



LET'S GO FOR IT!

Sometimes, the only way to stay sane is to go a little crazy.

WHERE ARE STUDENTS?

Invest time in social media

KEYS TO SUCCESS

Commitment

- Two staff members designated to post and monitor the page.

Post Regularly

- Videos, questions, photos, surveys

Facebook Link

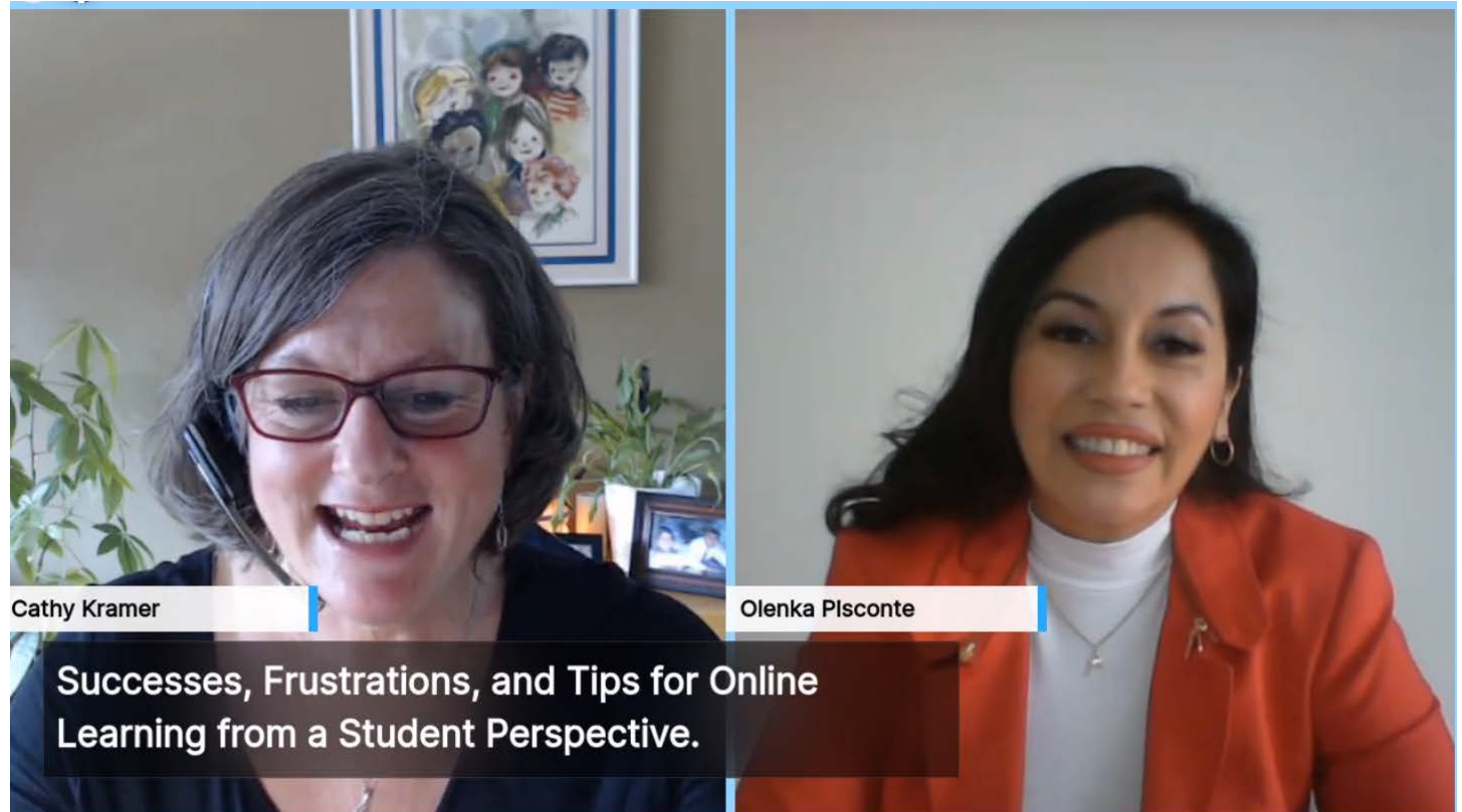
- Added to our JJC page and in our orientations

Partners Included

- Plainfield Library, JJC President, Spanish Community Center, and more

Flexibility

- Ability to try something new things without fear of doing them wrong.



Adult Education and Literacy Registration

FALL REGISTRATION AND CLASSES
ONLINE ONLY!

bit.ly/JJCAAdultED

(type exactly as you see it.)

Offerings:

HSE: High School Equivalency
ESL: English as a Second Language
ESLTP: Early School Leavers
Tutors



Scan me

Email: DAELStaff@jjc.edu
Phone: 815-280-1333

 facebook.com/JJCADEL/



1,910
People Reached

102
Engagements

Boost

GETTING STARTED: ONLINE REGISTRATION

Pinned to Top of the Page

- FLYER CAN BE EMAILED AS PDF WITH CLICKABLE LINK
- QR CODE FOR EASY ACCESS

Requested Shares

- ASKED STUDENTS AND PARTNERS TO SHARE OUR CONTENT

LET'S HAVE FUN! ENGAGE STUDENTS!

- Invitation to Fall Fun Virtual Parade
- Time lapse of IET drive thru graduation



FACEBOOK LIVE GOALS

Spotlight Our Department

- Students, teachers, and staff
- New orientation/enrollment procedures

Connect

- Make sure the connection we had face to face exists in distance learning.

Be Authentic

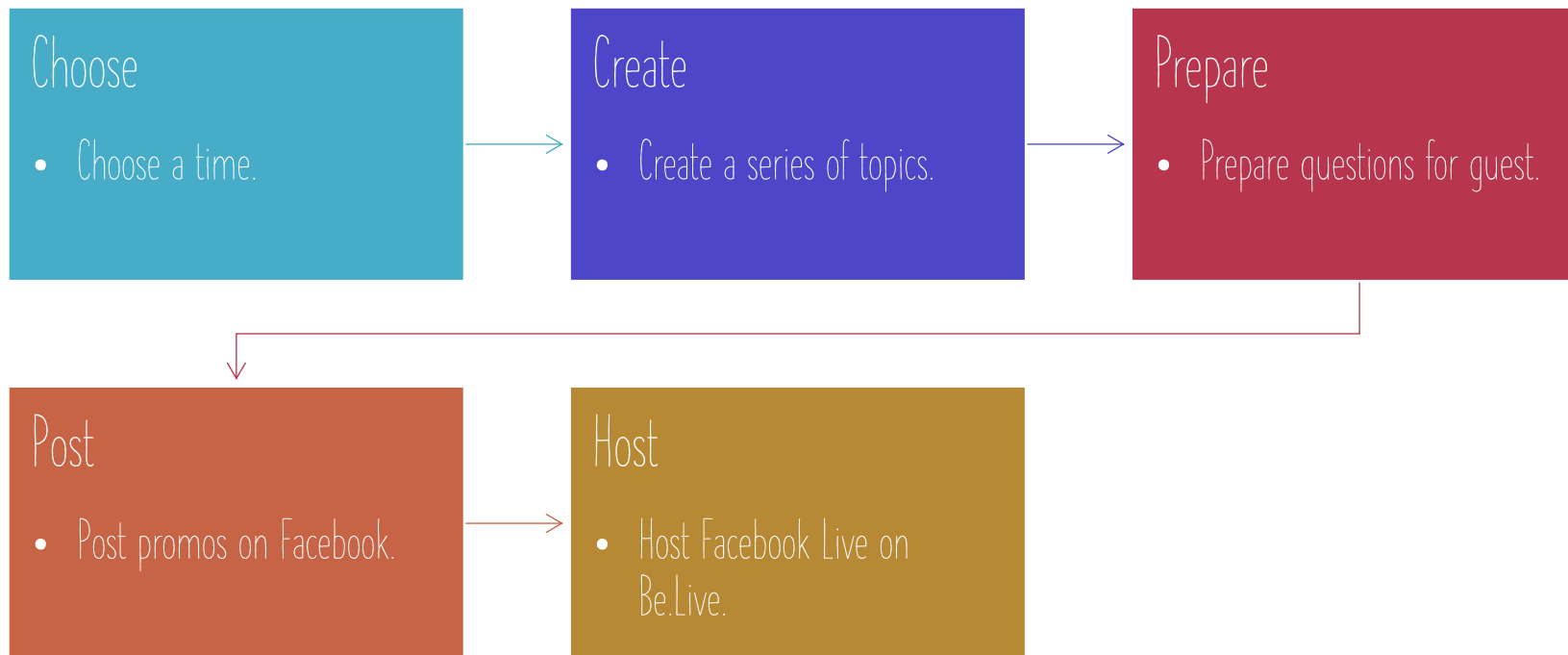
- Online learning can get messy. We don't want to be afraid to acknowledge that fact.



TIPS FOR STARTING FALL ONLINE CLASSES



USING FACEBOOK LIVE



PROMOS

A week to three days before FB Live, promote the next Live.

TIPS AND ENCOURAGEMENT FOR THE NEW SEMESTER

Aug 12: Join us for tips on how to be a successful online student with HSE teacher Angela Logwood

Time: 3PM

Where: JJCDAEL Facebook page

Questions on how to have a successful semester are welcome!



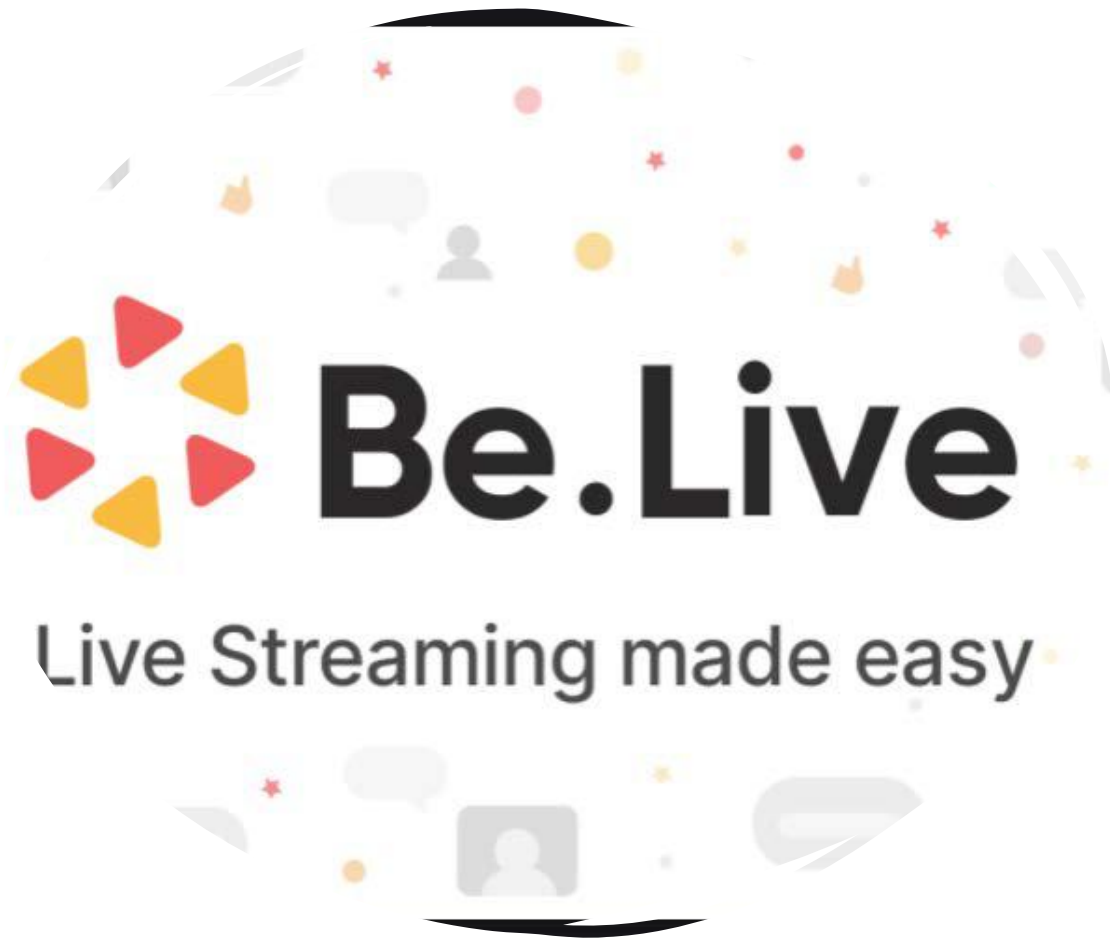
[FACEBOOK.COM/JJCDAEL/](https://www.facebook.com/JJCDAEL/)



MICHELLE LYMAN: COLLEGE AND CAREER
TRANSITION SPECIALIST

**LEARN ABOUT CERTIFICATES IN
TWL AND CHILD DEVELOPMENT**

Facebook Live! - Monday, September 14 at 11:00am
[facebook.com/JJCDAEL/](https://www.facebook.com/JJCDAEL/)



BE.LIVE

- Streamed directly onto Facebook
- Comments can be viewed from Be.Live
 - Summarize remarks by guest
 - Add guest contact information

BARRIERS

Technology

Not having enough bandwidth

- IET: Promoted to all classes
 - Audio didn't work
 - Improvised: created a Zoom and posted it
 - Tried again successfully a month later



REACH

Reach: The number of people who saw any content from your Page or about your Page. This metric is estimated.

Purposeful Posts

- October Down but engagement up from June: Enrollment over/FB Lives on hold

SHARES MATTER

Plainfield Library brought the highest number of post views

- Tag partner organizations @[Plainfield Public Library District](#) (promo reached almost 2,000)
- Encourage students to tag themselves in photos

Joliet Junior College Department of Adult Education and Literacy
Published by Cathy Wescott Kramer [?] · September 25 · 🌐

Mark your calendars! We will be LIVE on Wednesday, September 30 at 3:00 to talk with Tania Hess, ESL Liaison, Plainfield Public Library District, about ESL clubs, tutoring options, resources for students, and more!

WEDNESDAY, SEPTEMBER 30 AT 3:00 facebook.com/JCDAEL/

PLAINFIELD LIBRARY

Tania Hess, ESL Liaison
Learn about the Partnership between Plainfield Library and the Department of Adult Education and Literacy

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,011 People Reached **208** Engagements [Boost Post](#)

Be.Live

Cathy Kramer Tania Brenner-Hess

Plainfield Library

👍 Like 💬 Comment ➦ Share

Comments Hide

Most Relevant

- Tania you're the best. I love you, your mother, your aunt, your mama Teja. (The whole family!)
Like · Reply · Message · 1
- Bonnie Mudd Twichig · 0:33
Great job Tania!
Like · Reply · Message · 2
- Mandy Paquette Dwyer · 1:39
It's great to see you. Tania! I'm so glad you're a welcoming face at the Plainfield Library for people who need you. 🙌
Like · Reply · Message · 2
- Iris Samano · 2:13
Greetings from Shorewood 🙌
Like · Reply · Message · 2
- Lidia Jarrillo · 1:51
Hello, I live in Joliet my question is: In needed card the library of Plainfield or white my ID the JJC is ok.
Comment as Joliet Ju... 🗨️ 📷 🗑️

COMING!

Students – Shorter, student interviews



Partners – Two for ONE!

Share the resources available
through partners

They share our page!

