Diversify the type content you share; don't be afraid to share short video clips!
- Behind the scene photos of ORs, exam rooms, x-rays or clinical photos always perform well. Your audience is interested in medicine, so they're eager to see more of what the future could look like for them.
 - Ask your membership to send photos like this for the purpose of promoting the profession on social media – it's a great way to get member's involved.
- Always credit the original photo/content owner, and always ask permission first!
- End with a specific call to action, like encouraging students to shadow a DPM or learn more about the profession by visiting stepintopodiatry.com
 - Please note you cannot hyperlink in Instagram captions so you always want to be sure to share a clean, easy-to-remember vanity or alias link.

Hashtags matter

- Mostly applicable to platforms like Instagram and Twitter, if you want to be seen by prospective students you need to think like a prospective student.
- Hashtags are used to search content on these platforms so using hashtags like #stemcareers or #futuredoctor help reach students already interested in a medical career.
- Reaching the appropriate, intended audience helps to organically increase engagement!
- **Hashtags to consider: #premed #medschool #medschoollife #podiatrystudent #medicalstudent #podiatricmedicalschoollife #careersinmedicine #doctortobe #stemcareers #futuredoctor #futuresurgeon #medstudent #medstudentlife #stepintopodiatry**

ENGAGE

Social media is a numbers game; be consistent

- Understand the basics of social media algorithms. The more regularly you post, the more frequently your content will be seen and "shown" to your followers.
- Engagement matters! Platforms like to see people are engaging with your content so the more engagement you receive (likes, comments, shares) the more your post will be shown to others.
 - Follow and Like one another's social media accounts!

- Make time to engage with one another's posts! Like and comment on each other's posts; this built-in, guaranteed engagement helps your content reach more followers.
- Always make sure to respond and like comments to demonstrate engagement on your end. This works in your favor!
- Track your posts analytics through the platforms themselves.
 - Determine your own measures of success based on your audience and follower count, and take the time to understand what posts worked and what made them work.
 - Monitor analytics including:
 - Post reach (how many people were shown your post)
 - How many people liked the post
 - How many people shared or saved the post
 - What was the comment engagement like, and what prompted them to comment
 - How many new followers were gained as a result of your post
- Consider the timing of when you're posting! Try posting at different times, like during the day vs. in the evening or at night to gauge your audience and learn when they're active online.
 - Consider scheduling posts in advance through Facebook Business Suite or use an online program like Hootsuite or Sprout Social to schedule posts across all platforms.