



Social Media Tips for Howard County Engagement



Hello!

I am Jessie Newburn.

I am here because I love to talk about digital marketing and Howard County.

You can find me at **@jessiex**, **@hocoblogs** and **@totallyhoco** on Twitter.



Hello!

I am Carrie Oleynik.

I am here because I love to talk about marketing and continuing education.

You can find me at **@carrieoleynik** and **@HowardCCConEd** on Twitter.

1.

What we'll cover.

TotallyHoco calendar
Local resources

HoCo hashtags
Facebook ads/events

Hocoblogs
Relevant content

2.

What we won't cover.

Basically anything that you can easily find online about social media.

“ You can make more friends in two months by **becoming interested in other people** than you can in two years by trying to get other people interested in you.”

–Dale Carnegie

What's happening in Howard County?

TotallyHoco.com online calendar

Post HoCo events – free, easy and DIY

Plus a weekly newsletter.



Free Chamber Concert

JUN 12 Sun

ARTS & ENTERTAINMENT FEATURED

- THE SUNDANCE FILM FESTIVAL SHORTS ON TOUR - 1PM SCREENING JUN 12
- FREE CHAMBER CONCERT JUN 12
- TRADITIONAL DISHES OF VALLE D'AOSTA WITH CHEF ALBA MAY 31
- FRIDAY FARMERS MARKET JUN 3

Categories [Share these Events](#)

< MAY - JUNE 2016 > [Add Your Feed](#) [Post Your Event](#) [Posterboard](#)

Dodge Ball @ Atholton Seventh Day Adventist Church

MAY 30 Mon

May 30 @ 7:00 pm - 9:00 pm



Resident Visual Artists Exhibit 2016 @ Howard County Center for the Arts

MAY 31 Tue

May 31 @ 10:00 am - 5:00 pm



Traditional Dishes of Valle d'Aosta with Chef Alba @ Secolari

MAY 31 Tue

May 31 @ 6:30 pm - 8:30 pm



UHY

Certified Public Accountants

www.uhy-us.com

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GRILLE 6

FRESH.LOCAL.SIMPLE

11099 Resort Rd. #304 Ellicott City, MD. 21402 (410) 786-1100

HorseSpirit Arts & Crafts

What's happening in Howard County?

HoCoBlogs.com

Hundreds of local bloggers

Free to be listed

Great source for local
perspective

hoco**blogs**

All Community Arts Food Politics Company Personal Topics Faith

COMMUNITY »

Le Jardin

• [AnnieRie Unplugged](#) 2 hours ago
I finally got my garden in. The community garden plot, all 500 sq ft of i...

Coming Soon: Howard County C...

• [HoCoMDcc](#) 2 hours ago
Howard County has budgeted to create a nonprofit center in Columbia in 20...

TV Show Review – The Tunnel

• [Scott E's Blog](#) 2 hours ago
I love watching new shows and I recently came across season 1 of "T...

The More Things Change

• [Village Green/Town](#) 6:57 am May 31
Today the Board of Education will vote on next year's budget directly aft...

Howard County's Roving Radish

• [HoCo Connect](#) 5:29 am May 31
From the Health Department's Roving Radish program: "WHAT IS THE ROVING RADISH?..."

POLITICS »

COC's Memorial Day Message!

• [The 53](#) 8:56 pm May 28
I hope everyone has been enjoying a fun and peaceful Memorial Day weekend...

Referendum Attorney Trial: ...

• [How Come?](#) 8:53 am May 27
How come attorneys protecting the First Amendment rights of the...

Two Door, Third Party

• [Spartan Considerat...](#) 12:55 pm May 25
"Aren't you the gent from Country Dandy Quarterly?"...

HCPSS Budget 11th Hour!

• [The 53](#) 7:18 pm May 24
It looks like the HCPSS budget situation is reaching a crescendo. But i...

Half a Mil Here, Half a Mil ...

• [How Come?](#) 6:05 pm May 24
How come Council Dems suddenly need more assistants and an addi...

ARTS »

Feeling a little tightly wra...

• [THREW Mikes EyEz](#) 3 hours ago
Maximizing time can eventually l... to feeling a little tightly wrapped.

Cupcake Paper Floral Card

• [Paper and Ink Imag...](#) 4:00 am May 3...
Here is my creation for the Esser... by Ellen May 2016 Pin-Sights Ch...

Thank you Mom and Dad

• [THREW Mikes EyEz](#) 4:25 pm May 30...
Remembering our freedom we ha... today that you worked so hard fo... your...

Memorial Day 2016 – Red Po...

• [Paper and Ink Imag...](#) 6:23 am May 3...
Today is Memorial Day, a day to... remember those who died servin... coun...

Traveling to Coconut Bay in ...

• [DIY Danielle](#) 6:00 am May 30...
A detailed and thorough review o... trip to Coconut Bay Resort in St...

#HoCoHashtags

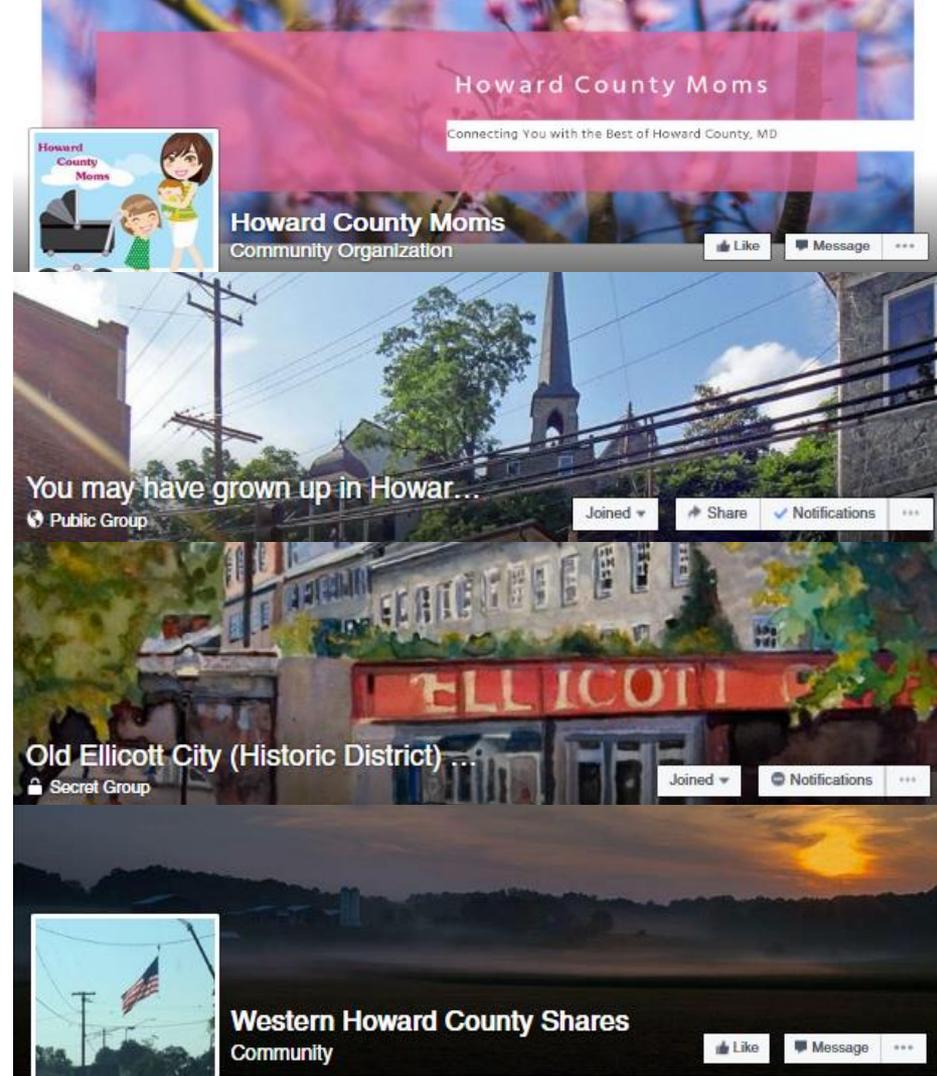
#HoCoHashtags

- Extensive list available
- Helps interested people find your information
- Add them to tweets, FB posts, Instagram and more



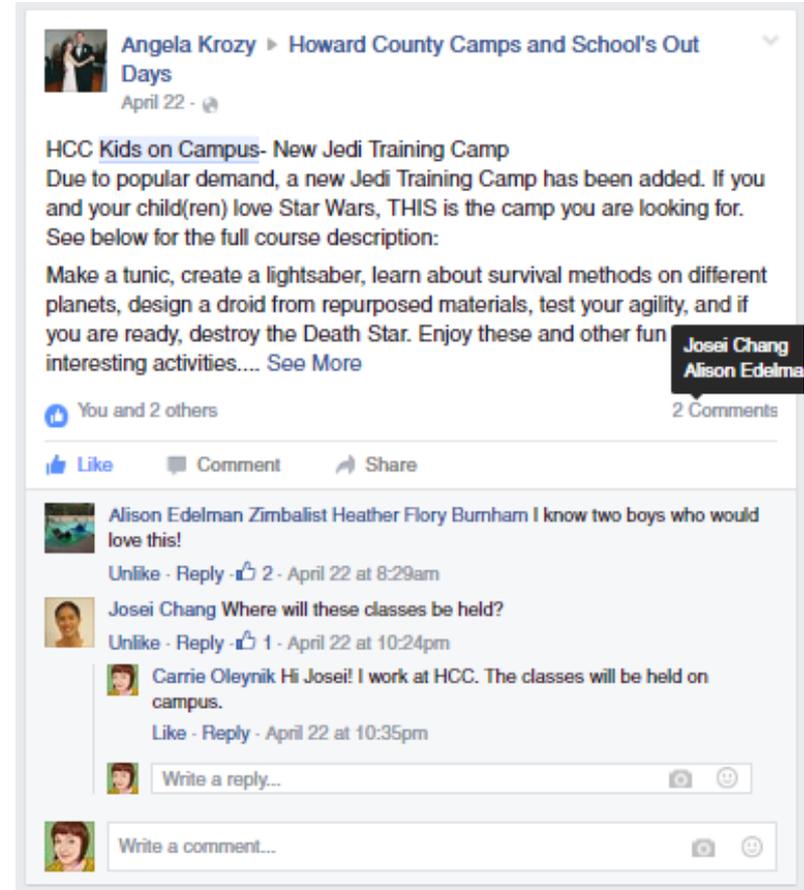
What's happening in Howard County?

Follow and engage with local
groups.



Follow and engage with local groups.

Not only can you proactively post about what's happening at your organization, but you can also **monitor what people are saying and asking** about your organization.



Angela Krozy ▸ Howard County Camps and School's Out Days
April 22 · 🌐

HCC Kids on Campus- New Jedi Training Camp
Due to popular demand, a new Jedi Training Camp has been added. If you and your child(ren) love Star Wars, THIS is the camp you are looking for. See below for the full course description:

Make a tunic, create a lightsaber, learn about survival methods on different planets, design a droid from repurposed materials, test your agility, and if you are ready, destroy the Death Star. Enjoy these and other fun interesting activities.... See More

Josei Chang
Alison Edelman

You and 2 others

Like Comment Share

Alison Edelman Zimbalist Heather Flory Burnham I know two boys who would love this!
Unlike · Reply · 🗨️ 2 · April 22 at 8:29am

Josei Chang Where will these classes be held?
Unlike · Reply · 🗨️ 1 · April 22 at 10:24pm

Carrie Oleynik Hi Josei! I work at HCC. The classes will be held on campus.
Like · Reply · April 22 at 10:35pm

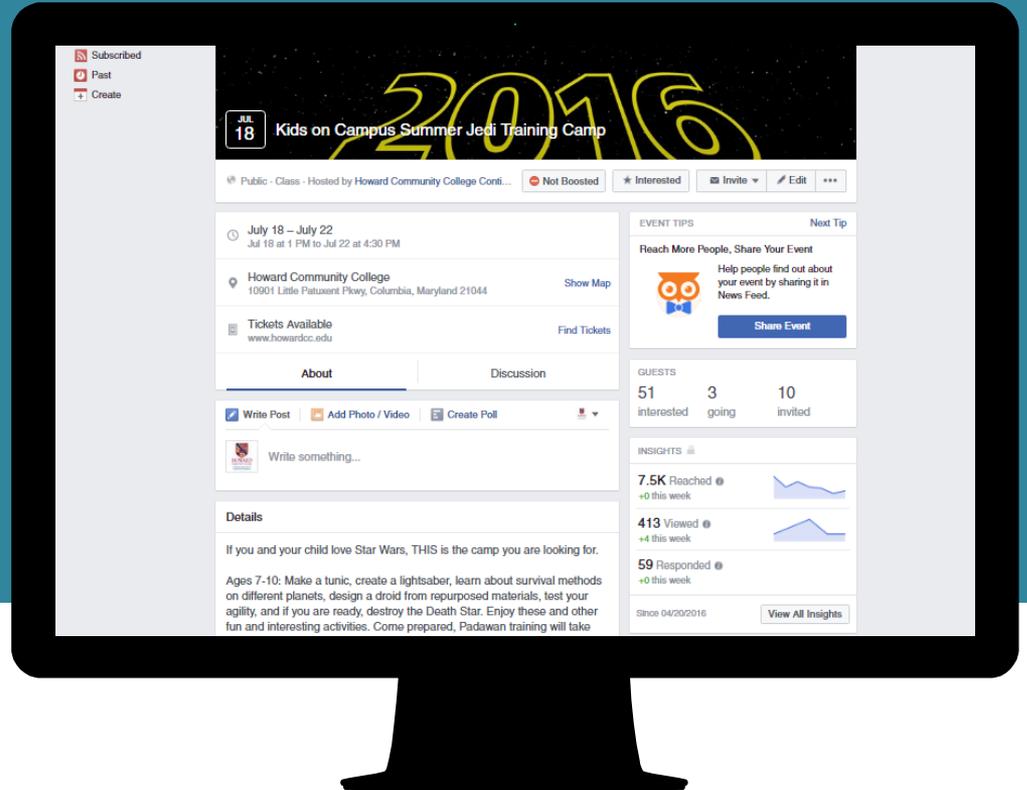
Write a reply...

Write a comment...

What's happening in Howard County?

Local advertising/paid boosts can be done at a low cost with a high return.

Organic reach is only 2% on Facebook.



\$39.74

That's not a lot of money for **\$4,440 income generated.**

7,500 users

But that's a lot of engagement.

100%

Total success!

What's happening in Howard County?

Introduction to Social Media

Get started with using Facebook, Twitter, LinkedIn, Google+, and more.

Three hours

Marketing Your Business on Facebook

Create a web presence with Facebook. Find out what you need to get started now. **Three hours**

Social Media for Business Series

Discover the principles of communication that apply across all social networks and how these networks work. **Online**

Intro to Social Media for Event Planners

Understand the fundamentals of cultivating an audience, get the needed marketing for your event...

Three hours



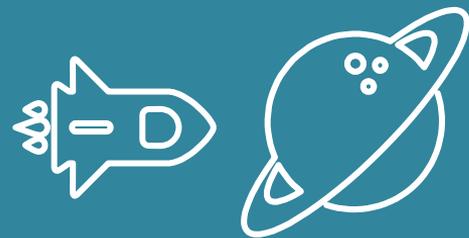
The poster features a woman with glasses and a blue shirt smiling while working on a craft project. The background is a mix of blue and maroon. The Howard Community College logo is in the top left, and the text 'SUMMER 2016 Noncredit Classes' is in the top right. At the bottom, there are two columns of class listings.

HOWARD
COMMUNITY COLLEGE

SUMMER 2016
Noncredit Classes

Professional Development
A+ Certification 20 • CNA 26
Early Childhood Education & Child Care 7
Project Management 3 • QuickBooks 16

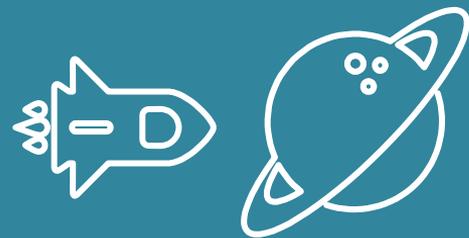
Personal Enrichment
Arts, Crafts & Photography 34
Dancing 35 • Languages 36
Motorcycle Safety 39 • Wellness 37



3 QUICK TIPS

From Jessie

1. **Use Fiverr.com** for repeat, data-focused jobs.
2. **Adjust your posts to the tools.** Each site has its own culture and grammar.
3. **Systemize your social media publishing processes.**
Document everything – accounts, login emails, content focus, etc.



3 QUICK TIPS

From Carrie

1. **Get the training you need.** Learn the ins and outs of the platform you're trying to use.
2. **Localize Facebook.** Join groups and target ads locally.
3. **Develop a content calendar** that connects your organization to what's happening locally.



Thanks!

Any questions?