



EDUCATION PARTNER CONFERENCE

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HOLMES
CORPORATION



Partner Course Marketing Playbook Series



- Craft Your Story to Engage Your Audience
- Power Up Your Social and Digital Marketing Strategy
- Apply What's Working in Local Marketing



Download and follow along!

Power Up Your Social and Digital Marketing Strategy

Partner Course Marketing Playbook Series



Meet Your Experts



Scott Reynolds
Co-Owner

HR JetPack



George Zombakis
Assistant Director for
Professional and Corporate
Programs

Rice University



Liz Schoenecker
Marketing Manager

Holmes Corporation



Sam Cusick
Digital Marketing Manager

Holmes Corporation

POLL:

**WHICH SOCIAL MEDIA
PLATFORM HAS THE MOST
MONTHLY ACTIVE USERS?**

POLL ANSWER:

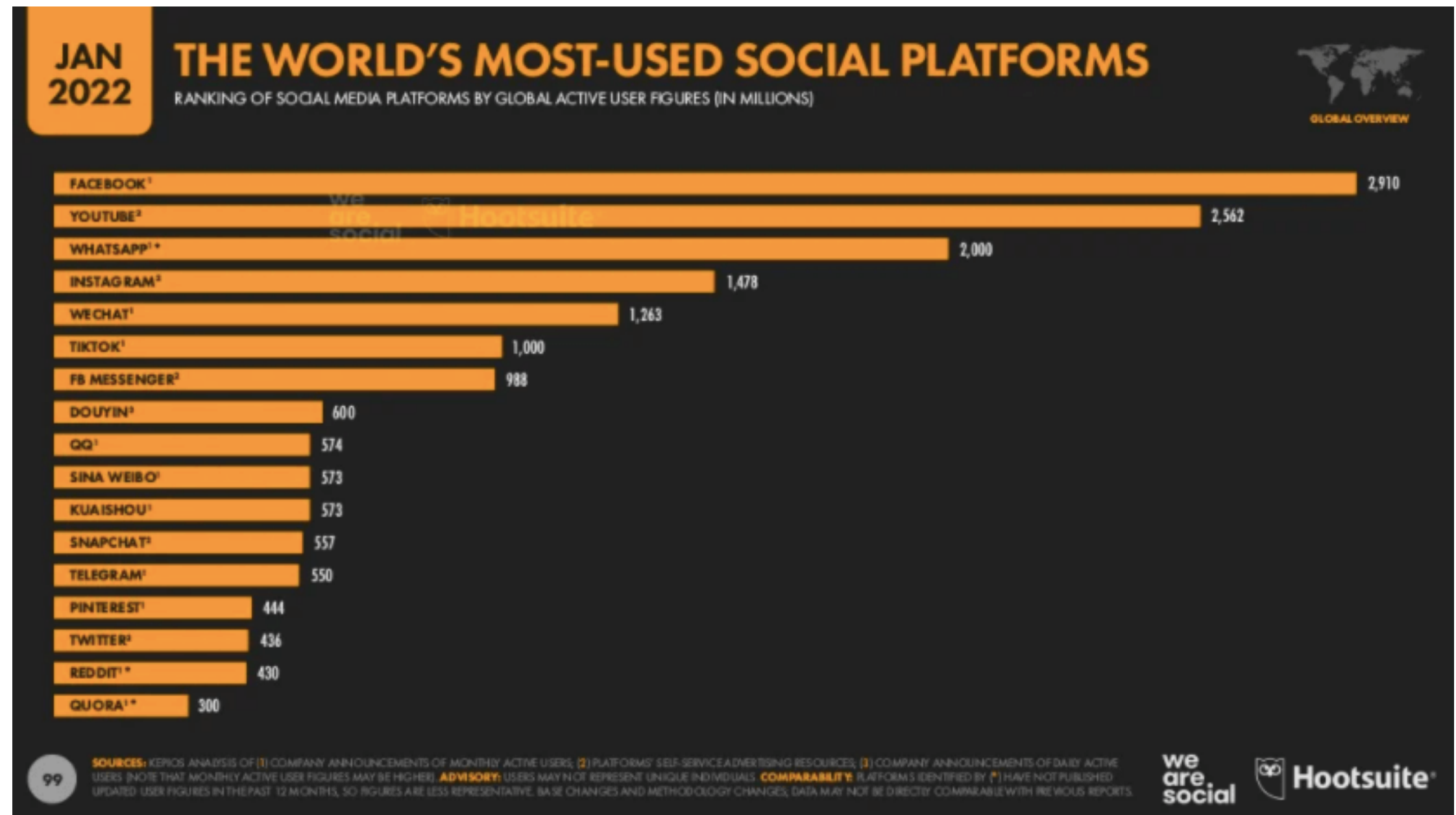


FACEBOOK

How Are Consumers Using Social Media?



- **58.4% of the world's population** and **82% of North America's population** uses social media.
- The average daily usage is **2 hours and 27 minutes**.



POLL:

**WHICH SOCIAL MEDIA
PLATFORM IS THE MOST
IMPORTANT FOR YOUR
MARKETING OUTREACH?**

How are Marketers Using Social Media?



- **HOW** are marketers using social media?
 - 93% use Facebook
 - 61% use LinkedIn
 - 48% use Twitter
 - 78% use Instagram
- **WHICH** platforms are most important for marketers?
 - 54% said Facebook
 - 2% said Twitter
 - 6% said YouTube
 - 15% said LinkedIn
 - 22% said Instagram
- **WHY** are marketers using them:
 - Increased exposure
 - Increased traffic
 - Generating leads

RESEARCH SOURCE

Social Media Examiner ***2021 Social Media Marketing*** ***Industry Report***



POLL:

**ARE YOU USING VIDEO IN
YOUR SOCIAL AND DIGITAL
MARKETING?**

Video Helps You Stand Out on Social Media



54% of marketers say video is the most valuable content for achieving their marketing goals

Only 15% of marketers are using video in their social media marketing

Video marketing is a great way to stand out and reach your audience



Types of Video



**CLASSROOM
EXPERIENCE**

**INSTRUCTOR
SPOTLIGHT**

TESTIMONIAL

**HELPFUL
TIPS & INFO**

**DEMO OR
EXPLAINER**

What's New in Social Media Marketing?



NEW PLATFORMS

- TikTok
- Instagram (Reels especially!)
- Podcasts

VISUALS ARE KING

- Users are 65% more likely to remember info with a visual present
- Data visualization & infographics are huge for engagement

COMMUNITY

- Creating a community is key
- Users want answers quickly, especially in customer service questions



Building Your Social Media Strategy



HOW CAN I
CREATE A
STRATEGY?

Identify your marketing objectives

Learn everything you can about your target audience

Do a social media audit

Create accounts or improve profile

Create a social media content calendar

Building Your Social Media Strategy



HOW CAN I
EXECUTE
MY
STRATEGY?

Create your content

Track performance against
marketing objectives

Adjust goals and tactics
based on results



Best Practice #1: Branding and strategy



Best Practice #2: Visuals (Photos and Graphics)



EARLY BIRD SAVINGS EXTENDED!

Apply By March 31
Save \$75



APPLY TODAY

2021 Window 2 Testing | December 1, 2021 - February 15, 2022

APPLICATIONS
ACCEPTED

June 1, 2021

EARLY-BIRD
APPLICATION
DEADLINE
EXTENDED

October 15, 2021
October 29, 2021

STANDARD
APPLICATION
DEADLINE
EXTENDED

November 9, 2021
December 14, 2021

SHRM
772,442 followers
2w • 🌐

Earning your [#SHRMCP](#) or [#SHRMSCP](#) makes you a recognized expert and leader in the [#HR](#) field. That's why we're extending the testing application deadline to May 13! Register now for the spring testing window from May 1 to July 15, 2022.
<https://shrm.co/srom9c> [#SHRMCertification](#)

SHRM CERTIFICATION
BETTER WORKPLACES BETTER WORLD™ SHRM-CP | SHRM-SCP

SHRM-CP/SHRM-SCP Deadline is Now Extended to May 13!

SHRM CERTIFIED PROFESSIONAL (SHRM-CP) and SHRM SENIOR CERTIFIED PROFESSIONAL (SHRM-SCP) logos.

Best Practice #2: Visuals (Photos and Graphics)



SHRM CERTIFICATION
HOLDERS EARN 22% MORE.

HOW CAN YOU AFFORD
NOT TO BE CERTIFIED?

SHRM CERTIFIED
PROFESSIONAL
SHRM-CP

SHRM SENIOR CERTIFIED
PROFESSIONAL
SHRM-SCP

Become SHRM Certified

SHRM
BETTER WORKPLACES
BETTER WORLD™

A vertical advertisement for SHRM certification. On the left is a full-length photo of a woman with short brown hair, wearing a bright red blazer over a white collared shirt and dark jeans, smiling. The right side has a blue background with white text and graphics. At the bottom is the SHRM logo with the tagline 'BETTER WORKPLACES BETTER WORLD™'.

HR IS CRITICAL TO
REBUILDING OUR WORKFORCE.

PROVE YOUR COMMITMENT.

SHRM CERTIFIED
PROFESSIONAL
SHRM-CP

SHRM SENIOR CERTIFIED
PROFESSIONAL
SHRM-SCP

Become SHRM Certified

SHRM
BETTER WORKPLACES
BETTER WORLD™

A vertical advertisement for SHRM certification. The top half has a dark blue background with white text. Below is a photo of a person with dark hair, wearing a dark shirt, sitting at a desk and writing in a notebook. The right side has a white background with SHRM certification logos and a purple button. At the bottom is the SHRM logo with the tagline 'BETTER WORKPLACES BETTER WORLD™'.

Best Practice #2: Visuals (Photos and Graphics)



“

HUMAN RESOURCES
MANAGEMENT
CERTIFICATE

glasscock.rice.edu

I worked full-time while attending the 12-week program, and to be honest, the workload was heavy but worth the investment. I received a promotion a few months after I earned my certification.

Candice Mitchell, MBA, SHRM-CP
Employee Relations/Equal
Opportunity Analyst



HR Boot Camp

“The course led to me successfully passing the SHRM Certification and I have been put up for promotion because of it.”



Meisha Ratliff

Senior HR Coordinator,
Kirkland & Ellis LLP





RICE UNIVERSITY
Professional & Corporate Programs
Susanne M. Glasscock School of Continuing Studies



Best Practice #3: Video

Best Practice #4: Build Community





Rice University - Institute for Human Resource Education

Listed group

Start a post in this group

Photo Video Poll

2,893 members

Including Debi Dault CRP, GPHR, SHRM-SCP and 421 other connections

+418

Invite connections

See all

About this group

The Institute for Human Resource Education LinkedIn group is intended for current and past students to stay in touch with classmates, create networking and collaboration opportunities, inspire students preparing for the workforce, and share resources.

George Zombakis, SHRM-CP

Assistant Director at Rice University | Expanding the Impact of Continuing Education

10mo


Another success story from our April cohort. Congratulations [Samuel Mondragon, SHRM-CP](#).

Samuel Mondragon, SHRM-CP (He/Him) • 1st

Talent, Change & Behaviors, Sr. Associate



10mo • 🌐

I am so excited to share that I am now SHRM-CP certified after passing my exam this morning! Special thanks to [Kathy Fenninger](#) and [Rice University - Susanne M. Glasscock School of Continuing Studies](#) for all the support! ...see more




Best Practice #4: Build Community





 **SHRM Foundation**
28,764 followers
2mo • 

Calling all [#gradstudents](#) with [#HR](#) experience who are @SHRM members – or who have a [#SHRMCertification](#) – to apply for the Susan R. Meisinger Graduate Fellowship.

Susan R. Meisinger was the president and CEO of [#SHRM](#) from 2002-2008. She has a passion for [#HR](#) and strongly believes that professionals must prepare for a career by not only gaining experience, but also by pursuing a solid, meaningful and stringent education in the field of [#humanresources](#). Recipients can receive up to \$20,000 total. Apply by March 9: <https://shrm.co/sivaho> [#SHRMFoundation](#)



 Like  Comment

 **Barbara Lane • 1st**
Executive Director, HR Houston
5mo • 

HR Houston's Most Popular Half-Day Legal Program Returns on January 27th!


LEGALkwik delivers employment law updates in TED-style talks that ...see more



 Like  Comment



Best Practice #4: Build Community




 **Melissa Marbais, SHRM-CP** • 2nd
HR Professional with 6 years of experience in recruiting, management, and sy...
1yr


Thank you so much to [Paula Harvey, SHRM-SCP](#) and Ruthie Lee for pouring so much wisdom into your students! I am proud to put SHRM-CP behind my name and look forward to where it will take me throughout my career.

3 1 comment

 Like  Comment


 Add a comment...

Most recent ▼



 **Paula Harvey, SHRM-SCP** • 1st
Vice President of Human Resources/Safety | HR Champion

Congratulations Melissa! Woohoo!

Like | Reply

 **Tracey R. (She/Her)** • 2nd
Regional Human Resources Director at Fox Television Stations
1yr

So proud to add [#shrmSCP](#) to my name. Thanks to Rice University - Susanne M. Glasscock School of Continuing Studies, Jill Chapman & Debi Dault for preparing me for success!! [#certifiedprofessional](#)

Tracey Rivers

Test Date: May 03, 2021

SHRM Senior Certified Professional

Congratulations! You have passed the SHRM Senior Certified Professional exam.

At this point, **you are certified** and can call yourself a SHRM-SCP. Please feel free to share this notice with others you want to inform about your new status.

As a SHRM-SCP you now hold the elite senior level of SHRM certification. You have





Best Practice #5: Keep it Simple

Questions?



YOUR ASSIGNMENT

3-5 IDEAS I WILL TRY FOR MY FALL SEMESTER

1.

2.

3.

4.

5.